Fresh Fruit & Vegetable State Profile

OKLAHOMA

State Fruit & Vegetable Production

- 16,000 Acres of Fresh Produce & Tree Nuts
- $22 million Fresh Produce & Tree Nuts Exports
- $67 million Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

- 1,423 Farms
- 6,356 Farm Employees
- 43 Produce Shippers, Wholesalers & Businesses

Opportunities to Increase Fruit & Vegetable Consumption

- $500 million INCREASE in agricultural imports of fresh fruits, vegetables and tree nuts expected nationwide in FY 2019
- 52 schools and growing have received salad bars through the industry’s investment in the United Fresh Start Foundation and Salad Bars to School Initiative
- 87% of schools need updated kitchen equipment
- Only 7% of adults across Oklahoma are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

- 165 million servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs
- $5 million in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2019
- $2.7 million in Fresh Fruit and Vegetable Program (FFVP) to 120 schools annually FY 2018
- $4.7 million in Specialty Crop Block Grants through 108 total block grants FY 2008-2018
- $221,000 in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

Total Market Access Program (MAP) Funding for Specialty Crops

- $53 million FY 2016

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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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