

FRUIT & VEGETABLE STATE PROFILE



SOUTH CAROLINA

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **779** Acres: **18,010** Value: **\$65,762,000**
- Vegetables, Potatoes & Melons: Farms: **1,407** Acres: **28,508** Value: **\$122,678,000**

PRODUCE BUSINESS & EMPLOYMENT

- **81** Produce shippers, wholesalers and businesses
- **35** Farmers markets selling fresh fruits and vegetables
- **23,344** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **31.6%**; National rank: **7**
- Adults consuming fruits and vegetables less than once daily – Fruits: **44.4%** Vegetables: **27.3%**
- Prevalence of childhood obesity ages 10-17 is **21.5%**; National rank: **2**

OPPORTUNITY FOR BETTER HEALTH

- **273,454** Children participating in school breakfast; breakfasts served **46,293,690**
- **478,131** Children participating in school lunch; lunches served **80,832,456**
- **124,287** Participants in the Women, Infants and Children Program
- **820,495** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$2,629,256** from 2008-2013 used to fund **90** projects to increase competitiveness and profitability of South Carolina producers.
- Fresh Fruit & Vegetable Program provides South Carolina **\$3,020,816** to fund fruit and vegetable snacks in **132** elementary schools this year.
- WIC provides South Carolina participants an estimated **\$13.4 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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