

Employment, Incomes, and Characteristics of Workers and Owners of Fruit and Vegetable Markets in the Gulf of Mexico and the United States

Definition of Fruit and Vegetable Markets

Fruit and vegetable markets (NAICS 445230) “comprise establishments primarily engaged in retailing fresh fruits and vegetables” (<https://www.census.gov/eos/www/naics/index.html>). Examples of establishments listed by the Bureau of Census includes the following:

- Fruit and vegetable stands, permanent
- Fruit markets
- Fruit stands, permanent
- Produce markets
- Produce stands, permanent
- Vegetable markets

Employment and Wages, Salaries, and Earnings

Table 1 shows the number of jobs in the entire industry since 2001. On average, the industry directly created about 54,000 jobs per year in the United States. Figure 2 shows the top 10 states which provided jobs in the fruit and vegetable markets in 2017. The state of New York topped the list contributing 13.7% of all the jobs in the industry and followed closely by the state of California with 12.8 percent of all the industry jobs.

The average wages, salaries, and earnings in the industry in the entire United States have been falling during most of the early part of the period. The combined wages, salaries, and proprietor earnings (at constant 2017 prices) of all the QCEW employees, non-QCEW employees, self-employed, and extended proprietors averaged more than \$35,000 per person during the entire period under consideration (Figure 1).

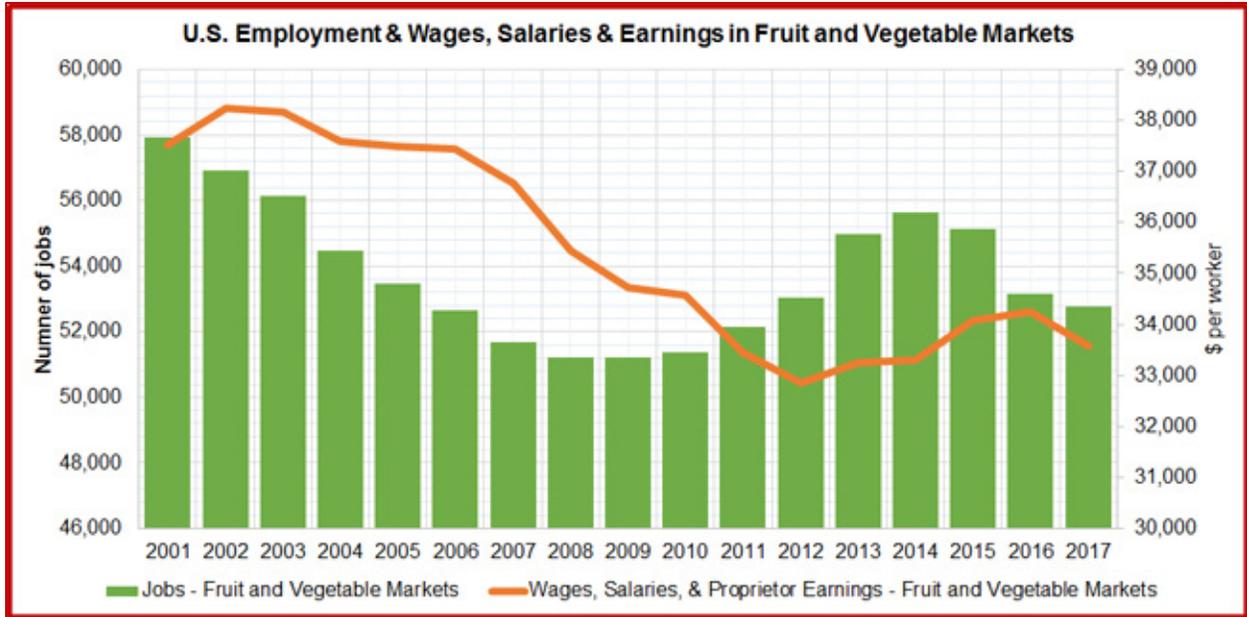


Figure 1. U.S. Annual Employment and Wages, Salaries, and Earnings of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

