



Local Foods Build Economic Recovery in Southern Arizona

Who's your far

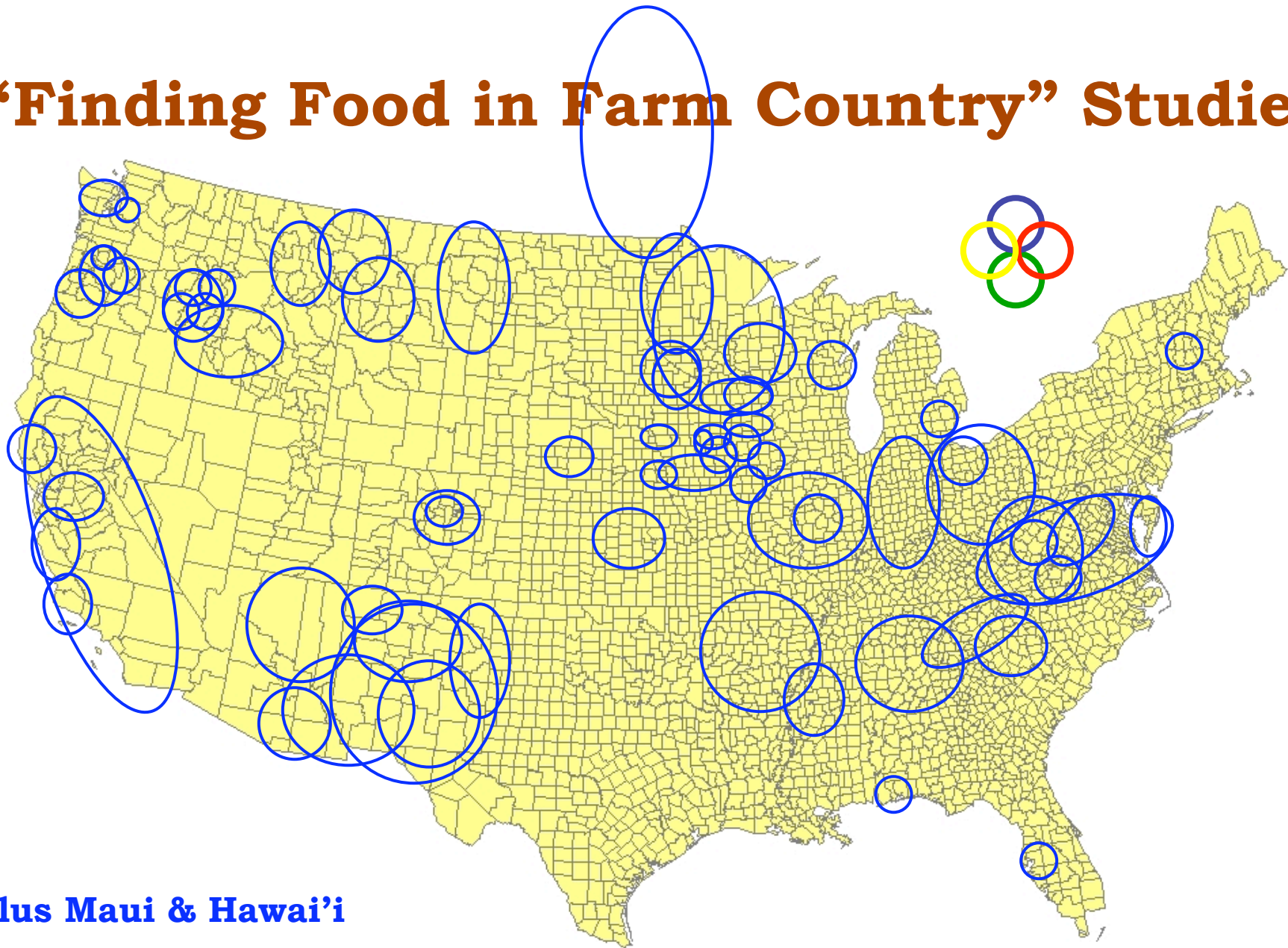
Ken Meter
Crossroads
Resource Center
(Minneapolis)

**Community Food Bank of
Southern Arizona**
February 29, 2012

Corinna, Kurt, & Jed Bench

Photos © Ken Meter, 2011

“Finding Food in Farm Country” Studies



plus Maui & Hawai'i

78 regions in 30 states & one province



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

“Local” is a shorthand....



Photo: DSC



**Goal: to build
Community-Based
Food Systems**



Photo: DSC

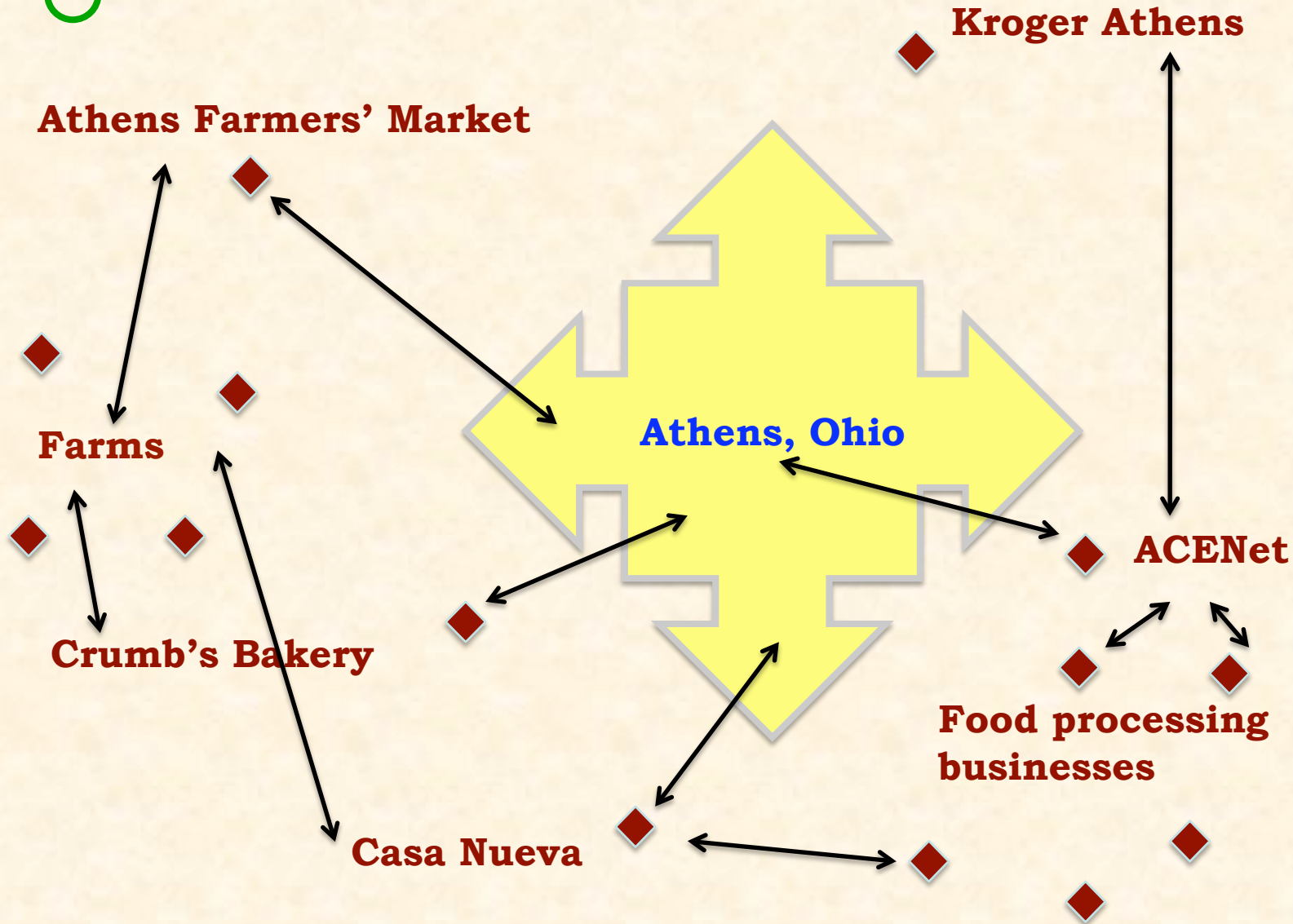


ORGANIC
origin: CA
ARKANSAS
BLACK
HEIRLOOM
APPLES
\$2.99/lb

Food Conspiracy Co-op



Business Clusters

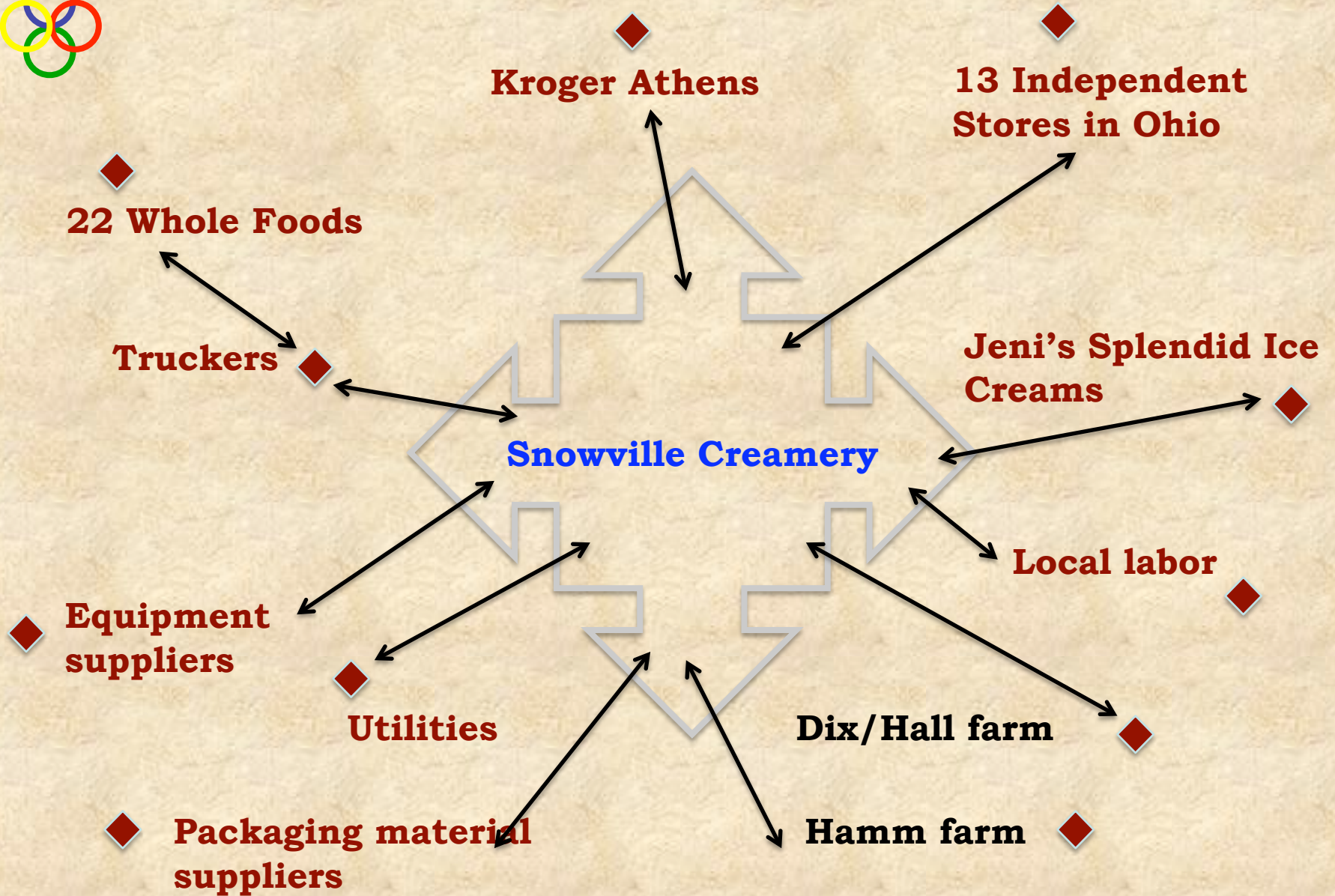




Dix/Hall Farm — Pomeroy, Ohio



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**

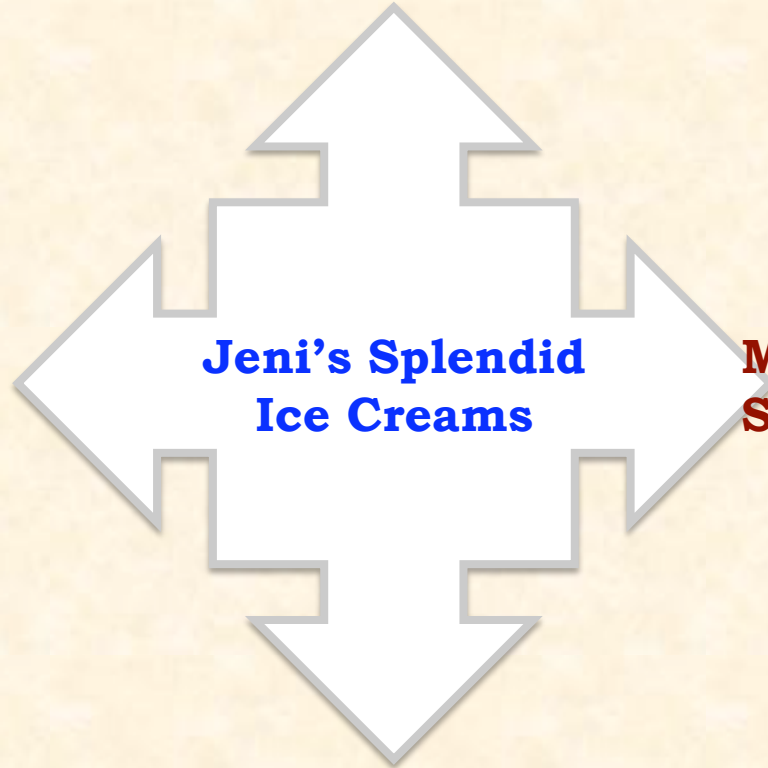
**Strawberries
Raspberries
Blueberries
Peaches
Pears
Apricots
Sweet Corn
Basil
Honey
etc:**

