

Crossroads Resource Center

7415 Humboldt Ave. S. / Minneapolis, Minnesota 55423 / 612.869.8664
kmeter@crcworks.org www.crcworks.org

Tools for Community Self-determination

Mount Shasta/Mount Lassen Region (California) Local Farm & Food Economy

by Ken Meter, Crossroads Resource Center (Minneapolis)¹
for
The California Center for Cooperative Development
July 10 2012

Covers Lassen, Modoc, Shasta, Siskiyou, Tehama, & Trinity Counties in California

Mount Shasta/Mount Lassen Region (Bureau of Economic Analysis, 2010)

344,116 residents receive \$11.1 billion of income annually. Personal income for the region's residents tripled from 1969 to 2010, after adjusting for inflation, but also peaked at \$11.3 billion in 2007. The largest source of personal income is transfer payments (from government programs such as pensions), which account for \$3.4 billion of personal income [*see below*]. Capital income (from interest, rent or dividends) brings in \$2.1 billion of personal income. Government jobs rank third, with \$1.9 billion. Retail jobs rank fourth, with \$0.5 billion. Note that income from public sources makes up 47% of all personal income in the region.

Income earned from transfer payments includes \$1 billion of retirement and disability insurance benefits; \$1.4 billion of medical benefits; \$52 million of income maintenance benefits; and \$69 million of unemployment insurance. Veteran's benefits were not reported for two counties, so an accurate total cannot be compiled.

Government income includes \$444 million of income earned by federal workers; \$316 million for state government workers, and \$1.08 billion earned by local government staff. Military personnel earn \$27 million of personal income.

Although the region's population has doubled since 1969, there has been only limited public planning to assure a secure and stable food supply.

Issues affecting low-income residents of the Shasta/Lassen region:

Over 100,000 residents (29%) earn less than 185% of federal poverty guidelines. At this level of income, children qualify for free or reduced-price lunch at school. These lower-income residents spend \$200 million each year buying food, including \$37 million of SNAP benefits (formerly known as food stamps) and additional WIC coupons. The region's 5,159 farmers receive an annual combined total of \$13 million in subsidies (22-year average, 1989-2010), mostly to raise crops such

¹ Considerable research assistance provided by Nick Wojciak.

as corn or soybeans that are sold as commodities, not to feed local residents. *Data from Federal Census of 2000, Bureau of Labor Statistics, & Bureau of Economic Analysis.*

7% percent of the region's households (over 25,000 residents) earn less than \$10,000 per year. *Source: Federal Census American Community Survey 2006-2010.*

21% of all adults aged 18-64 in California carry no health insurance. *Source: Centers for Disease Control, 2010.*

Food-related health conditions:

28% of California residents report that they eat five or more servings of fruit or vegetables each day. 72% do not. The rate of adequate fruit and vegetable consumption declined from 32% in 1996. This is a key indicator of health, since proper fruit and vegetable consumption has been connected to better health outcomes. *Source: Centers for Disease Control, 2009.*

51% of the state's adults report they have at least 30 minutes of moderate physical activity five or more days per week, or vigorous physical activity for 20 or more minutes three or more days per week. This is an improvement from the 46% rate in 2001. *Source: Centers for Disease Control, 2009.*

9% of California residents have been diagnosed with diabetes, up from 7% in 2004. *Source: Centers for Disease Control, 2010.* Medical costs for treating diabetes and related conditions in the Shasta/Lassen Region are estimated at \$200 million per year. Costs for the state of California as a whole total \$21.6 billion. *Source: American Diabetes Association cost calculator.* This is two-thirds the value of all farm commodities produced in the state.

62% of the state's residents are overweight (37%) or obese (25%). The rate of obesity has increased dramatically from 15% in 1995. *Source: Centers for Disease Control, 2010.*

The region's farms (Agricultural Census, 2007)

Agriculture Census data for 2007 were released February 4, 2009

The Census of Agriculture defines a "farm" as "an operation that produces, or would normally produce and sell, \$1,000 or more of agricultural products per year."

