## Fresh Fruit & Vegetable State Profile

### NORTH CAROLINA

<table>
<thead>
<tr>
<th>State Fruit &amp; Vegetable Production</th>
<th>State Fruit &amp; Vegetable Businesses &amp; Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acres</strong></td>
<td><strong>Farms</strong></td>
</tr>
<tr>
<td>307 K</td>
<td>6,407</td>
</tr>
<tr>
<td><strong>Value of Fresh Produce &amp; Tree Nuts</strong></td>
<td><strong>Fresh Produce &amp; Tree Nuts Exports</strong></td>
</tr>
<tr>
<td>$98.7 M</td>
<td></td>
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<tr>
<td><strong>Value of Fresh Produce &amp; Tree Nuts</strong></td>
<td></td>
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<tr>
<td>$662 M</td>
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</tbody>
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### Opportunities to Increase Fruit & Vegetable Consumption

- **$500 M INCREASE**
- **18 schools and growing have received salad bars through the industry's investment in the United Fresh Start Foundation and Salad Bars to School Initiative**
- **93% of schools need Updated Kitchen Equipment**
- **ONLY 9% of adults across North Carolina are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption**

### Federal Investments in Fruits & Vegetables

- **349 M** servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs
- **$16 M** in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2019
- **$4.3 M** in Fresh Fruit and Vegetable Program (FFVP) to 200 schools annually FY 2018
- **$11 M** in Specialty Crop Block Grants through 191 total block grants FY 2008-2018
- **$460 K** value in Pest & Disease Grants FY 2019
- **$17.5 M** in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

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**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.

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