

Stronger Economies Together

Doing Better Together

Local and Regional Foods: Handouts



THE FOOD SYSTEM AND ITS COMPONENTS

Local Food Systems: Concepts, Impacts, and Issues / ERR-97 (May 2010)
Economic Research Service/USDA (http://www.ers.usda.gov/media/122868/err97_1_.pdf)

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015)
Economic Research Service/USDA (<http://www.ers.usda.gov/media/1763057/ap068.pdf>)

Sustainable Agriculture: An Introduction (2005) Earles, Richard, ATTRA
(<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=294>)

Applying The Principles of Sustainable Farming (2003), Sullivan, Preston, ATTRA
(<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=295>)

LOCAL/REGIONAL FOOD MARKETING CHANNELS

Direct and Intermediated Marketing of Local Foods in the United States/ ERR-128 (November 2011) Economic Research Service/USDA (<http://www.ers.usda.gov/publications/err-economic-research-report/err128.aspx>)

LOCAL/REGIONAL FOOD TRENDS

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015) Economic Research Service/USDA (<http://www.ers.usda.gov/media/1763057/ap068.pdf>)

FARMERS MARKETS

Starting A New Farmers' Market, The Farmers Market Management Series. Vol 1 (2005), UC Small Farm Institute
(<http://sfp.ucdavis.edu/files/144703.pdf>)

Plain Language Guide To Selling At A Farmers Market, (May 2008) New Entry Sustainable Farming Project(https://www.clemson.edu/public/ciecd/focus_areas/agribusiness/programs/markets/files/guide.pdf)

Farmers Market Manager Training Manuel (2009) Farmers Market Federation of NY
(http://www.nyfarmersmarket.com/wpcontent/uploads/2014/08/NYFM_Training_Manual.pdf)

New Farmer's Guide: Cultivating Success at Farmers Markets (2012) MacNear, Randii and Schelly G. Keller, Davis Farmers Market Association (<http://www.davisfarmersmarket.org/new-farmers-guide>)



Exploring Regional Food Systems - References

FOOD HUBS

A Practitioner's Guide to Resources and Publications on Food Hubs and Value-Based Supply Chains: A Literature Review (2012) Sustainable Agriculture Research and Education Program, Agricultural Sustainability Institute, University of California, Davis

(http://www.sarep.ucdavis.edu/sfs/KYF%20grey%20literature%20review%207.9.12_compressed.pdf)

Building Successful Food Hubs (2012) Illinois Department of Commerce and Economic Opportunity, University of Illinois Business Innovation Services, Illinois Department of Agriculture, and FamilyFarmed.org

(<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097191>)

Food Hub Business Assessment Toolkit (March 2014) Wholesome Wave

(<http://www.wholesomewave.org/wp-content/uploads/2014/08/HFCI-Food-Hub-Business-Assessment-Toolkit.pdf>)

Moving Food Along the Value Chain: Innovations in Regional Food Distribution (2012) USDA AMS

(<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=stelprdc5097504>)

The Role of Food Hubs in Local Food Marketing (2013) USDA RD, Service Report 73

(<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=stelprdc5097504>)

Regional Food Hub Resource Guide (2012) USDA AMS

(<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957>)

LOCAL/REGIONAL FOOD SYSTEMS AND COMMUNITY IMPACTS

Community Level Impacts of Local Food Movements in the US, Canada & Western Europe: An Annotated Bibliography (August 2014) Stickel, Maureen and Steven Deller, Staff Paper No. 576, University of Wisconsin-Madison, Department of Agricultural & Applied Economics

(<https://www.aae.wisc.edu/pubs/sps/pdf/stpap576.pdf>)

The Economics of Local Food Systems: A Literature Review of the Production, Distribution, and Consumption of Local Food (September 2014) Pinchot, Ariel, University of Minnesota Extension, Extension Center for Community Vitality

(<http://www.extension.umn.edu/community/research/reports/docs/2014-Economics-of-Local-Food-Systems.pdf>)

Market Forces: Creating Jobs Through Public Investment in Local and Regional Foods Systems (2011) Union of Concerned Scientists

(http://www.ucsusa.org/food_and_agriculture/solutions/expand-healthy-food-access/market-forces.html#.VTR00iFViko)



LOCAL/REGIONAL FOOD SYSTEM CHALLENGES

Local Food Systems: Concepts, Impacts, and Issues / ERR-97 (May 2010)
Economic Research Service/USDA (http://www.ers.usda.gov/media/122868/err97_1_.pdf)

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015) Economic Research Service/USDA (<http://www.ers.usda.gov/media/1763057/ap068.pdf>)

LOCAL/REGIONAL FOOD SYSTEM SUPPORTING POLICIES AND PROGRAMS

Guide to Federal Funding for Local and Regional Food Systems (April 2010, First Edition) National Sustainable Agriculture Coalition,
(<http://sustainableagriculture.net/wp-content/uploads/2010/06/6.18-FINAL-Food-System-Funding-Guide2.pdf>)

2014 Farm Bill Highlights (March 2014) USDA
(<http://www.usda.gov/documents/usda-2014-farm-bill-highlights.pdf>)

USDA Production Programs

Value-Added Producer Grant Program
(<http://www.rd.usda.gov/programs-services/value-added-producer-grants>)

Rural Business Development Grants Program
(<http://www.rd.usda.gov/programs-services/rural-business-development-grants>)

Local and Regional Food Enterprise Loan Account
(<http://sustainableagriculture.net/publications/grassrootsguide/local-food-systems-rural-development/local-food-enterprise-loans/>)

Farm Storage Facility Loan Program (<http://www.fsa.usda.gov/programs-and-services/price-support/Index>)