Land:

- 5,159 farms. This is 6% of California farms.
- The Shasta/Lassen Region had 15% more farms in 2007 than in 2002. Some of this may be due to census takers making better contact with small farms.
- 463 (9%) of these are 1,000 acres or more in size.
- 2,786 (54%) farms are less than 50 acres.
- Average farm size is 524 acres, significantly more than the state average of 313 acres.
- The region has 2.7 million acres of land in farms.
- This amounts to 11% of the state's farmland.
- The Shasta/Lassen Region holds 337,000 acres of harvested cropland.
- 473,000 of these acres are irrigated.

- Average value of land and buildings per farm was \$1.2 million. This was almost half the 2007 state average of \$2 million.

Sales:

With the exception of foods sold directly to consumers (see below), farmers typically sell commodities to wholesalers, brokers or manufacturers that require further processing or handling to become consumer items. The word “commodities” is used in this report to mean the crops and livestock sold by farmers through these wholesale channels. The term “products” encompasses commodity sales, direct sales, and any other sales.

- The region’s farmers sold \$454 million of crops and livestock in 2007.
- Farm product sales increased by 40% from 2002 to 2007.
- At least \$293 million of crops were sold. *Note that data for sales of crops in Shasta County were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*
- Over \$116 million of livestock and products were sold. *Note that data for sales of livestock in Shasta County were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*
- 3,245 (63%) of the region’s farms sold less than \$10,000 of products in 2007.
- Total sales from these small farms were \$6.9 million, 2% of the region’s farm product sales.
- 587 (11%) of the region’s farms sold more than \$100,000 of products.
- Total sales from these larger farms were at least \$401 million, over 88% of the region’s farm product sales. *Note that data for sales of over \$100,000 in Trinity County were suppressed by the USDA in an effort to protect confidentiality, so this total and percentage are incomplete.*
- 68% of the region’s farms (3,523 of 5,159) reported net losses in 2007. This is more than the California state average of 57%.
- 494 (10%) of the region’s farmers collected a combined total of \$4.8 million of federal subsidies in 2007. *Note that the Bureau of Economic Analysis reports government payments to farmers of more than \$7 million for 2007.*

Top farm products of Shasta/Lassen Region (2007). *Note: ** denotes sales data has been suppressed.*

Product	\$ millions
Cattle and calves	105
Fruits, tree nuts, and berries	104**
Forage crops (hay, etc.)	58**
Ornamentals	49**
Vegetables	32**
Milk	14
Wheat	11**

Production Expenses:

- Hired farm labor was the largest single expense for Shasta/Lassen Region farmers in 2007, totaling \$85 million (20% of production expenses).
- Farmers charged \$45 million to depreciation (10%).
- Supplies, repairs, and maintenance cost farmers \$37 million (8%).
- Feed purchases totaled \$35 million (8%).

- Gasoline, fuels, and oil costs totaled \$32 million (7%).
- Land and building rental cost farmers \$30 million (7%).
- Interest expenses were \$29 million (7%).
- Fertilizer, lime, and soil conditioners totaled \$28 million (6%).

Cattle & Dairy:

- 2,219 farms hold an inventory of 262,000 cattle.
- 154,000 cattle were sold by farmers in 2007 for total sales of \$105 million.
- 1,824 farms raise beef cows.
- 122 farms raise milk cows.
- 17 farms produced corn for silage.
- 1,083 farms produced 855,000 tons of forage crops (hay, etc.) on 235,000 acres.
- 746 farms sold at least \$58 million of forage. *Note that data for sales of forage in Lassen, Shasta, and Trinity counties were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*

Other Livestock & Animal Products:

- 188 farms hold an inventory of 1,712 hogs and pigs.
- 177 farms sold 2,452 hogs and pigs in 2007.
- 446 farms hold an inventory of 22,000 sheep and lambs.
- 535 farms sold \$1.9 million worth of sheep, goats, and lambs in 2007.
- 600 farms hold an inventory of 11,000 laying hens.
- 30 farms raise broiler chickens.
- 31 farms engage in aquaculture.
- 462 farms raise horses and ponies.

