Fresh Fruit & Vegetable State Profile

NORTH CAROLINA

State Fruit & Vegetable Production

144 K Acres of Fresh Produce & Tree Nuts
$98.7 M Fresh Produce & Tree Nuts Exports
$520 M Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

6,427 Farms
34,791 Farm Employees
194 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

18 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 9% of adults across North Carolina are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

291 M annual servings of fruits & vegetables served through the National School Lunch program
$2.1 M in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC) FY 2018
$4.3 M in Fresh Fruit and Vegetable Program (FFVP) to 200 schools annually

Total Market Access Program (MAP) Funding for Specialty Crops

$10.3 M in Specialty Crop Block Grants through 174 total block grants FY 2008-2017

$1.6 M value in Pest & Disease Grants FY 2018

$17.5 M in projects through Specialty Crop Research Initiative (SCRI) FY 2008-2017

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