

FRUIT & VEGETABLE STATE PROFILE



COLORADO

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **827** Acres: **6,094** Value: **\$23,956,000**
- Vegetables, Potatoes & Melons: Farms: **763** Acres: **83,266** Value: **\$280,591,000**

PRODUCE BUSINESS & EMPLOYMENT

- **130** Produce shippers, wholesalers and businesses
- **60** Farmers markets selling fresh fruits and vegetables
- **192,808** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **20.5%**; National rank: **51**
- Adults consuming fruits and vegetables less than once daily – Fruits: **35.7%** Vegetables: **19.1%**
- Prevalence of childhood obesity ages 10-17 is **10.9%**; National rank: **47**

OPPORTUNITY FOR BETTER HEALTH

- **155,730** Children participating in school breakfast; breakfasts served **25,665,037**
- **375,023** Children participating in school lunch; lunches served **62,166,715**
- **96,873** Participants in the Women, Infants and Children Program
- **506,461** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$3,630,860** from 2008-2013 used to fund **71** projects to increase competitiveness and profitability of Colorado producers.
- Fresh Fruit & Vegetable Program provides Colorado **\$3,152,684** to fund fruit and vegetable snacks in **105** elementary schools this year.
- WIC provides Colorado participants an estimated **\$10.4 million** annually in fruit and vegetable vouchers.

SOURCES

USDA 2012 Agriculture Census; USDA, FNS; USDA, AMS; Blue Book Services; Produce Marketing Association Economic Reach and Impact of the Fresh Produce and Floral Industry; F as in Fat: How Obesity Threatens America's Future

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