

Exploring Regional Food Systems

An Overview



Exploring Regional Food Systems

Part 1: Regional Food Systems Overview

Local/Regional Food Systems:

- Definition and Components
- Marketing Channels
- Trends
- Farmers' Markets
- Food Hubs
- Impact on Communities
- Challenges
- Supporting Policies and Programs



The Food System and Its Components

Two major types of food systems:

- Global food system (only one)
- Local/regional food systems (many)



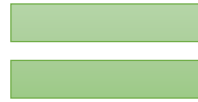
Local vs. Regional Food Systems - Is There a Difference?

- “Local” or “regional” has a geographic connotation, but no consensus.
- 2008 Farm Act definition of “local” or “regional” foods:
 - Less than 400 miles from its origin, or
 - Within the State in which is produced
- Other definitions:
 - Local ownership of the farm
 - Food is associated natural or organic production practices

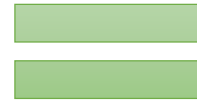


Are These the Same?

Local



Healthy



Sustainable

Two Types of Marketing Channels



Direct to
Consumer (DTC)

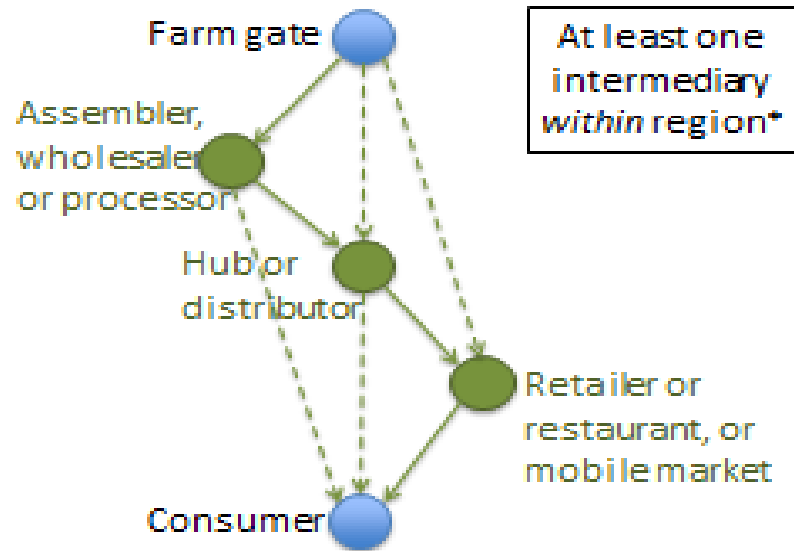


Intermediated

Local/Regional Food Marketing Channels

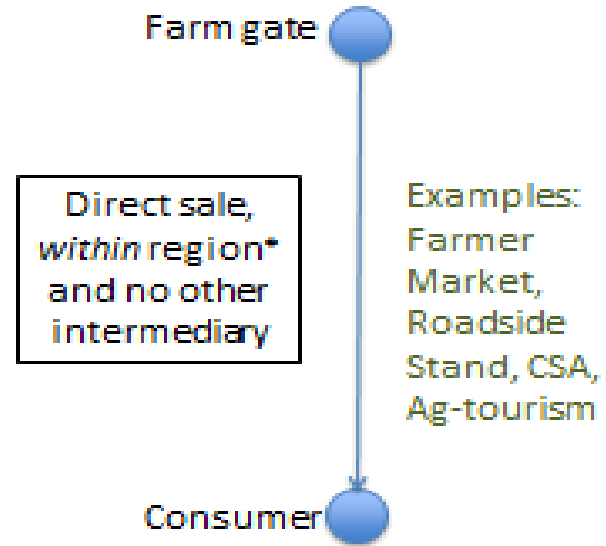
Food Marketing Channels

Intermediated



Illustrative examples only (storage also qualifies)

