Fresh Fruit & Vegetable State Profile

HAWAII

State Fruit & Vegetable Production

- 36 K Acres of Fresh Produce & Tree Nuts
- $42 M Fresh Produce & Tree Nuts Exports
- $229 M Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

- 4,377 Farms
- 9,290 Farm Employees
- 43 Produce Shippers, Wholesalers & Businesses

Opportunities to Increase Fruit & Vegetable Consumption

- 8 schools and growing have received salad bars through the industry's investment in the United Fresh Start Foundation and Salad Bars to School Initiative
- 84% of schools need Updated Kitchen Equipment
- ONLY 12% of adults across Hawaii are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

- 40 M servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs
- $2 M in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC)
- $2.3 M in Fresh Fruit and Vegetable Program (FFVP) to 78 schools annually

Total Market Access Program (MAP) Funding for Specialty Crops

- $53 M

Covid-19 Economic Relief

- 174 K+ jobs retained by 2869 companies who had Paycheck Protection Program (PPP) loans over $150K
- MORE THAN $2.3 B Coronavirus Food Assistance Program (CFAP) payments, $20.7 MILLION to Hawaii

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