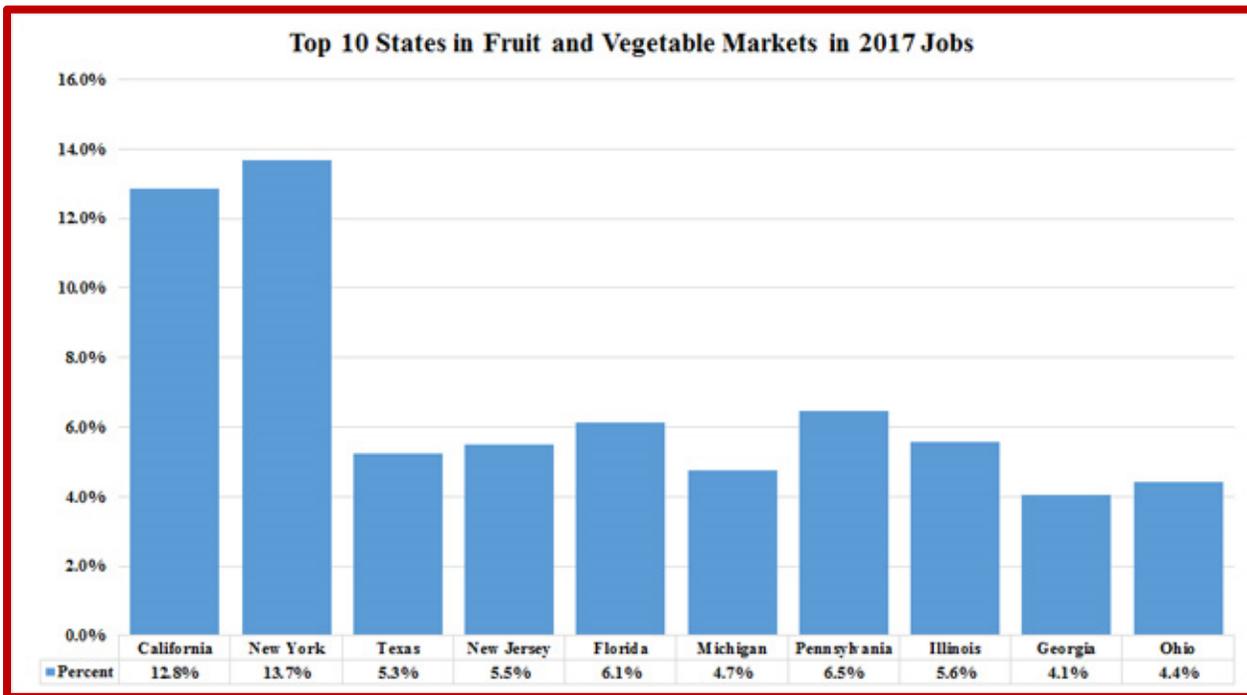


Figure 2. The top 10 states in fruit and vegetable markets by percent of jobs in 2017. Source of raw data: EMSI. <https://e.economicmodeling.com>.

The five Gulf of Mexico States (AL, FL, LA, MS, and TX) contributed more than 7,700 jobs or 14.41 percent of all the jobs during the period (Figure 3). The activities in Mississippi and Alabama during the same period added 0.43 and 1.20 percent of the total number of jobs, respectively.

Among the workers in the industry in the Gulf of Mexico States, the average wages, salaries, and earnings have been decreasing during most of the period. The annual earnings of workers and owners in the Gulf of Mexico States during the period averaged about \$34,800 per person (at constant 2017 prices) or 98.26 percent of the national average (Figure 3). During the same period, Mississippi and Alabama workers and owners received average annual pay amounting to 63.13 and 82.38 percent of the national average, respectively.



Figure 3. Annual Employment and Wages, Salaries, and Earnings of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors in the Gulf of Mexico Region. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Gender

The most recent industrial overview released by EMSI (Mar. 2018) showed that among workers and owners, 54.2 percent were males (Figure 4). About 45.8 percent of the workers and owners were females. In the Gulf States, similar proportions of men and women worked and owned these businesses.