Grains, Oil Seeds, & Edible Beans:

- 165 farms produced \$26 million of grains, oil seeds, and edible beans.
- 17 farms produced 119,000 bushels of corn on 602 acres. *Note that data for sales of corn were suppressed in 3 of 4 corn producing counties.*
- 84 farms produced at least 1.8 million bushels of wheat on over 20,000 acres, worth more than \$11 million. *Note that data for bushels, acreage, and sales of wheat in Shasta County were suppressed by the USDA in an effort to protect confidentiality, so these totals are incomplete.*

Vegetables & Melons (some farmers state that Ag Census data does not fully represent vegetable production):

- 156 farms worked 12,000 acres to produce vegetables, worth at least \$32 million. *Note that data for sales of vegetables in Tehama and Trinity counties were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*
- This represents a decrease of 12 in the number of farms (from 169) since 2002 levels.
- 32 farms raised potatoes.

Fruits (some farmers state that Ag Census data does not fully represent fruit production):

- 1,023 farms in the region hold 40,000 acres of orchards.
- 1,002 farms sold at least \$104 million of fruits, nuts, and berries. *Note that data for sales of fruits, nuts, and berries in Modoc County were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*

Nursery & Greenhouse Plants:

- 75 farms sold at least \$49 million worth of ornamentals in 2007. *Note that data for sales of ornamentals in Lassen, Modoc, and Shasta counties were suppressed by the USDA in an effort to protect confidentiality, so this total is incomplete.*
- This represents a decrease of 27% in the number of farms (from 103) since 2002.
- 10 farms sold Christmas trees.

Direct & Organic Sales:

- 614 farms sell \$2.2 million of food products directly to consumers. This is a 33% increase of number of farms (462 in 2002) selling direct, and a 9% increase in direct sales over 2002 sales of \$2 million.
- This amounts to 0.5% of farm product sales, more than the national average of 0.4%.
- Tehama County leads the region in direct sales, with \$923,000.
- 97 farms in the region sold \$13 million of organic products, accounting for 2% of California's organic sales.
- For comparison, 3,235 farms in California sold \$657 million of organic food products.
- 53 farms market through community supported agriculture (CSA).
- 338 farms produce and sell value-added products.

Conservation Practices:

- 1,073 farms use conservation methods such as no-till, limited tilling, filtering field runoff to remove chemicals, fencing animals to prevent them from entering streams, etc.
- 1,299 farms practice rotational or management intensive grazing.
- 195 farms generate energy or electricity on the farm.

Other Crops:

- 12 farms produced oats.
- 44 farms produced at least 820,000 bushels of barley on over 9,669 acres, worth more than \$3.1 million. *Note that data for bushels and acreage of barley in Shasta County, and data for sales of barley in Shasta and Tehama counties were suppressed by the USDA in an effort to protect confidentiality, so these totals are incomplete.*
- 6 farms produced 2,950 tons of rice on 915 acres.

**Limited-resource farms and others in the Shasta/Lassen region
(Census of Agriculture, 2007)**

	Farms	Percent	Acres	Percent
Small family farms:				
Limited-resource	853	17%	147,858	5%
Retirement	1,268	25%	251,334	9%
Residential/lifestyle	1,614	31%	308,881	11%
Farming occupation/lower sales	757	15%	338,385	13%
Farming occupation/higher sales	175	3%	**252,279	9%
Large family farms	130	3%	**399,680	15%
Very large family farms	113	2%	499,186	18%
Nonfamily farms	249	5%	**448,802	17%
Total	5,159		2,646,405	

** Note: signifies that data has been suppressed to protect confidentiality.

Definition of terms (Agricultural Census 2007):

Limited-resource farms have market value of agricultural products sold gross sales of less than \$100,000, and total principal operator household income of less than \$20,000.

Retirement farms have market value of agricultural products sold of less than \$250,000, and a principal operator who reports being retired.

Residential/lifestyle farms have market value of agricultural products sold of less than \$250,000, and a principal operator who reports his/her primary occupation as other than farming.

Farming occupation/lower-sales farms have market value of agricultural products sold of less than \$100,000, and a principal operator who reports farming as his/her primary occupation.

Farming occupation/higher-sales farms have market value of agricultural products sold of between \$100,000 and \$249,999, and a principal operator who reports farming as his/her primary occupation.

Large family farms have market value of agricultural products sold between \$250,000 and \$499,999.

