Fresh Fruit & Vegetable State Profile

COLORADO

State Fruit & Vegetable Production

- 89,443 Acres of Fresh Produce & Tree Nuts
- $38 M Fresh Produce & Tree Nuts Exports
- $305 M Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

- 1,694 Farms
- 13,480 Farm Employees
- 20% INCREASE nationwide in H2A workers in 2018
- 122 Produce Shippers, Wholesalers & Businesses

Opportunities to Increase Fruit & Vegetable Consumption

- 270 schools and growing have received salad bars through the industry's investment in the United Fresh Start Foundation and Salad Bars to School Initiative
- 96% of schools need Updated Kitchen Equipment
- ONLY 12% of adults across Colorado are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

- 121 M annual servings of fruits & vegetables served through the National School Lunch program
- $761 K in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2018
- $3 M in Fresh Fruit and Vegetable Program (FFVP) to 146 schools annually
- $6.5 M in Specialty Crop Block Grants through 117 total block grants FY 2008-2017
- $201 K value in Pest & Disease Grants FY 2018
- $6.7 M in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

Total Market Access Program (MAP) Funding for Specialty Crops

- $53 M FY 2016

$500 M INCREASE IN AGRICULTURAL IMPORTS OF FRESH FRUITS, VEGETABLES AND TREE NUTS EXPECTED NATIONWIDE IN FY 2019

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