

FRUIT & VEGETABLE STATE PROFILE



VIRGINIA

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **1,625** Acres: **18,912** Value: **\$65,820,000**
- Vegetables, Potatoes & Melons: Farms: **1,656** Acres: **22,454** Value: **\$92,323,000**

PRODUCE BUSINESS & EMPLOYMENT

- **80** Produce shippers, wholesalers and businesses
- **149** Farmers markets selling fresh fruits and vegetables
- **12,353** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **27.4%**; National rank: **27**
- Adults consuming fruits and vegetables less than once daily – Fruits: **38.4%** Vegetables: **22.2%**
- Prevalence of childhood obesity ages 10-17 is **14.3**; National rank: **28**

OPPORTUNITY FOR BETTER HEALTH

- **272,469** Children participating in school breakfast; breakfasts served **44,902,383**
- **717,614** Children participating in school lunch; lunches served **117,391,235**
- **155,935** Participants in the Women, Infants and Children Program
- **918,852** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$2,578,479** from 2008-2013 used to fund **98** projects to increase competitiveness and profitability of Virginia producers.
- Fresh Fruit & Vegetable Program provides Virginia **\$3,952,144** to fund fruit and vegetable snacks in **127** elementary schools this year.
- WIC provides Virginia participants an estimated **\$16.8 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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