**nanofiltered
skim milk**



**Milk:
Snowville Creamery**

**Jeni's Splendid
Ice Creams**



**from various
Ohio farms**



**Process own flavors
in season**

Local Employees



**Employees
buy local**



Next steps

New collaboration:

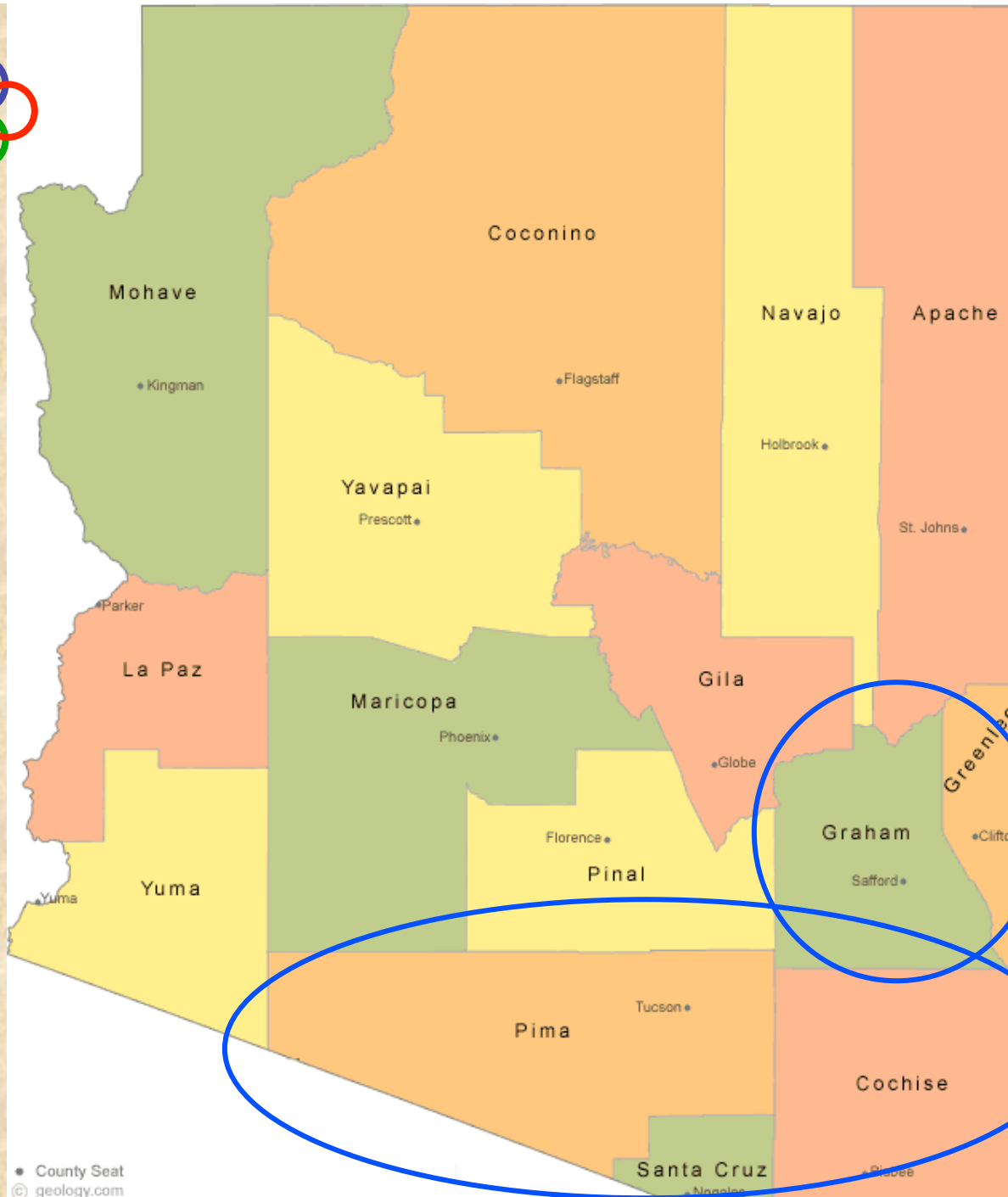
- **Snowville Creamery**
brings produce & milk to Columbus
- **Columbus Food Bank**
stores these foods at warehouse
- **The Greener Grocer**
sells these foods in retail store



