## Fresh Fruit & Vegetable State Profile

### COLORADO

<table>
<thead>
<tr>
<th><strong>State Fruit &amp; Vegetable Production</strong></th>
<th><strong>State Fruit &amp; Vegetable Businesses &amp; Workforce</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>164 K</strong> Acres of Fresh Produce &amp; Tree Nuts</td>
<td><strong>2,141</strong> Farms</td>
</tr>
<tr>
<td><strong>$38 M</strong> Fresh Produce &amp; Tree Nuts Exports</td>
<td><strong>13,480</strong> Farm Employees</td>
</tr>
<tr>
<td><strong>$303 M</strong> Value of Fresh Produce &amp; Tree Nuts</td>
<td><strong>122</strong> Produce Shippers, Wholesalers &amp; Businesses</td>
</tr>
</tbody>
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## Opportunities to Increase Fruit & Vegetable Consumption

- **270** schools and growing have received salad bars through the industry’s investment in the United Fresh Start Foundation and Salad Bars to School Initiative.
- **96%** of schools need Updated Kitchen Equipment.
- **ONLY 12%** of adults across Colorado are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption.

## Federal Investments in Fruits & Vegetables

- **147 M** servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs.
- **$6.7 M** in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2019.
- **$3.6 M** in Fresh Fruit and Vegetable Program (FFVP) to 178 schools annually FY 2019.
- **$7.4 M** in Specialty Crop Block Grants through 134 total block grants FY 2008-2018.

## Total Market Access Program (MAP) Funding for Specialty Crops

- **$53 M** FY 2016.
Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.

Robert L. Guenther  
Senior Vice President, Public Policy  
202.303.3409  
guenther@unitedfresh.org

Dr. Jennifer McEntire  
Vice President, Food Safety & Technology  
202.303.3419  
jmcentire@unitedfresh.org

John Hollay  
Senior Director, Government Relations  
202.303.3400  
jhollay@unitedfresh.org

Katie McGowan  
Food Safety Program Coordinator  
202.303.3402  
kmcgowan@unitedfresh.org

Mollie Van Lieu  
Senior Director, Nutrition Policy  
202.303.3403  
mvanlieu@unitedfresh.org

Dr. Emily Griep  
Manager, Food Safety  
202.303.3401  
egriep@unitedfresh.org

Angela Bezon Tiwari  
Director, Grassroots and Political Action  
202.303.3416  
atiwari@unitedfresh.org

Murray Miller  
Government Relations Assistant  
202.303.3426  
miller@unitedfresh.org

Thomas E. Stenzel  
President & CEO  
202.303.3406  
tstenzel@unitedfresh.org