Socio-Demographic Characteristics of Workers and Owners of Fruit and Vegetable Markets				
Industry Gender Breakdown	United States		Gulf of Mexico States	
Gender	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
Males	28,633	54.2%	3,989	53.4%
Females	24,148	45.8%	3,485	46.6%
Total	52,782	100.0%	7,474	100.0%

Figure 4. Gender Distribution of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Race or Ethnicity

The latest industrial overview posted by EMSI (Mar. 2018) sorted workers and owners by race or ethnicity (Figure 5). The majority of the workers and owners are White (63.3%), followed by Hispanic or Latino (20.4%), African American (8.1%), and Asian (6.7%). In the Gulf States, relatively fewer White (57.0%), African American (7.9%), and Asian (5.5%) and more Hispanic (28.6%) people are working in these businesses.

Socio-Demographic Characteristics of Workers and Owners of Fruit and Vegetable Markets				
Industry Race Breakdown	United States		Gulf of Mexico States	
Race/Ethnicity	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
White	33,397	63.3%	4,258	57.0%
Hispanic or Latino	10,766	20.4%	2,139	28.6%
Black or African American	4,288	8.1%	591	7.9%
Asian	3,559	6.7%	411	5.5%
Two or More Races	633	1.2%	53	0.7%
American Indian or Alaska Native	90	0.2%	18	0.2%
Native Hawaiian or Other Pacific Islander	50	0.1%	3	0.0%
Total	52,782	100.0%	7,474	100.0%

Figure 5. Race or Ethnic Distribution of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Age

The technical overview circulated by EMSI (Mar. 2018) grouped workers and owners by age (Figure 6). About 22.8 percent of the workers and owners are 55 years old and above. The “45-54” year-old workers and owners involved 19.6 percent of the total. The “35-44” year-old group added 18.7 percent of the total. The younger workers and owners included 21.3 percent of the rest. The workers and owners in the Gulf States are slightly older (41.79 years) as compared to the national average (40.51 years).

Socio-Demographic Characteristics of Workers and Owners of Fruit and Vegetable Markets				
Industry Age Breakdown	United States		Gulf of Mexico States	
Age	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
14-18	3,856	7.3%	425	5.7%
19-24	7,371	14.0%	882	11.8%
25-34	9,254	17.5%	1,312	17.6%
35-44	9,871	18.7%	1,406	18.8%
45-54	10,367	19.6%	1,624	21.7%
55-64	9,036	17.1%	1,404	18.8%
65+	3,027	5.7%	422	5.6%
Total	52,782	100.0%	7,474	100.0%

Figure 6. Age Distribution of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Businesses Registered in MarketMaker

If you need an online database of these businesses, you can perform the following search at the Mississippi MarketMaker (<https://ms.foodmarketmaker.com/>) or other member states (<https://foodmarketmaker.com/>):

Keywords: Fruit & Vegetable » States: AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, or WY » Type: Food Retailer » Profile: Food Retailer > Fruit & Vegetable Market

More than 12,600 fruit and vegetable markets registered their business profiles in MarketMaker (Figure 7). Click this [LINK](#) to view the entire search results online. You can sort the results alphabetically, by relevance, or by the distance to your current location.

About 2,000 fruit and vegetable businesses are registered in the five Gulf of Mexico States. In Mississippi and Alabama, there are 75 and 159 fruit and vegetable markets registered in MarketMaker, respectively.

