Fresh Fruit & Vegetable State Profile

California

State Fruit & Vegetable Production

- 4.1 M Acres of Fresh Produce & Tree Nuts
- $10.7 B Fresh Produce & Tree Nuts Exports
- $24 B Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

- 46,138 Farms
- 414,564 Farm Employees
- 2,600 Produce Shippers, Wholesalers & Businesses

$500 M INCREASE IN AGRICULTURAL IMPORTS OF FRESH FRUITS, VEGETABLES AND TREE NUTS

- Expected nationwide in FY 2019

Opportunities to Increase Fruit & Vegetable Consumption

- 1,288 schools and growing have received salad bars through the industry's investment in the United Fresh Start Foundation and Salad Bars to School Initiative
- 93% of schools need Updated Kitchen Equipment
- ONLY 12% of adults across California are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

- 1 B annual servings of fruits & vegetables served through the National School Lunch program
- $9.7 M in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2018
- $11 M in Fresh Fruit and Vegetable Program (FFVP) to 340 schools annually
- $172 M in Specialty Crop Block Grants through 598 total block grants FY 2008-2017
- $13 M value in Pest & Disease Grants FY 2018
- $37 M in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

Total Market Access Program (MAP) Funding for Specialty Crops

- $53M FY 2016

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