Next steps

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





● County Seat
© geology.com

Southern Arizona

5 Counties:

**Cochise
Graham
Greenlee
Pima
Santa Cruz**



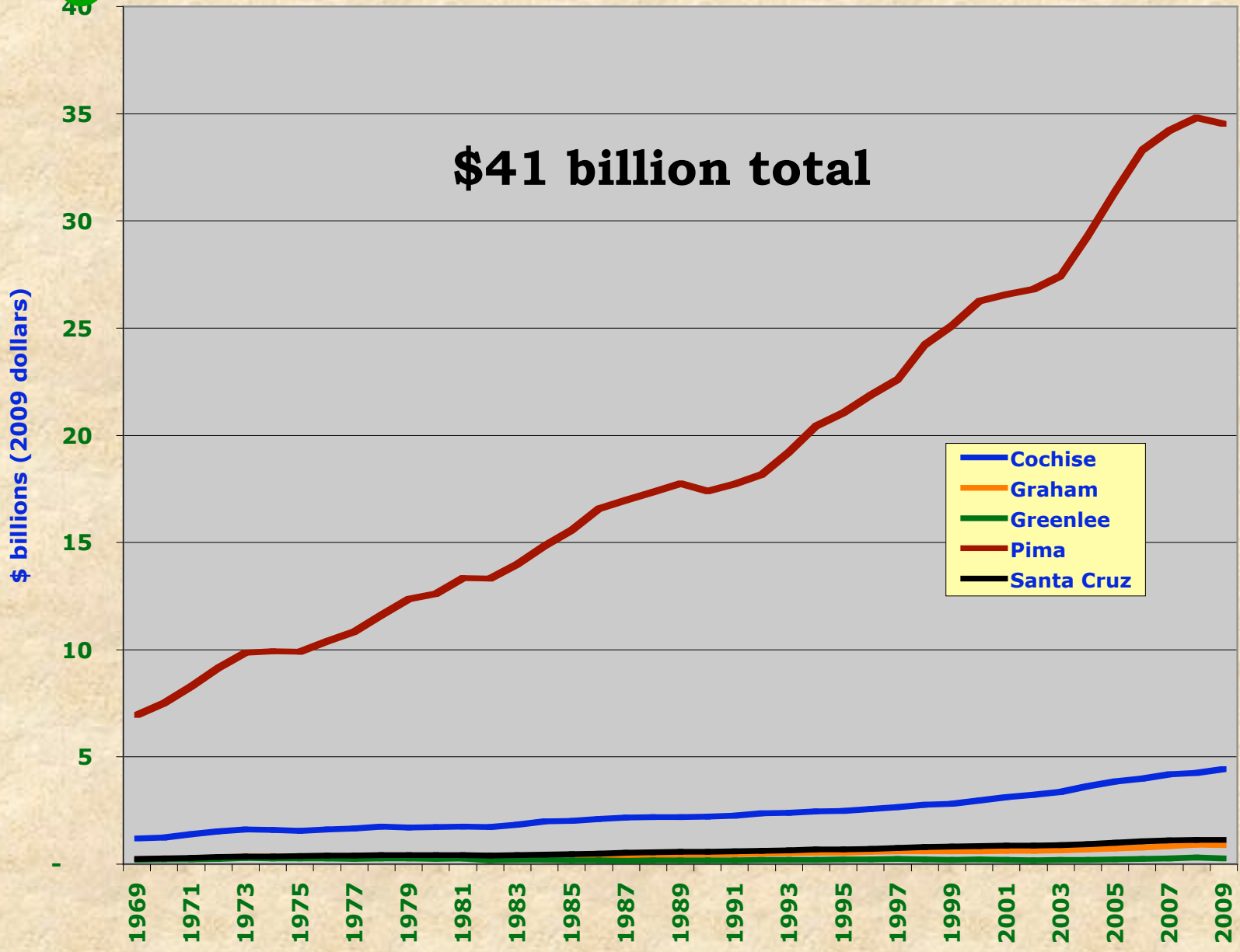
Southern Arizona

1.2 million residents

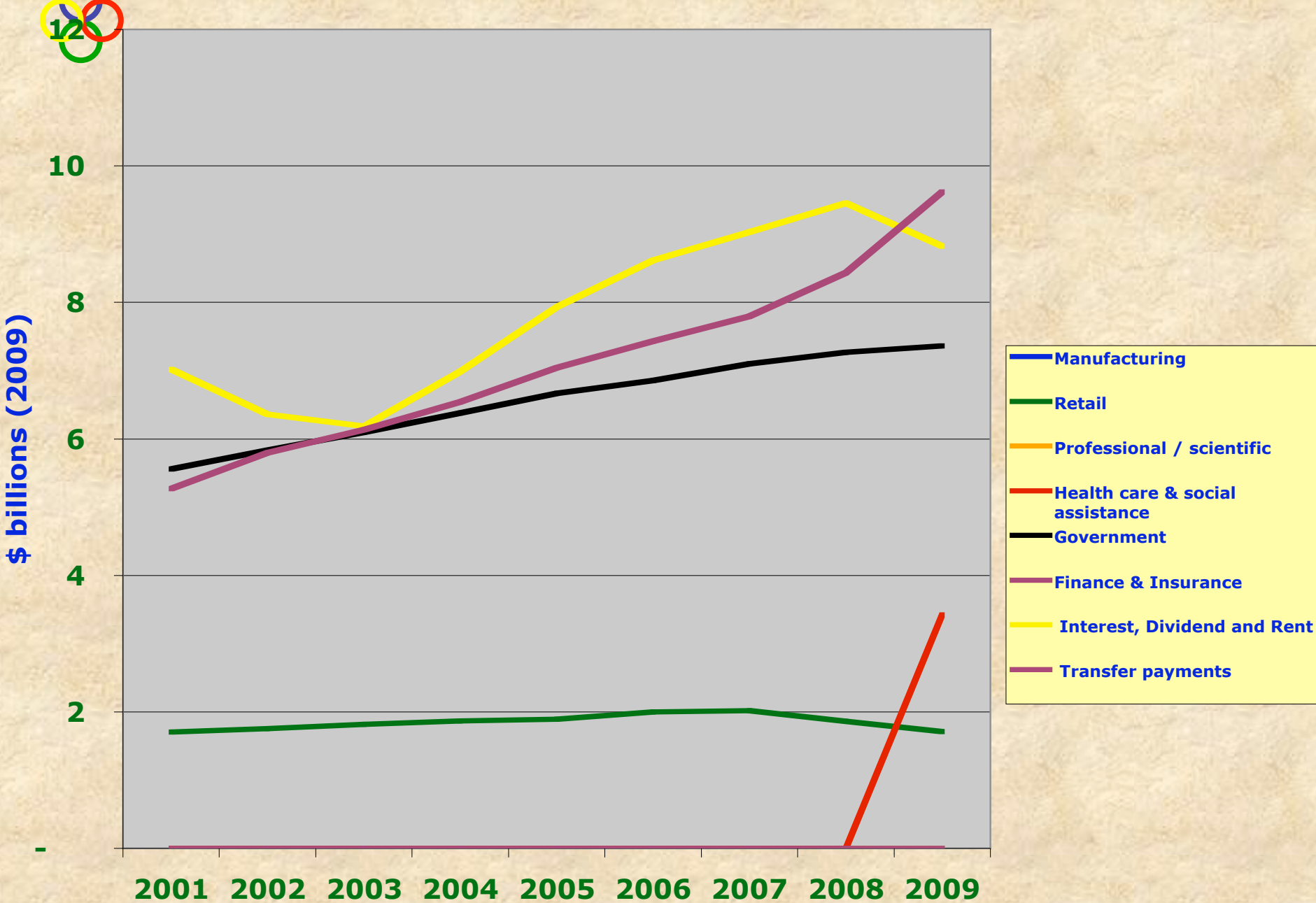
San Xavier



Personal income by county in Sothern Arizona, 1969 - 2009

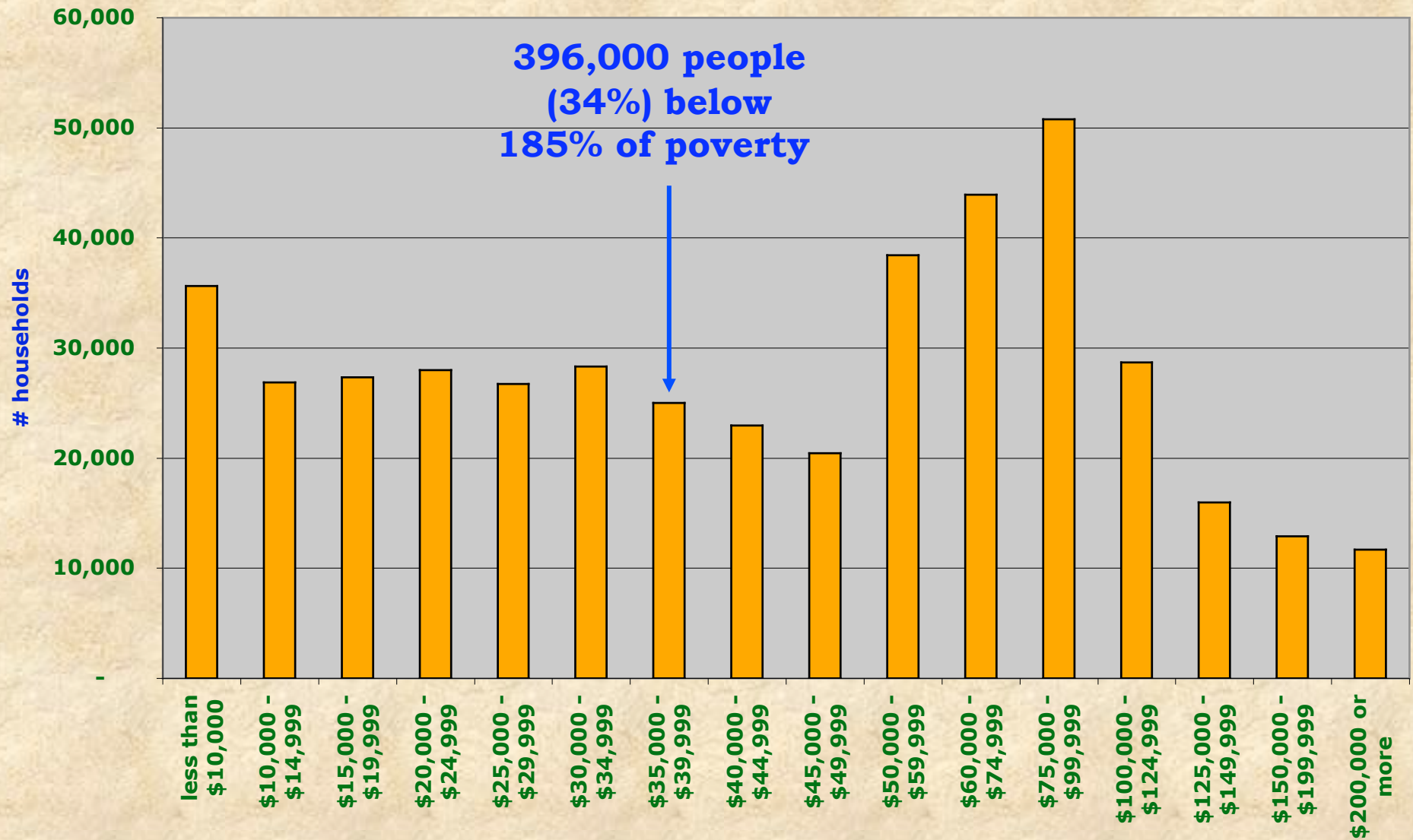


Personal income in Southern Arizona, 2001 - 2009





Household income levels in Southern Arizona, 2005 - 2009



Source: Federal Census



Health Conditions (Arizona)

**58% of residents
are
overweight (32%)
or obese (26%)**





Health Conditions (Arizona)

8% of residents have diabetes





 **Health Conditions (Arizona)**

Medical costs for diabetes:

\$716 million (Southern Arizona)

\$3.8 billion (Arizona)



 **Health Conditions (Arizona)**

*Sunizona
Farms*

**26% of residents eat minimum
number of fruits & vegetables**



Health Conditions (Arizona)

**52% of residents
exercise adequately**



Southern Arizona Food & Farm Economy

2,350 farms

Source: USDA Agriculture Census 2007

CFB farm — Tucson: Nick Henry



Southern Arizona Food & Farm Economy

- 68% of farms sell less than \$10,000
- 10% sell more than \$100,000

Source: USDA Agriculture Census 2007

Avalon Farm



Southern Arizona Food & Farm Economy

- 50% of farms are less than 50 acres



Southern Arizona Food & Farm Economy

	\$ millions
Fruits, nuts & berries**	25
Forage crops**	24
Corn**	17
Cattle & calves**	14
Cotton**	13
Ornamentals**	6

** incomplete data

Sunizona Farms



***Sunizona
Farms***



Southern Arizona Food & Farm Economy

- **64 vegetable farms**
- **3,336 acres**
- **15% decrease in farms**

Sunizona Farms

Source: USDA Agriculture Census 2007



Southern Arizona Food & Farm Economy

- **210 farms with fruit & orchards**
- **\$25 million sales**

Source: USDA Agriculture Census 2007



Southern Arizona Food & Farm Economy

**177 farms sell
direct to consumers**

**\$2.2 million sales
(0.1%)**

Source: Census of Agriculture 2007

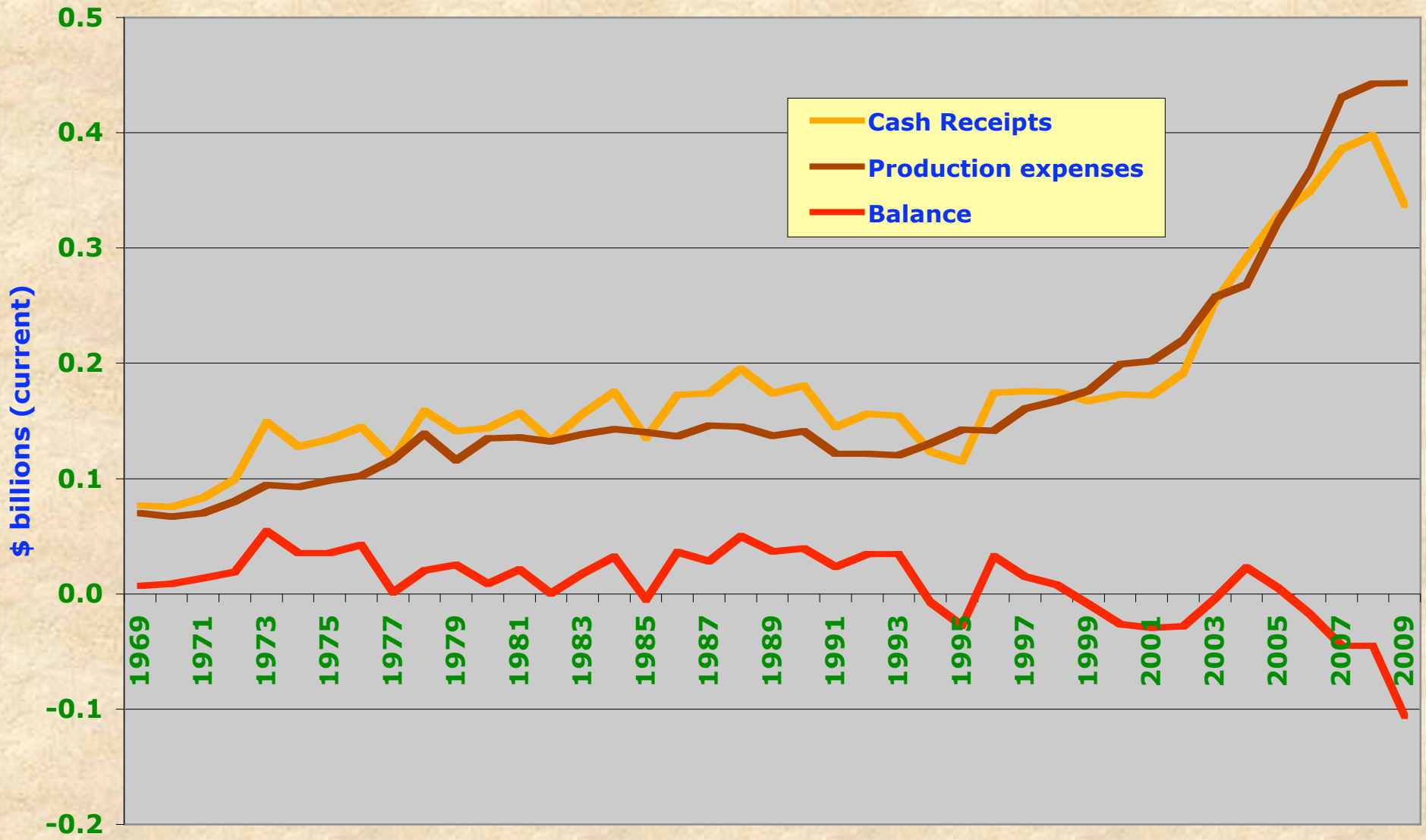


Southern Arizona Food & Farm Economy

- **33 farms sell organic products**
- **\$3.4 million sales**



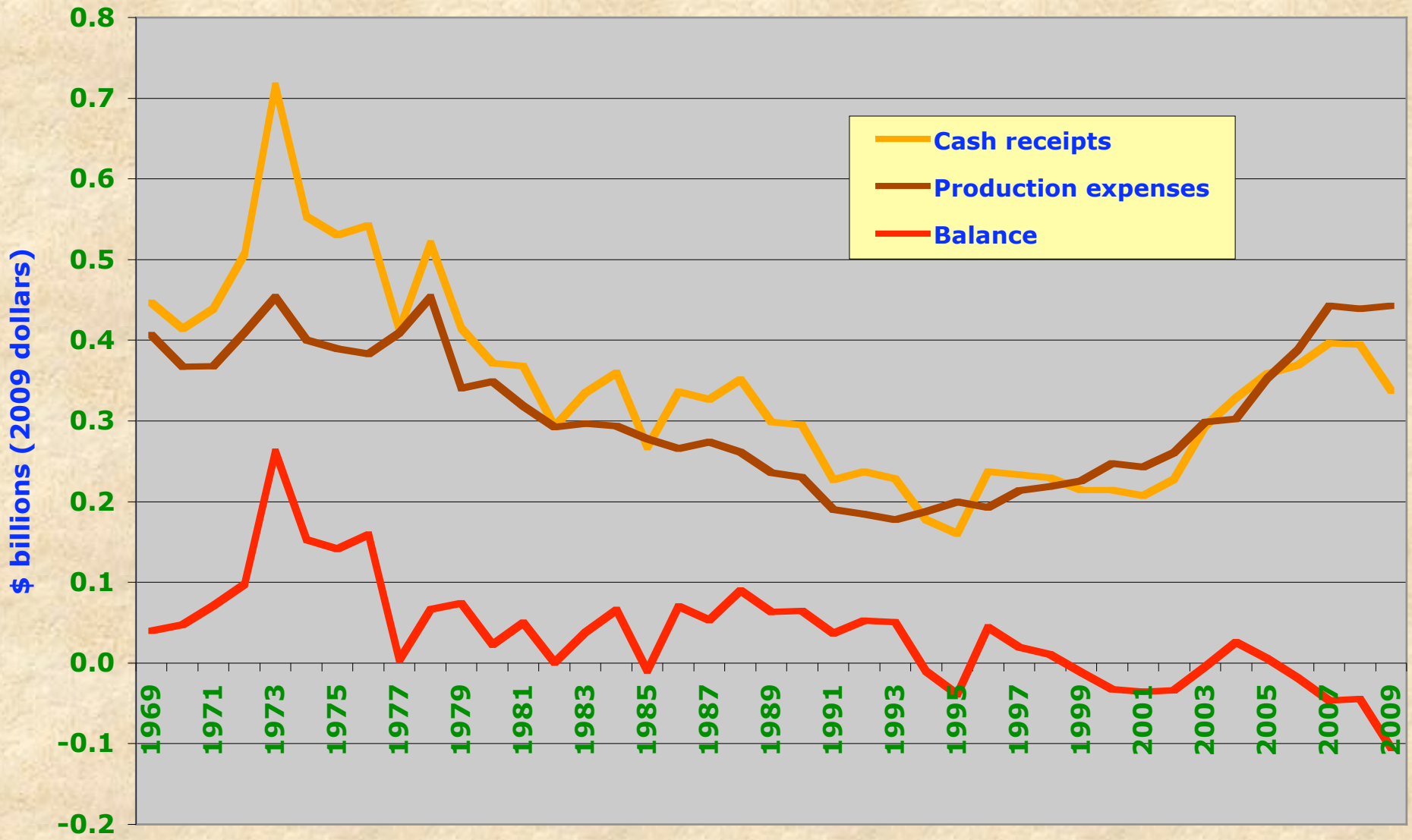
Farm Production Balance in Southern Arizona, 1969-2009



