

FRUIT & VEGETABLE STATE PROFILE



WISCONSIN

STATE FRUIT & VEGETABLE PRODUCTION

- **\$774.7 Million** Value of fruits, vegetables, berries, potatoes, melons and tree nuts
- **315,917** Acres of fruits, vegetables, berries, potatoes, melons and tree nuts

PRODUCE BUSINESS & EMPLOYMENT

- **5,293** Farms
- **22,883** Farm employees
- **107** Produce shippers, wholesalers and businesses
- **\$107.64 Million** Value in fresh fruit and vegetable exports

OPPORTUNITY FOR FRUIT AND VEGETABLE CONSUMPTION

- **13.4%** Prevalence of childhood obesity ages 10-17; National rank: **#38**
- **89%** of school districts need at least one piece of equipment to better serve nutritious foods
- **86.8%** of schools are meeting the current school nutrition standards

NEED FOR BETTER HEALTH

- **185,069** Children participating in school breakfast; breakfasts served **30,631,315**
- **541,726** Children participating in school lunch; lunches served **88,681,982**
- **105,503** Participants in the Women, Infants and Children Program (WIC)
- **726,309** Participants in SNAP Program
- **156** Schools have received salad bars through the United Fresh Start Foundation/*Let's Move Salad Bars To Schools* Initiative

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- **\$7.411 Million** Total funding from the Farm Bill Specialty Crop Block Grant Program for **158** projects to increase competitiveness and profitability of producers from 2008-2015.
- **\$3.449 Million** To fund the Fresh Fruit & Vegetable Program in **190** elementary schools this year
- **\$11.39 Million** Estimated annually for fruit and vegetable vouchers for WIC participants.