



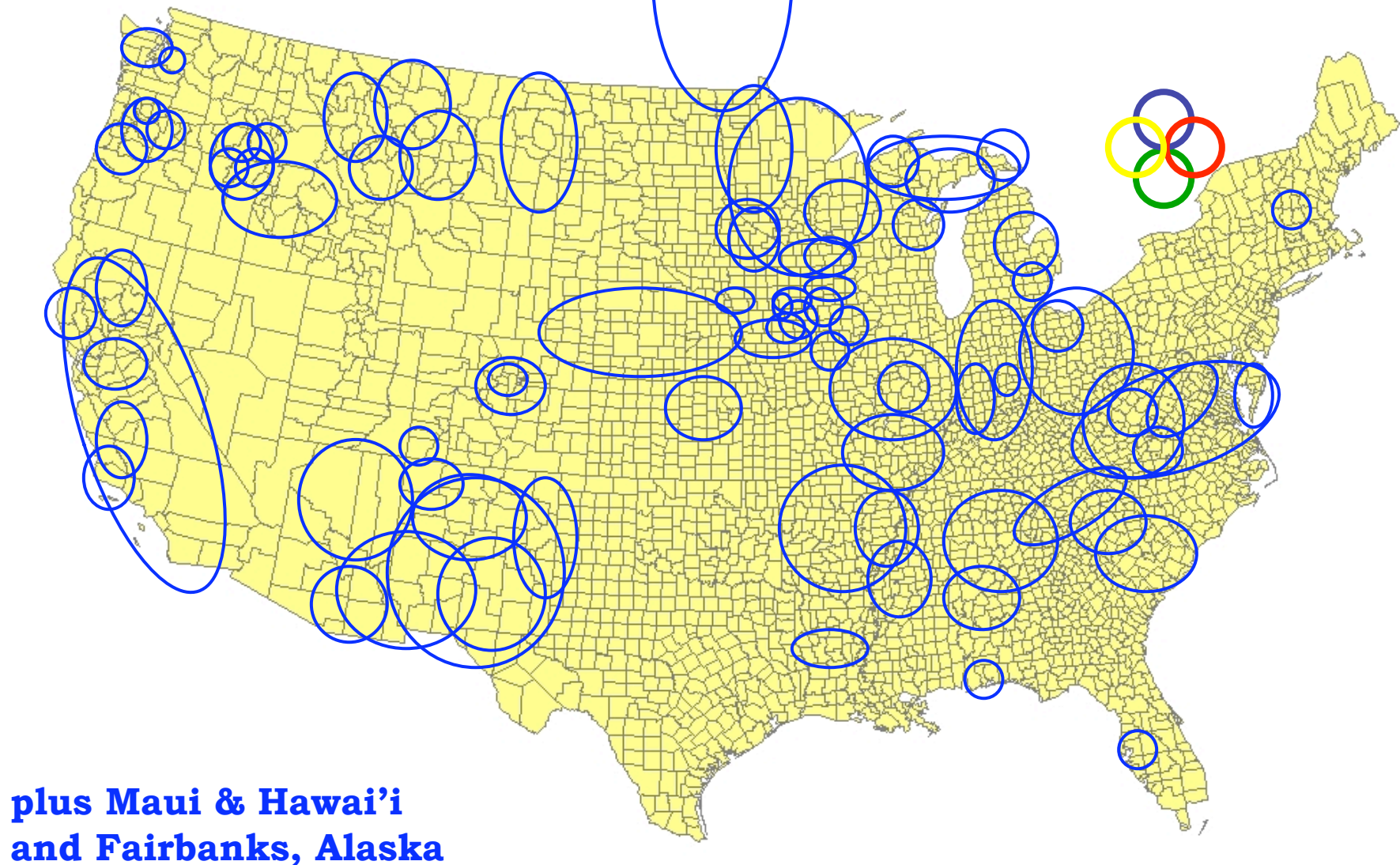
The role of “local” foods: growing businesses & economies

Ken Meter
Crossroads
Resource Center
(Minneapolis)

**Central Louisiana
Foodapalooza
Alexandria, Louisiana
April 26, 2013**

Corinna, Kurt, & Jed Bench — Elmore, Ohio

“Finding Food in Farm Country” Studies



95 regions in 32 states & Manitoba



Vision for local food economies

Build:

Health

Wealth

Connection

Capacity



**The current food system takes
wealth out of our communities**



**“Local” foods may be the best path
toward economic recovery in U.S.**

“Local” is a shorthand....



Photo: DSC



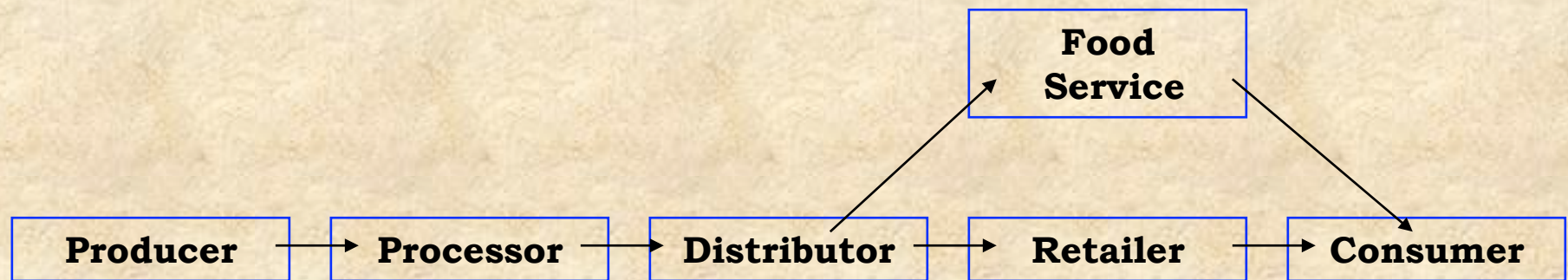
Goal: to build Community-Based Food Webs