Farmer-to-Consumer



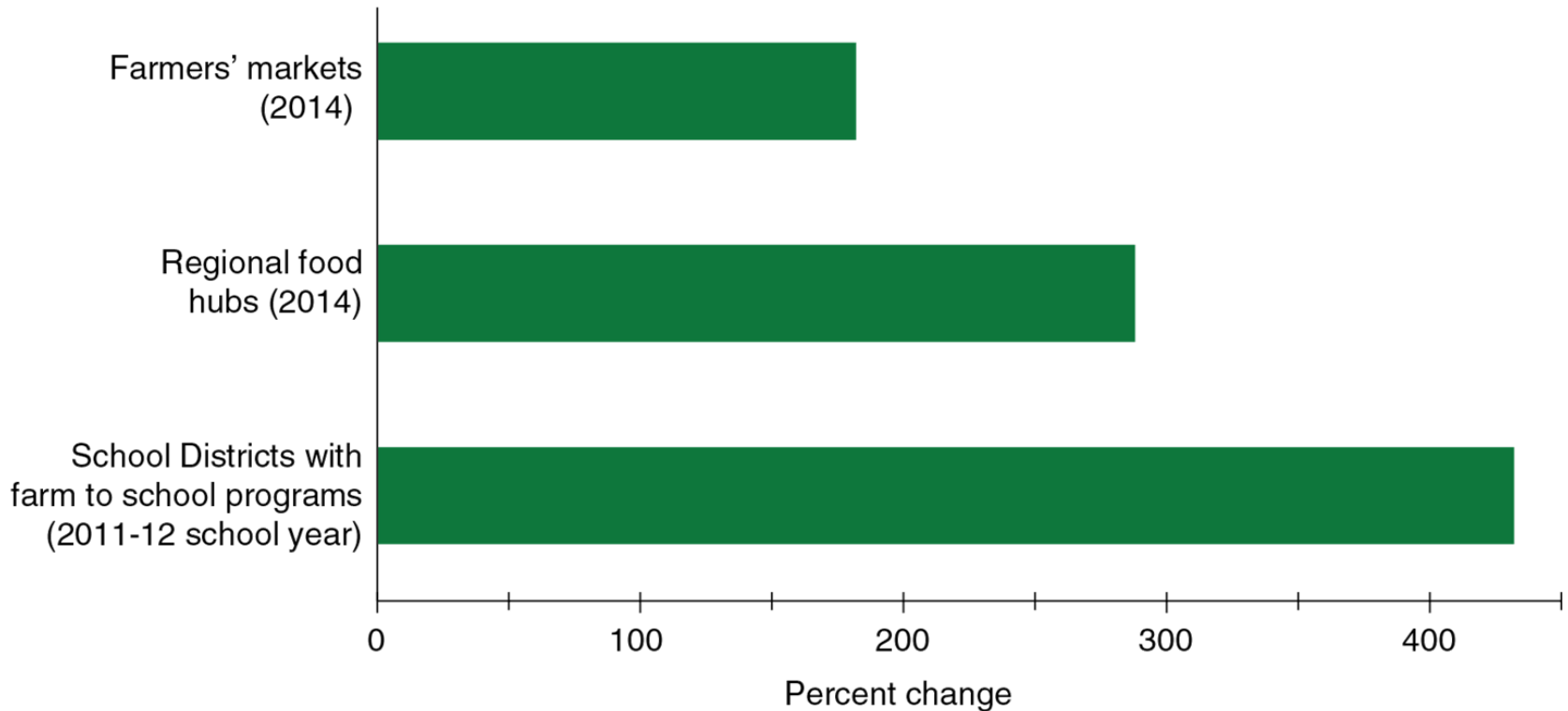
*Region defined as locations within 400 miles of production

Local & Regional Food Trends

Local/Regional Food Marketing Channels

Increase in local & regional marketing channels

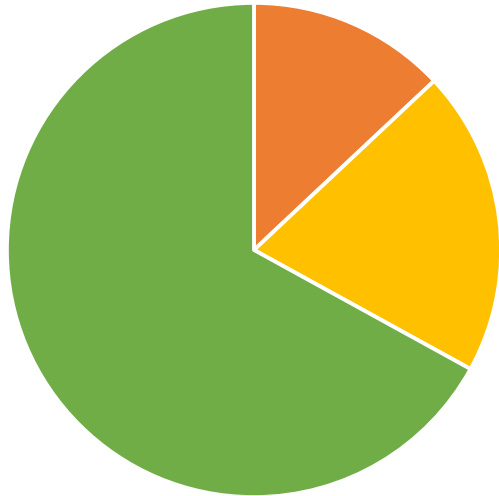
Since 2007, growth in--



Sources: USDA, Agricultural Marketing Service, Food Nutrition Service; National Farm to School Network.

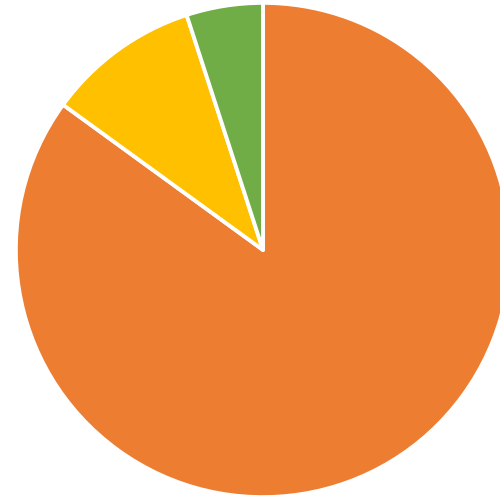
Comparison: Food Sales

% Local Food Sales by
Gross Cash Farm Income (GCFI)



■ Under 75K ■ 75k-350k ■ Over 350k

% Local Food Farms by
Gross Cash Farm Income (GCFI)

