

# FRUIT & VEGETABLE STATE PROFILE



## MONTANA

### STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **335** Acres: **1,167** Value: **\$3,658,000**
- Vegetables, Potatoes & Melons: Farms: **325** Acres: **9,322** Value: **\$33,199,000**

### PRODUCE BUSINESS & EMPLOYMENT

- **15** Produce shippers, wholesalers and businesses
- **29** Farmers markets selling fresh fruits and vegetables
- **14,455** FTE produce industry employment impact from producer to retailer

### NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **24.3%**; National rank: **44**
- Adults consuming fruits and vegetables less than once daily – Fruits: **39.2%** Vegetables: **21.7%**
- Prevalence of childhood obesity ages 10-17 is **14.31%**; National rank: **28**

### OPPORTUNITY FOR BETTER HEALTH

- **28,155** Children participating in school breakfast; breakfasts served **4,710,159**
- **84,069** Children participating in school lunch; lunches served **13,866,675**
- **19,848** Participants in the Women, Infants and Children Program
- **124,803** Participants in SNAP Program

### IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$1,580,171** from 2008-2013 used to fund **40** projects to increase competitiveness and profitability of Montana producers.
- Fresh Fruit & Vegetable Program provides Montana **\$2,016,248** to fund fruit and vegetable snacks in **191** elementary schools this year.
- WIC provides Montana participants an estimated **\$2.1 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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