Photo: DSC

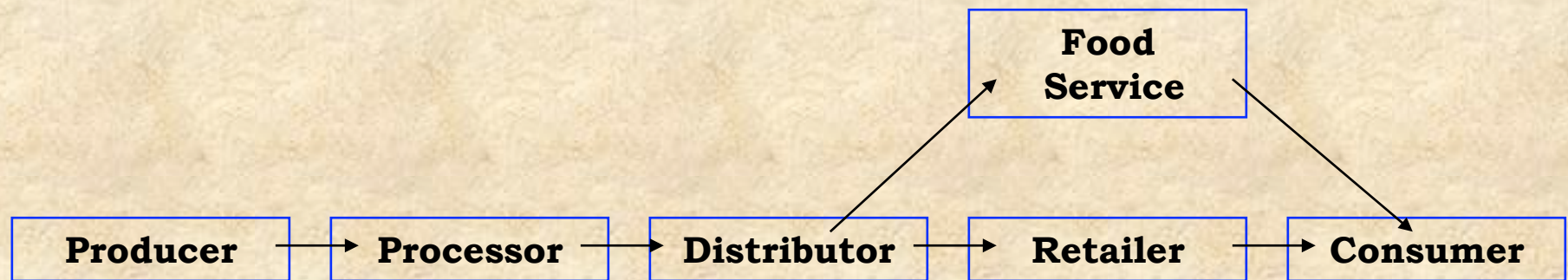


Supply Chain



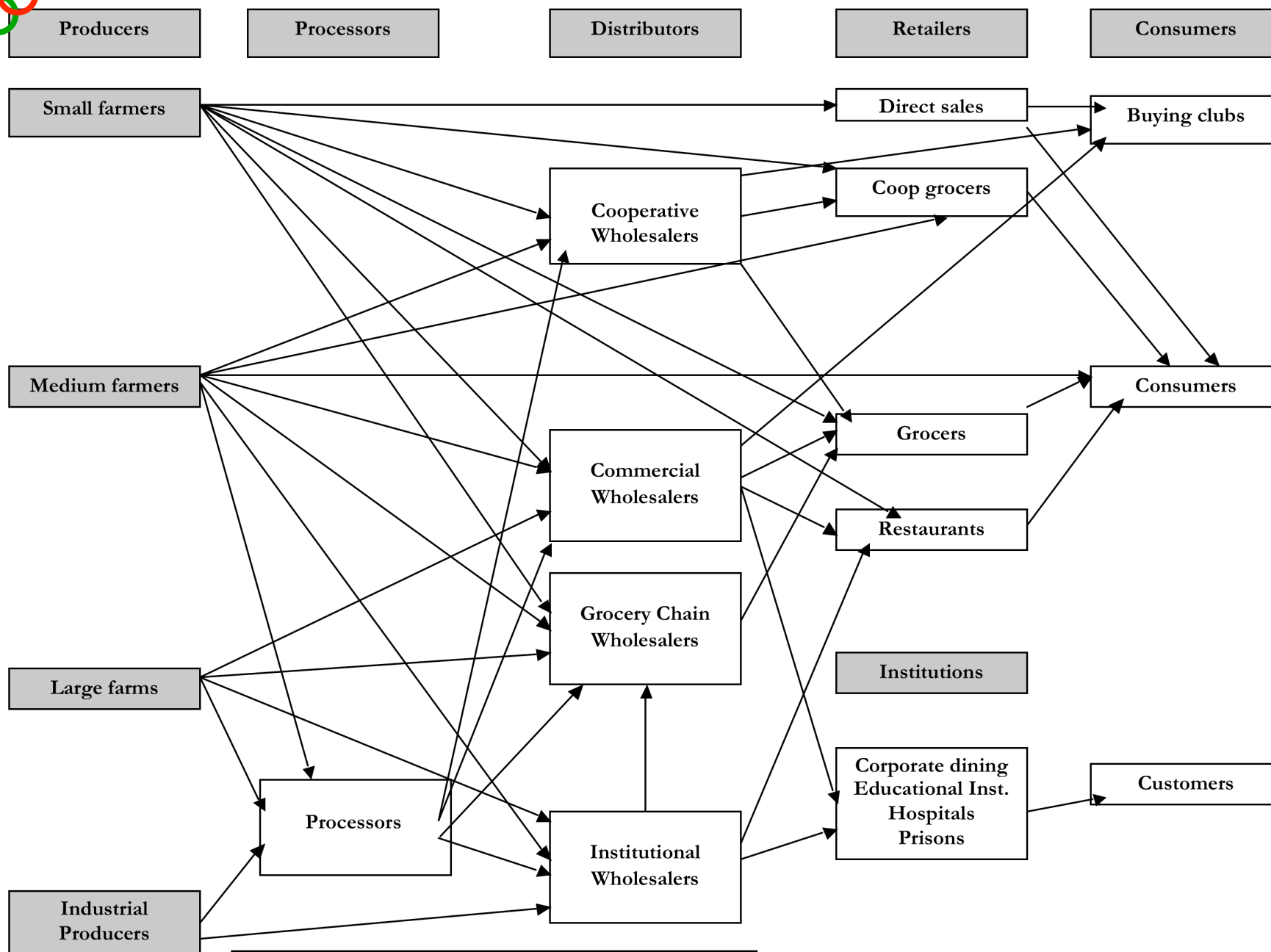


Value Chain





Value Structures in Minnesota's Food Industry

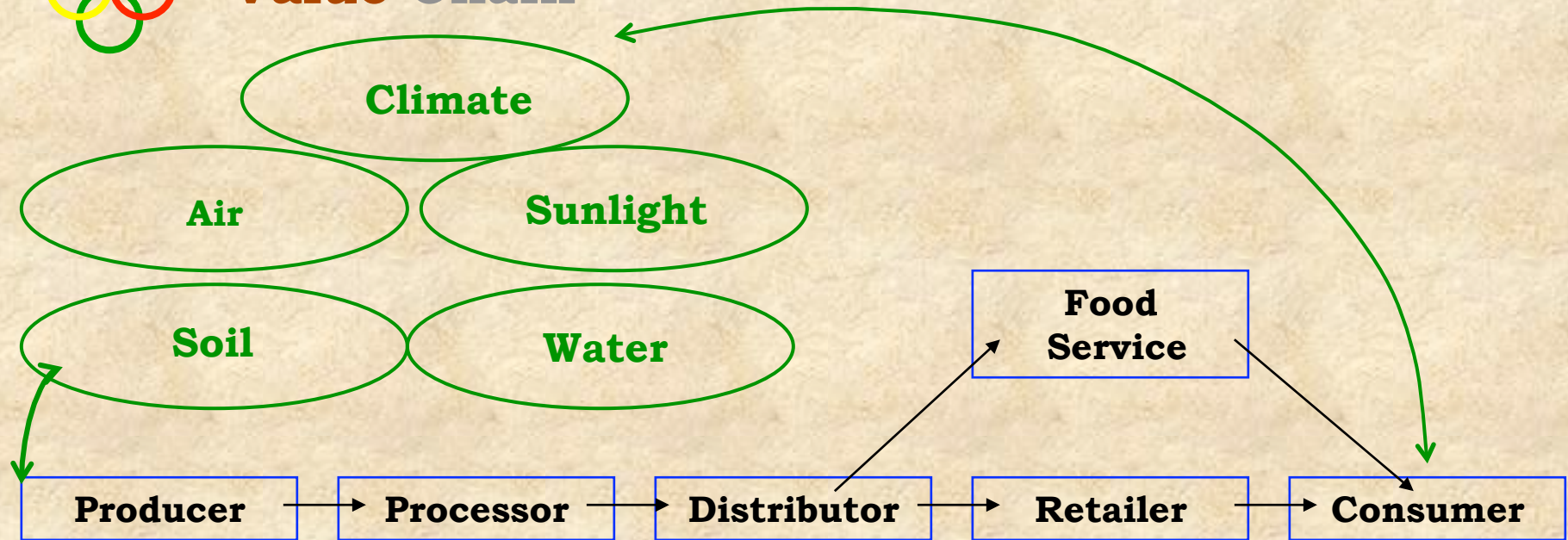


by Ken Meter, Crossroads Resource Center, October 2008

Representative transactions only — not all are shown

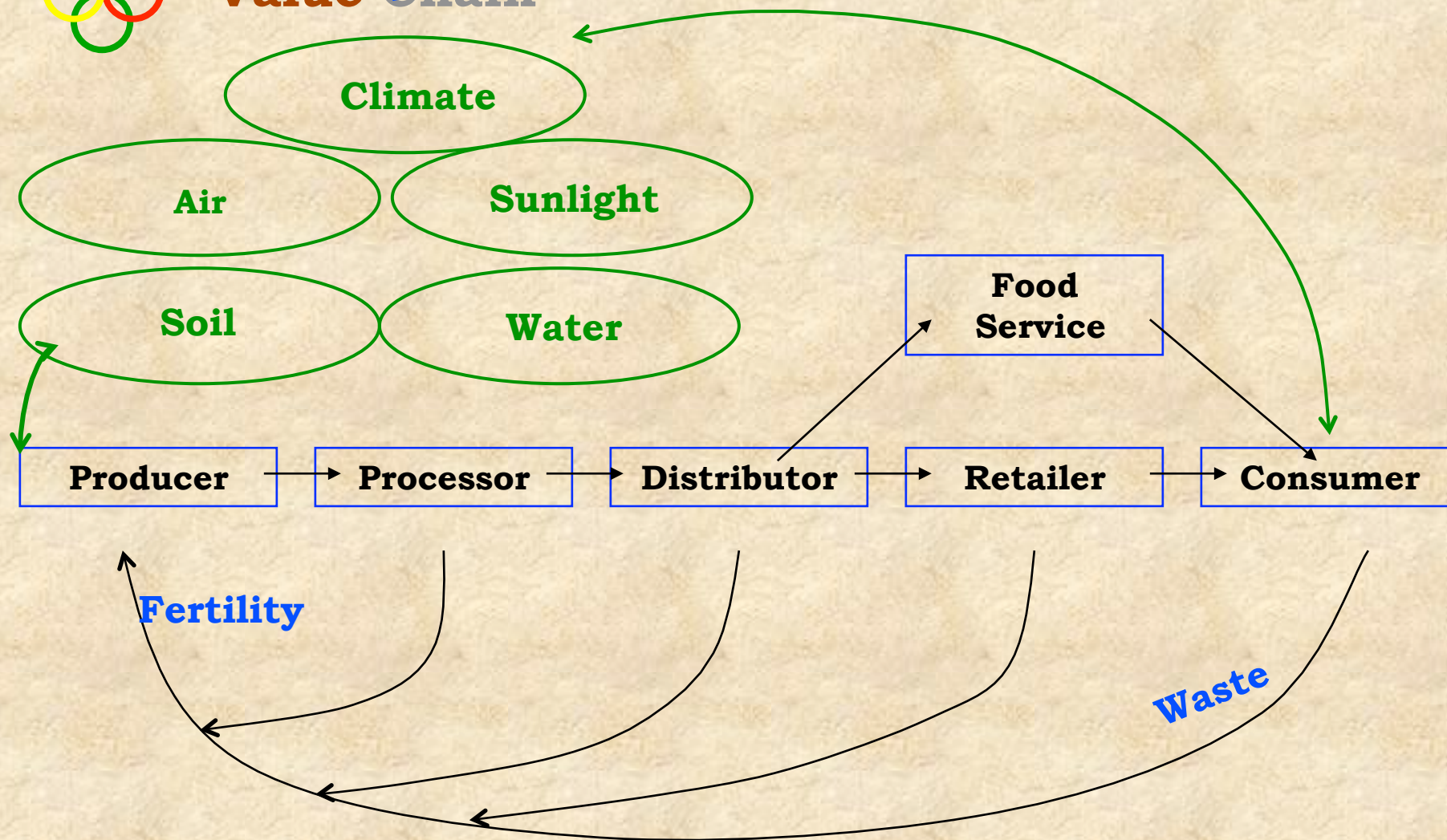


Value Chain

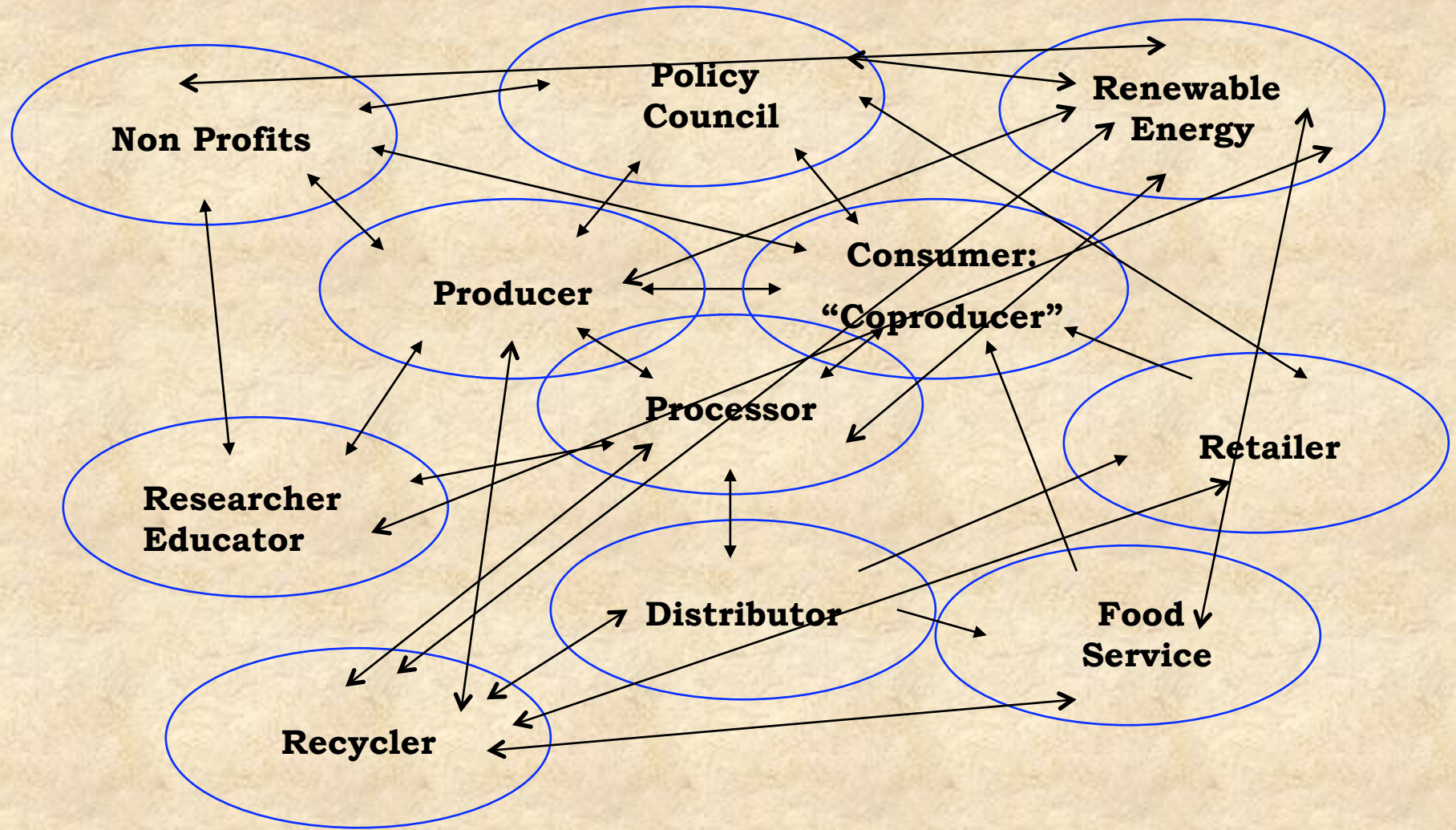




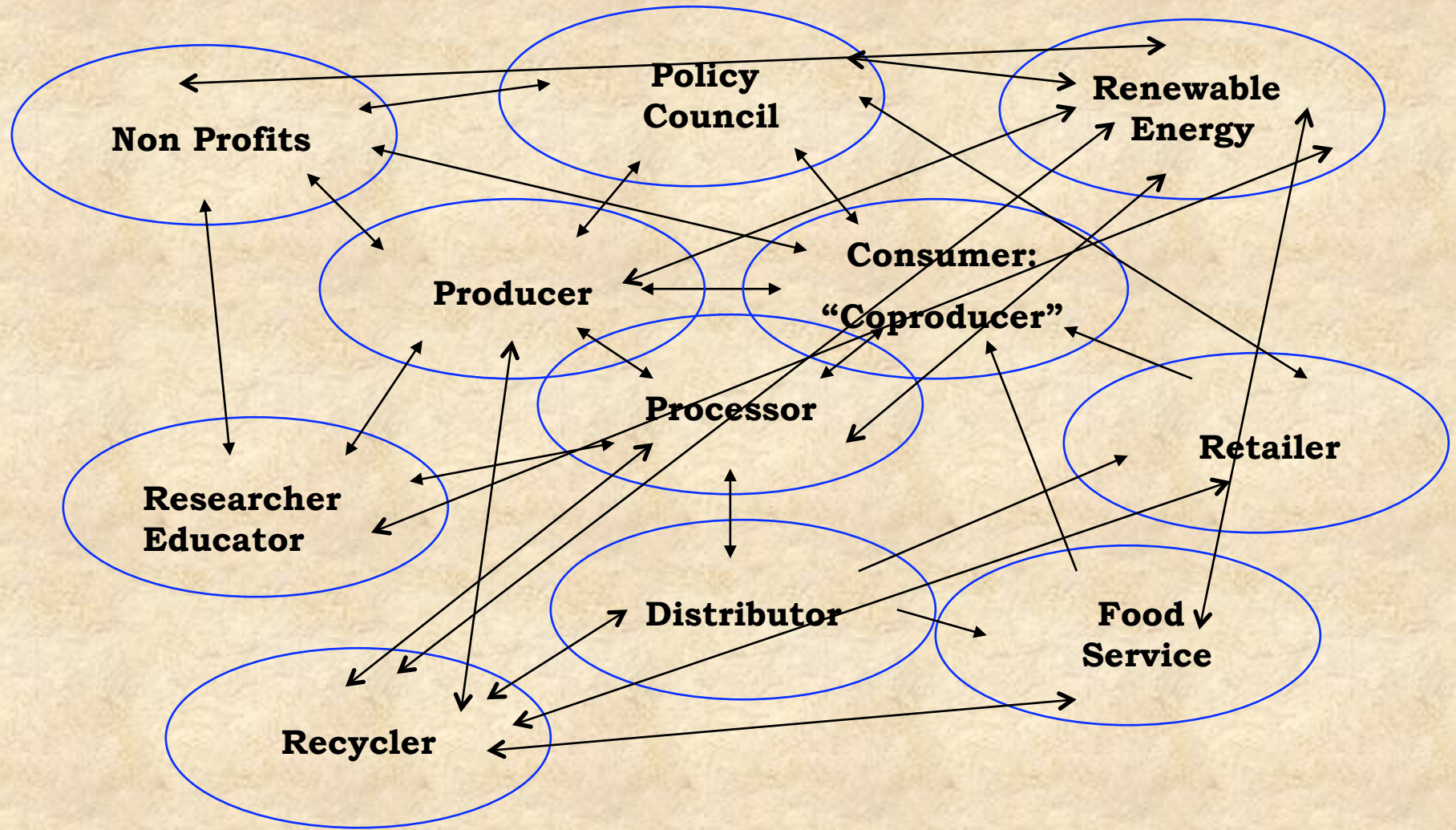
Value Chain

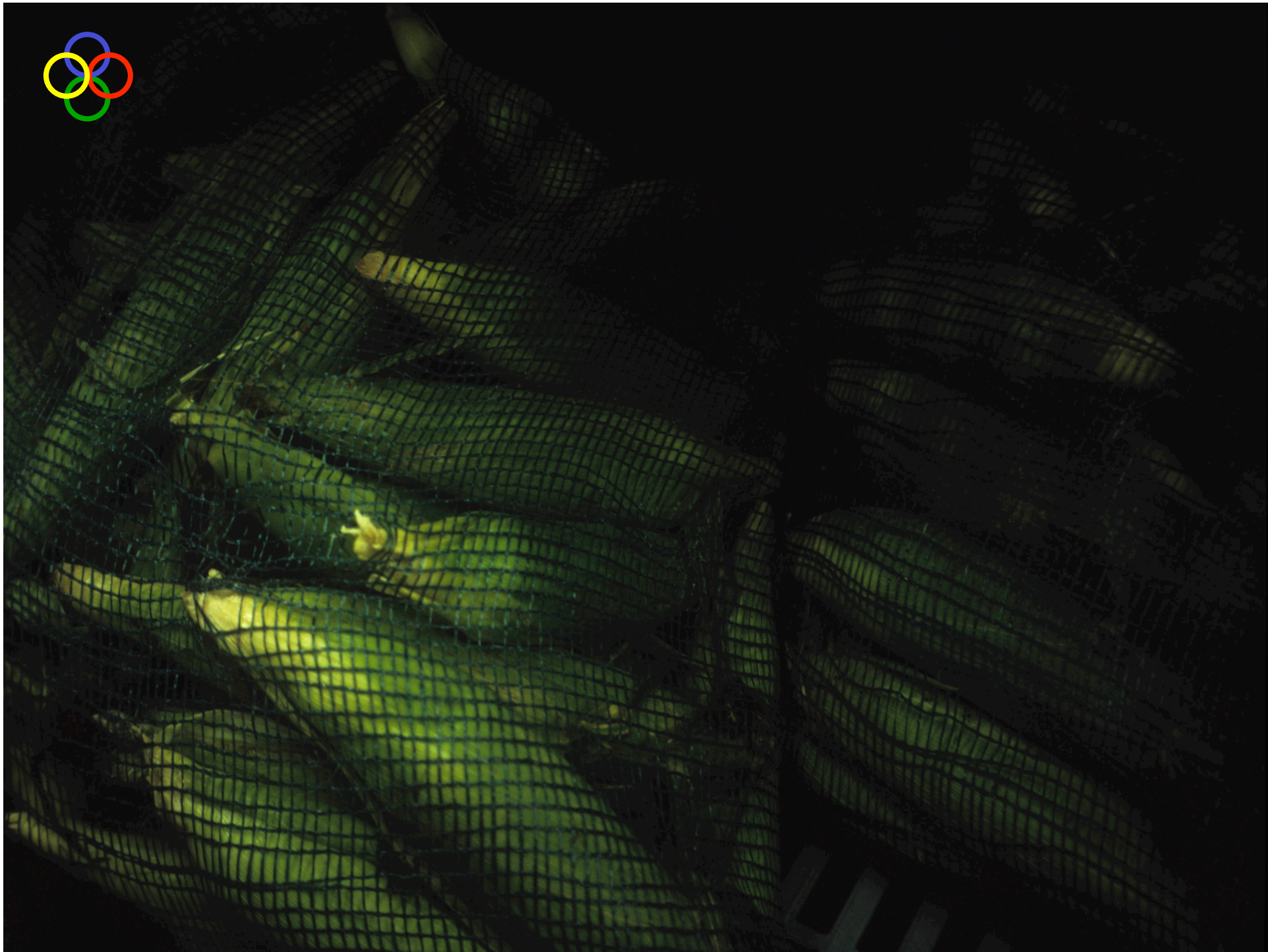


Value Network



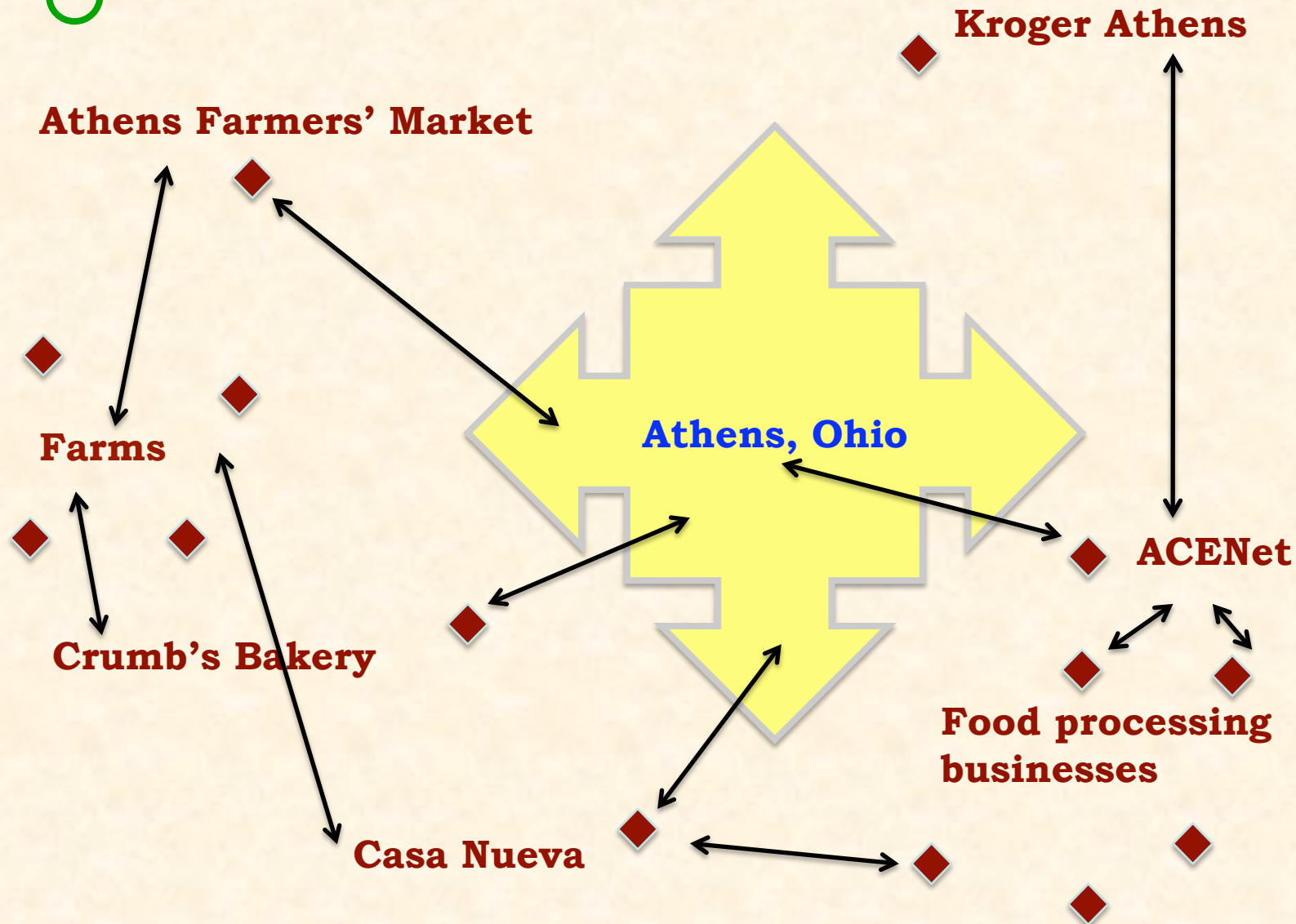
Food Web







Business Clusters

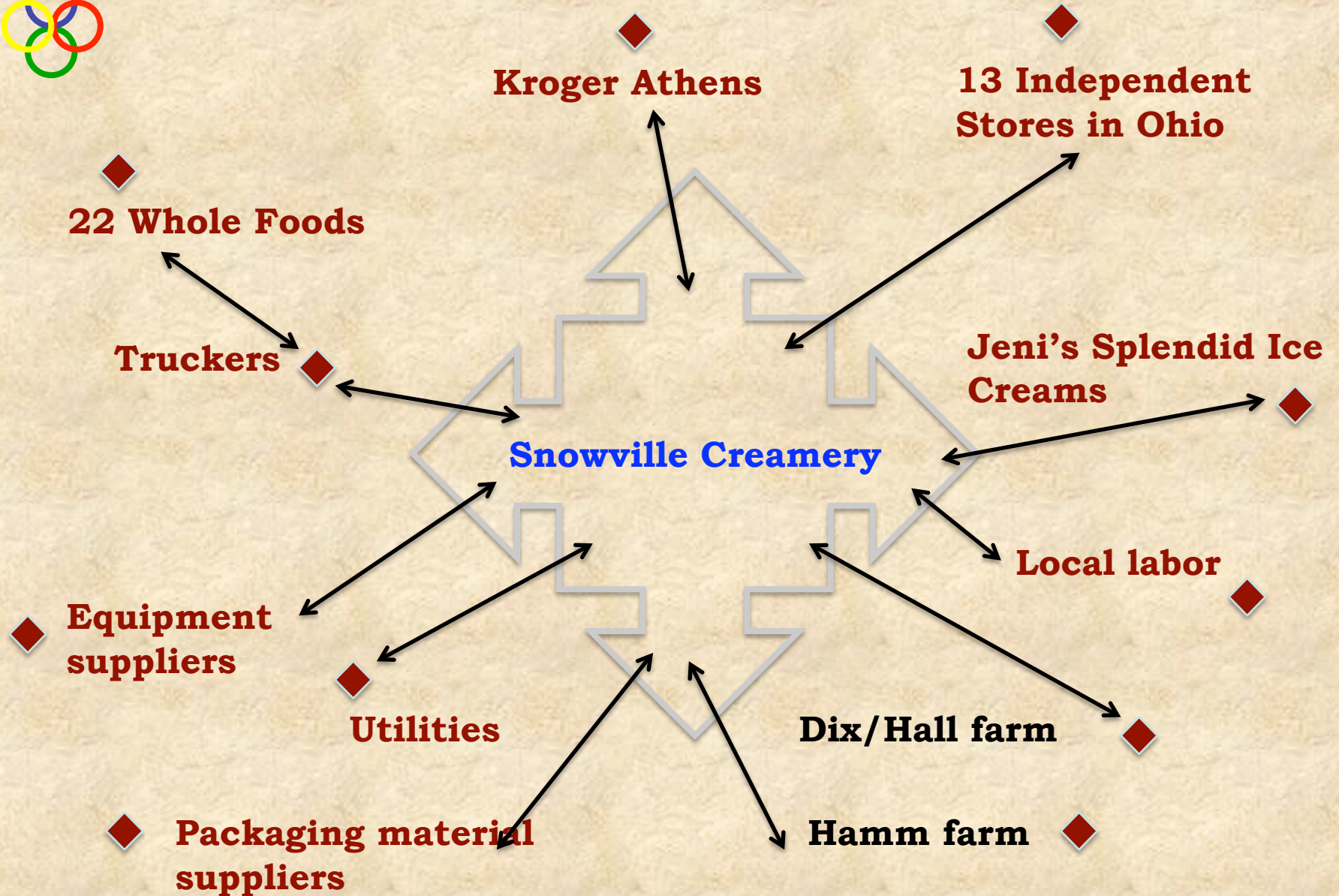




Dix/Hall Farm — Pomeroy, Ohio



Warren Taylor — Pomeroy, Ohio





Snowville at Paw Paw Fest



Business Clusters



**“Our growth is based on Snowville’s growth....
We are always in communication with each other.”**

– Jeni Britton Bauer