Very large family farms have market value of agricultural products sold of \$500,000 or more.

Nonfamily farms are farms organized as nonfamily corporations, as well as farms operated by hired manager.

County and State Highlights

Lassen County highlights (Agriculture Census 2007):

- 459 farms, 10% more than in 2002.
- Lassen County has 459,000 acres of land in farms.
- Farmers sold \$55.5 million of products in 2007.
- \$36.5 million (66%) of these sales were crops.
- \$19 million (34%) of these sales were livestock.
- The most prevalent farm size is 50 to 179 acres, with 126 farms (27%) in this category.
- The next most prevalent is 10 to 49 acres, with 98 (21%) farms.
- 72 farms (16%) are 1,000 acres or more.
- 165 farms (36%) are less than 50 acres.
- 282 farms (61%) sold less than \$10,000 in farm products.
- 59 farms (13%) sold more than \$100,000 in farm products.
- Lassen County ranks 3rd in California for acreage of mint for oil, *but acreage figures were suppressed by the USDA in an effort to protect confidentiality.*
- The county ranks 8th in the state for inventory of pheasants, with 3,470.
- Lassen County ranks tenth in the state for acreage of nursery stock, *but acreage figures were suppressed by the USDA in an effort to protect confidentiality.*
- 55 farms sold \$171,000 of food directly to consumers. This is a 45% increase in the number of farms selling direct (38 in 2002), and a 64% increase in direct sales over 2002 sales of \$104,000.
- Direct sales were 0.3% of farm product sales, less than the national average of 0.4%.

Modoc County highlights (Agriculture Census 2007):

- 448 farms, 5% more than in 2002.
- Modoc County has 598,000 acres of land in farms.
- Farmers sold \$70.8 million of products in 2007.
- \$43.6 million (62%) of these sales were crops.
- \$27.2 million (38%) of these sales were livestock.
- The most prevalent farm size is 1,000 acres or more, with 103 farms (23%) in this category.
- The next most prevalent farm sizes are both 50 to 179 acres, with 95 (21%) farms, and 180 to 499 acres, also with 95 (21%) farms.
- 103 farms (23%) are 1,000 acres or more.
- 96 farms (21%) are less than 50 acres.
- 198 farms (44%) sold less than \$10,000 in farm products.
- 120 farms (27%) sold more than \$100,000 in farm products.
- Modoc County ranks 3rd in California, and 8th in the United States for acreage of wild rice, with 3,921.
- The county ranks 4th in the state for acreage of barley, with 2,724.
- Modoc County ranks eighth in the state for acreage of forage crops (hay, etc.), with 87,000.
- 25 farms sold \$51,000 of food directly to consumers. This is a 31% decrease in the number of farms selling direct (36 in 2002), and a 74% decrease in direct sales since 2002 sales of \$198,000.
- Direct sales were 0.1% of farm product sales, one quarter the national average of 0.4%.

Shasta County highlights (Agriculture Census 2007):

- 1,473 farms, 31% more than in 2002.
- Shasta County has 391,000 acres of land in farms.
- Farmers sold \$45 million of products in 2007.
- *Data for crop and livestock sales in Shasta County were suppressed by the USDA in an effort to protect confidentiality.*
- The most prevalent farm size is 10 to 49 acres, with 528 farms (36%) in this category.
- The next most prevalent is 1 to 9 acres, with 495 (34%) farms.
- 77 farms (5%) are 1,000 acres or more.
- 1,023 farms (69%) are less than 50 acres.
- 1,140 farms (77%) sold less than \$10,000 in farm products.
- 60 farms (4%) sold more than \$100,000 in farm products.
- Shasta County ranks 1st in California, and 4th in the United States for acreage of wild rice, with 5,097.
- The county ranks 4th in the state for acreage of mint for oil, with 710.
- Shasta County ranks ninth in the state, and ninth in the country for acreage of olives, with 984.
- The county ranks 10th in California for inventory of bee colonies, with 25,000.
- 237 farms sold \$616,000 of food directly to consumers. This is a 57% increase in the number of farms selling direct (151 in 2002), and a 29% increase in direct sales over 2002 sales of \$478,000.
- Direct sales were 1.4% of farm product sales, more than 3 times the national average of 0.4%.