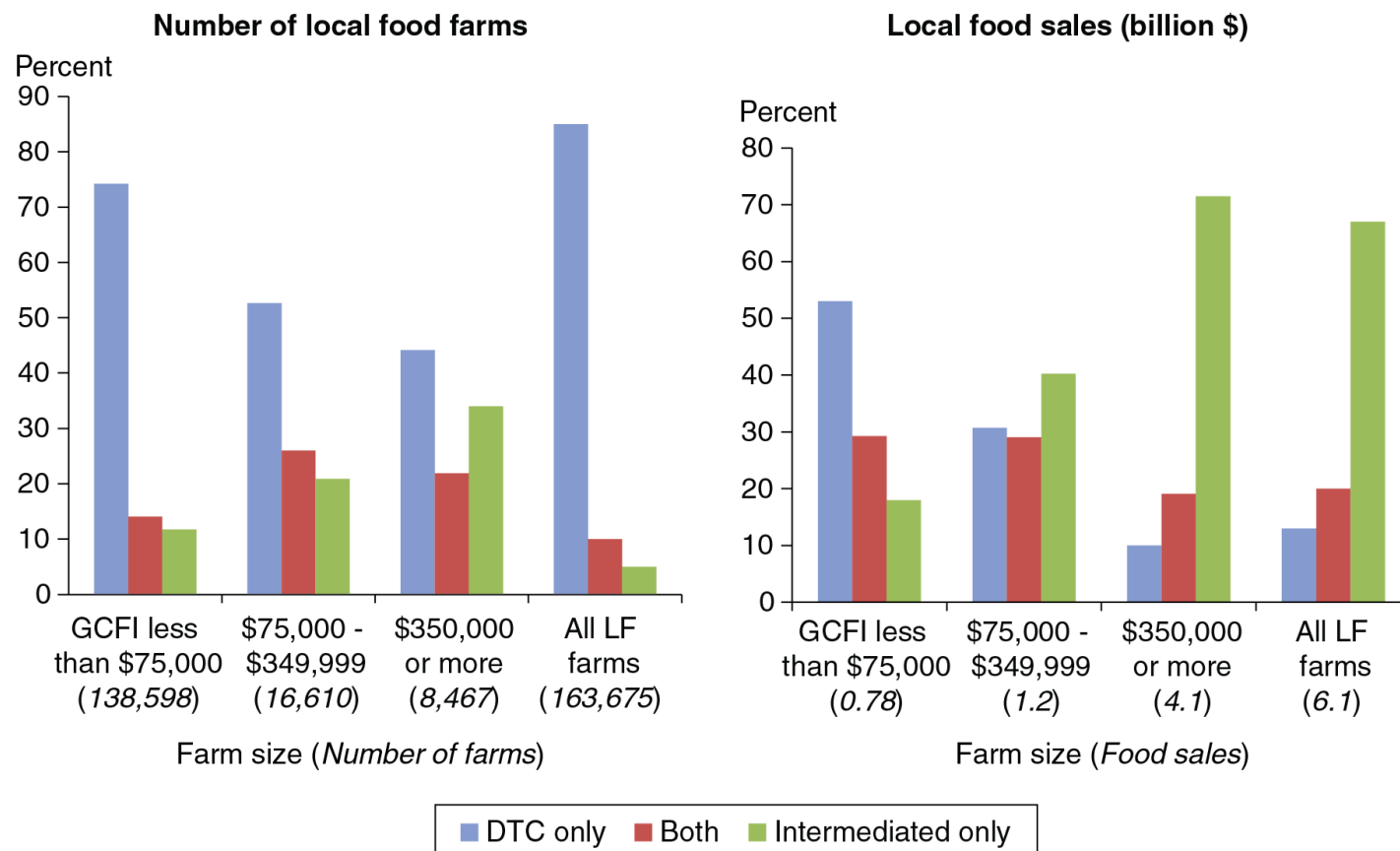


■ Under 75K ■ 75k-350k ■ Over 350k

2012

Comparison: Market Channels

Local food farms and sales by farm size and market channel use



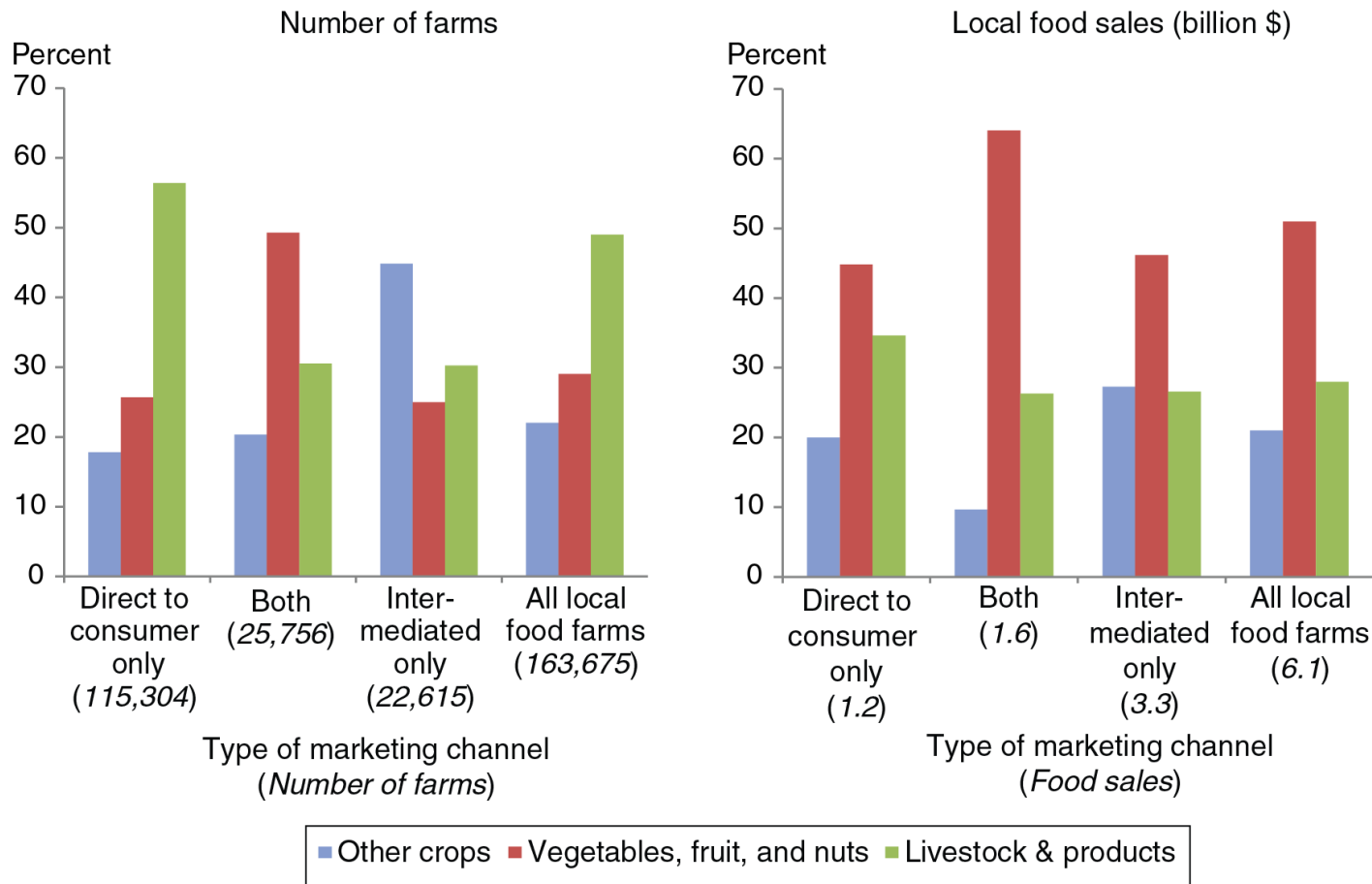
Note: The share of farms by farm size and marketing channel use are based on 2012 Census benchmark counts; the shares of total value of local food sales by farm size and marketing channel use are synthetic estimates.