Snowville at Paw Paw Fest



green energy



**electricity, fuel,
water**

**Strawberries
Raspberries
Blueberries
Peaches
Pears
Apricots
Sweet Corn
Basil
Honey
etc:**

**nanofiltered
skim milk**



**Jeni's Splendid
Ice Creams**

**Milk:
Snowville Creamery**

**from various
Ohio farms**



**Process own flavors
in season**

Local Employees



**Employees
buy local**



Next steps

New collaboration:

- **Snowville Creamery**
brings produce & milk to Columbus
- **Columbus Food Bank**
stores these foods at warehouse
- **The Greener Grocer**
sells these foods in retail store



Next steps

**This is viewed as a step toward
delivering fresh food to
low-income consumers**

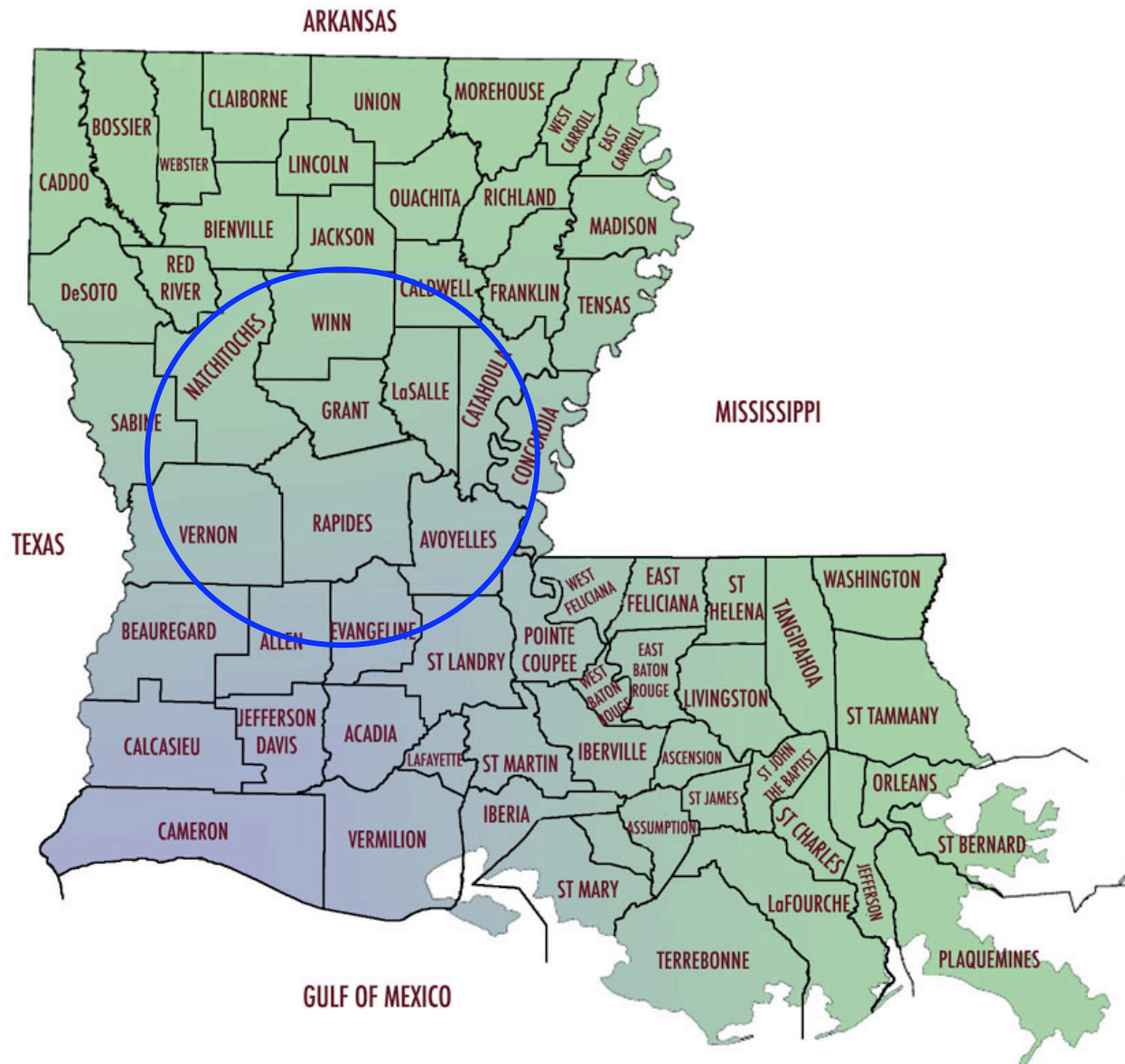




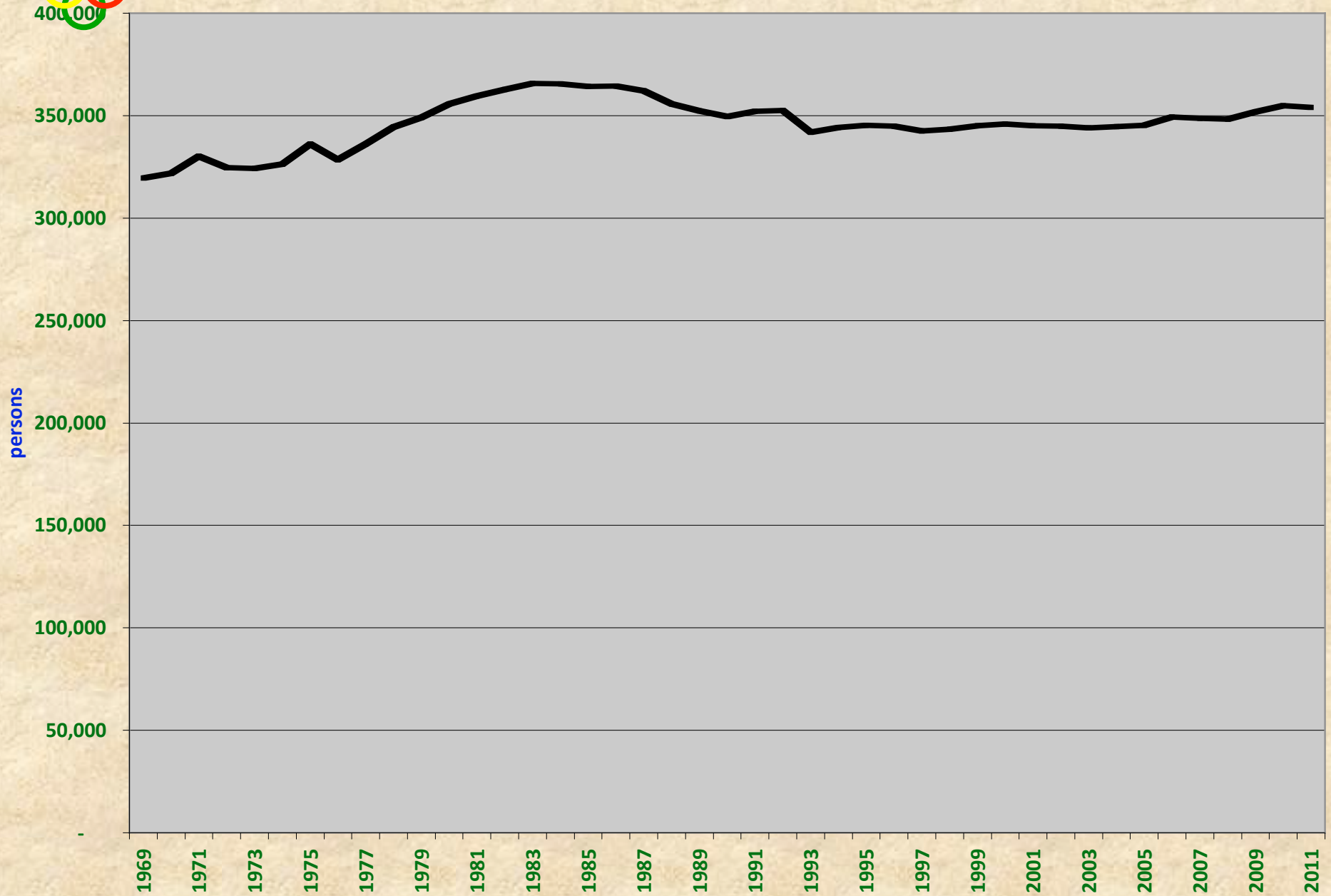
Finding Food in Central Louisiana

9 Parishes

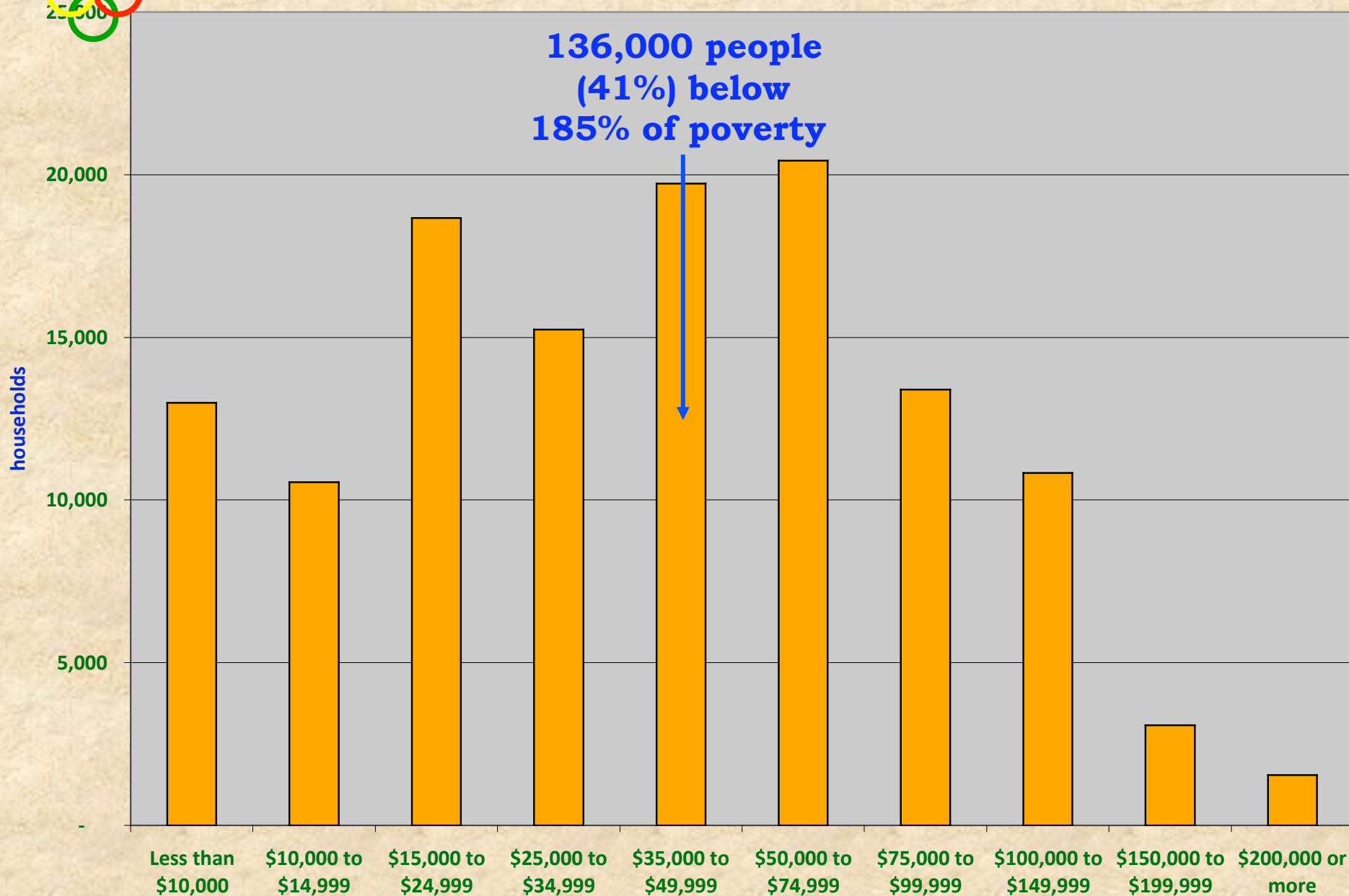
Allen
Avoyelles
Catahoula
Grant
La Salle
Natchitoches
Rapides
Vernon
Winn