Siskiyou County highlights (Agriculture Census 2007):

- 846 farms, 6% more than in 2002.
- Siskiyou County has 598,000 acres of land in farms.
- Farmers sold \$136.4 million of products in 2007.
- \$107.7 million (79%) of these sales were crops.
- \$28.7 million (21%) of these sales were livestock.
- The most prevalent farm size is 10 to 49 acres, with 229 farms (27%) in this category.
- The next most prevalent is 50 to 179 acres, with 228 (27%) farms.
- 100 farms (12%) are 1,000 acres or more.
- 309 farms (37%) are less than 50 acres.
- 510 farms (60%) sold less than \$10,000 in farm products.
- 137 farms (16%) sold more than \$100,000 in farm products.
- Siskiyou County ranks 2nd in California for acreage of potatoes, with 4,766.
- The county ranks 3rd in the state for acreage of barley, with 4,317.
- Siskiyou County ranks ninth in the state for acreage of forage crops (hay, etc.), with 75,000.
- 83 farms sold \$312,000 of food directly to consumers. This is a slight decrease in the number of farms selling direct (88 in 2002), and a 39% decrease in direct sales since 2002 sales of \$512,000.
- Direct sales were 0.2% of farm product sales, one half the national average of 0.4%.

Tehama County highlights (Agriculture Census 2007):

- 1,752 farms, 11% more than in 2002.
- Tehama County has 532,000 acres of land in farms.
- Farmers sold \$143 million of products in 2007.
- \$104 million (73%) of these sales were crops.
- \$39 million (27%) of these sales were livestock.
- The most prevalent farm size is 10 to 49 acres, with 811 farms (46%) in this category.
- The next most prevalent is 50 to 179 acres, with 331 (19%) farms.
- 97 farms (6%) are 1,000 acres or more.
- 1,102 farms (63%) are less than 50 acres.
- 982 farms (56%) sold less than \$10,000 in farm products.
- 205 farms (12%) sold more than \$100,000 in farm products.
- Tehama County ranks 3rd in California and the 3rd in United States for acreage of olives, with 6,160.
- The county ranks 6th in both the state, and the country, for acreage of walnuts, with 15,000.
- Tehama County ranks sixth in California and sixth in the country for acreage of plums and prunes, with 7,767.
- 168 farms sold \$923,000 of food directly to consumers. This is a 47% increase in the number of farms selling direct (114 in 2002), and a 47% increase in direct sales over 2002 sales of \$628,000.
- Direct sales were 0.6% of farm product sales, more than the national average of 0.4%.

Trinity County highlights (Agriculture Census 2007):

- 181 farms, 34% more than in 2002.
- Trinity County has 125,000 acres of land in farms.
- Farmers sold \$3 million of products in 2007.
- \$1 million (33%) of these sales were crops.
- \$2 million (67%) of these sales were livestock.
- The most prevalent farm size is 10 to 49 acres, with 63 farms (35%) in this category.
- The next most prevalent is 50 to 179 acres, with 45 (25%) farms.
- 14 farms (8%) are 1,000 acres or more.
- 91 farms (50%) are less than 50 acres.
- 133 farms (73%) sold less than \$10,000 in farm products.
- 6 farms (3%) sold more than \$100,000 in farm products.
- Trinity County ranks 8th in California for acreage of Christmas trees, with 126.
- 46 farms sold \$89,000 of food directly to consumers. This is a 31% increase in the number of farms selling direct (35 in 2002), and a 46% increase in direct sales over 2002 sales of \$61,000.
- Direct sales were 2.8% of farm product sales, 7 times the national average of 0.4%.

State of California highlights (Agriculture Census 2007):

- 81,000 farms, 2% more than in 2002.
- California has 25 million acres of land in farms.
- Farmers sold \$34 billion of products in 2007.
- \$23 billion (68%) of these sales were crops.
- \$11 billion (32%) of these sales were livestock.