Source: Bureau of Economic Analysis



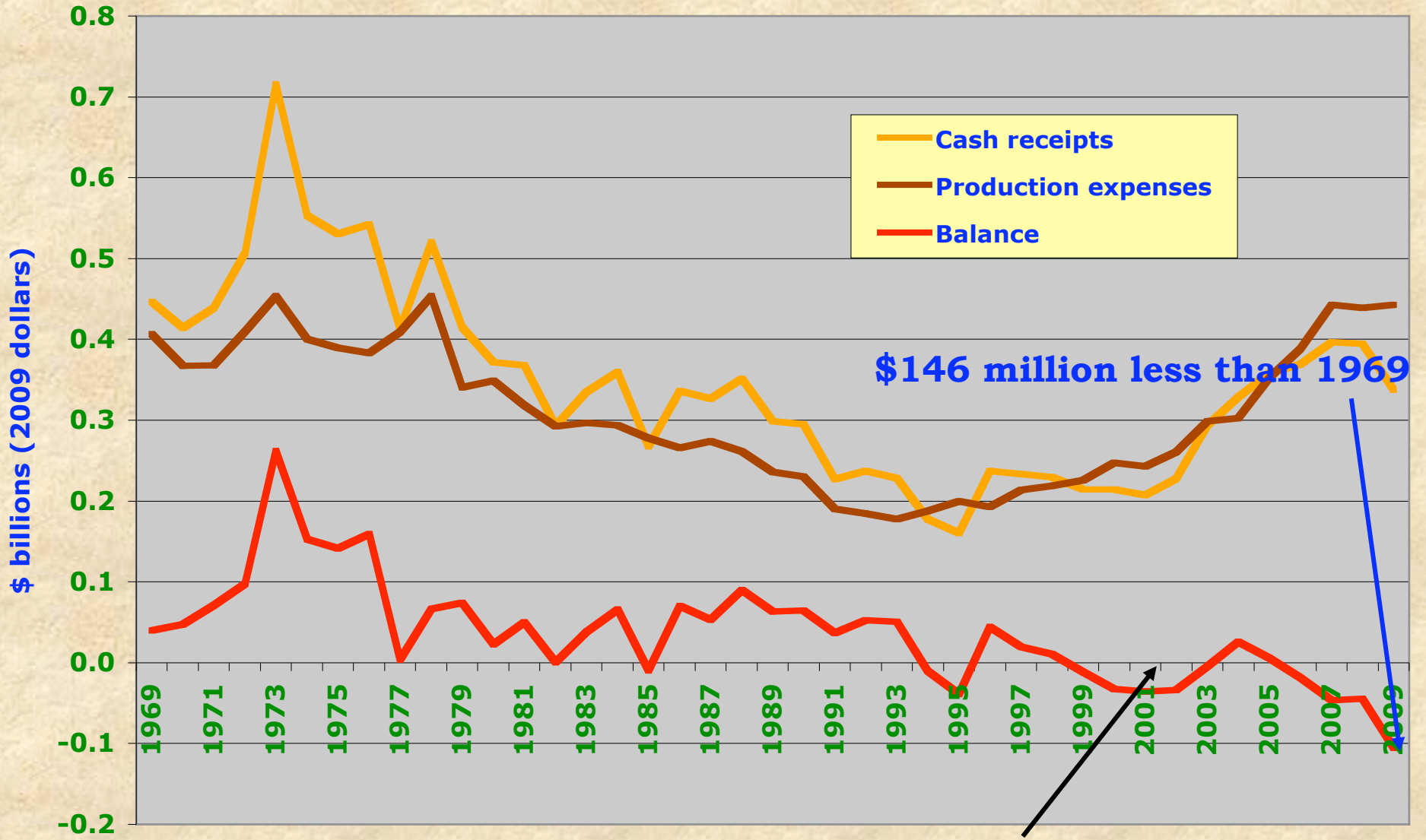
Farm Production Balance in Southern Arizona, 1969-2009



Source: Bureau of Economic Analysis



Farm Production Balance in Southern Arizona, 1969-2009



Source: Bureau of Economic Analysis

\$300 million loss since 1999



Southern Arizona Food & Farm Economy

- **Farmers produce \$300 million of commodities per year**
- and...
- **Spend \$320 million to raise them**
- \$20 million loss in production costs**

Averages for (1999-2009)

Source: Bureau of Economic Analysis



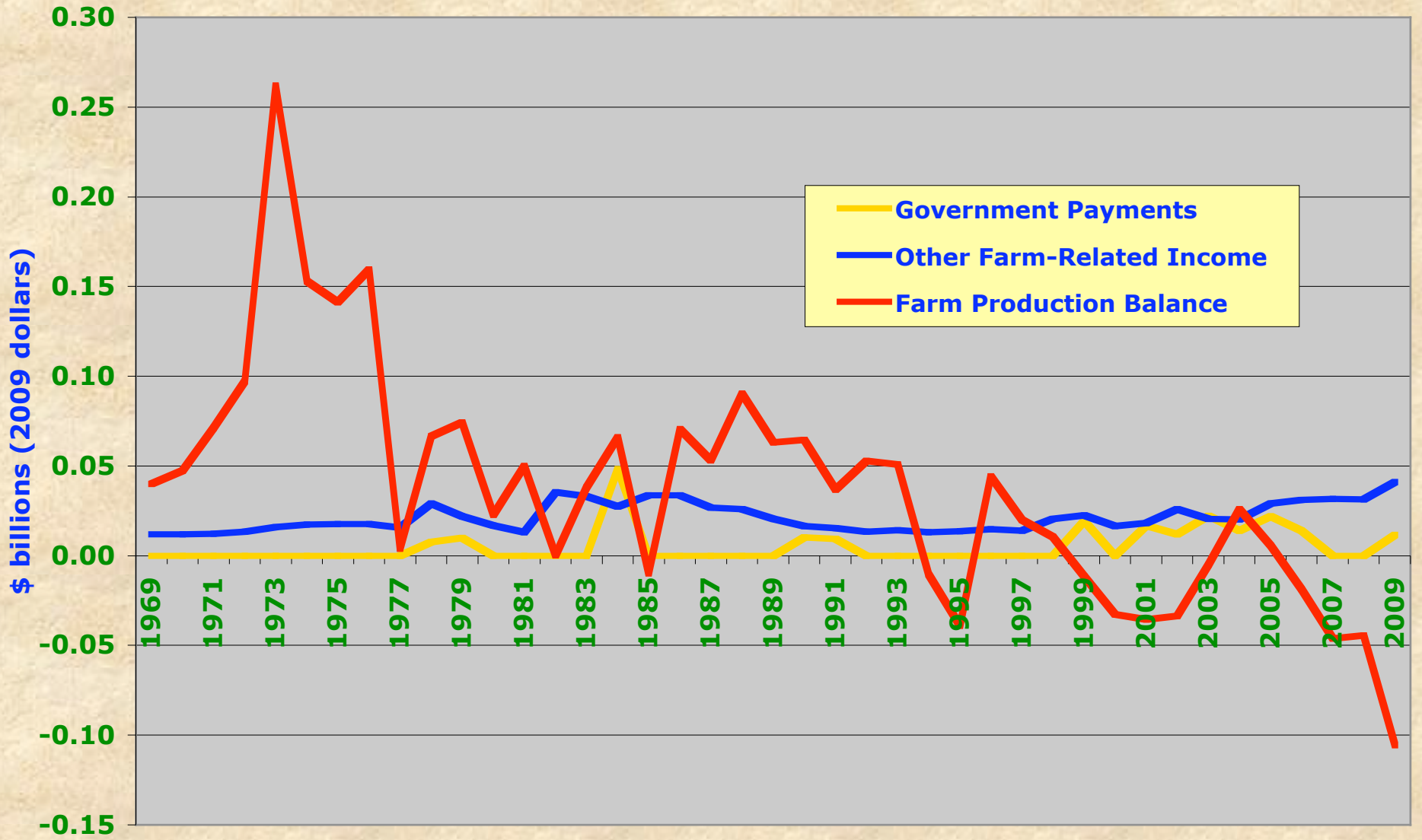
Southern Arizona Food & Farm Economy

So...

- **Farm families earn \$21 million of other farm-related income**
- **And receive \$12 million in federal supports (2009)**



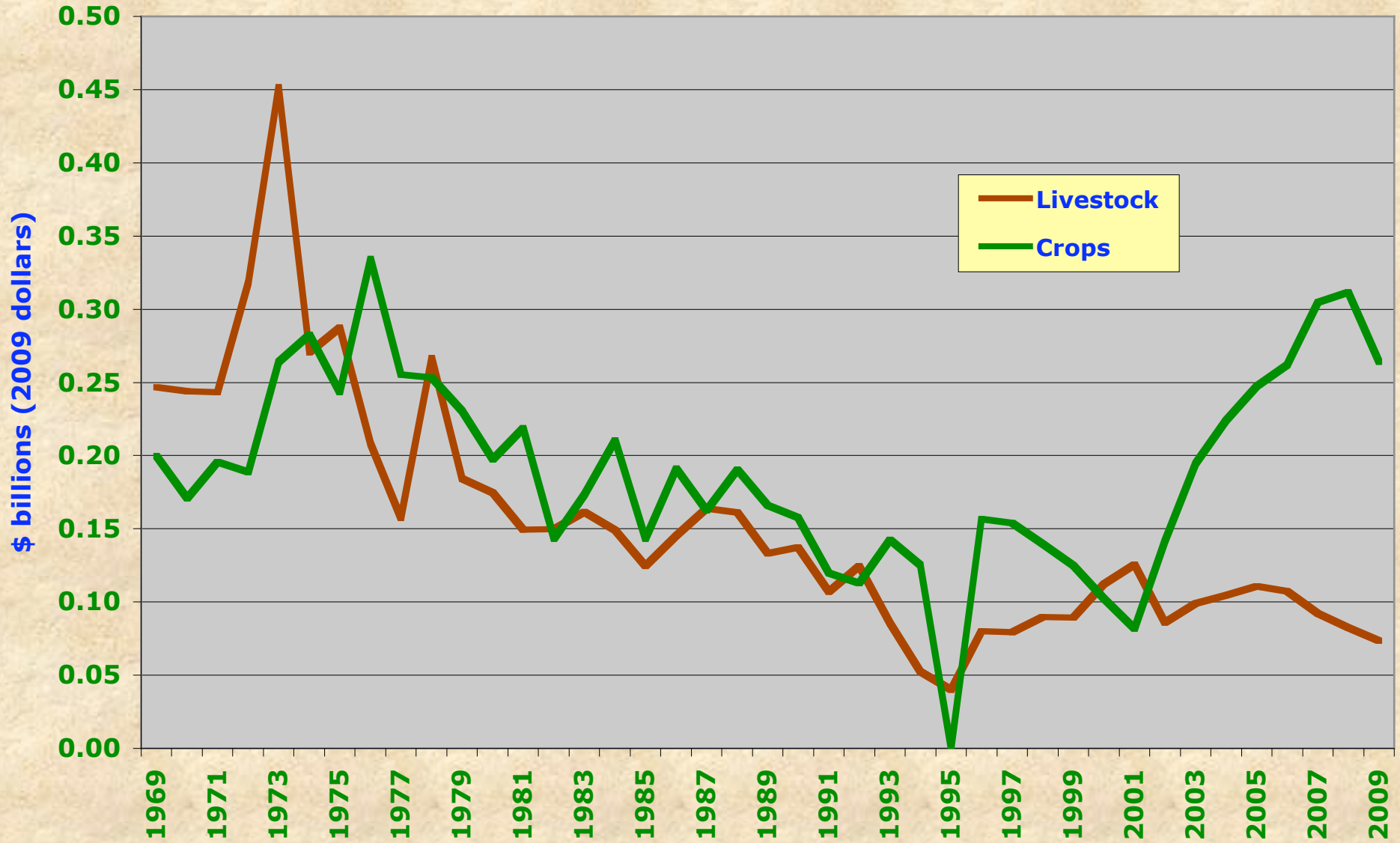
Southern Arizona farm income by type, 1969-2009



Source: Bureau of Economic Analysis



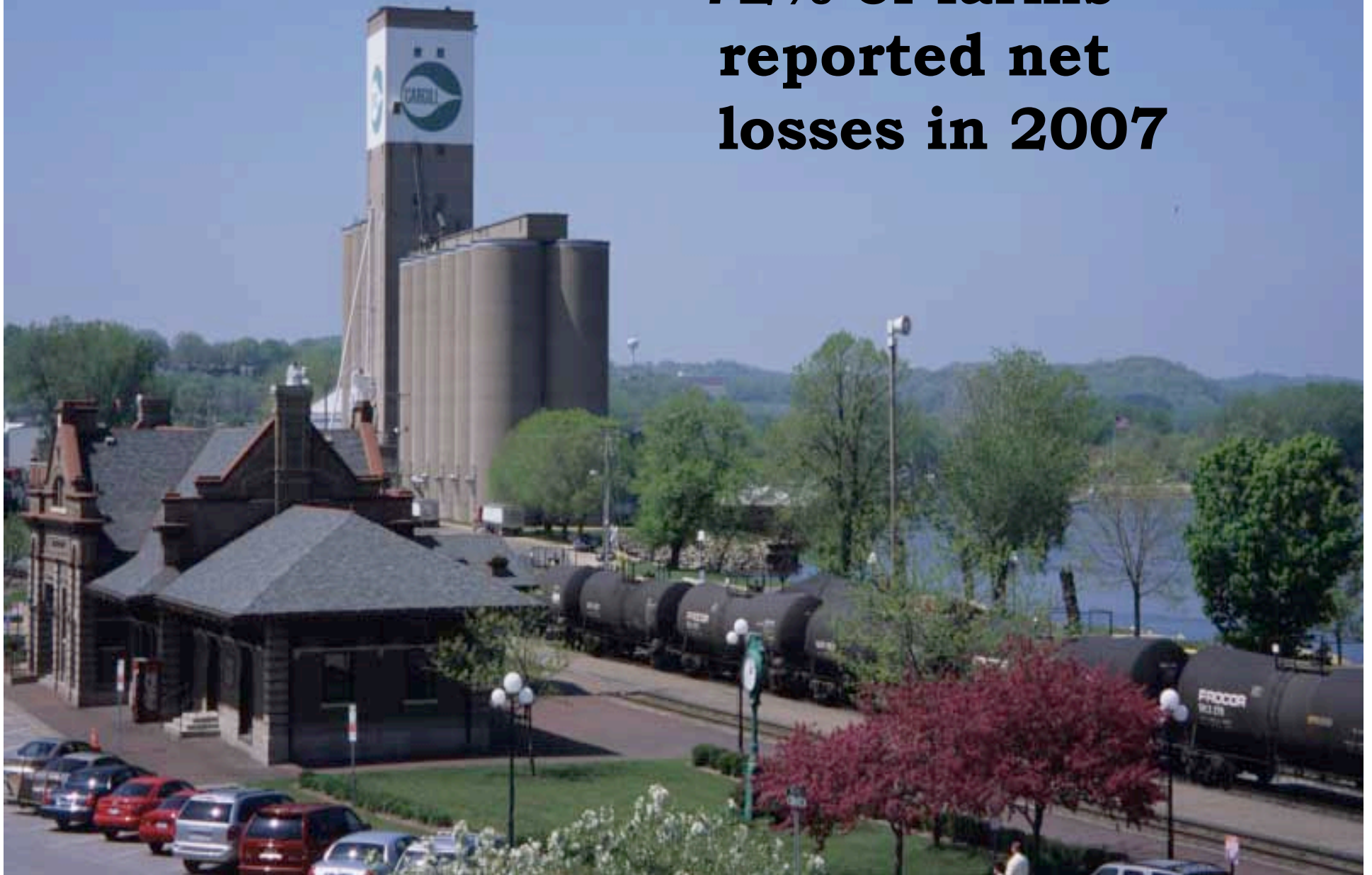
Crop and livestock sales in Southern Arizona, 1969-2009