Population in Central Louisiana, 1969 -2011



Household income levels in Central Louisiana, 2006-2011



Source: Federal Census



Farming in Central Louisiana

- **15% of the state's farms**
- **20% of the state's farm acreage**



Farming in Central Louisiana

- **118 acres raising vegetables**
- **87 million pounds consumed**



Farming in Central Louisiana

- **29 farms raise fruit**
- **126 million pounds consumed**



Processing in Central Louisiana

- **1 state certified meat processor**
- **1 federally certified meat processor**
- **141 million pounds of animal products consumed**



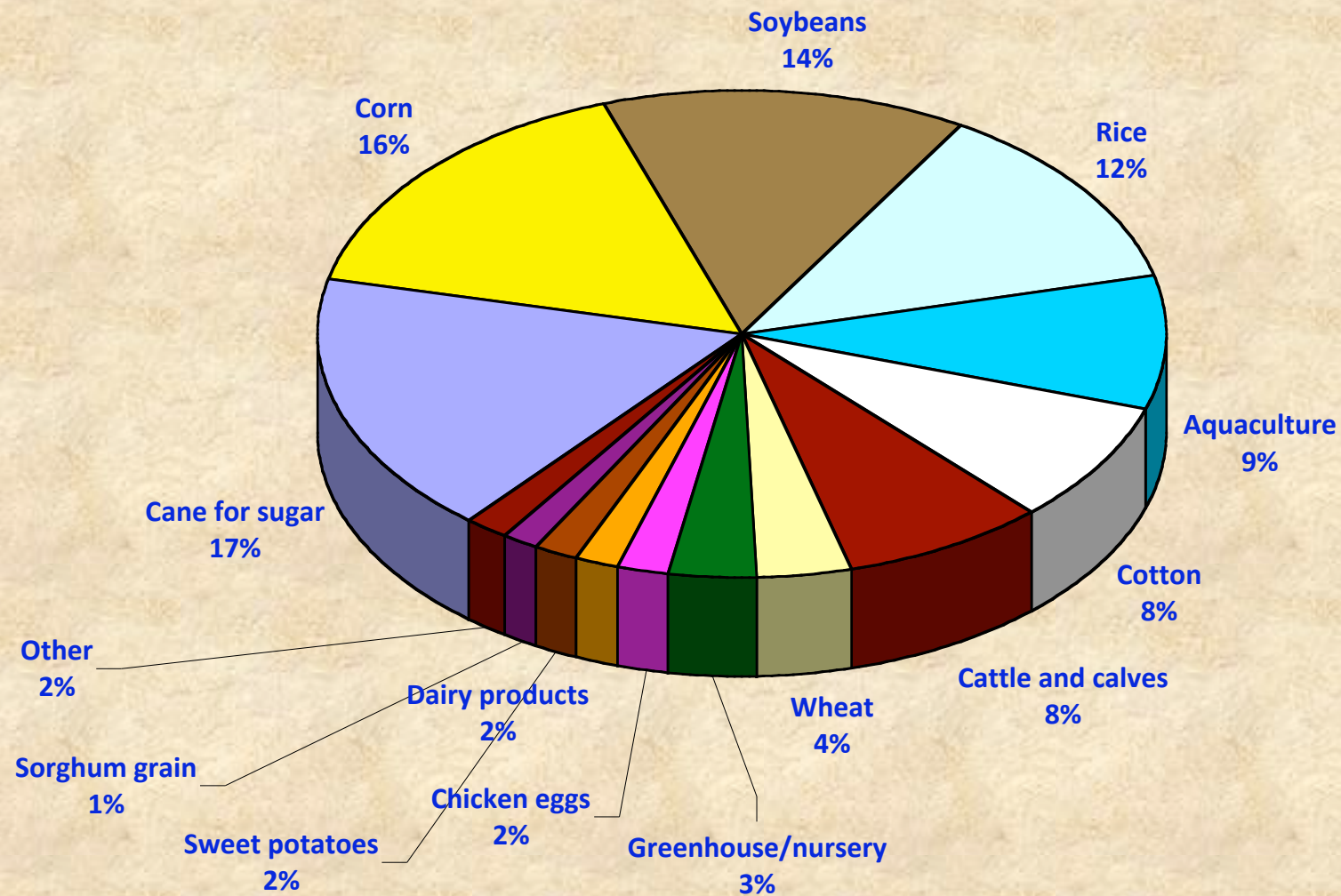
Eating in Central Louisiana

- **81 retail food stores**
- **23 farmers' markets & CSA farms**
- **247 convenience stores**



Top Farm Products in Louisiana, 2011

Louisiana



Economic Research Service (2011)



Health Conditions (2010)

**67% of residents
are
overweight (35%)
or obese (32%)**

Rate in 1995: 53%



Health Conditions (2010)

**10% of residents have
diabetes**

Rate in 2004: 8%



Health Conditions (2010)

Medical costs for diabetes:

\$205 million (Central Louisiana)

\$2.6 billion (Louisiana)



Health Conditions (2009)

**17% of residents eat minimum
number of fruits & vegetables**



Health Conditions (2009)

**44% of residents
exercise adequately**



Central Louisiana Food & Farm Economy

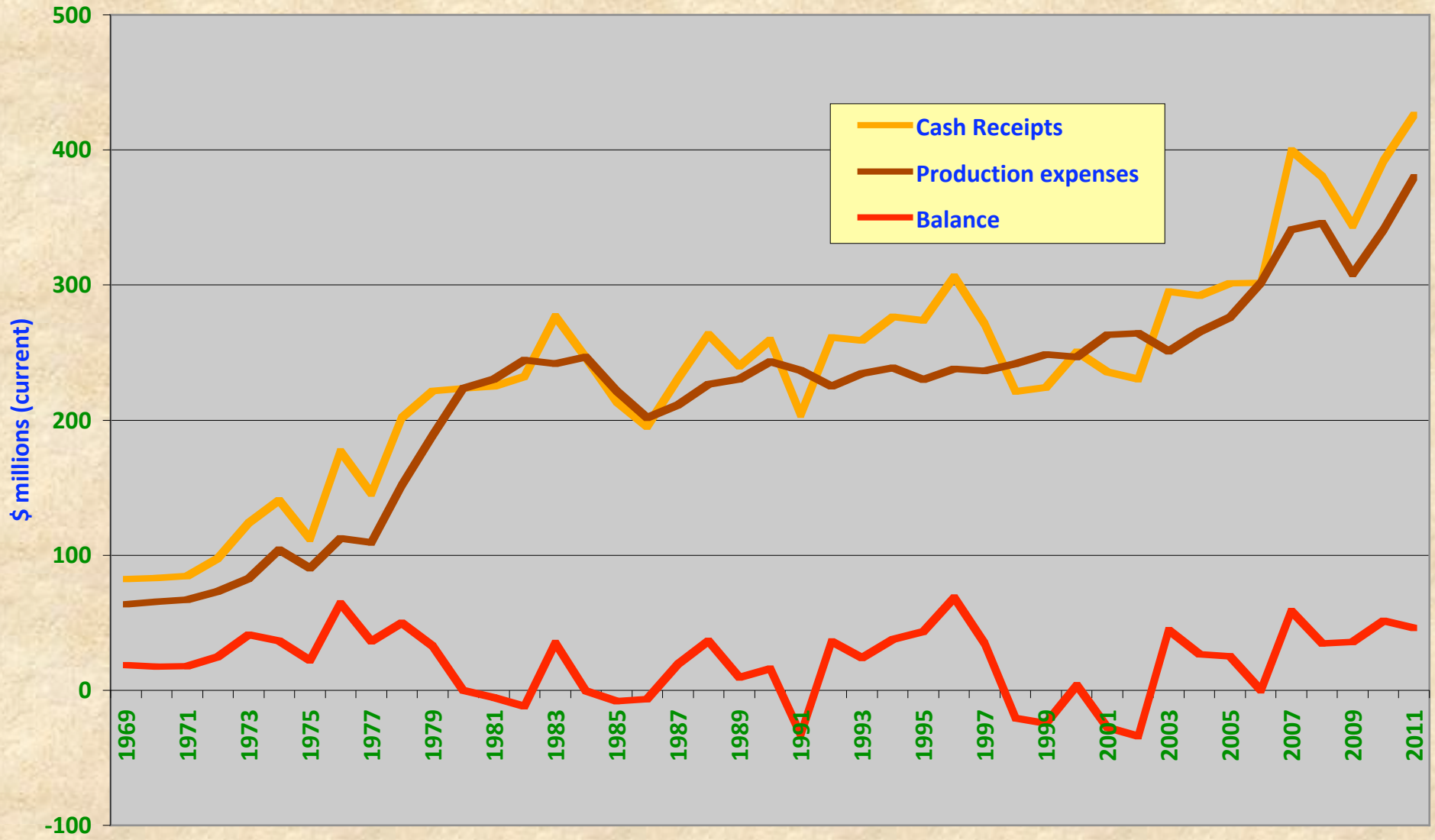
4,448 farms

Source: USDA Agriculture Census 2007





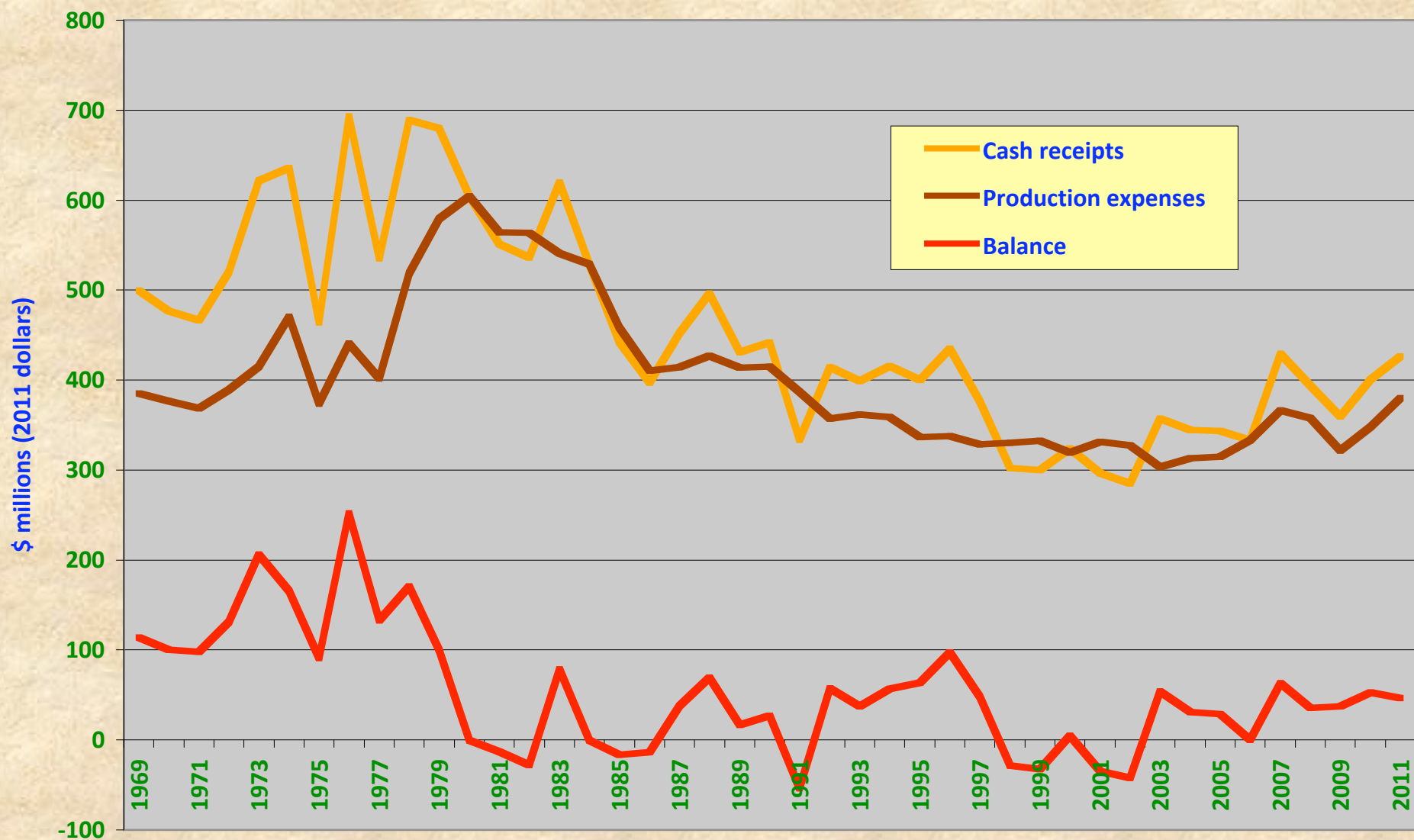
Farm Production Balance in Central Louisiana, 1969-2011



Source: Bureau of Economic Analysis



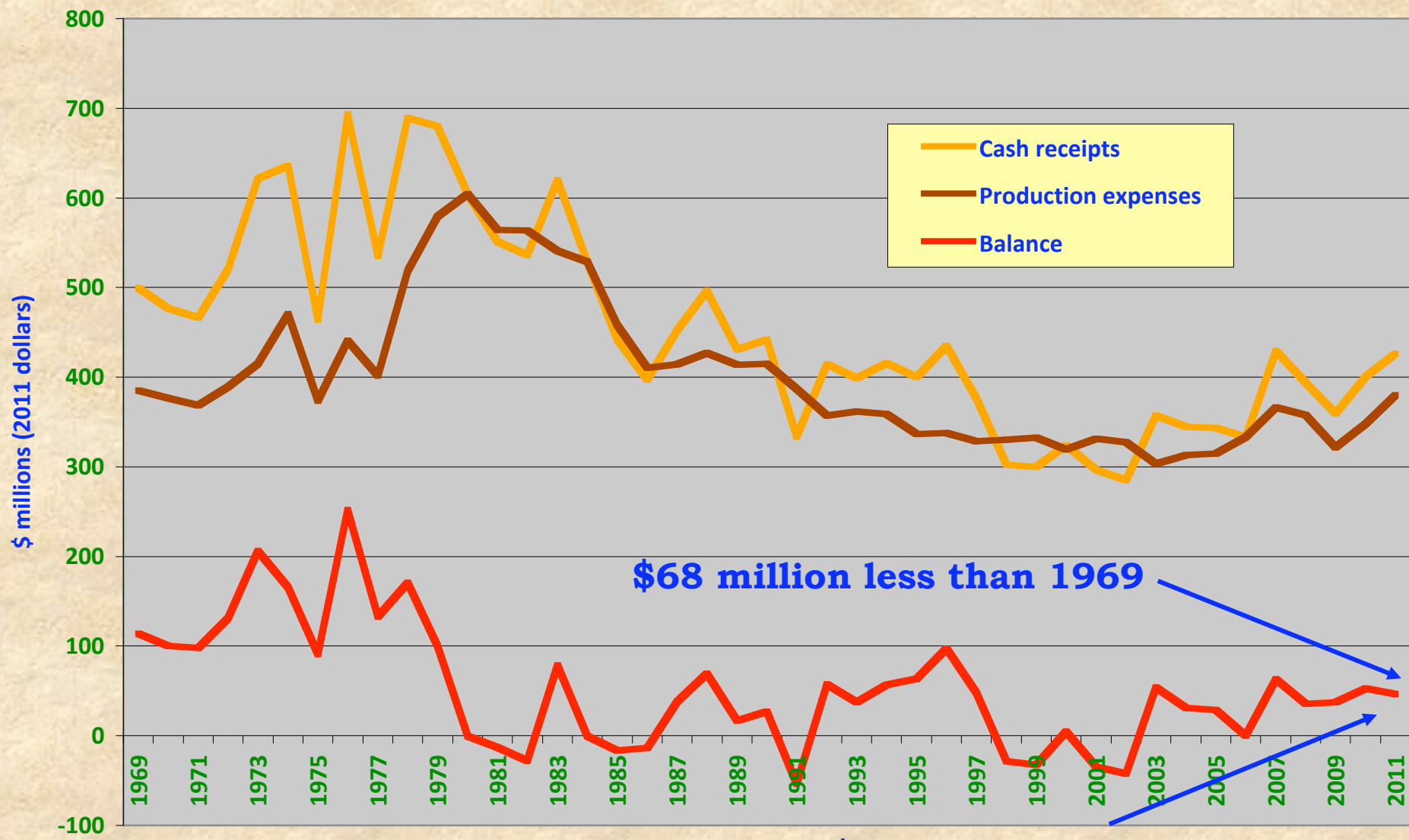
Farm Production Balance in Central Louisiana, 1969-2011