- The most prevalent farm size is 10 to 49 acres, with 28,080 farms (35%) in this category.
- The next most prevalent is 1 to 9 acres, with 25,278 (31%) farms.
- 4,455 farms (5%) are 1,000 acres or more.
- 53,358 farms (66%) are less than 50 acres.
- 37,721 farms (47%) sold less than \$10,000 in farm products.
- 19,041 farms (23%) sold more than \$100,000 in farm products.
- California ranks 1st in the United States for sales of agricultural products.
- The state ranks 1st in the country for crop sales.
- California ranks first in the country for sales of vegetables, with \$5.4 billion.
- The state ranks 1st in the country for sales of fruits, nuts, and berries, with \$11 billion.
- California ranks 1st in the United States for sales of ornamentals, with \$3.6 billion.
- The state ranks first in the country for sales of forage crops (hay, etc.), with \$1.1 billion.
- California ranks 1st in the country for sales of milk, with \$6.6 billion.
- The state ranks 1st in the country for acreage of vegetables, with 1.2 million.
- California ranks first in the United States for acreage of grapes, with 868,000.
- The state ranks 1st in the country for acreage of almonds, with 790,000.
- California ranks 2nd in the country for sales of livestock and poultry.
- The state ranks second in the country for sales of cotton, with \$586 million.
- California ranks 2nd in the United States for acreage of rice, with 531,000.
- The state ranks 3rd in the country for sales of sheep and goats, with \$72 million.
- California ranks fourth in the country for sales of horses and ponies, with \$72 million.
- The state ranks 4th in the country for inventory of cattle, with 5.5 million.
- California ranks 5th in the United States for aquaculture sales, with \$102 million.
- The state ranks fifth in the country for inventory of laying hens, with 21 million.
- California ranks 5th in the country for inventory of turkeys, with 6.7 million.
- The state ranks 7th in the country for sales of poultry and eggs, with \$1.5 billion.
- California ranks seventh in the United States for sales of cattle, with \$2.5 billion.
- The state ranks 10th in the country for inventory of pullets for laying flock replacement, with 4.6 million.
- 7,068 farms sold \$163 million of food directly to consumers. This is a 10% increase in the number of farms selling direct (6,436 in 2002), and a 42% increase in direct sales over 2002 sales of \$114 million.
- Direct sales were 0.5% of farm product sales, more than the national average of 0.4%.
- Statewide vegetable sales totaled \$5.4 billion.
- 3,515 farms farm organically, with a total of 151,000 acres of harvested cropland, and 192,000 acres of pastureland.
- 60,000 acres on 1,399 farms are undergoing organic conversion.
- 3,235 farms in California sold \$657 million of organic food products, including \$553 million of crops (this may include ornamental and greenhouse crops), \$36 million of livestock and poultry, and \$68 million of products from livestock and poultry (such as milk or eggs).
- 953 farms market through community supported agriculture (CSA).
- 2,733 farms produce value-added products.
- 18,000 farms use conservation methods such as no-till, limited tilling, filtering field runoff to remove chemicals, fencing animals to prevent them from entering streams, etc.
- 8,106 farms practice rotational or management intensive grazing.
- 3,230 farms generate energy or electricity on the farms.

California's top farm products in 2010 (Economic Research Service)