Source: Bureau of Economic Analysis

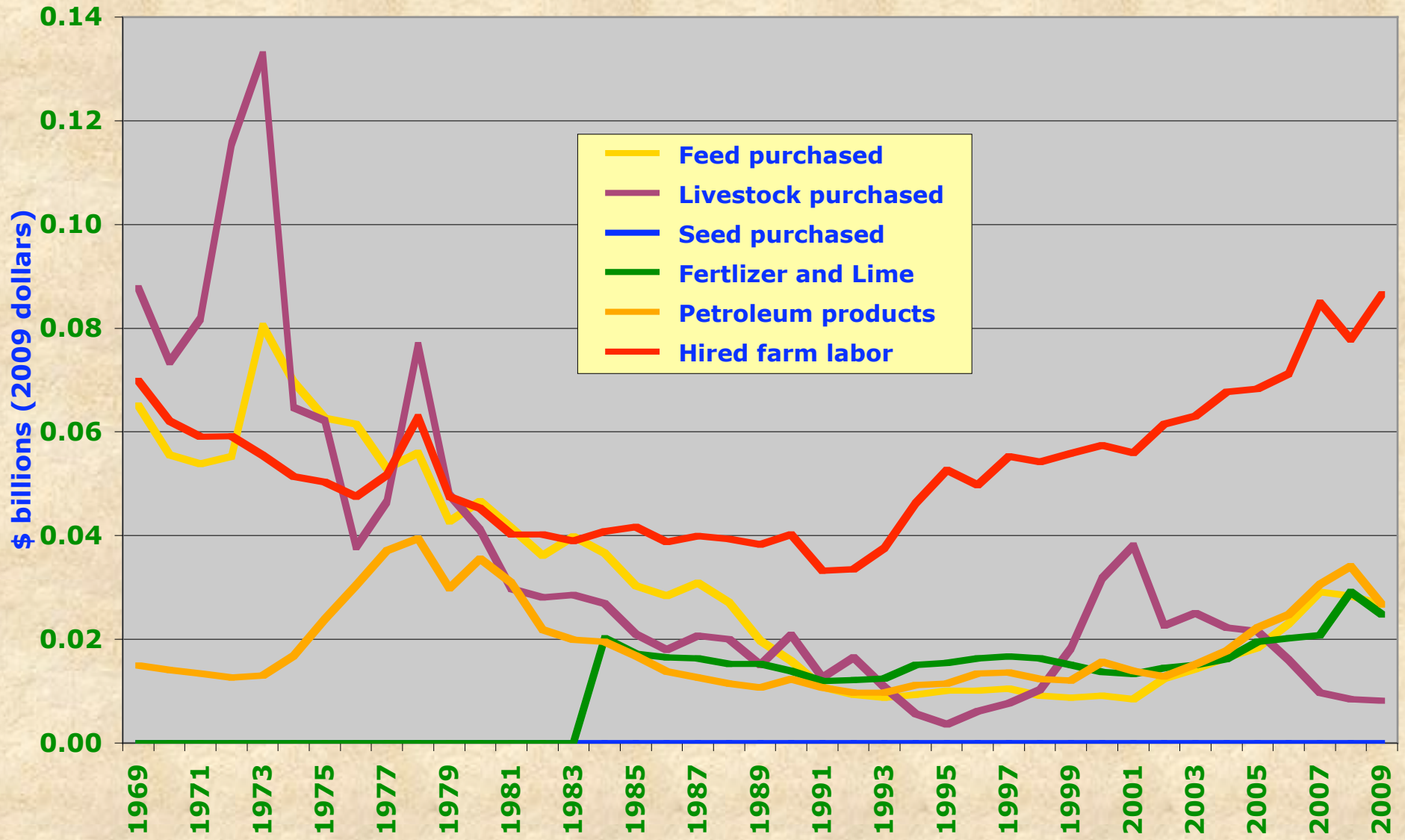


**72% of farms
reported net
losses in 2007**





Farm production expenses in Southern Arizona, 1969-2009



Source: Bureau of Economic Analysis



**\$200 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 Marana Farm



Also a region of food consumers...



Finding Food in Farm Country

As farmers struggle...

- Consumers buy \$3.3 billion of food each year

- \$3 billion from outside region

Source: Ken Meter using Bureau of Labor Statistics

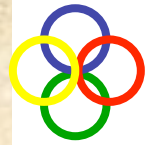


Finding Food in Southern Arizona

Markets for food eaten at home

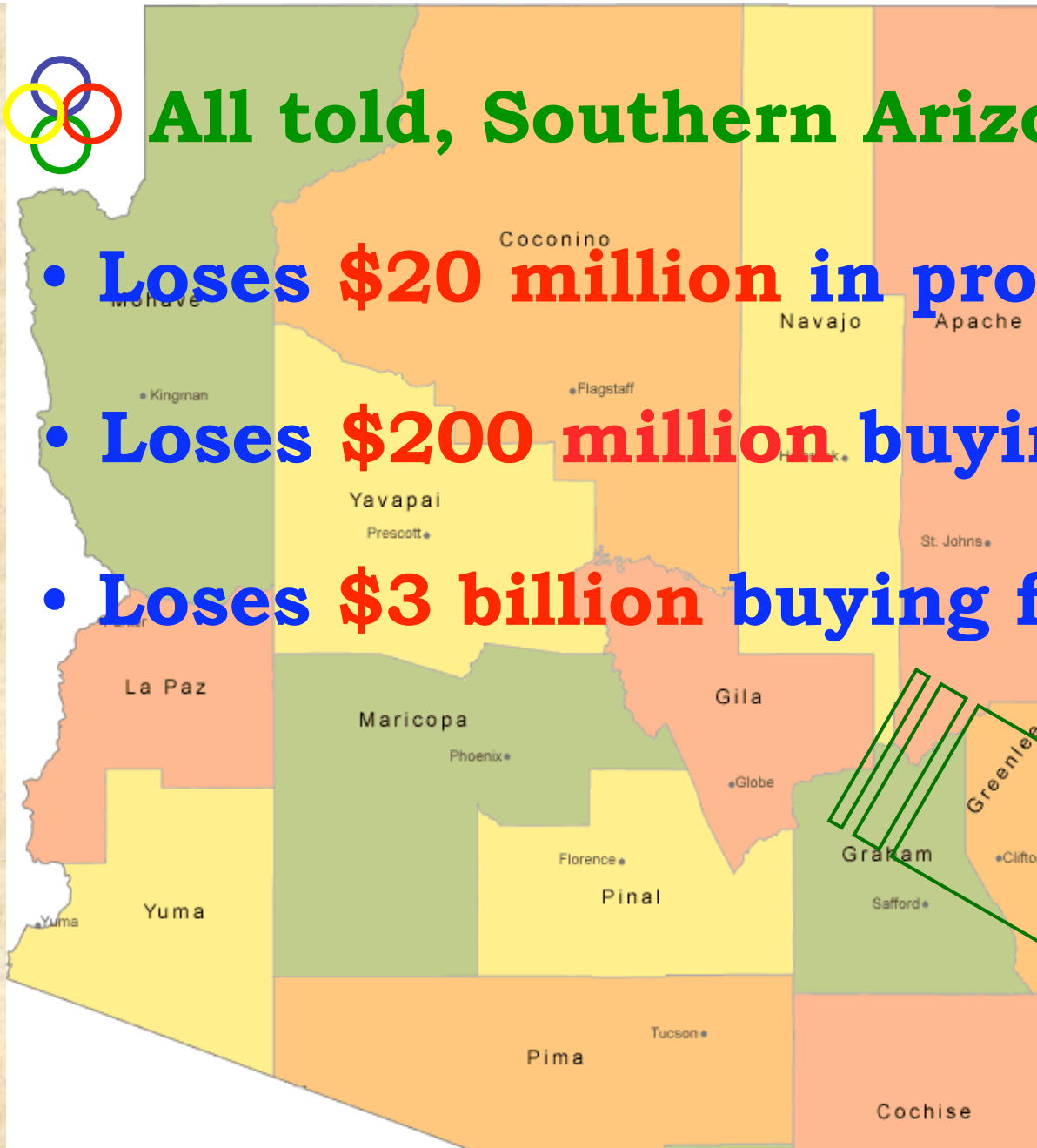
	millions
Meats, poultry, fish, and eggs	\$ 417
Fruits & vegetables	353
Cereals and bakery products	246
Dairy products	206
“Other,” incl. sweets, fats, & oils	696

Source: Census & BLS



All told, Southern Arizona

- **Loses \$20 million in production**
- **Loses \$200 million buying inputs**
- **Loses \$3 billion buying food**



Potential wealth lost each year



Finding Food in Farm Country

Total loss is:

- **\$3.2 billion each year!**
- **ten times the value of all food commodities raised in region**



The good news is...

**BONITA
BEAN CO.**



**DESERT MULIE BRAND
PINTO BEANS**


**BONITA
BEAN
COMPANY**

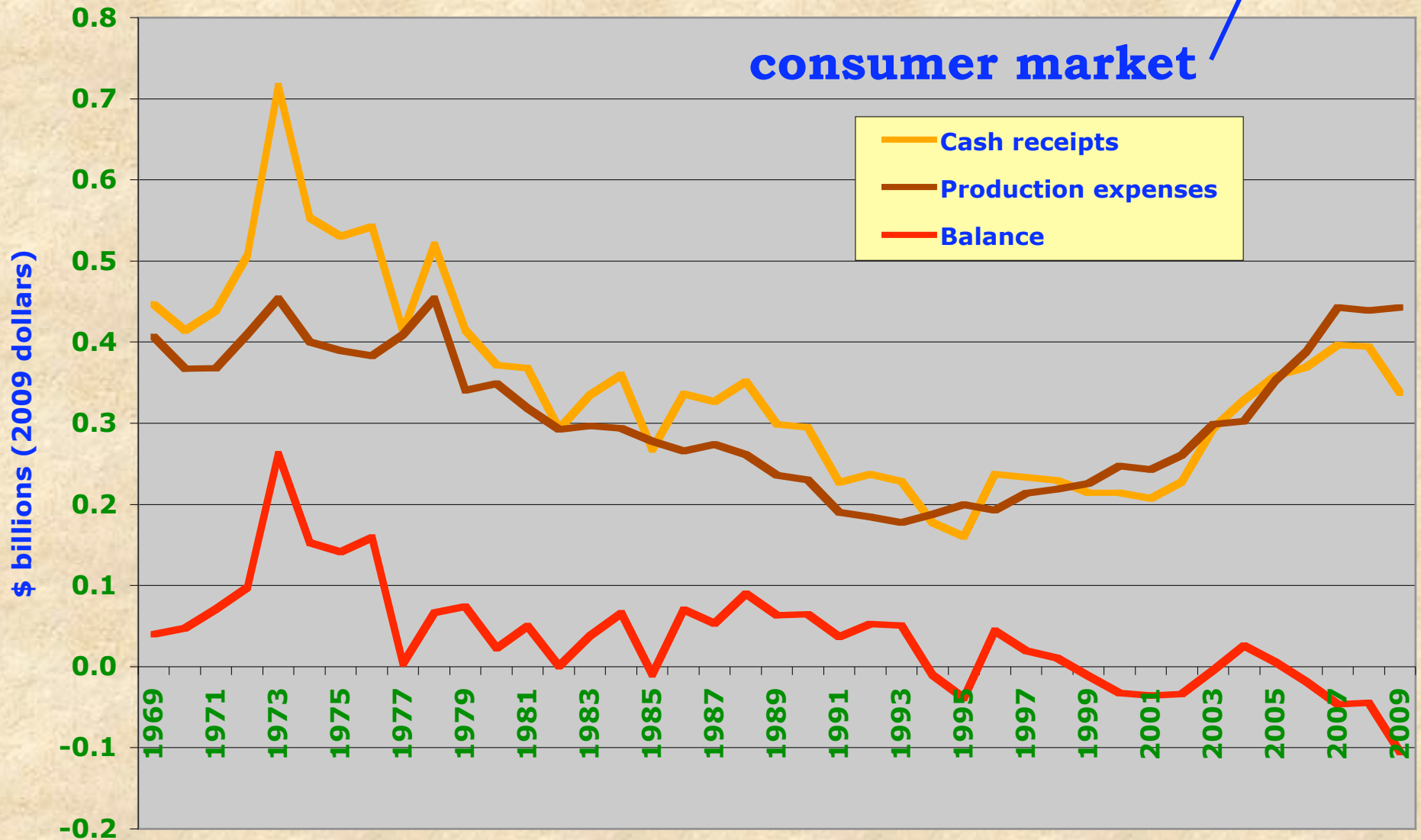
OPEN TO
PUBLIC
520.384.2811
PINTO BEANS
FOR SALE