Source: Bureau of Economic Analysis



Farm Production Balance in Central Louisiana, 1969-2011



\$68 million less than 1969

\$680 million gain since 1989

Source: Bureau of Economic Analysis



Central Louisiana Food & Farm Economy

- **Farmers produce \$371 million of products per year**
and...
- **Spend \$346 million to raise them**
Gain \$25 million in production costs

Averages for (1989-2011)

Source: Bureau of Economic Analysis



Central Louisiana

**Average net gain
is \$5,500 per farm**



Central Louisiana Food & Farm Economy

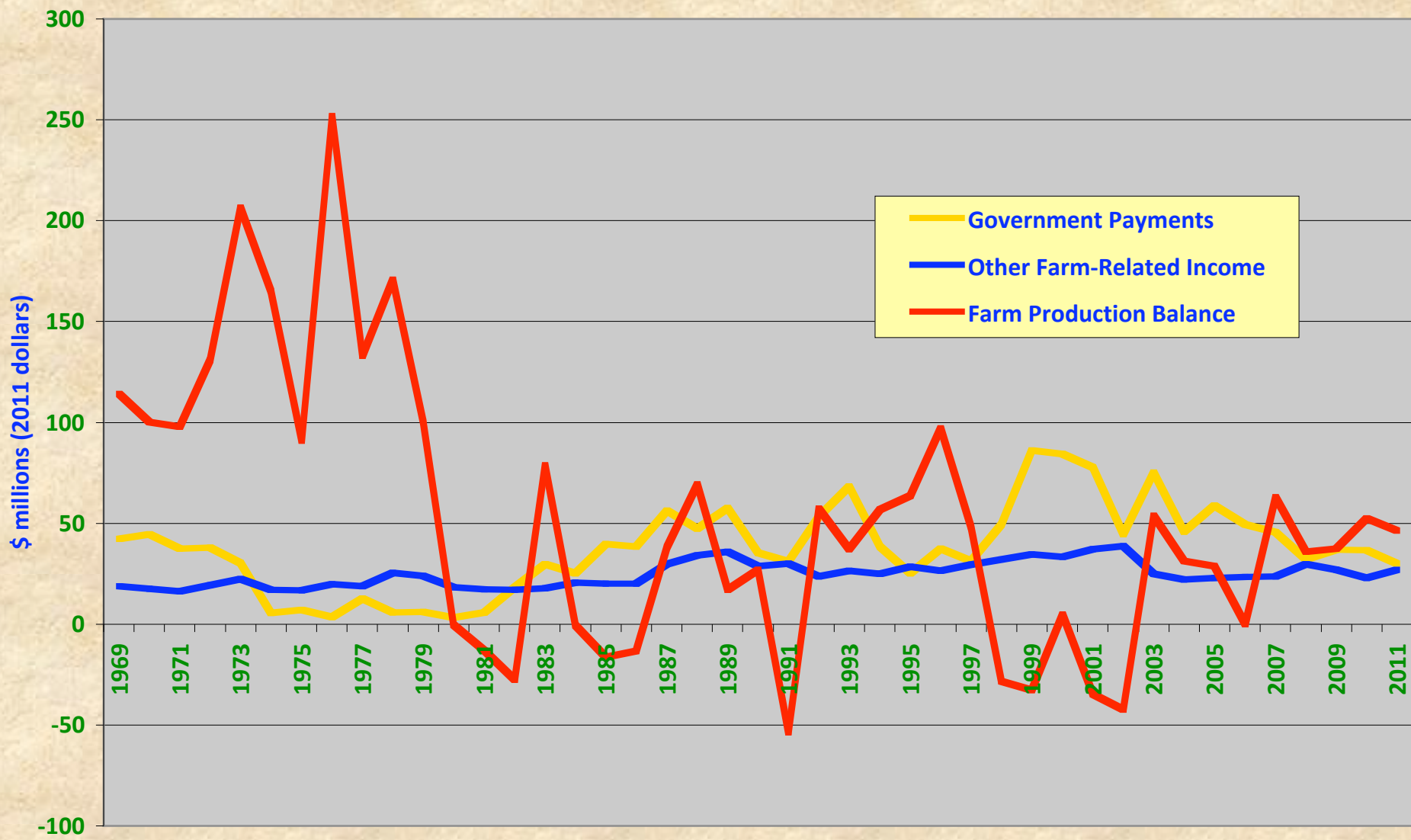
Plus...

- **Farm families earn \$28 million of other farm-related income**
- **And receive \$49 million in federal supports each year**

Source: Bureau of Economic Analysis



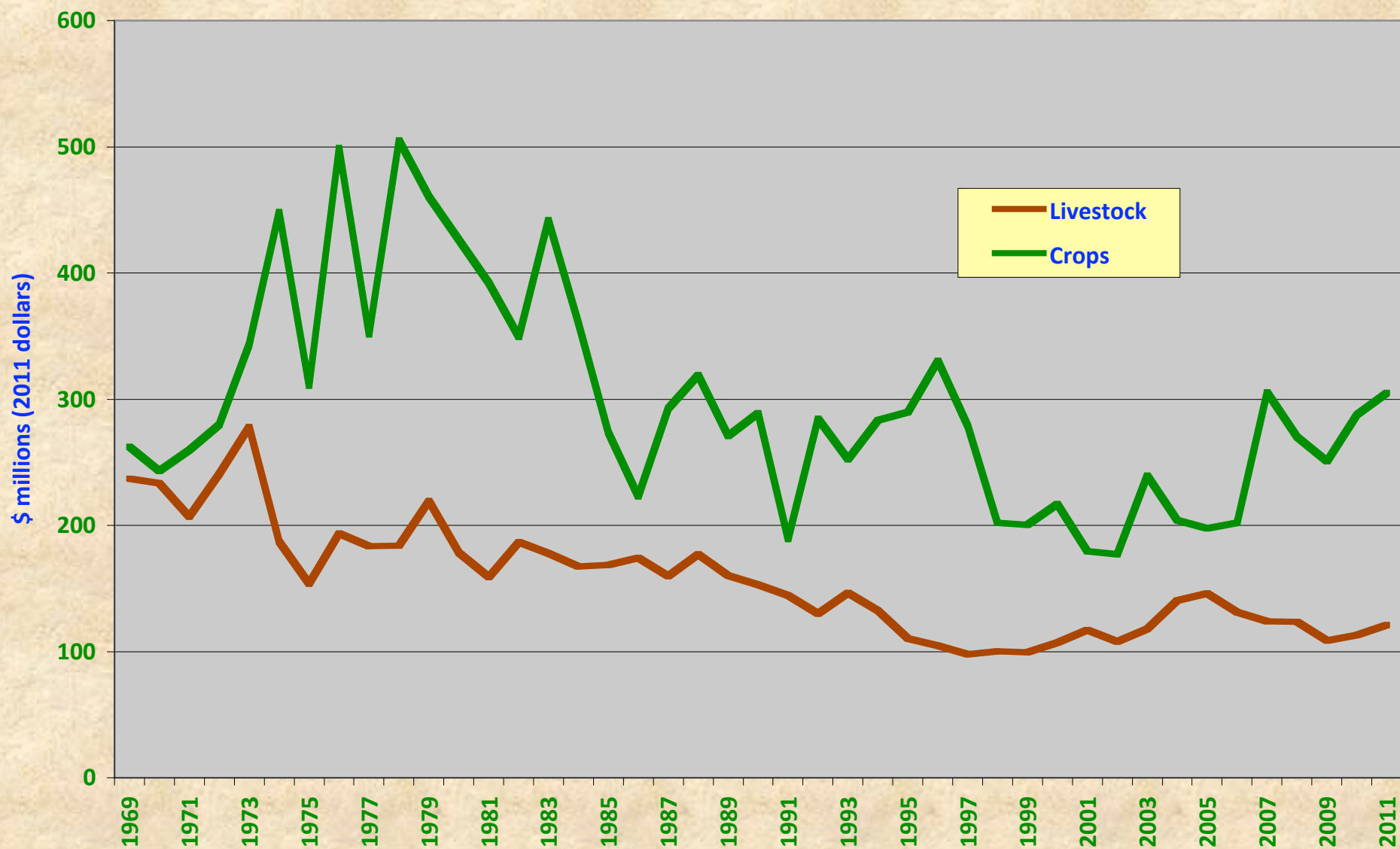
Central Louisiana farm income by type, 1969-2011







Crop and livestock sales in Central Louisiana, 1969-2011



Source: Bureau of Economic Analysis

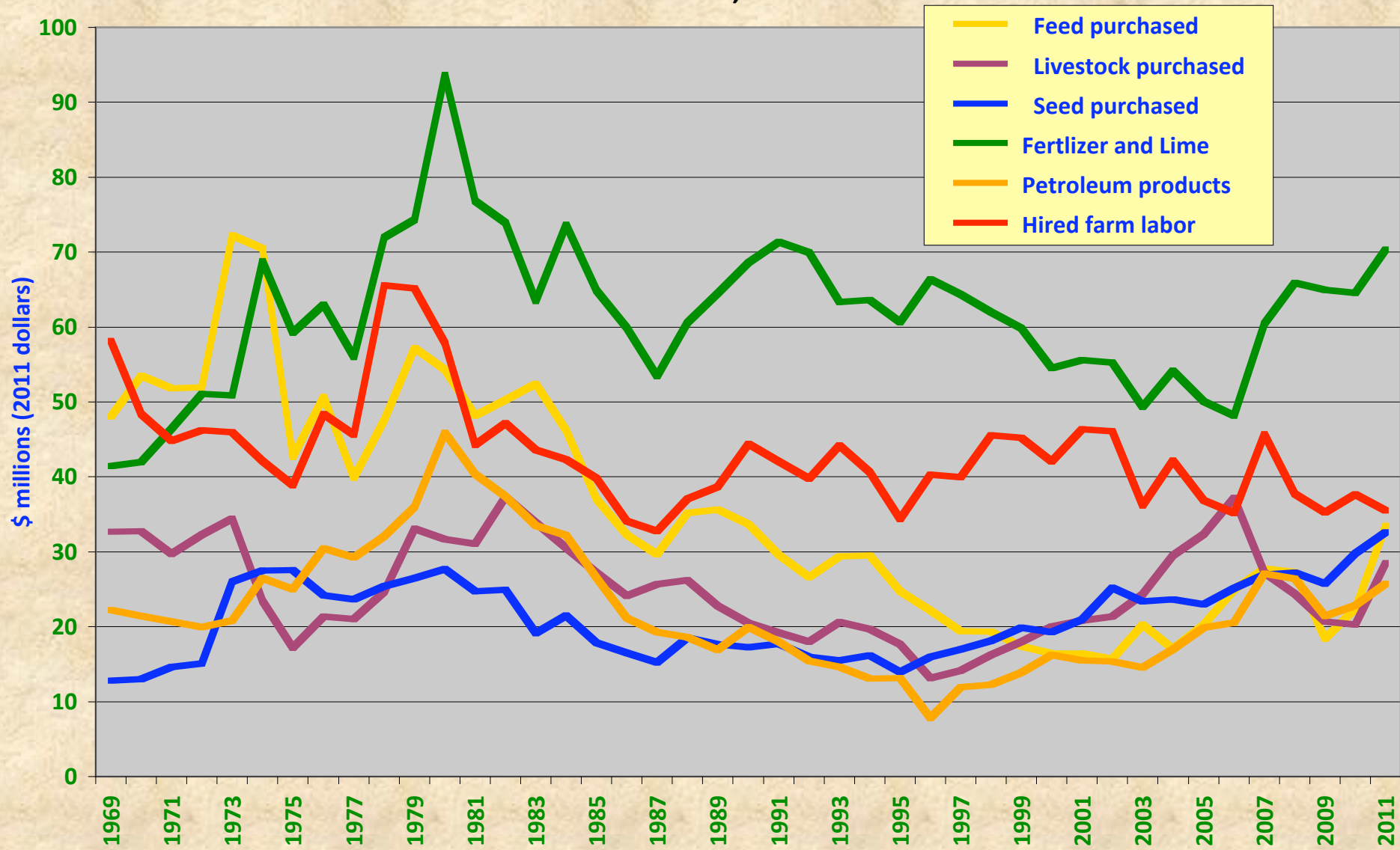


**56% of farms
reported a net
loss in 2007**





Farm production expenses in Central Louisiana, 1969-2011



Source: Bureau of Economic Analysis



**\$185 million of these farm inputs
are sourced outside the region**

Source: Ken Meter using data from Agriculture Census 2007



**Using local inputs
would reduce these losses**

Compost at Pleasantview Farm (Circleville, Ohio)



Also a state of food consumers...



Finding Food in Farm Country

As farmers struggle...

