Fresh Fruit & Vegetable State Profile

SOUTH CAROLINA

State Fruit & Vegetable Production

- 78,000 Acres of Fresh Produce & Tree Nuts
- $30.4 Million Fresh Produce & Tree Nuts Exports
- $194 Million Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

- 3,031 Farms
- 9,969 Farm Employees
- 74 Produce Shippers, Wholesalers & Businesses

Opportunities to Increase Fruit & Vegetable Consumption

- 71 schools and growing have received salad bars through the industry’s investment in the United Fresh Start Foundation and Salad Bars to School Initiative
- 88% of schools need updated kitchen equipment
- Only 9% of adults across South Carolina are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

- 199 Million servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs
- $6.5 Million in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC)
- $3 Million in Fresh Fruit and Vegetable Program (FFVP) to 146 schools annually
- $5 Million in Specialty Crop Block Grants through 163 total block grants
- $1.8 Million value in Pest & Disease Grants
- $140,000 in projects through Specialty Crop Research Initiative (SCRI)

Total Market Access Program (MAP) Funding for Specialty Crops

- $53 Million in 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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