Kansas Settlement



Current farm income compared to Southern Arizona consumer market

consumer market



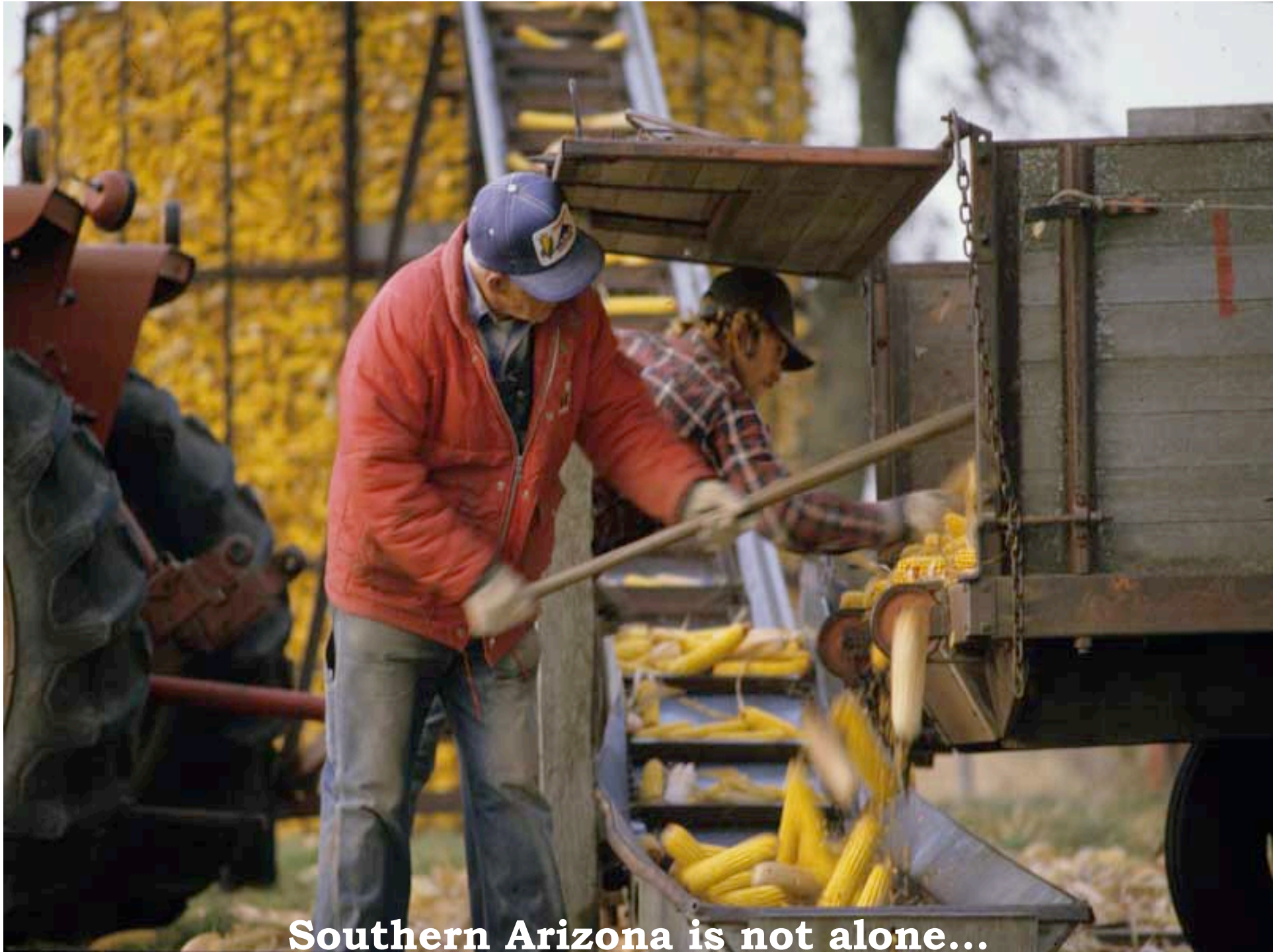
Source: BEA and BLS



Southern Arizona

If region's consumers bought \$5 each week of food directly from local farms...

...farms would earn \$287 million of new farm income



Southern Arizona is not alone...

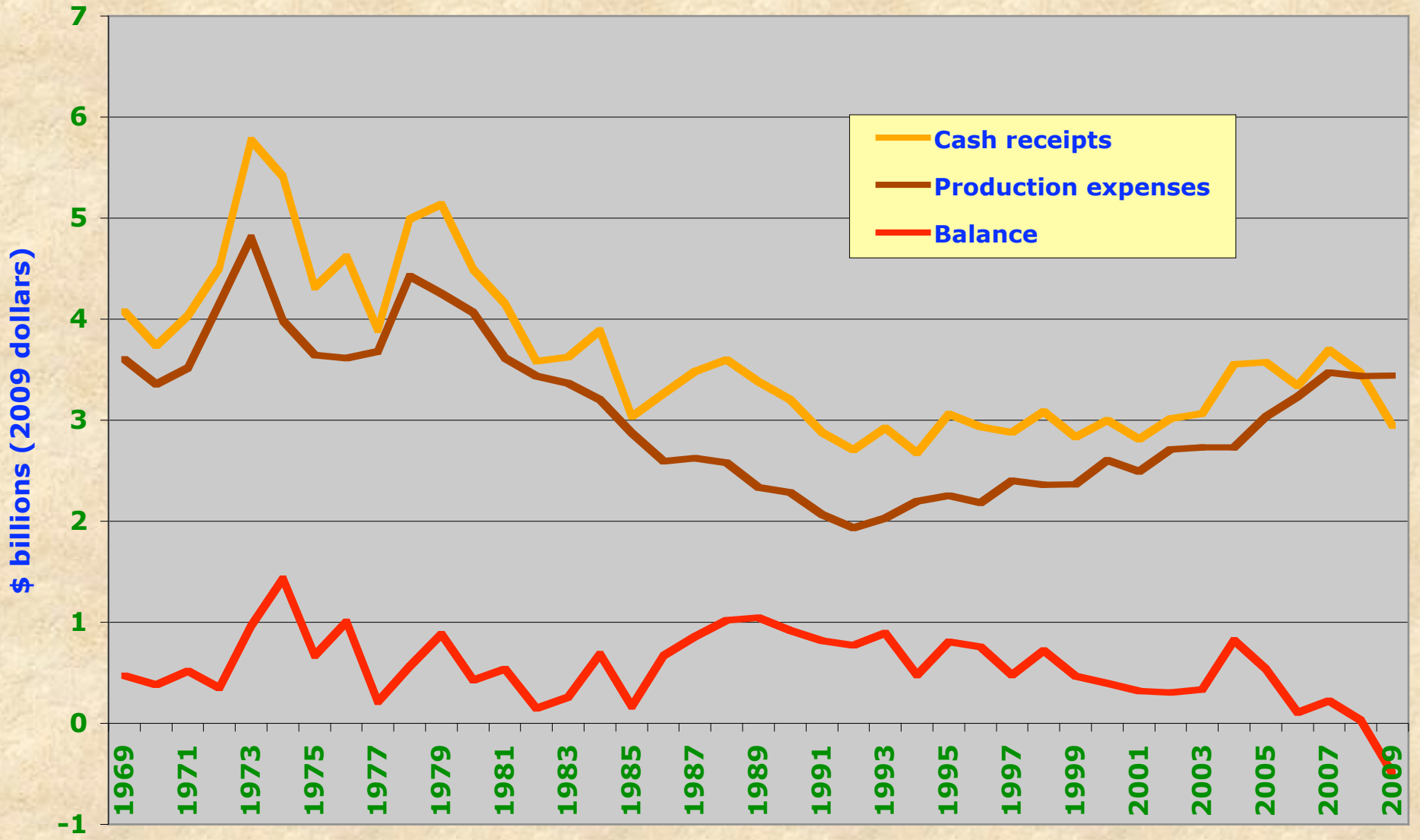


Sleeping Frog Farm

Arizona Data



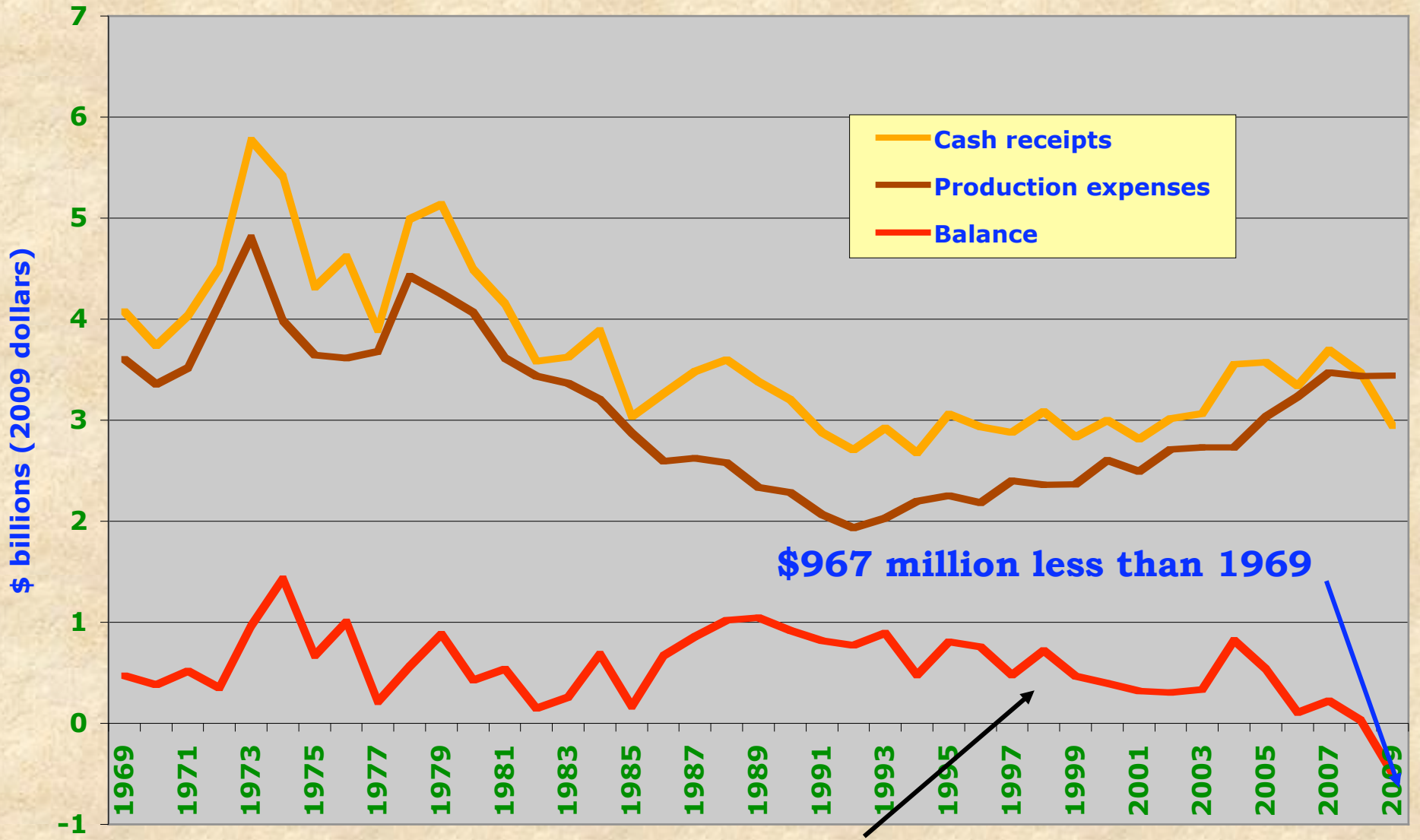
Farm Production Balance in Arizona, 1969-2009