- **Consumers buy \$837 million of food each year**
- **\$800 million from outside region**

Source: Ken Meter using Bureau of Labor Statistics



Finding Food in Central Louisiana

Markets for food eaten at home

	millions
Meats, poultry, fish, and eggs	\$ 117
Fruits & vegetables	82
Cereals and bakery products	66
Dairy products	52
“Other,” incl. sweets, fats, & oils	174

Source: Census & BLS



All told, Golden Triangle

- Gains **\$25 million** in production
- Gains **\$49 million** in subsidies
- Loses **\$185 million** buying inputs
- Loses **\$800 million** buying food

1989 - 2011 averages





Finding Food in Farm Country

Total loss is:

- **\$900 million each year!**
- **Nearly three times the value of all food products raised in region**



Central Louisiana


**If each resident bought \$5 of food
directly from local farms each week...**

**...farms would earn \$91 million
of new revenue**





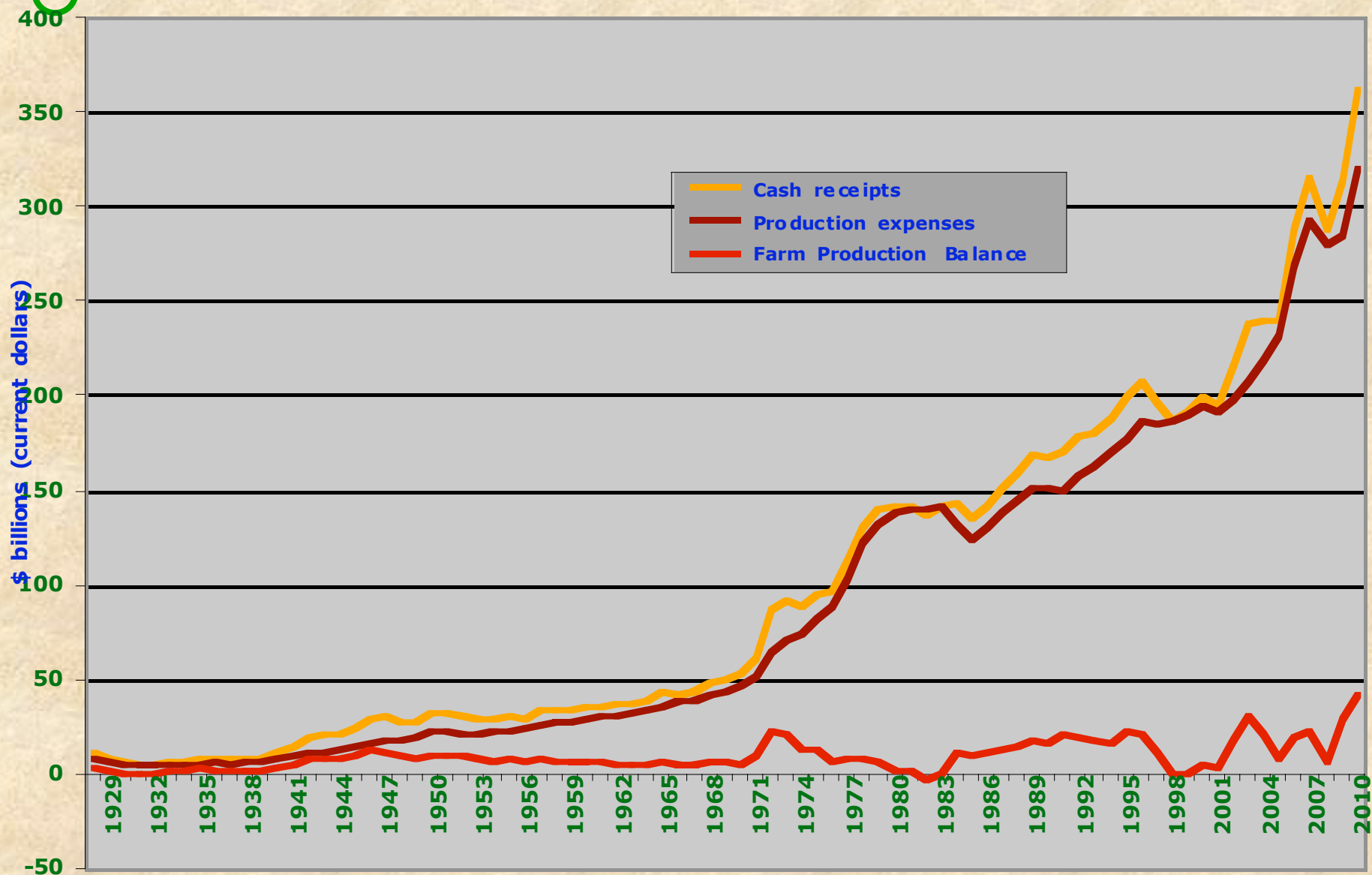


 **U.S. data**



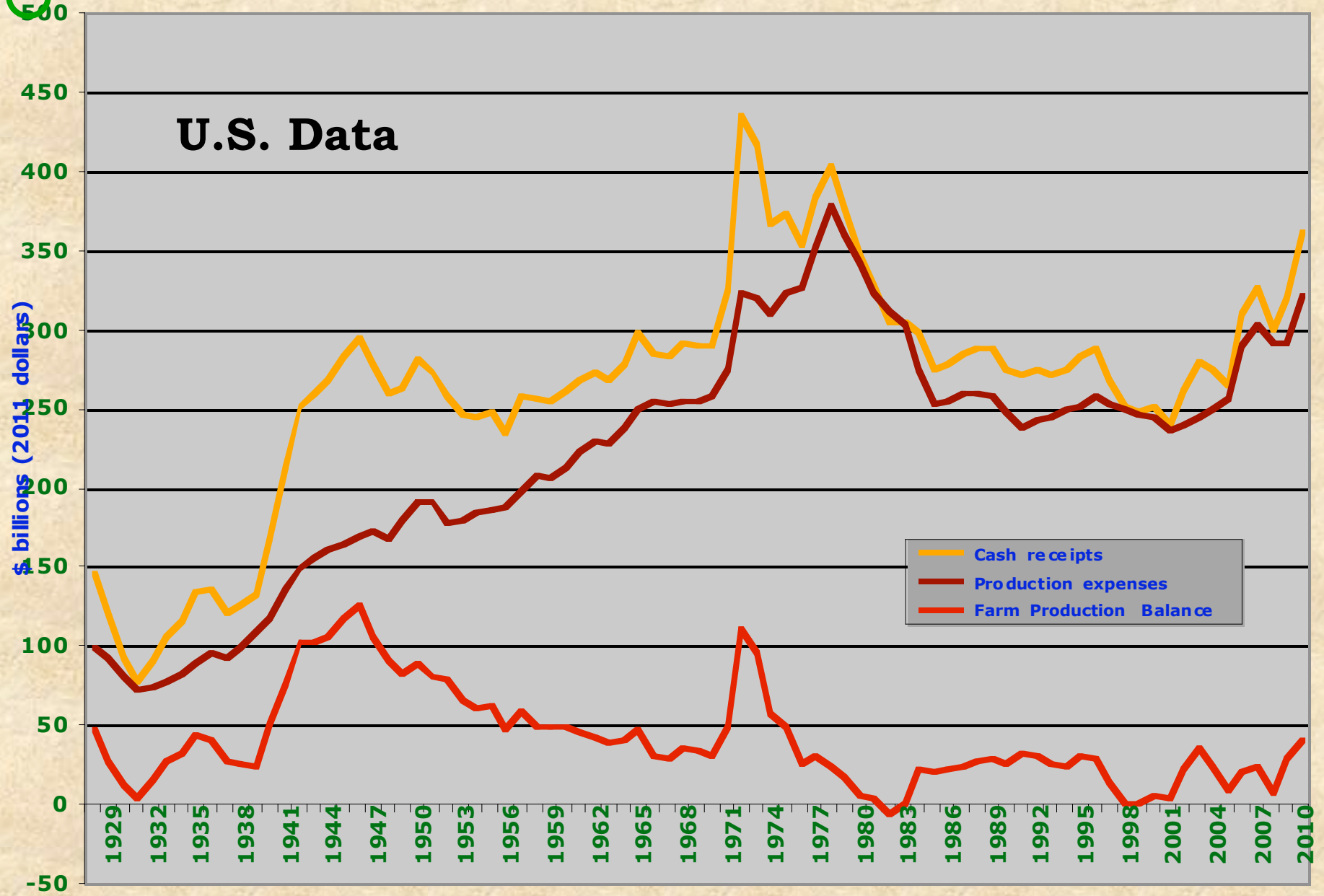


Farm production balance for U.S. farms, 1929 -2011





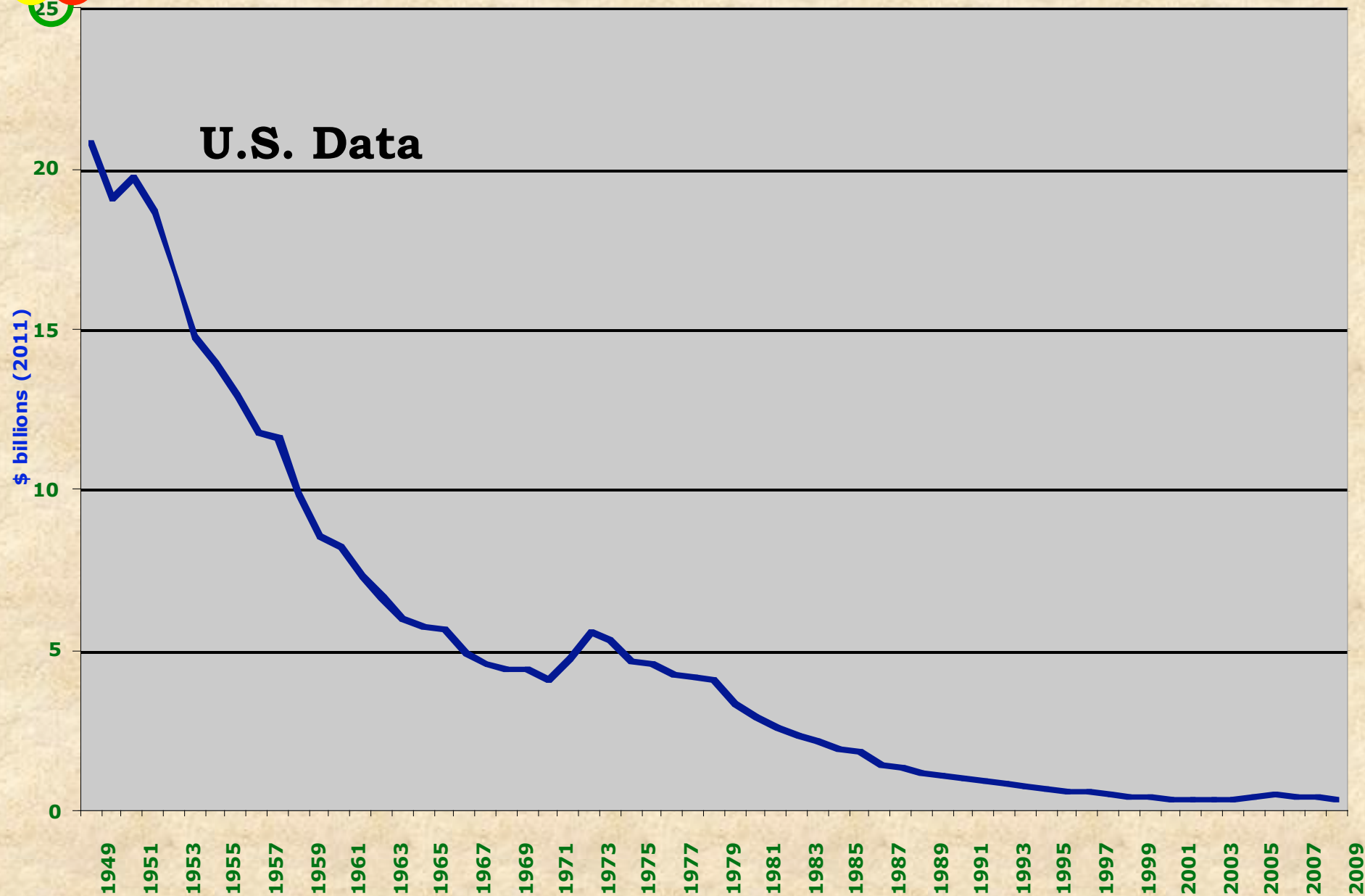
Farm Production Balance for U.S. farms, 1929 - 2011