DTC = direct-to-consumer; GCFI = Gross cash farm income.

Source: USDA, ERS/NASS, ARMS data, 2008-2011; USDA, NASS, 2012 Census of Agriculture.

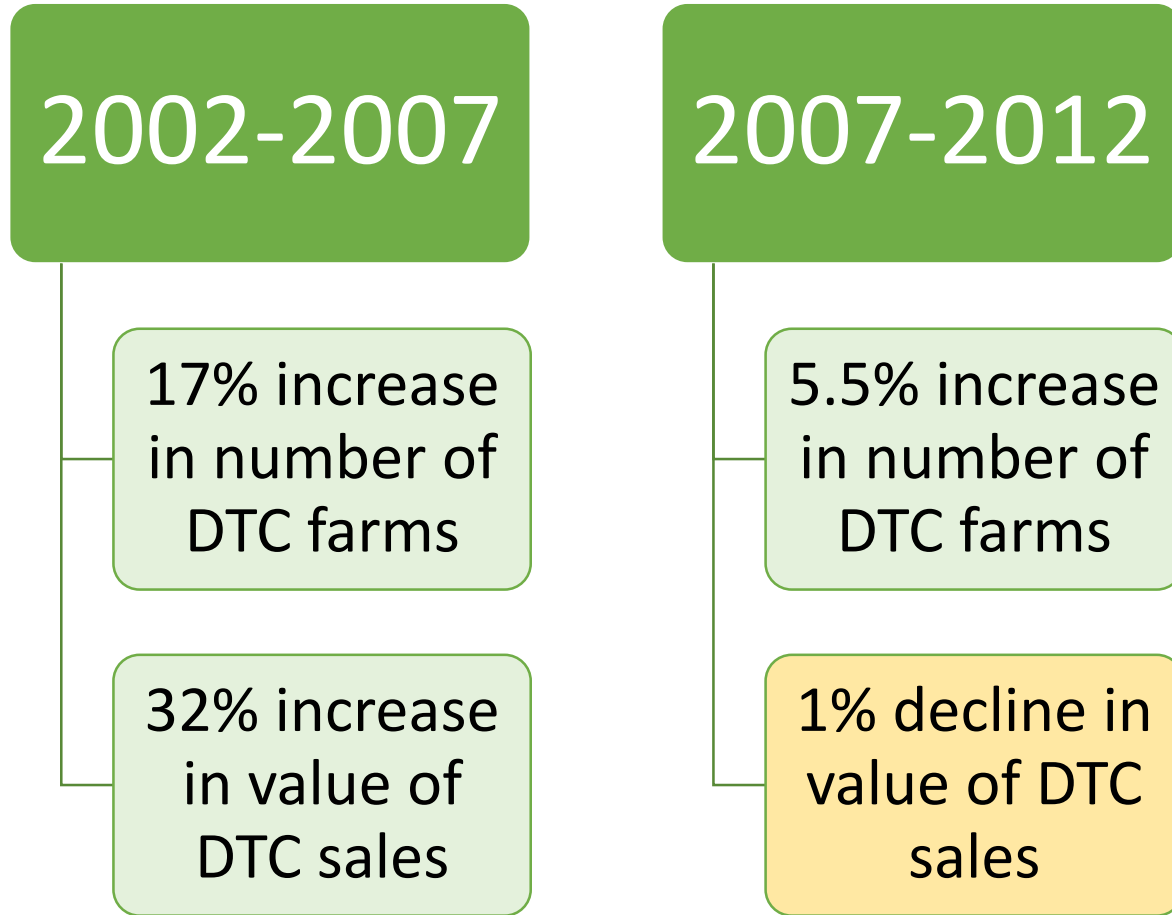
Comparison: Farm Type

Local food farms and sales by market channel use and farm type



Note: The share of farms by marketing channel use and farm production type are based on 2012 Census benchmark counts; the shares of total value of local food sales by marketing channel use and farm production type are synthetic estimates. Source: USDA, ERS/NASS, ARMS data, 2008-2011; USDA, NASS, 2012 Census of Agriculture.

