Fresh Fruit & Vegetable State Profile

OREGON

State Fruit & Vegetable Production

394 K Acres of Fresh Produce & Tree Nuts

$284 M Fresh Produce & Tree Nuts Exports

$1 B Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

8,659 Farms

76,947 Farm Employees

133 Produce Shippers, Wholesalers & Businesses

20% INCREASE nationwide in H2A workers in 2018

Opportunities to Increase Fruit & Vegetable Consumption

$500 M INCREASE IN AGRICULTURAL IMPORTS OF FRESH FRUITS, VEGETABLES AND TREE NUTS EXPECTED NATIONWIDE IN FY 2019

34 schools and growing have received salad bars through the industry’s investment in the United Fresh Start Foundation and Salad Bars to School Initiative

89% of schools need Updated Kitchen Equipment

ONLY 12% of adults across Oregon are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

116 M servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs

$6 M in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2019

$2.7 M in Fresh Fruit and Vegetable Program (FFVP) to 137 schools annually FY 2018

$17 M in Specialty Crop Block Grants through 224 total block grants FY 2008-2018

$210 K value in Pest & Disease Grants FY 2019

$13.3 M in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

Total Market Access Program (MAP) Funding for Specialty Crops $53M 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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