USDA / Economic Research Service

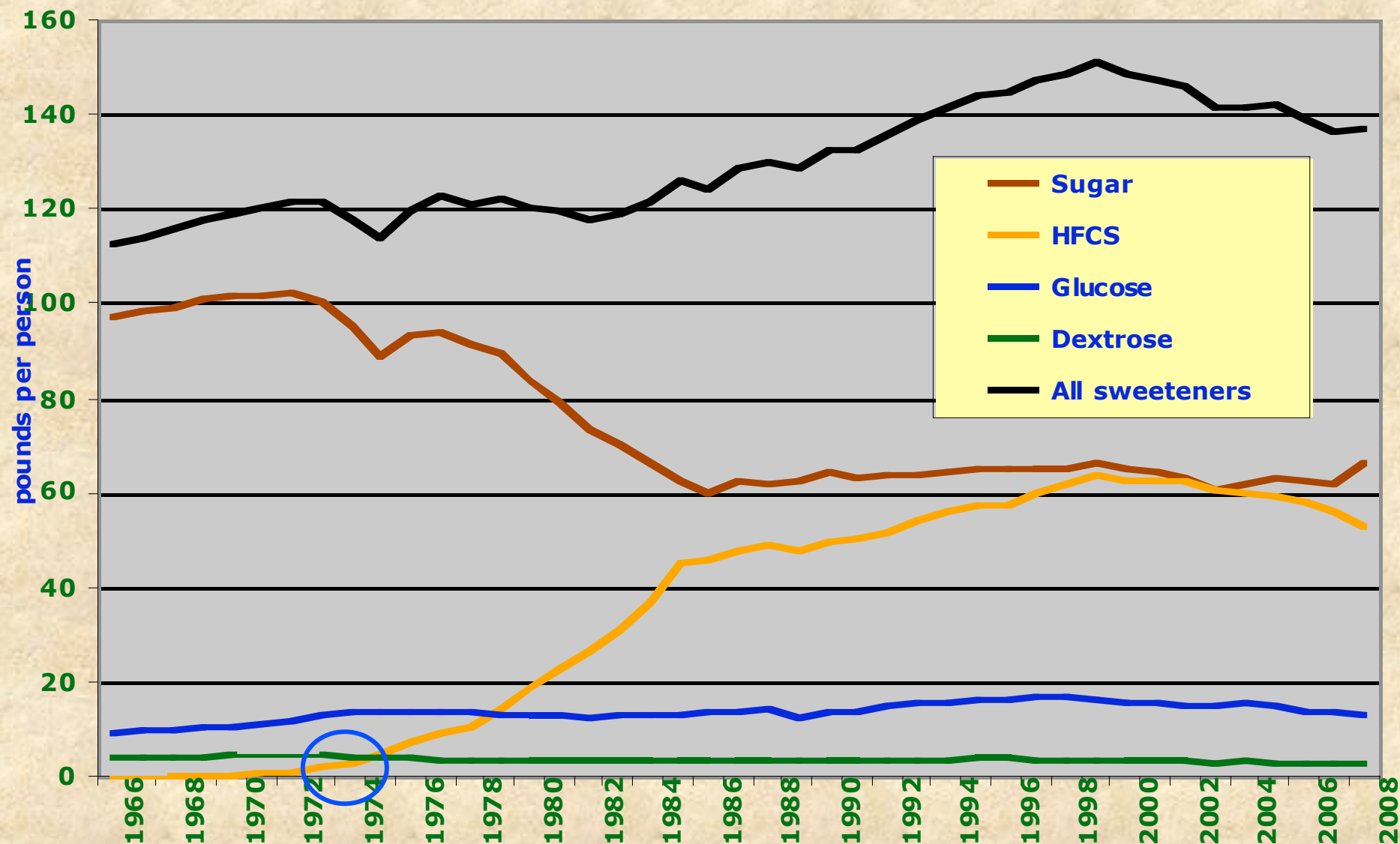


Value of food reserved by U.S. farmers for home consumption, 1949 - 2009



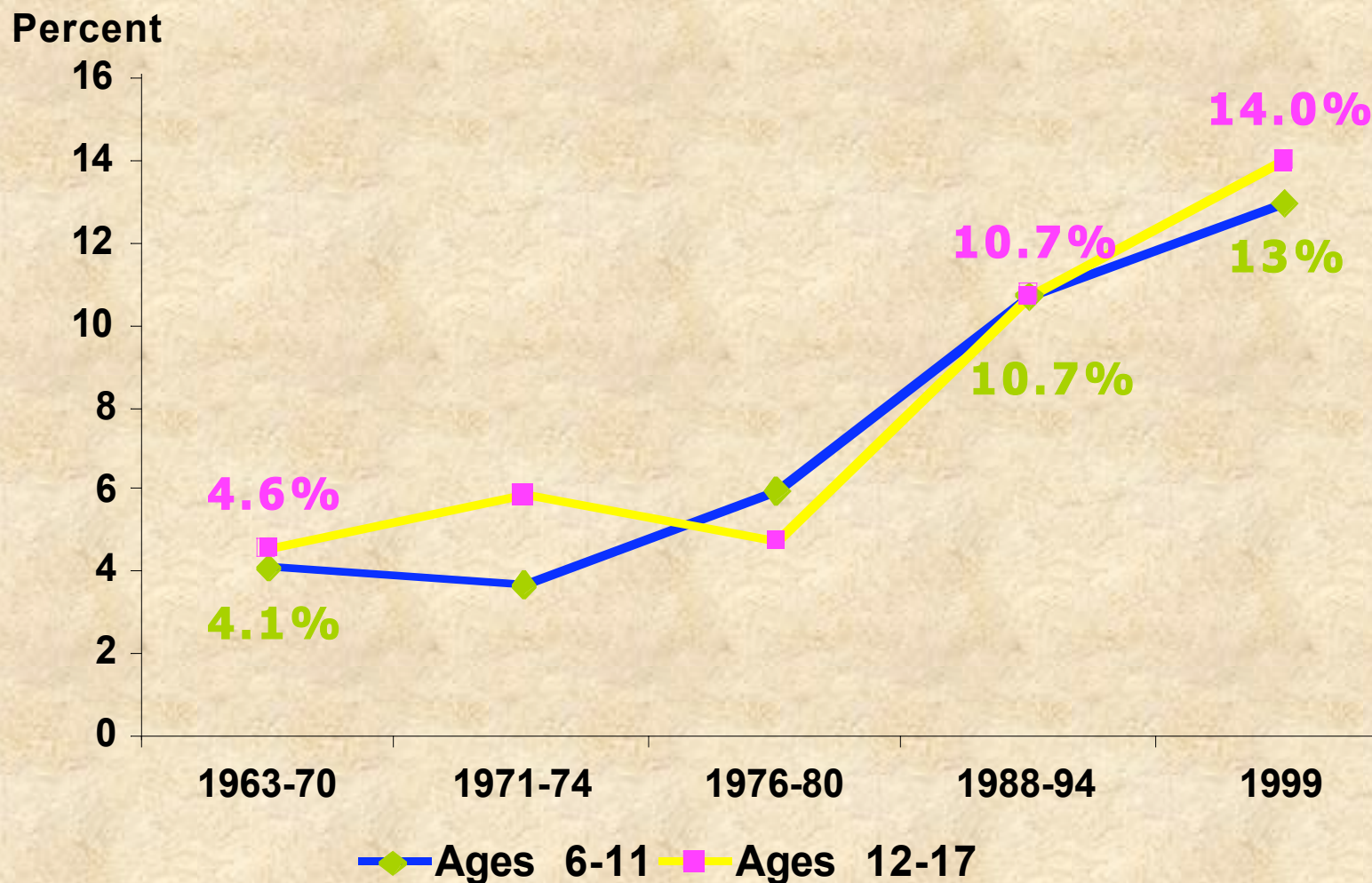


Sugar and Corn Sweetener Use in U.S., 1966 - 2008

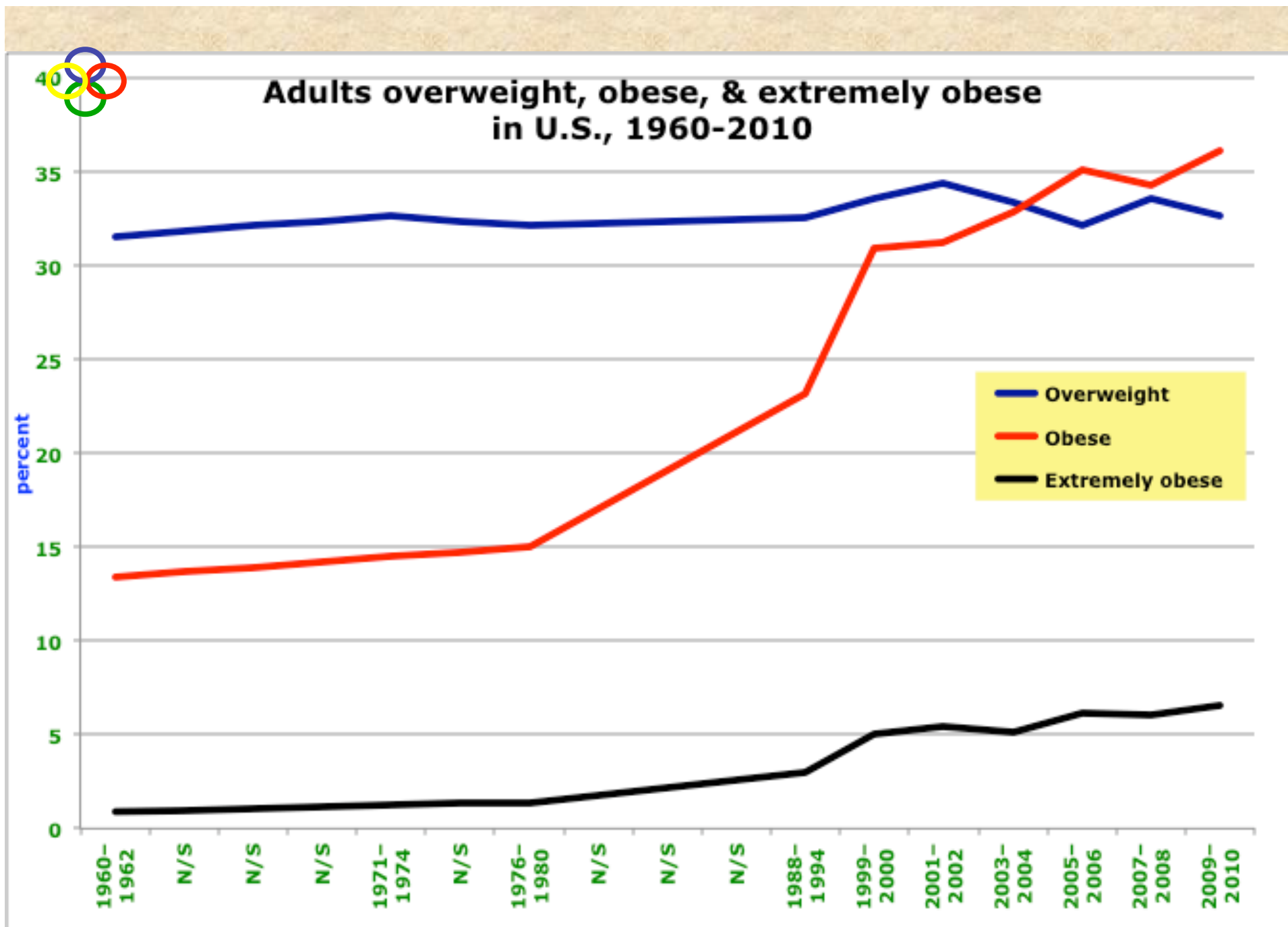




U.S. Youth Who are Overweight Percent by Age



≥95th percentile for BMI by age and sex, based on NHANES I reference data
Source: Troiano RP, Flegal KM. Pediatrics 1998;101(3):497-504. NHANES 1999, National Center for Health Statistics. Chart by Melinda Hemmelgarn



Source: NHANES — National Health and Nutrition Examination Survey



Growing Power / Chicago



Consumption out of balance

- **50% of U.S. public school students qualify for free / reduced lunch**
- **10% of households are “food insecure”**