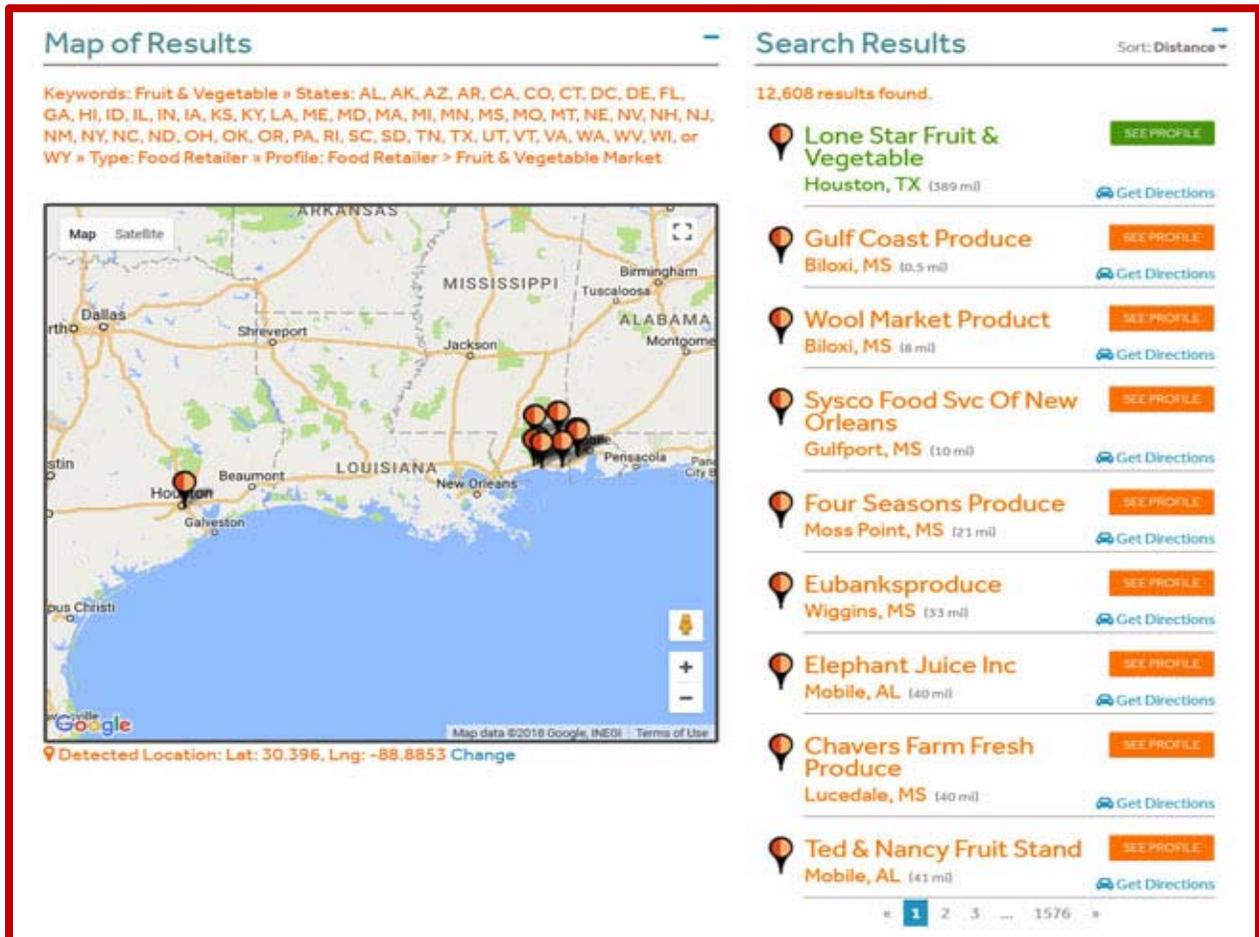


Figure 7. Map of fruit and vegetable market registered in MarketMaker. Click this [LINK](#) to view all the search results.

Frequently Asked Questions

What is MarketMaker?

[MarketMaker](#) is the most extensive and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. [MarketMaker](#) provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>. Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smartphone.

How do you register your food business in Mississippi MarketMaker?

Click [Register](#) and type your email address and a password in the spaces under Register. Be prepared to enter information (and pictures) about your business.

What are the benefits of registering your food business in Mississippi MarketMaker?

Producers register their businesses in [MarketMaker](#) because food buyers of all types access our database to find products and services to meet their specific needs. Through [MarketMaker](#), producers can reach more customers and more efficient form successful business alliances.

How do you search for your business profile in Mississippi MarketMaker?

Click [Search](#) and type the name of your company in the space under Search MarketMaker.

How do you update your business profile in Mississippi MarketMaker?

Click [Register](#) and then click UPDATE YOUR PROFILE. Type your email address and password in the spaces under Account Login. Be prepared to enter updated information (and pictures) about your business.

MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff, and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at ben.posadas@msstate.edu.

How do you search for local food businesses in Mississippi MarketMaker?

Click [Search](#) and type a keyword in the space under Search MarketMaker.

What is the Market Research tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles, and mapping food related businesses over demographic maps.

Where do you find the Market Research tool in MarketMaker?

Look for the Market Research section in MarketMaker and click [Research your market now](#) or [Use the previous version](#).

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