

# FRUIT & VEGETABLE STATE PROFILE



## WISCONSIN

### STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **1,350** Acres: **9,300** Value: **\$219,271,000**
- Vegetables, Potatoes & Melons: Farms: **2,873** Acres: **288,528** Value: **\$555,432,000**

### PRODUCE BUSINESS & EMPLOYMENT

- **119** Produce shippers, wholesalers and businesses
- **117** Farmers markets selling fresh fruits and vegetables
- **5,770** FTE produce industry employment impact from producer to retailer

### NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **29.7%**; National rank: **15**
- Adults consuming fruits and vegetables less than once daily – Fruits: **35.6%** Vegetables: **26%**
- Prevalence of childhood obesity ages 10-17 is **13.4%**; National rank: **38**

### OPPORTUNITY FOR BETTER HEALTH

- **173,032** Children participating in school breakfast; breakfasts served **28,732,940**
- **563,652** Children participating in school lunch; lunches served **92,857,680**
- **113,762** Participants in the Women, Infants and Children Program
- **844,841** Participants in SNAP Program

### IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$4,694,078** from 2008-2013 used to fund **114** projects to increase competitiveness and profitability of Wisconsin producers.
- Fresh Fruit & Vegetable Program provides Wisconsin **\$3,279,428** to fund fruit and vegetable snacks in **104** elementary schools this year.
- WIC provides Wisconsin participants an estimated **\$12.2 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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