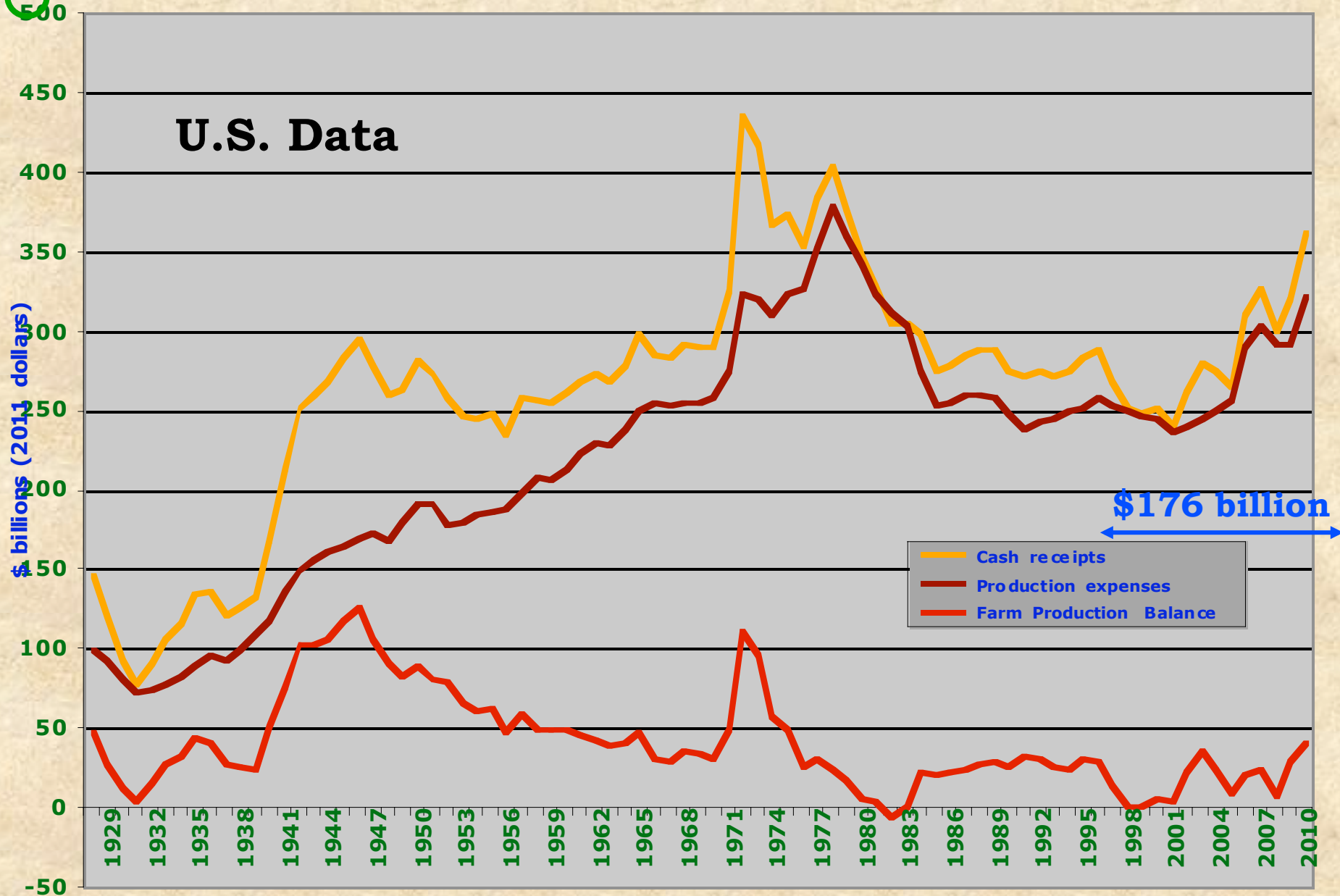
Health suffers

**Medical costs of obesity & diabetes
\$176 billion**

Source: CDC/Walters, Harvard Public Health/Colditz, ADA



Farm Production Balance for U.S. farms, 1929 - 2011

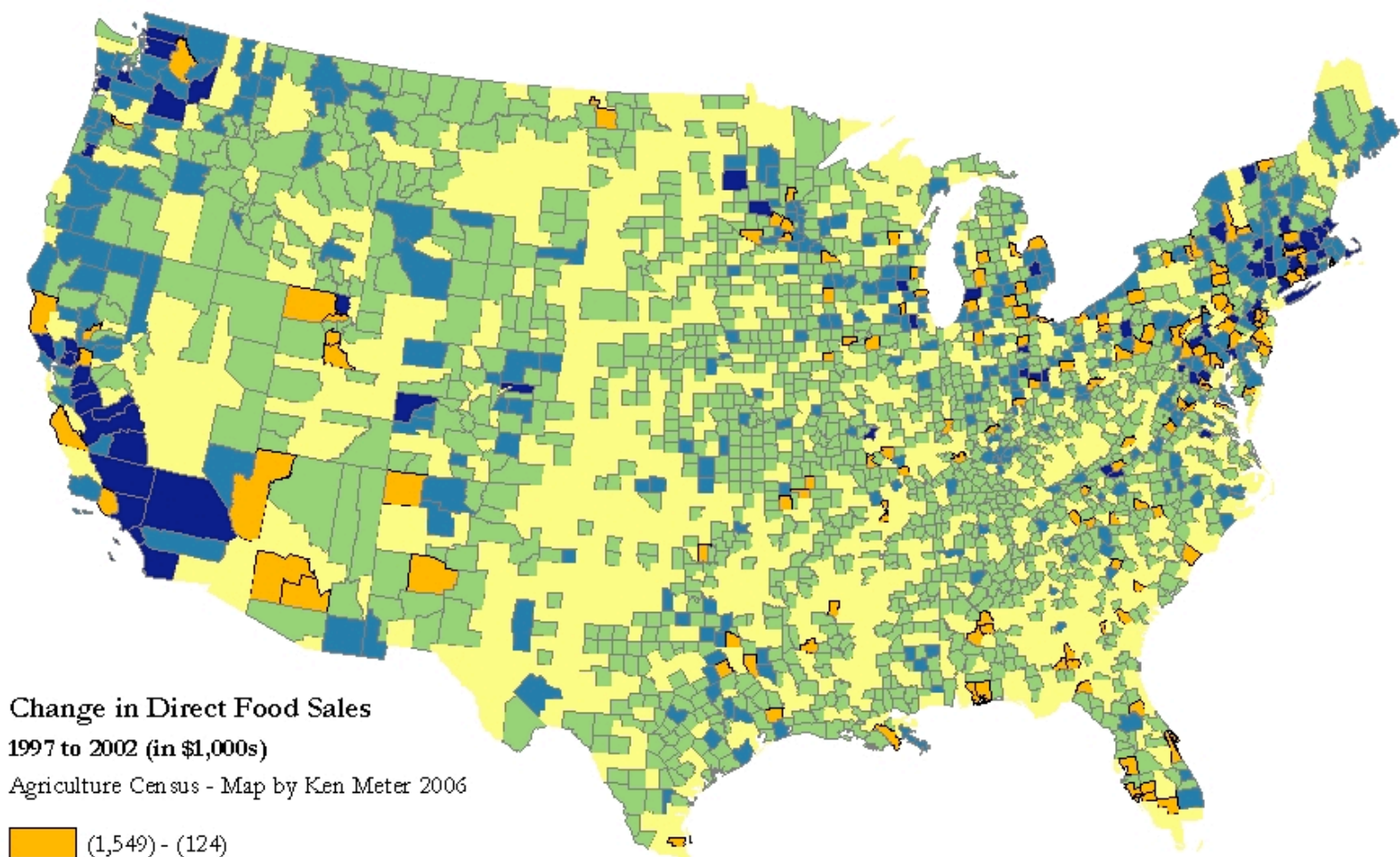


USDA / Economic Research Service





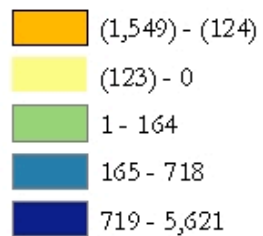
Direct Food Sales



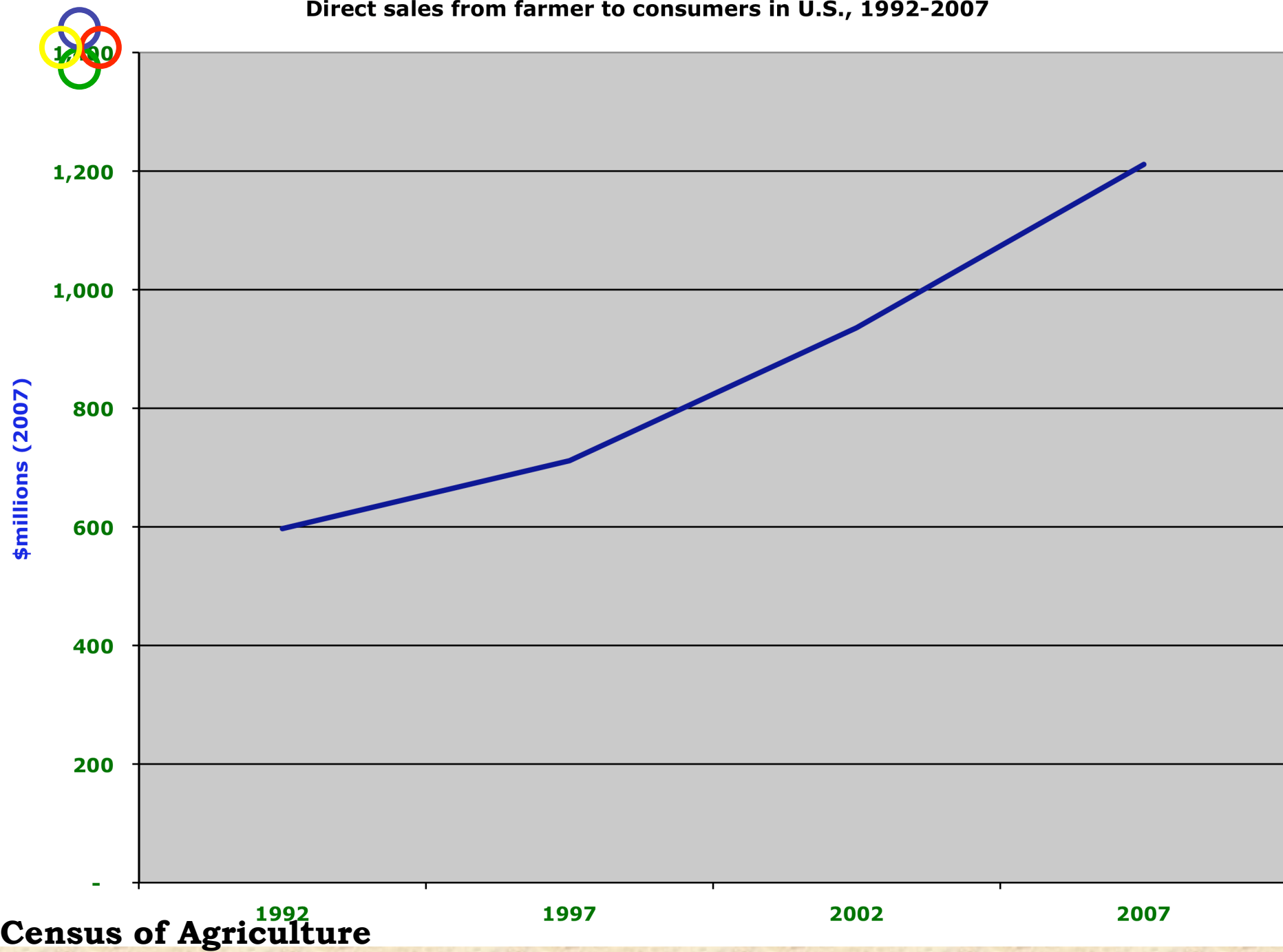
Change in Direct Food Sales

1997 to 2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006



Direct sales from farmer to consumers in U.S., 1992-2007







Innovative farm operations

**Winter CSA
Milan, Minnesota**

**Fresh fresh organic greens
November to April**

Sells only within 30 miles

Winter CSA — Milan, Minnesota



Winter CSA — Milan, Minnesota

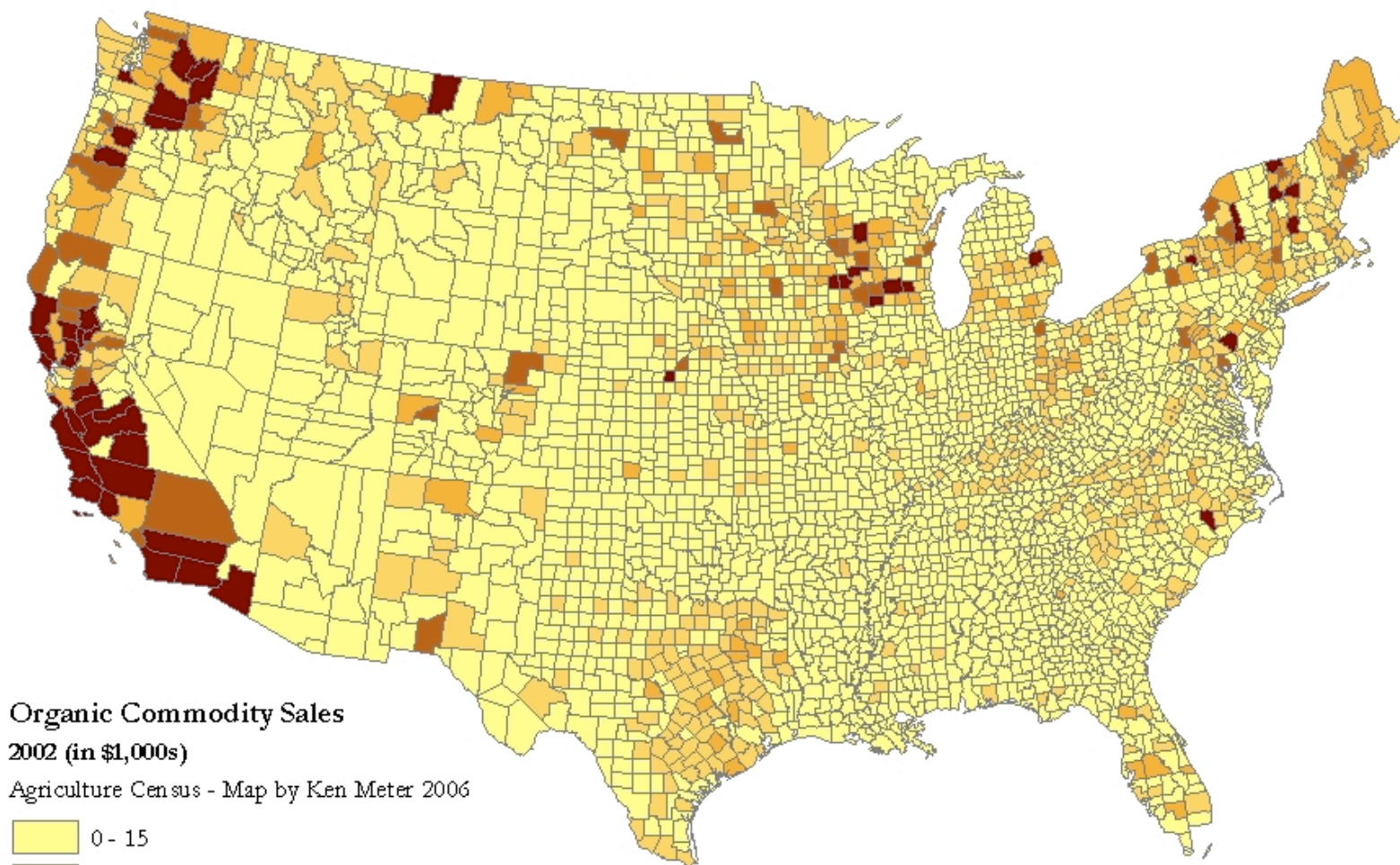




Pete Scherf — Michigan City, Indiana



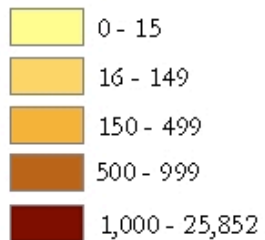
Organic Sales



Organic Commodity Sales

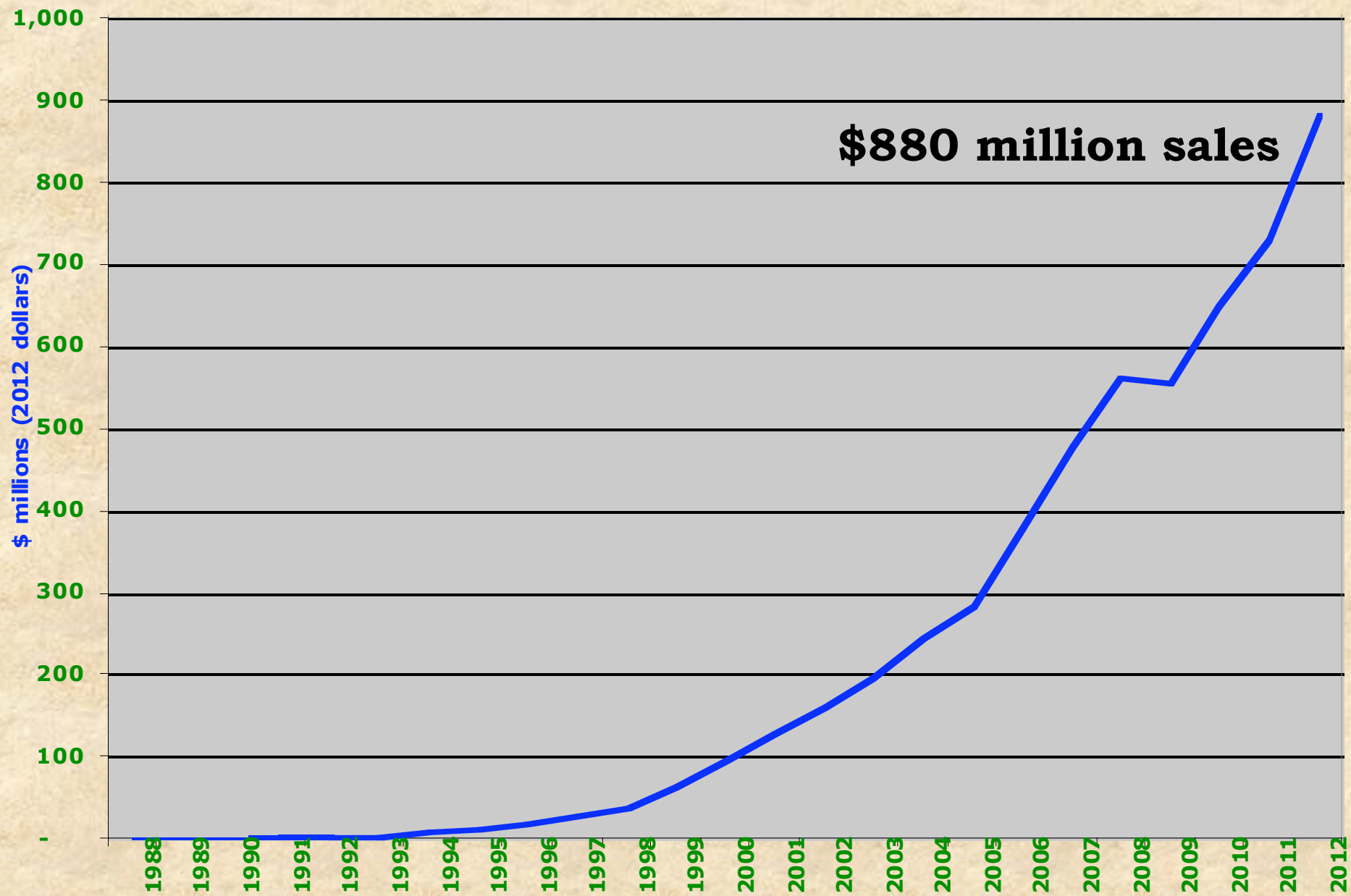
2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006





Organic Valley Sales, 1988 - 2012





Will Allen, Growing Power, Milwaukee





Did you know:

Growing Power distributed over 2 million pounds of produce through the Market Basket program. Market Basket includes products from the Rainbow Farms Cooperative.

Growing Power, Milwaukee



Greensgrow Gardens, Philadelphia





Greensgrow Gardens, Philadelphia





Greensgrow Gardens, Philadelphia



Greensgrow Gardens, Philadelphia





Viroqua, Wisconsin

Western Wisconsin

Food Enterprise Center

(2009 to present: Advisor)



Viroqua, Wisconsin





Viroqua, Wisconsin

- **Economic Development Association buys building**
- **100,000 square feet**

Viroqua Business Cluster

**Keewaydin
Organics**

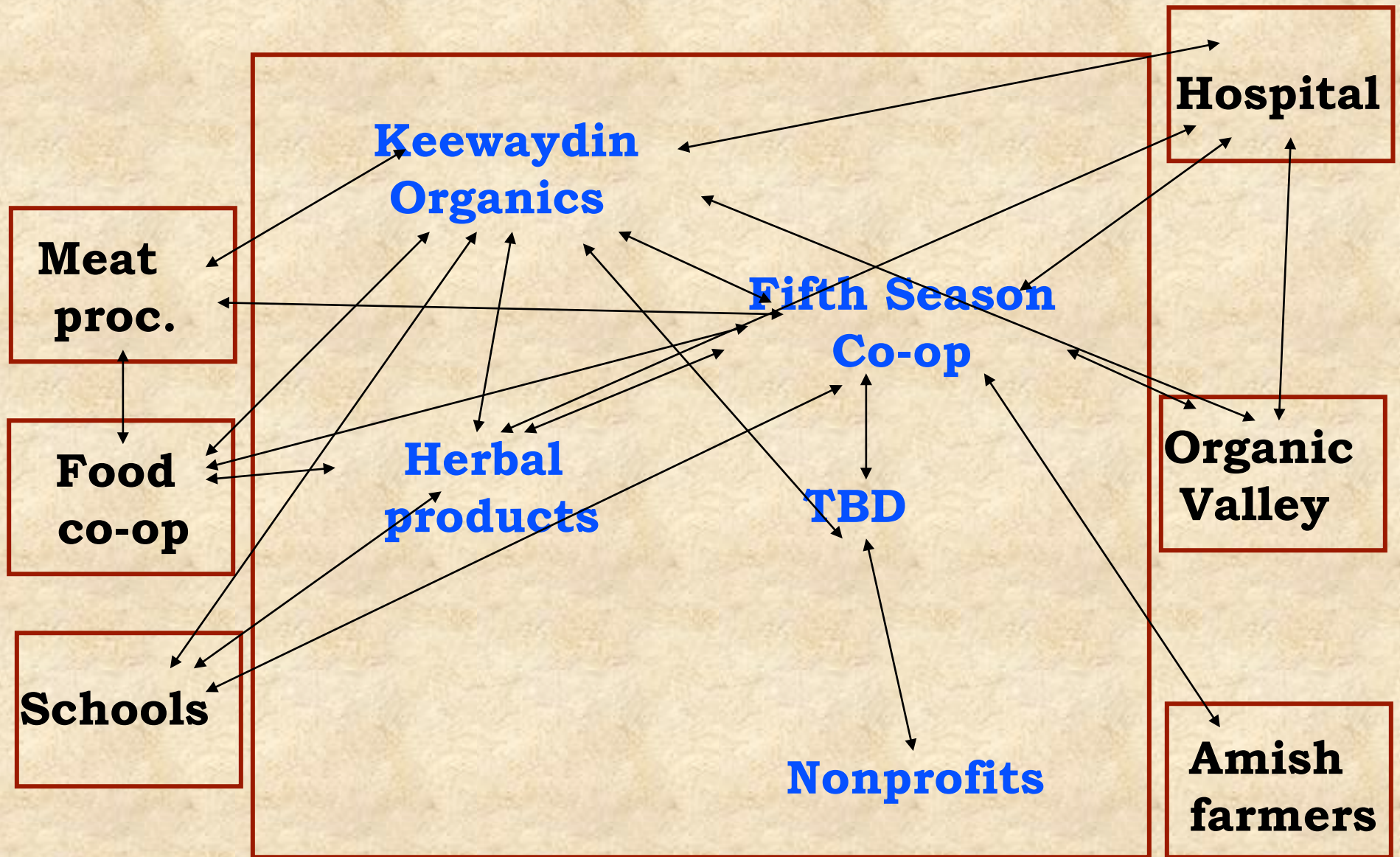
**Fifth Season
Co-op**

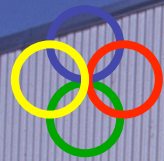
**Organic
herbal
products**

TBD

Nonprofits

Viroqua Business Cluster





Viroqua, Wisconsin





Viroqua, Wisconsin

Fifth Season Cooperative

(2009 to present: Advisor)

**Hybrid Cooperative (Farmers, Distributor,
Hospitals, Food Enterprise Center on same
board)**



Fifth Season Co-op (2012)

- **14 producers**
- **3 producer groups**
- **4 processors**
- **4 Class A buyers (Hospitals)**
- **1 distributor (Reinhart Food Service)**



Fifth Season Co-op (2012)

- **Co-op provides liability insurance to members**
- **Provides QA/GAP/HAACP training**
- **Negotiated with USDA to consider raw meats as single “batch”**
- **24 food items offered so far**



Fifth Season Co-op (2012)

- **Pricing is still an obstacle**
- **Pricing is below cost of production
for many small/midsize growers**



North Alabama

11 Counties:

Colbert
Cullman
DeKalb
Franklin
Jackson
Lauderdale
Lawrence
Limestone
Madison
Marshall
Morgan



Food Banks explore wider roles

**Huntsville
Food Bank
discovered
they were
distributing
canned peas
from China**



Photo: Food Bank of North Alabama



Huntsville, Alabama



**The
Food Bank
is
becoming
a food
aggregation
hub**

Photo: FBNA



Vision for local food economies

Build:

Health

Wealth

Connection

Capacity

“Finding Food in Farm Country”

www.crcworks.org

(612) 869-8664

kmeter@crcworks.org