Trends in the Number and Value of Sales of Direct-to-Consumer Farmers



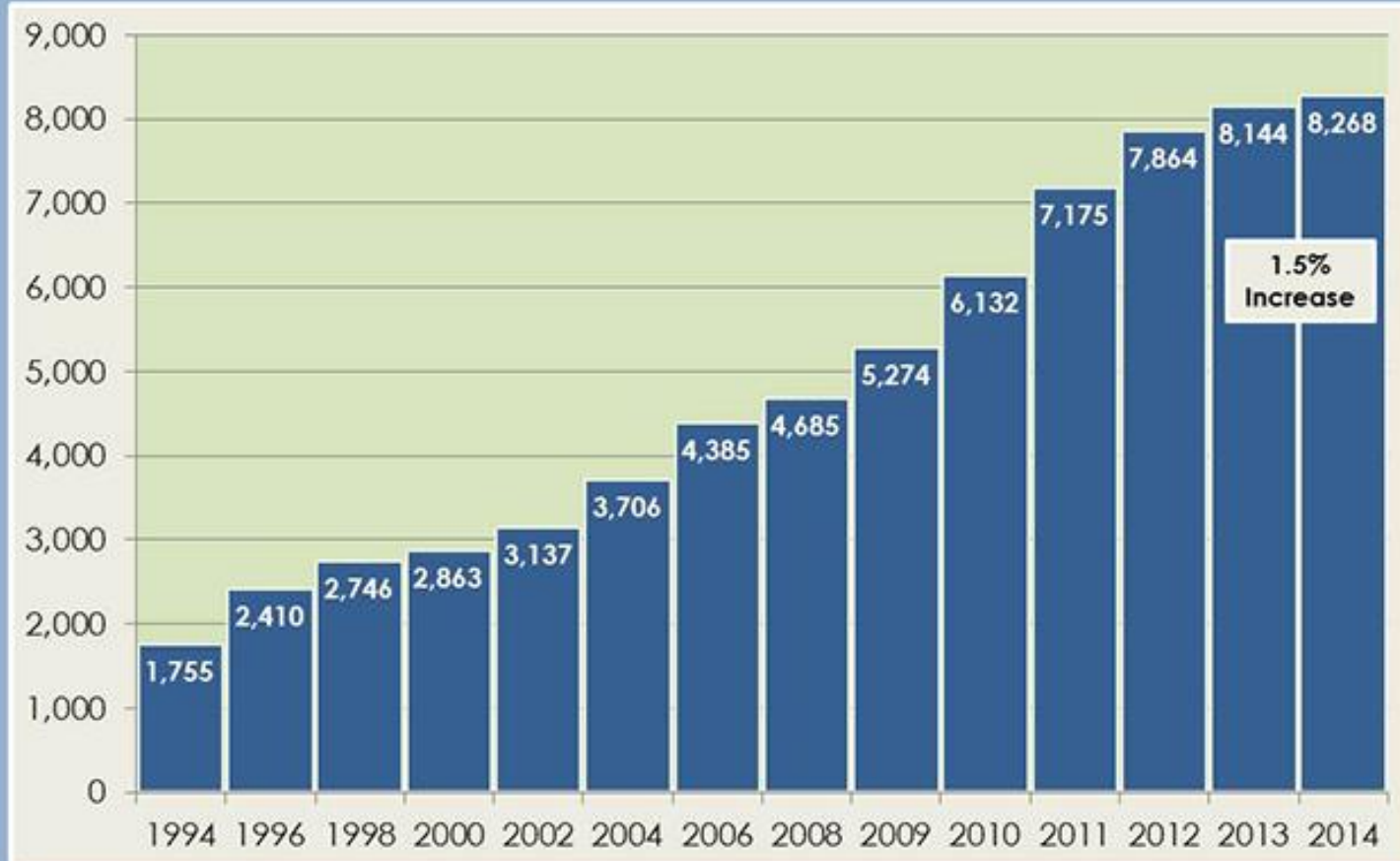


Farmer's Markets



Farmers' Markets - Trends

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

Farmers' Market Benefits



Consumers gain:
Access to locally
produces specialty
food items
Increase access to
variety of fresh
affordable produce



Farmers gain:
Ability to produce
and sell in relatively
small volumes that
provide more income
than would be
possible through
other channels



Communities gain:

- Connections of
communities to farmland
- Greater local food
security
- Enhanced community
economic development
and agricultural diversity