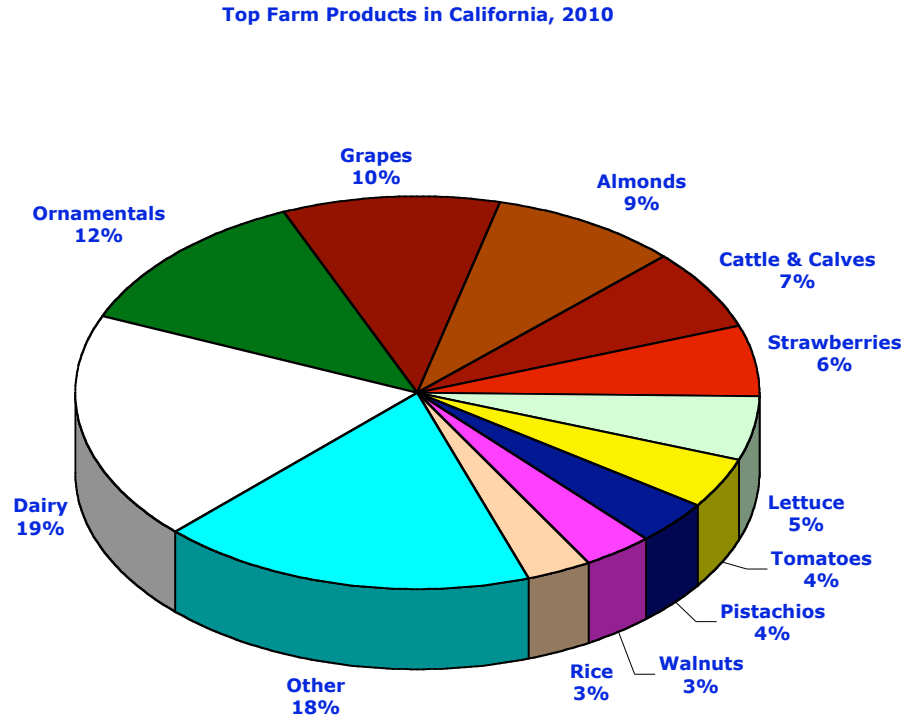
Due to data suppression at the local level, such a chart cannot reasonably be constructed for the region itself. The data in the table and pie chart below are for California as a whole. See chart on next page.

	\$ billions
1 Dairy	5.93
2 Ornamentals	3.77
3 Grapes	3.20
4 Almonds	2.84
5 Cattle & Calves	2.09
6 Strawberries	1.80
7 Lettuce	1.64
8 Tomatoes	1.27
9 Pistachios	1.16
10 Walnuts	1.06
11 Rice	0.90
12 Hay	0.73
13 Oranges	0.70
14 Broccoli	0.61
15 Carrots	0.53
16 Cotton	0.44
17 Avocados	0.41
18 Celery	0.38
19 Chicken eggs	0.38
20 Lemons	0.34
21 Peaches	0.29
22 Plums & Prunes	0.27
23 Turkeys	0.26
24 Garlic	0.26

Note: Broiler hens were also listed among California's top 25 products, but sales figures for these products were not released by ERS, in an effort to protect confidentiality.

California's top farm products in 2010 (Economic Research Service)

See table on previous page



Source: USDA Economic Research Service

Balance of Cash Receipts and Production Costs (BEA):

Mount Shasta/Mount Lassen Region ranchers and farmers sell \$495 million of food commodities per year (1989-2010 average), spending \$473 million to raise them, for an average gain of \$22 million each year. *Note that these sales figures compiled by the BEA may differ from cash receipts recorded by the USDA Agriculture Census (above).*

Overall, farm producers earned \$500 million more selling crops and livestock than they spent to produce these commodities from 1989 to 2010. Yet farm production costs exceeded cash receipts for seven years of that 22-year period. Moreover, 68% of the region's farms and ranches reported that they lost money in 2007 (Ag Census). Shasta/Lassen Region farmers and ranchers earned \$5 million less by selling commodities in 2010 than they earned in 1969 (in 2010 dollars).

Farmers and ranchers earn another \$35 million per year of farm-related income — primarily custom work, and rental income (22-year average for 1989-2010). Federal farm support payments are relatively small, averaging \$13 million per year for the entire region for the same years.

The region's consumers:

See also information covering low-income food consumption and food-related health conditions, page 1-2 above.

Shasta/Lassen Region consumers spend \$912 million buying food each year, including \$532 million for home use. Most of this food is produced outside the region, so the region's consumers spend about \$800 million per year buying food sourced far away. Only \$2 million of food products (0.5% of farm cash receipts and 0.2% of the region's consumer market) are sold by farmers directly to consumers.

Estimated change in net assets (that is, assets minus liabilities) for all region households combined was a loss of \$1.8 billion in 2009 alone (BLS). This places additional pressure on Shasta/Lassen Region consumers trying to buy food.

Farm and food economy summary:

Farmers gain \$22 million each year producing food commodities, yet spend \$235 million buying inputs sourced outside of the region. Even when farmers make money, these input purchases result in substantial losses to the region as a whole. Overall, farm production creates a loss of \$210 million to the region.