Source: Bureau of Economic Analysis



Farm Production Balance in Arizona, 1969-2009



Source: Bureau of Economic Analysis

\$11 billion gained since 1989



ORGANIC
CA
Curly
Parsley
\$1.99/Bunch

ORGANIC
CA
Rutabaga
\$2.39/lb

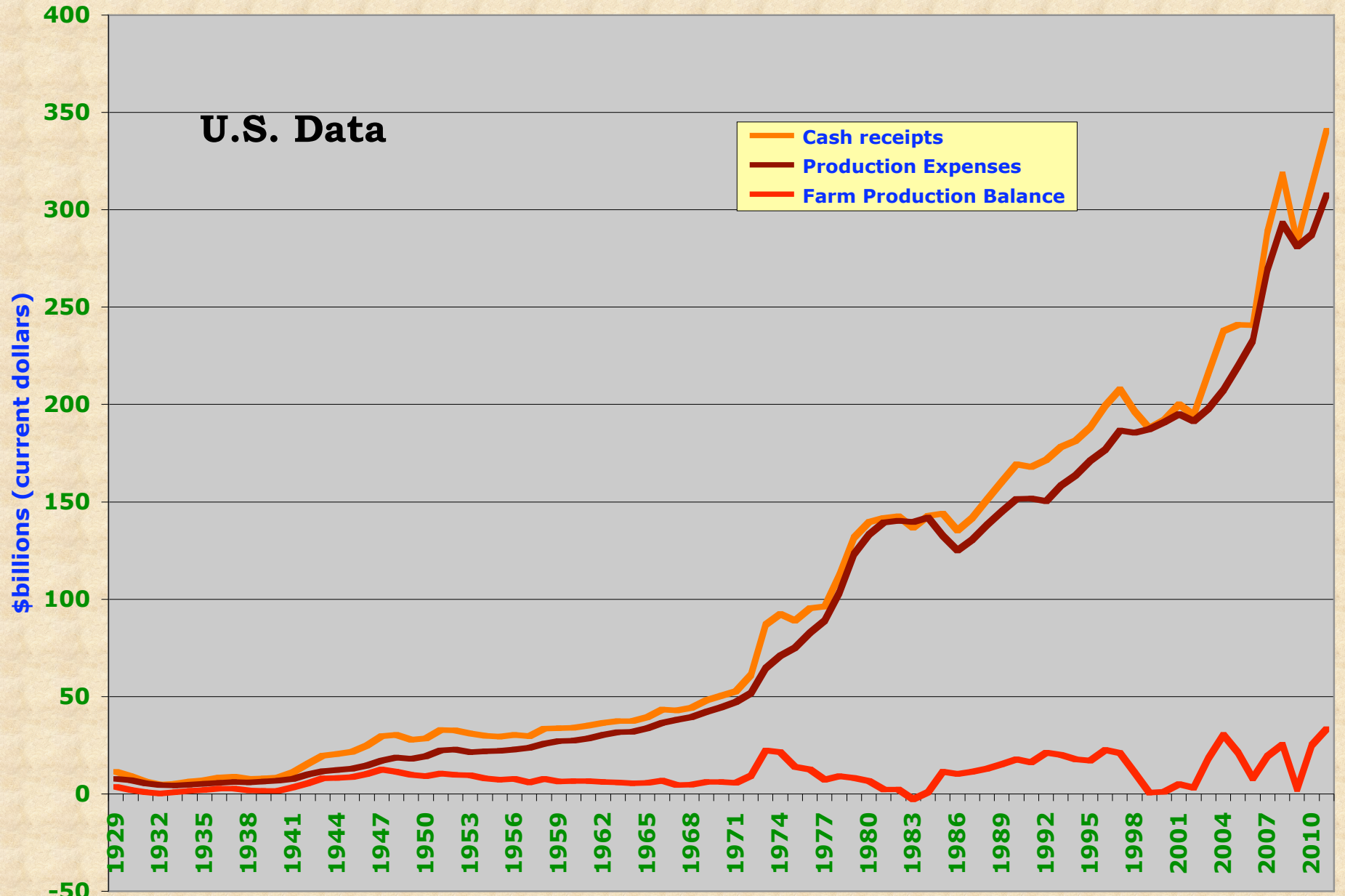
ORGANIC
CA
NAPA
Cabbage
\$1.99/lb

ORGANIC
CA
Loose
CARROTS
\$1.49/lb

ORGANIC
CA
Romanesco
broccoli
\$3.89/lb

Food Conspiracy Co-op

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



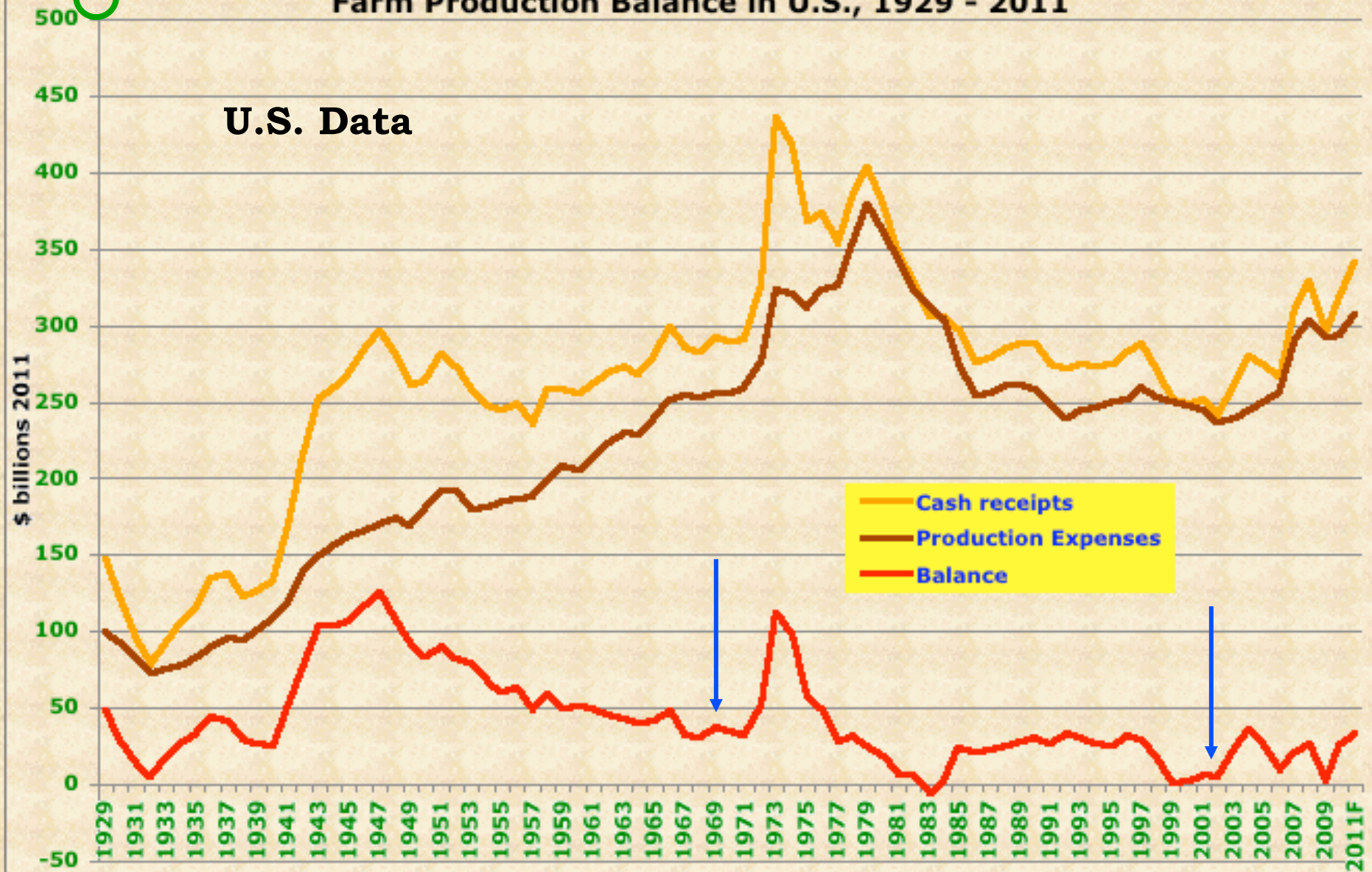
U.S. Data

- Cash receipts
- Production Expenses
- Farm Production Balance

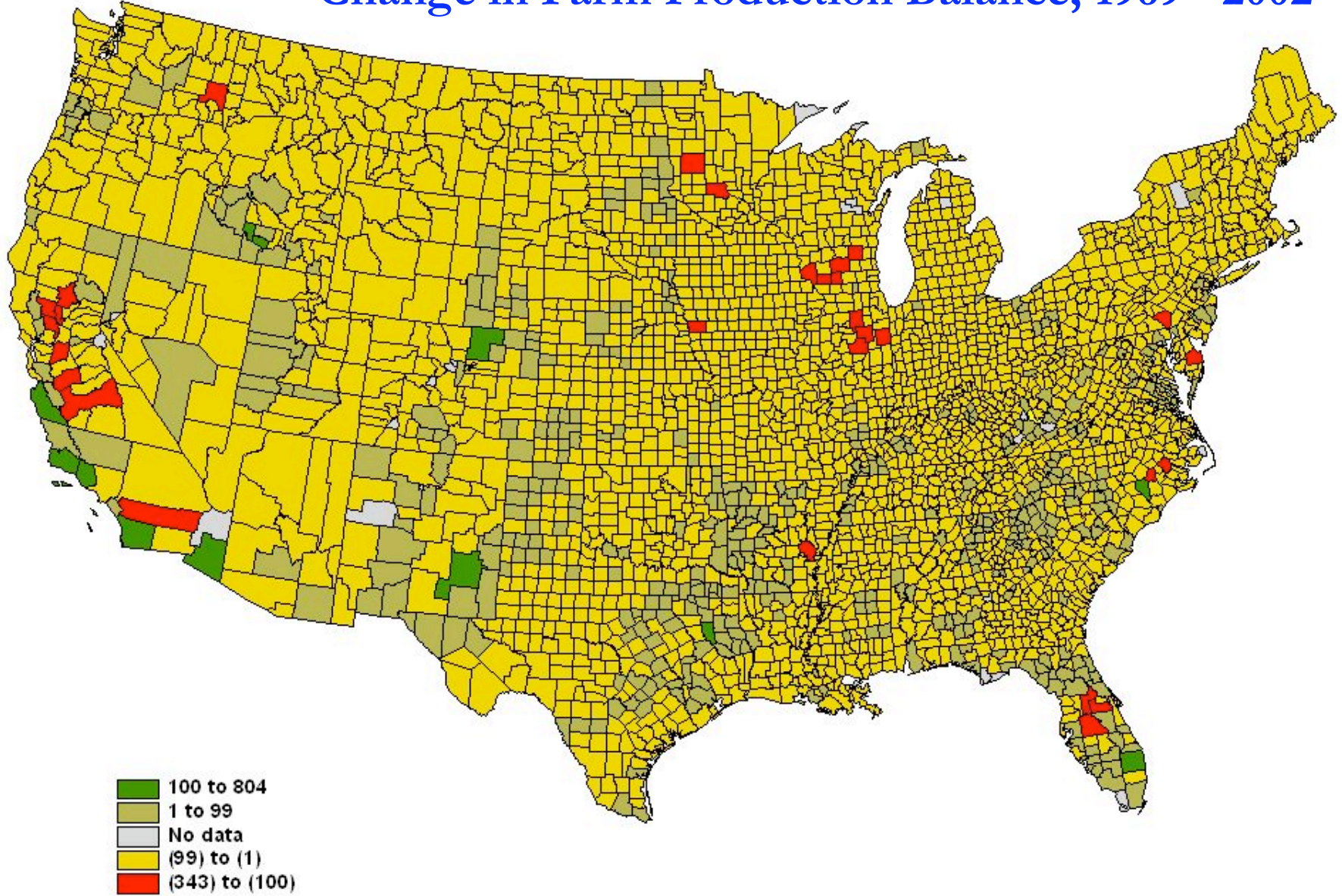


Farm Production Balance in U.S., 1929 - 2011

U.S. Data



Change in Farm Production Balance, 1969 - 2002

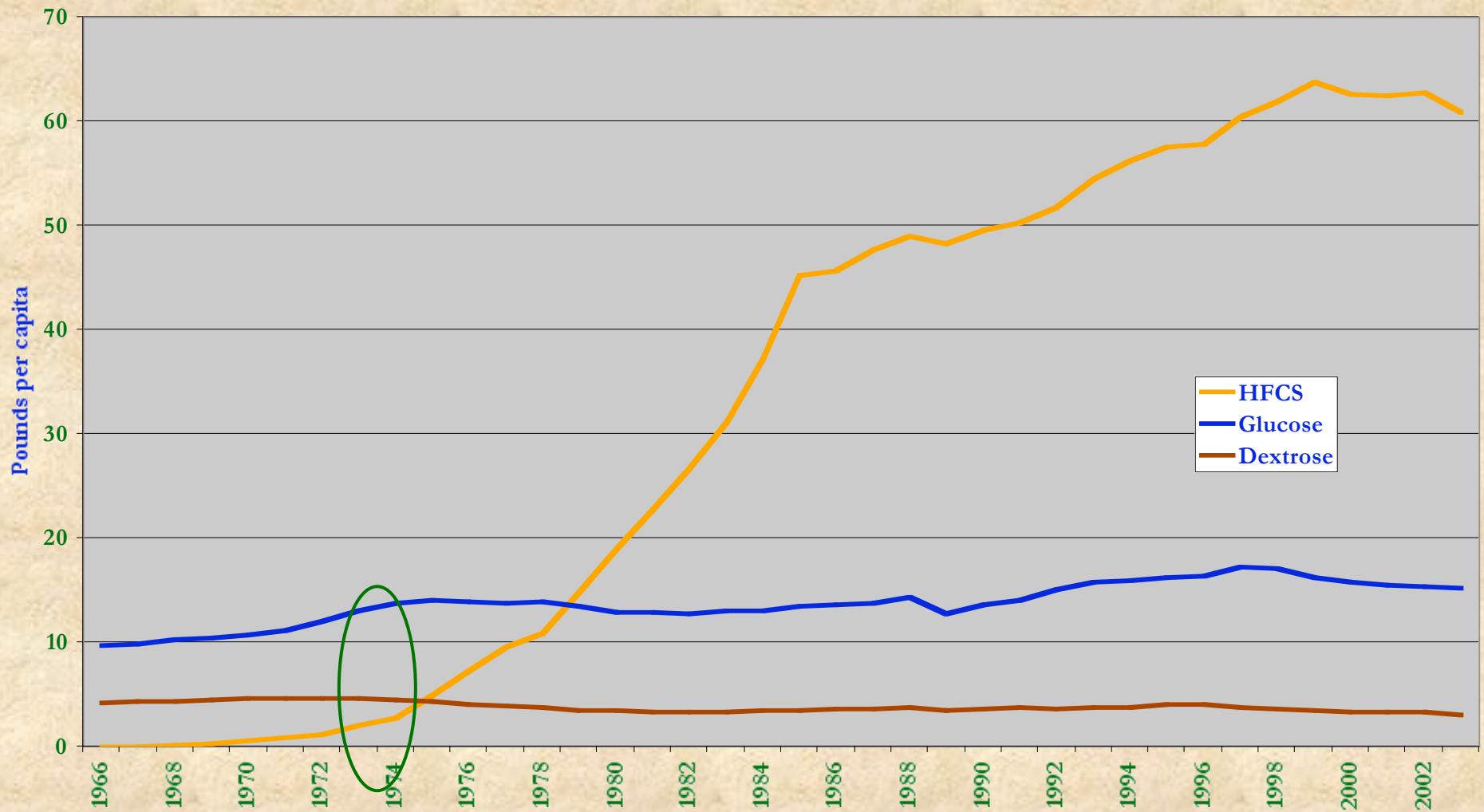


Map by Ken Meter, 2005

