

Fresh Fruit & Vegetable State Profile

OREGON

State Fruit & Vegetable Production

394 K

Acres of Fresh Produce & Tree Nuts

\$284 M

Fresh Produce & Tree Nuts Exports

\$1 B

Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

8,659

Farms



↑ 20%
INCREASE
nationwide in H2A
workers in
2018

76,947

Farm Employees

133

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

34



schools and growing have
received salad bars
through the industry's
investment in the **United
Fresh Start Foundation
and Salad Bars to School
Initiative**

89%

of schools
need
**Updated
Kitchen
Equipment**

ONLY 12%

of adults across Oregon
are meeting the
**Dietary Guidelines for
Americans**
recommendations for
fruit and vegetable
consumption

Federal Investments in Fruits & Vegetables



116 M

servings of fruits &
vegetables served daily through
the **National School Lunch &
Breakfast** programs

\$6 M

in fresh fruit and vegetable
vouchers for participants in the
**Women, Infants and Children
program (WIC)**
FY 2019

\$2.7 M

in **Fresh Fruit and
Vegetable Program
(FFVP)** to
137 schools
annually
FY 2018



**Total Market
Access
Program (MAP)
Funding for
Specialty Crops
\$53M**

FY 2016

\$17 M

in **Specialty Crop Block
Grants**
through
**224 total
block grants**
FY 2008-2018

\$210 K

value in **Pest & Disease Grants**
FY 2019

\$13.3 M

in projects through **Specialty Crop
Research Initiative (SCRI)**
FY 2008-2017



Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.

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