Meanwhile, consumers spend \$800 million buying food from outside. Thus, total loss to the region is \$1 billion of potential wealth *each year*. This loss amounts to more than double the value of all food commodities raised in the region.

Mount Shasta / Mount Lassen Region: markets for food eaten at home (2009):

The region's residents purchase \$912 million of food each year, including \$532 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 116
Fruits & vegetables	98
Cereals and bakery products	68
Dairy products	57
"Other," incl. Sweets, fats, & oils	193

If Shasta/Lassen Region residents purchased \$5.00 of food for home use directly from the region's farmers each week, this would generate \$89 million of new farm income for the region.

Lassen County: markets for food eaten at home (2009):

Lassen County residents purchase \$93 million of food each year, including \$54 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 12
Fruits & vegetables	10
Cereals and bakery products	7
Dairy products	6
"Other," incl. Sweets, fats, & oils	20

Modoc County: markets for food eaten at home (2009):

Modoc County residents purchase \$26 million of food each year, including \$15 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 3.2
Fruits & vegetables	2.7
Cereals and bakery products	1.9
Dairy products	1.6
"Other," incl. Sweets, fats, & oils	5.4

Shasta County: markets for food eaten at home (2009):

Shasta County residents purchase \$471 million of food each year, including \$274 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 60
Fruits & vegetables	50
Cereals and bakery products	35
Dairy products	30
“Other,” incl. Sweets, fats, & oils	100

Siskiyou County: markets for food eaten at home (2009):

Siskiyou County residents purchase \$119 million of food each year, including \$69 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 15
Fruits & vegetables	13
Cereals and bakery products	9
Dairy products	7
“Other,” incl. Sweets, fats, & oils	25

Tehama County: markets for food eaten at home (2009):

Tehama County residents purchase \$167 million of food each year, including \$97 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 21
Fruits & vegetables	18
Cereals and bakery products	12
Dairy products	10
“Other,” incl. Sweets, fats, & oils	35

Trinity County: markets for food eaten at home (2009):

Trinity County residents purchase \$36 million of food each year, including \$21 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 4.6
Fruits & vegetables	3.9
Cereals and bakery products	2.7
Dairy products	2.3
“Other,” incl. Sweets, fats, & oils	7.7

Chico: markets for food eaten at home (2009):

Chico residents purchase \$584 million of food each year, including \$340 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 74
Fruits & vegetables	63
Cereals and bakery products	44
Dairy products	36
“Other,” incl. Sweets, fats, & oils	124

Redding Metro area: markets for food eaten at home (2009):

Redding metro residents purchase \$959 million of food each year, including \$559 million to eat at home. Home purchases break down in the following way:

	<i>millions</i>
Meats, poultry, fish, and eggs	\$ 122
Fruits & vegetables	103
Cereals and bakery products	72
Dairy products	60
“Other,” incl. Sweets, fats, & oils	203

Key data sources:

Bureau of Economic Analysis data on farm production balance

<http://www.bea.doc.gov/bea/regional/reis/>

Food consumption estimates from Bureau of Labor Statistics Consumer Expenditure Survey

<http://www.bls.gov/cex/home.htm>

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

USDA/Economic Research Service food consumption data:

<http://www.ers.usda.gov/data/foodconsumption/>

USDA/ Economic Research Service farm income data:

<http://ers.usda.gov/Data/FarmIncome/finfidmu.htm>

Centers for Disease Control Behavioral Risk Factor Surveillance System (BRFSS):

<http://www.cdc.gov/brfss/>

For more information:

To see results from *Finding Food in Farm Country* studies in other regions of the U.S.:

<http://www.crcworks.org/?submit=fffc>.

To read the original *Finding Food in Farm Country* study from Southeast Minnesota (written for the Experiment in Rural Cooperation in 2001): <http://www.crcworks.org/ff.pdf>

To view a PowerPoint presented in March, 2008, by Ken Meter at Rep. Collin Peterson's (D-MN) Minnesota agricultural forum, called the "Home Grown Economy":

<http://www.crcworks.org/crcppts/petersonkm08.pdf>

A wide variety of additional resources are available at <http://www.crcworks.org/>

Contact Ken Meter at Crossroads Resource Center

<kmeter@crcworks.org>

(612) 869-8664