National Organic Certification Cost-Share Program
(<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateQ&leftNav=NationalOrganicProgram&page=NOPCostSharing&description=Organic+Cost+Share+Program>)

USDA Marketing Programs

Farmers' Market Promotion Program (<http://www.ams.usda.gov/AMSV1.0/fmpp>)

Local Food Promotion Program (<http://www.ams.usda.gov/AMSV1.0/lfpp>)

Specialty Crop Block Grants Program
(<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&rightNav1=SpecialtyCropBlockGrant0Program&topNav=&leftNav=CommodityAreas&page=SCBGP&resultType>)



LOCAL/REGIONAL FOOD SYSTEM SUPPORTING POLICIES AND PROGRAMS

USDA Consumption Programs

Food Insecurity Nutrition Incentive Grant Program

(<http://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program>)

Healthy Food Financing Initiative

(<http://www.acf.hhs.gov/programs/ocs/resource/healthy-food-financing-initiative-0>)

Senior Farmers' Market Nutrition Program

(<http://www.fns.usda.gov/sfmnp/senior-farmers-market-nutrition-program-sfmnp>)

Fresh Fruit and Vegetable Program (<http://www.fns.usda.gov/ffvp/fresh-fruit-and-vegetable-program>)

National Farm to School Program (<http://www.farmtoschool.org/>)



Typical Duties for a Farmers Market Manager/Coordinator

*Recruit vendors	*Monitor compliance with relevant regulations and codes
*Secure necessary permits and licenses	*Track food, store, and wholesale prices to guide pricing for the market and vendors
*Keep vendors updated regarding competition	*Make stall arrangements
*Review the budget and maintain records of market expenses and income	*Coordinate opening and closing of the market
*Assist at stalls when necessary.	*Handle emergencies and complaints
*Serve as the quality control person for market products, as well as the market's general appearance and cleanliness	*Monitor USDA program transactions (WIC Farmers Market Nutrition Program (FMNP), Senior Farmers Market Nutrition Programs (SFMNP) and the Food Stamps Program/EBT cards)
*Maintain an information booth, guest book, recipe postings, etc.	*Hold vendor meetings as necessary
*Develop a positive relationship with vendors, consumers, and community partners	*Educate and assist vendors with merchandising, pricing, and marketing and business skills
*Coordinate and encourage volunteerism from community partners	*Maintain communication with city and county officials, the health department, the site owner, and others connected with the market
*Follow instructions from and maintain communications with the board of directors	*Work with the board of directors to develop strategic plans
*Create an annual calendar of events and market website	*Develop new promotional ideas
*Represent the market in meetings with community members and farmers/gardeners	*Arrange for media coverage and present the market to the media
*Review logos and marketing tools with the board of directors and others as necessary	*Conduct periodic surveys to assess customer opinions and satisfaction
*Invite, listen to, and use input from vendors and others to improve the market	*Lead in monitoring and, when necessary, revision of the market's mission, goals, and strategies
*Evaluate and improve the effectiveness of meetings and other team activities	*Debrief participants after board meetings, workshops, and other market activities.



Exploring Regional Food Systems: An Overview

Marketing Channels

Overview Main Points

What Marketing Channel activity do we see in our region?

Trends

Overview Main Points

What are the trends in the number of local food farms in your community and region?

Farmers' Markets

Overview Main Points

What is the trend with farmers markets in your community and region? Are they growing in number? What challenges are they facing?



Exploring Regional Food Systems: An Overview

Food Hubs

Overview Main Points

What infrastructure exists in our region to support regional food hubs?

Local and Regional Food Challenges

Overview Main Points

What challenges do food safety regulations, competition and market access pose for small-scale producers in our regional food system?

Supporting Policies and Programs

Overview Main Points

What local/regional food system policies and programs- federal, state, and local are being utilized in your community and region? Which ones might we want to explore further?



Exploring Regional Food Systems: An Overview

Summary Thoughts and Actions



Farmers Markets

Local and Regional Food Trends

Overview Main Points

What is the trend with farmers markets in your community and region? Are they growing in number? What challenges are they facing?

Market Organization and Structure

Overview Main Points

How are farmers markets organized in your community and region? Does one form of organization seem to work better than the other(s)?

Market Management

Overview Main Points

Are the farmers markets in your community well managed? What management shortcomings do you see, if any? How can the management of your market(s) be improved?



Farmers Markets

Summary Thoughts and Actions

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Food Hubs

Food Hub Infrastructure

Overview Main Points

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What infrastructure exists in our region to support regional food hub initiatives?

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Food Hub Models

Overview Main Points

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What type of food hubs are operating in your community and region?

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Food Hub Legal Structures

Overview Main Points

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What are some of the food hub models- agriculture cooperative, for-profit business, nonprofit business, and a public/private partnerships in your community and region? Which ones seem to be the most successful?

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Food Hubs

Food Hub Revenue Models

Overview Main Points

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What revenue model/forms of pricing do the aggregation centers, packing houses and processing centers and other service providers in your local/regional food system use?

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Summary Thoughts and Actions

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Farmers Markets

Location

Overview Main Points

What are some the location issues with the farmers' markets in your community and region (if they exist)? How have they been addressed? If markets don't exist or the locations are inadequate, what other options might make good locations?

Identifying, Recruiting and Retaining Vendors

Overview Main Points

Does the farmers' market in your community or region have a large number of vendors? What is being done to attract and retain more vendors? If no farmers markets exist, how can we identify, recruit and retain vendors?

Attracting and Retaining Customers

Overview Main Points

Does the farmers' market in your community or region have a large number customers? What is being done to attract and retain more customers? If no market exists, what might be the first steps of a market research?