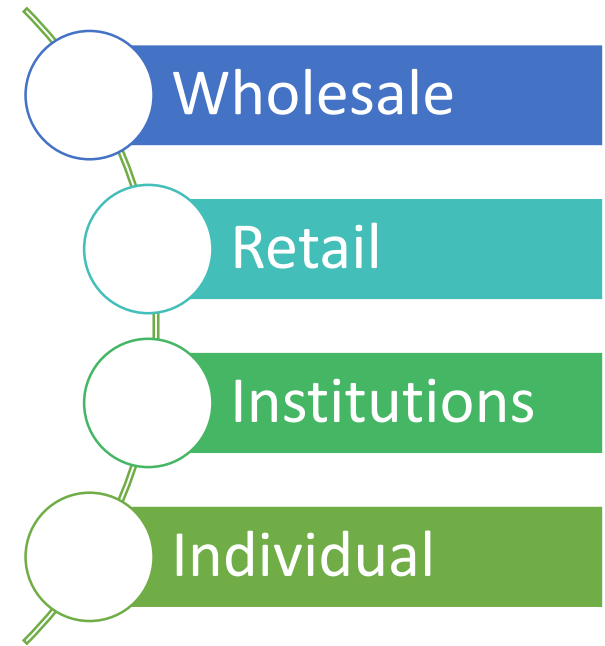
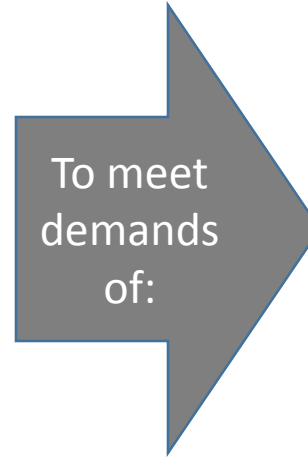
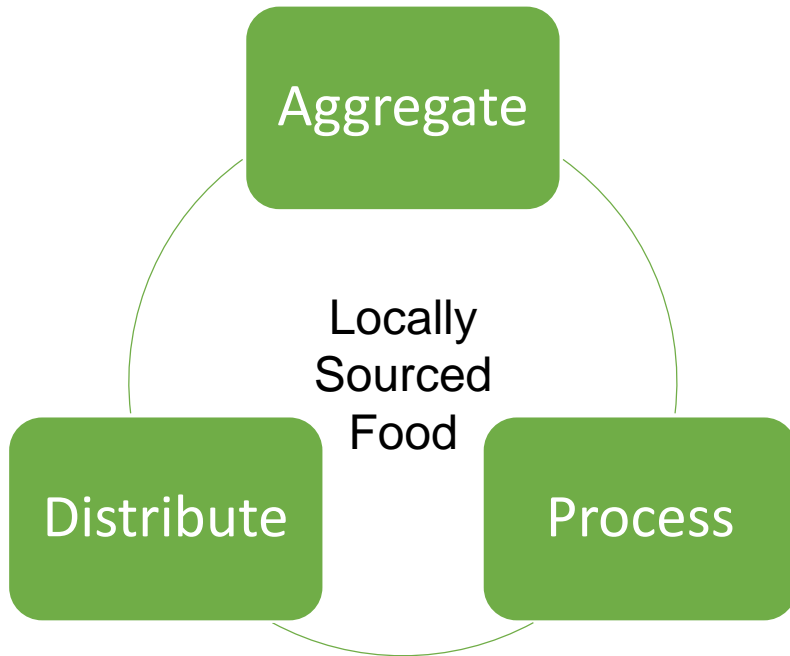
Farmers' Markets – Key Factors

- Market organization and structure
- Market management
- Market location
- Identifying, recruiting and retaining vendors
- Attracting and retaining customers
- Recruiting community partners



Food Hubs

Food Hubs:



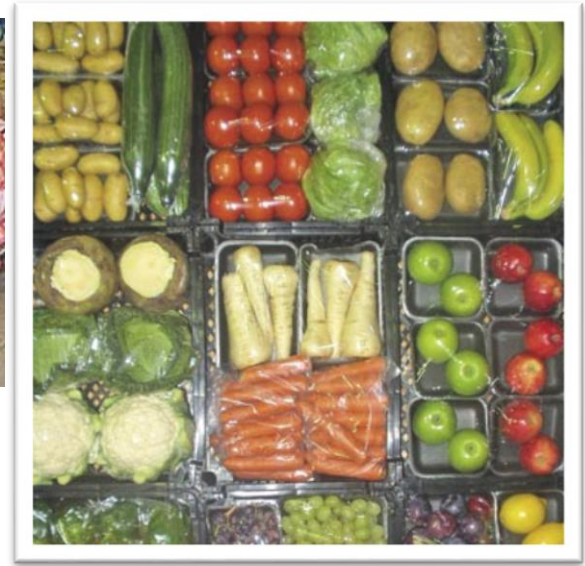
Food Hubs

Since 2006, the number of food hubs in the U.S. has increased by 288% to 302

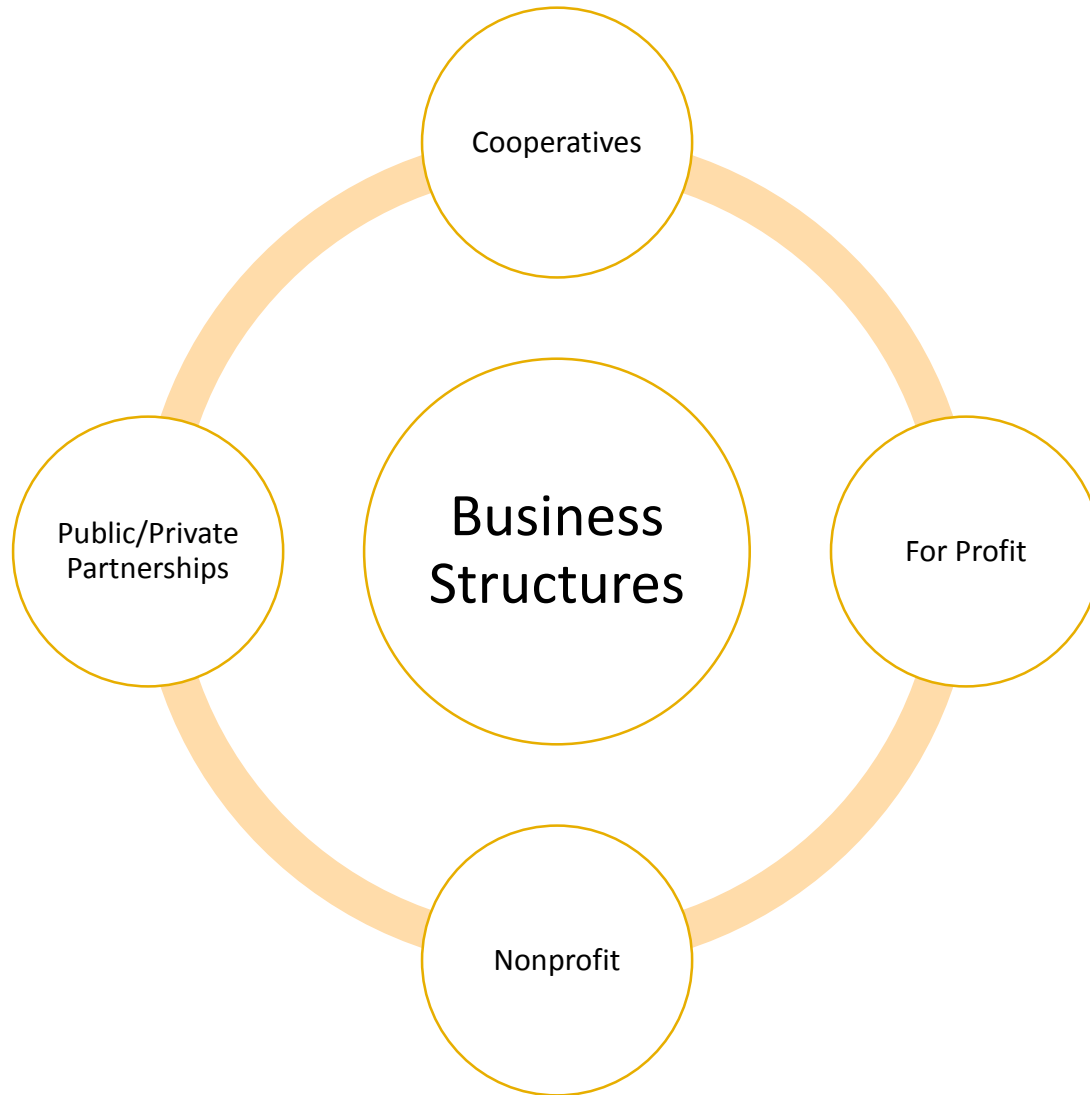


Source: USDA, Agriculture Marketing Service, 2014

Food Hub Infrastructure



Food Hub Legal Structures



Local/Regional Food Systems Impact on Communities

Positive community impacts include:

- Economic Development
- Health and Nutrition
- Food Security
- Social Capital
- Environmental



Local and Regional Food Challenges

Challenge #1: Food Safety Regulations

Requirements from:

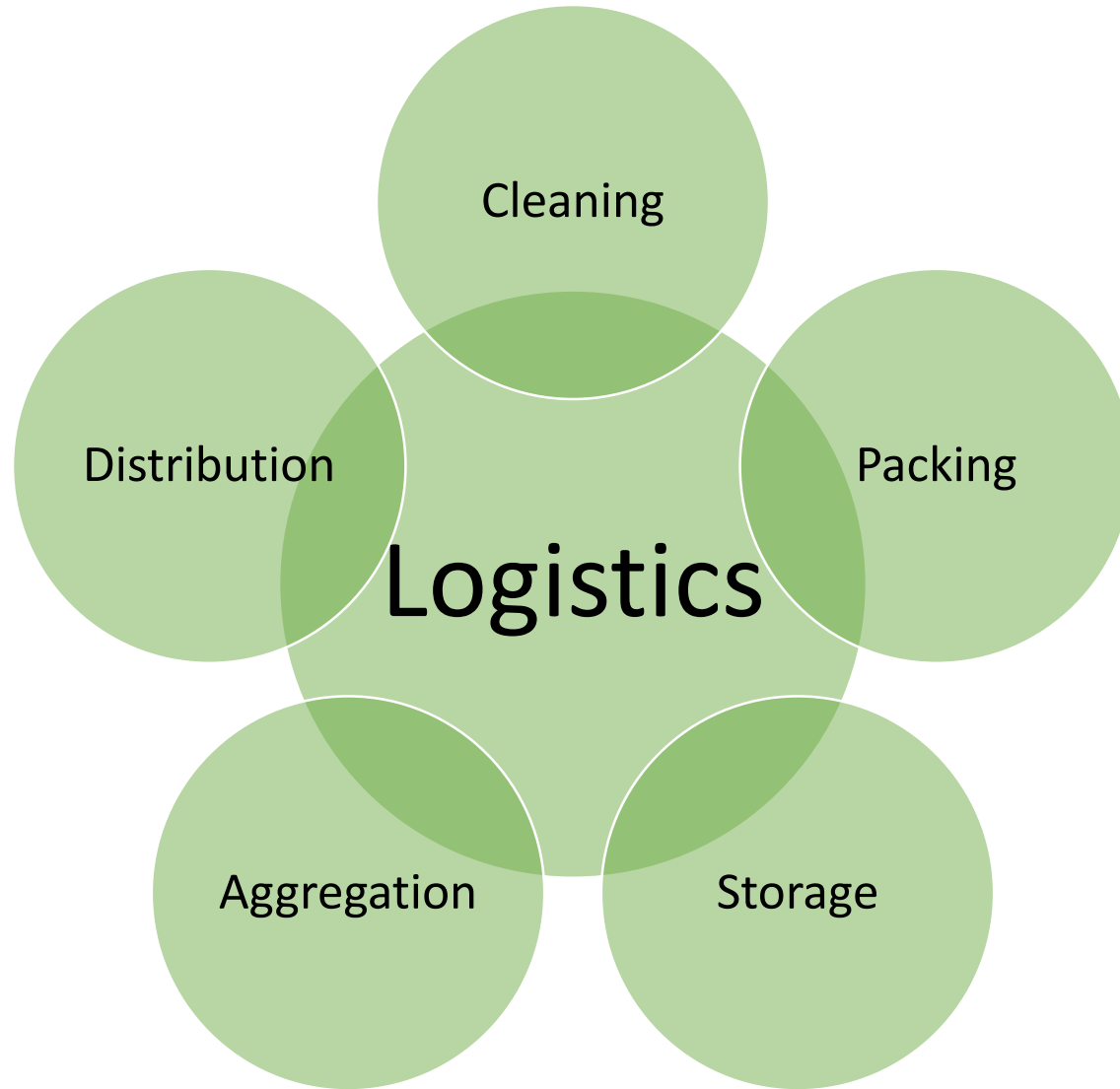
- Government regulations:
- Food Safety Modernization Act (FSMA)
- Local food buyers
- Large foodservice establishments

Sources of assistance:

- USDA Agricultural Marketing Service's:
 - Good Agriculture Practices (GAP)
 - Good Handling Practices (GHP)
- Private consulting firms – may be costly

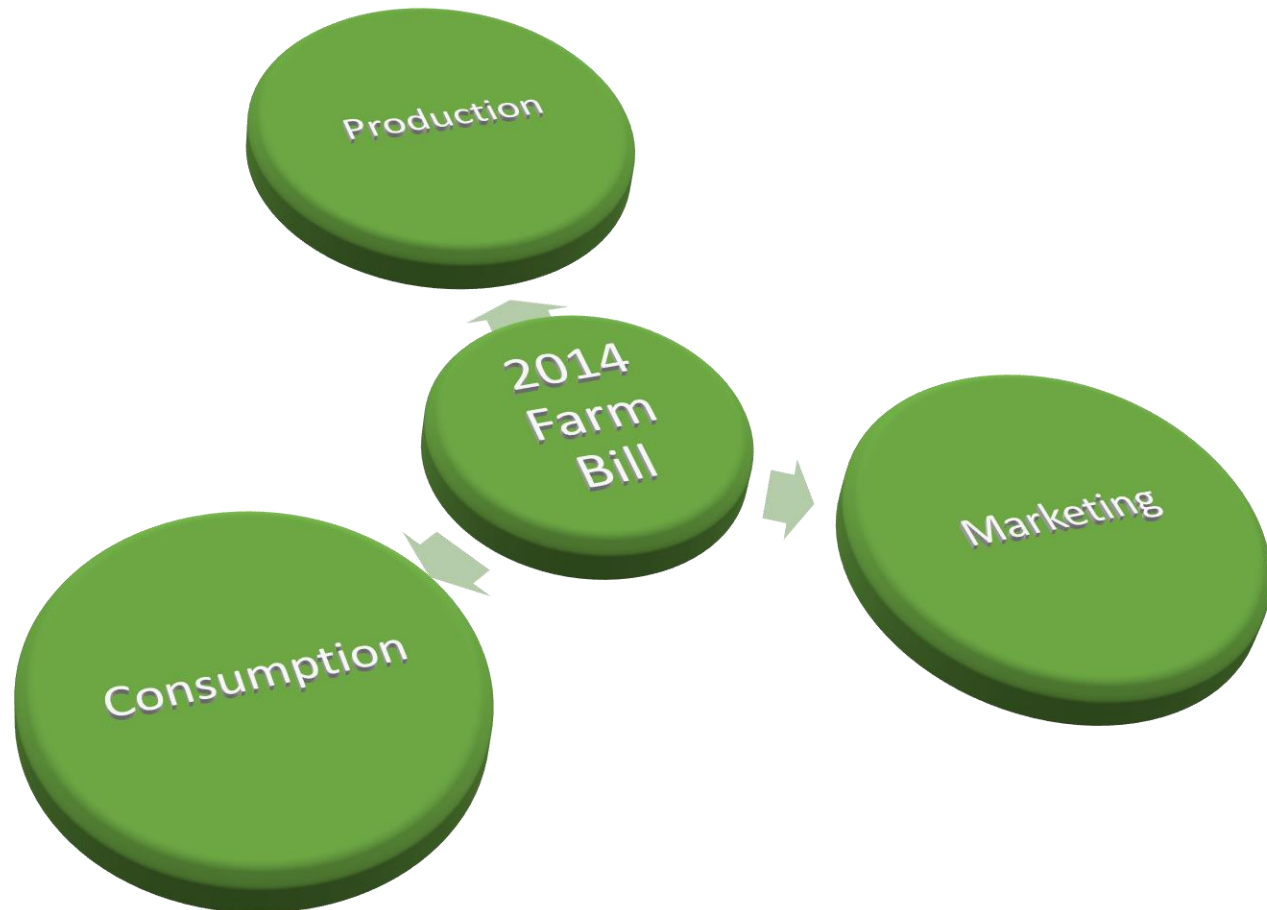


Challenge #2: Competition & Market Access



Supporting Policies and Programs

Supporting Policies and Programs



Supporting Policies and Programs: Production



- Value-Added Producer Grant
- Rural Business Development Grants:
 - Rural Business Opportunity
 - Rural Business Enterprise
- Farm Storage Facility Loan Program
- Local and Regional Food Enterprise Loan Account
- National Organic Certification Cost-Share Program

Supporting Policies and Programs: Marketing

- Farmers' Market Promotion Program (FMPP)
- Local Food Promotion Program (LFPP)
- Specialty Crop Block Grants (SCBG) Program



Supporting Policies and Programs: Consumption

- Food Insecurity Nutrition Incentive Grant
- Healthy Food Financing Initiative
- Senior Farmer's Market Nutrition Program
- Fresh Fruit and Vegetable Program
- National Farm to School Program



Supporting Policies and Programs: Other Sources

- State Local Food Policies and Programs
- Government and NGO Collaboration
- Private-Public Food Policy Councils
- Sub-state Policies and Programs