Source: BEA



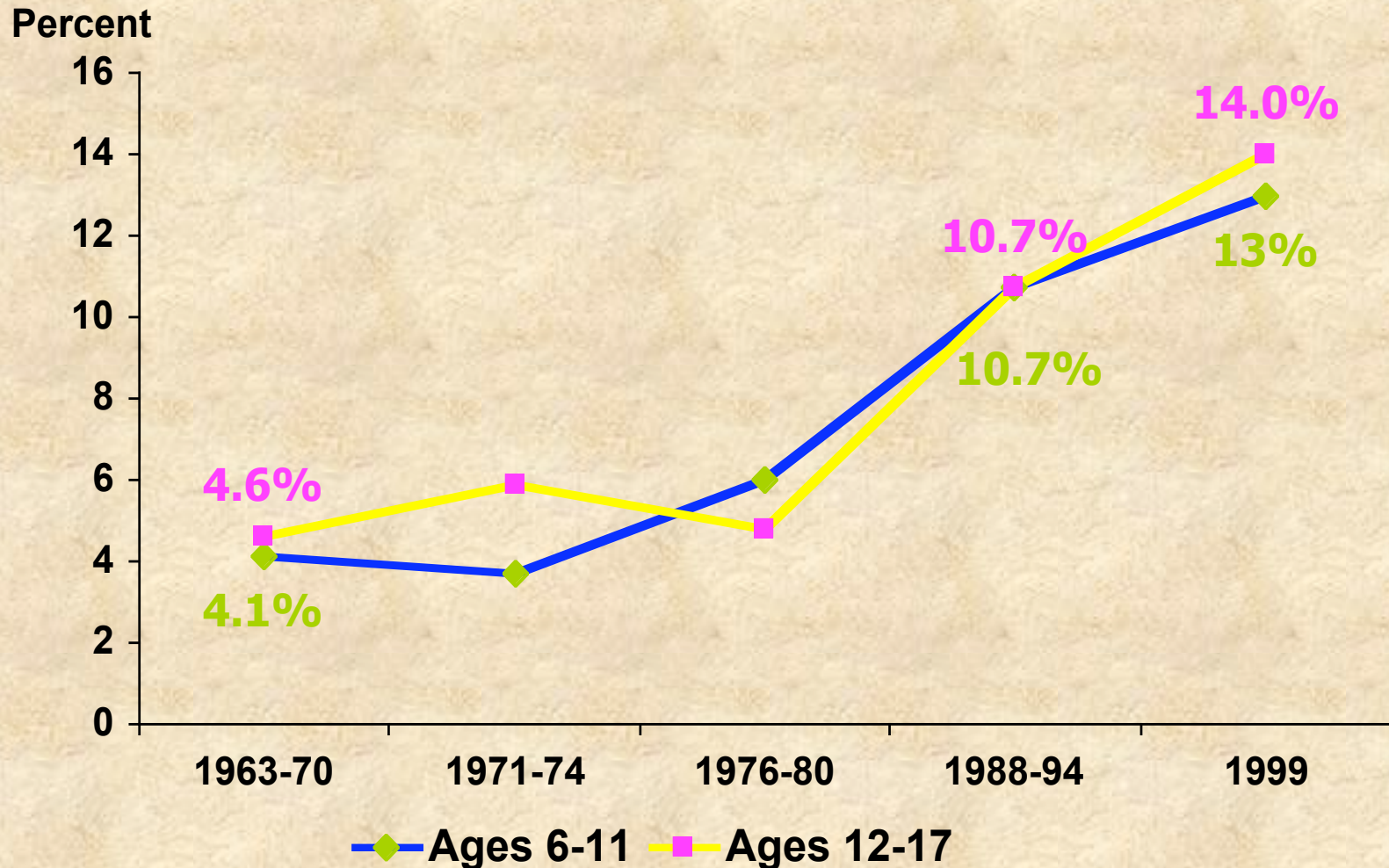
Corn sweeteners consumed in U.S., 1966 - 2002



Source: USDA/ERS — chart by Ken Meter, 2006



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



Growing Power, Milwaukee



Consumption out of balance

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



Health suffers

**3,000 deaths due to
food poisoning each year in U.S.**

**Medical cost:
\$152 billion per year**

Sources: CDC/Walters



Health suffers

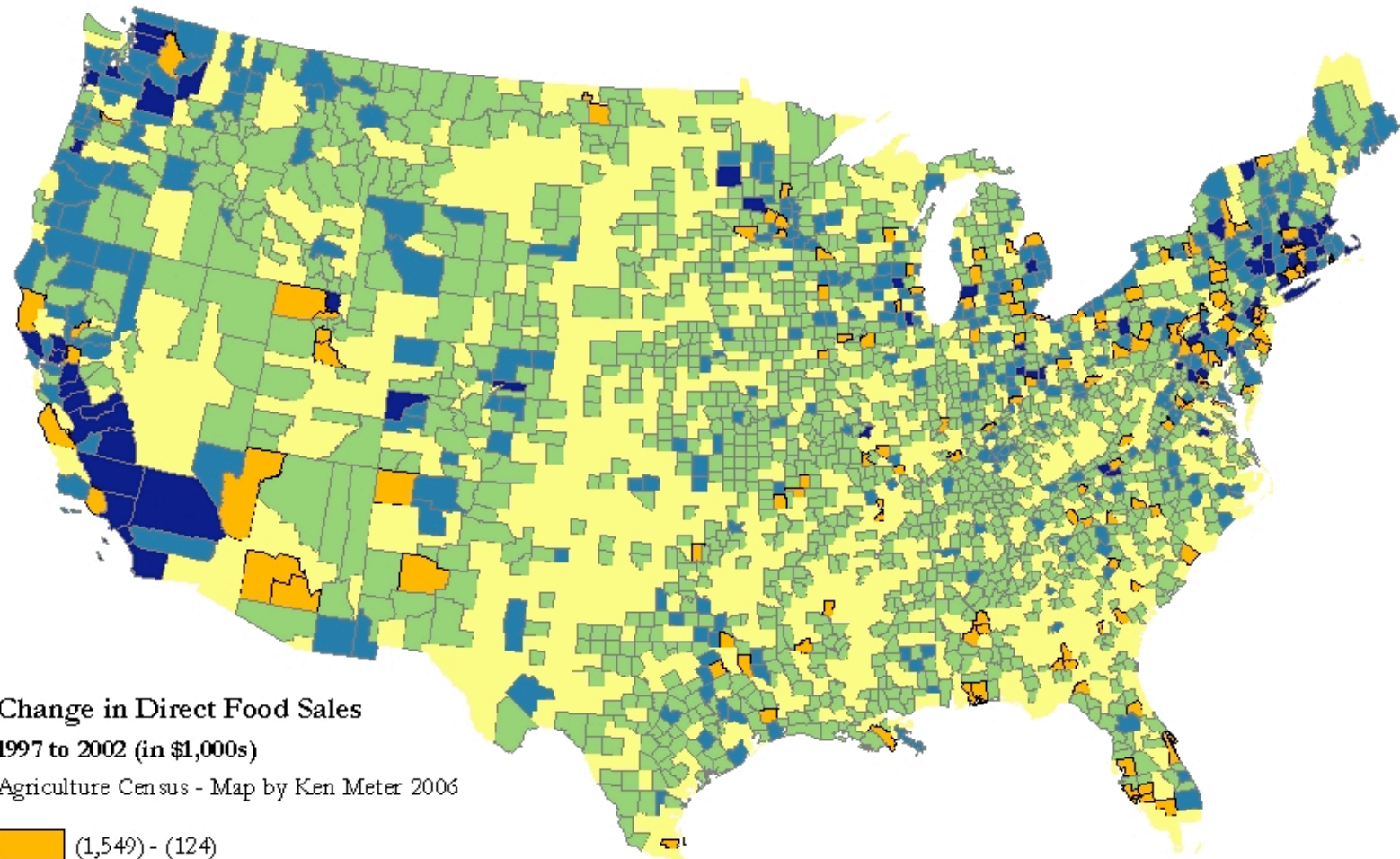
Medical costs of obesity are \$174 billion per year —

Source: CDC/Walters, Harvard Public Health/Colditz










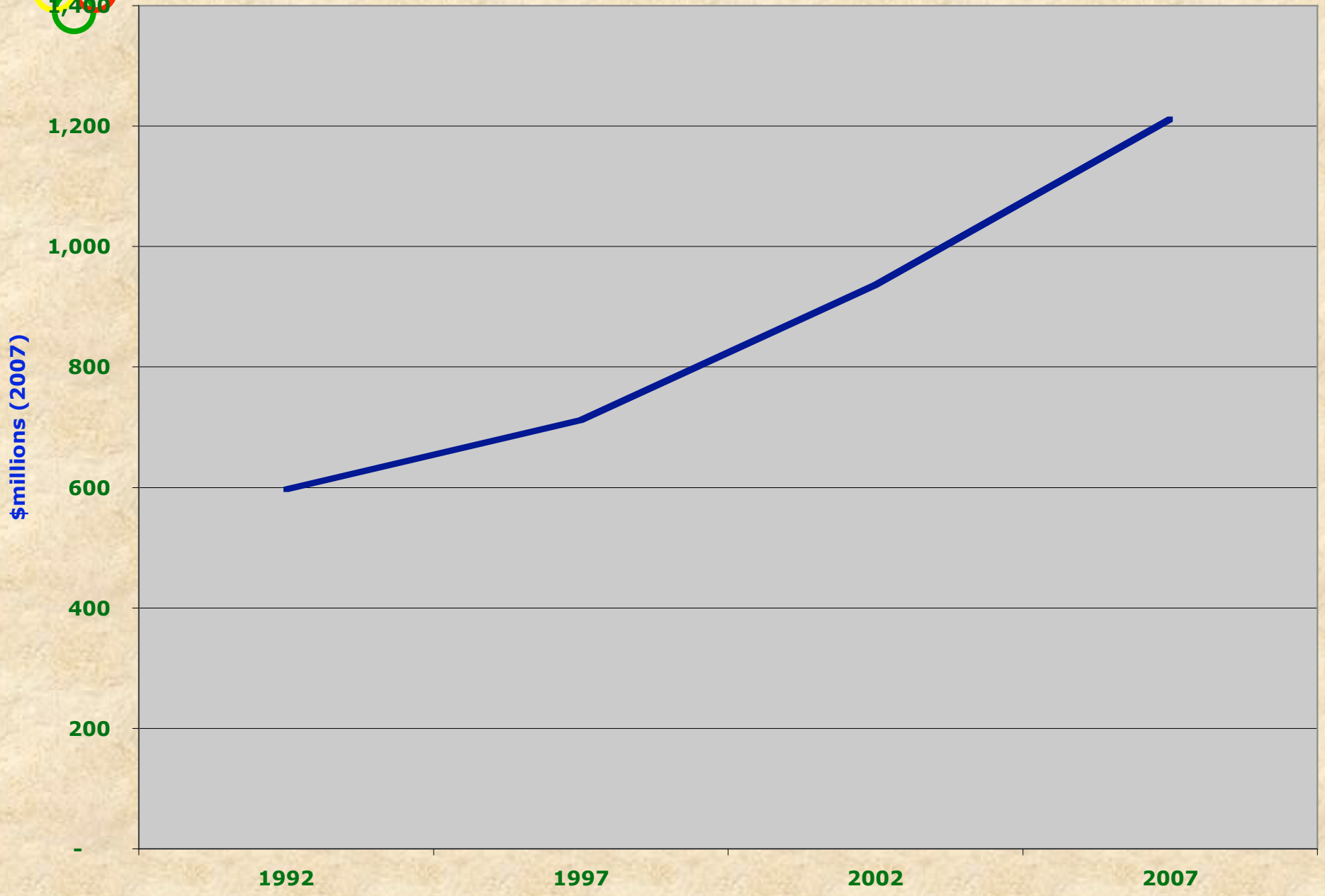
Direct Food Sales



Change in Direct Food Sales
1997 to 2002 (in \$1,000s)
Agriculture Census - Map by Ken Meter 2006

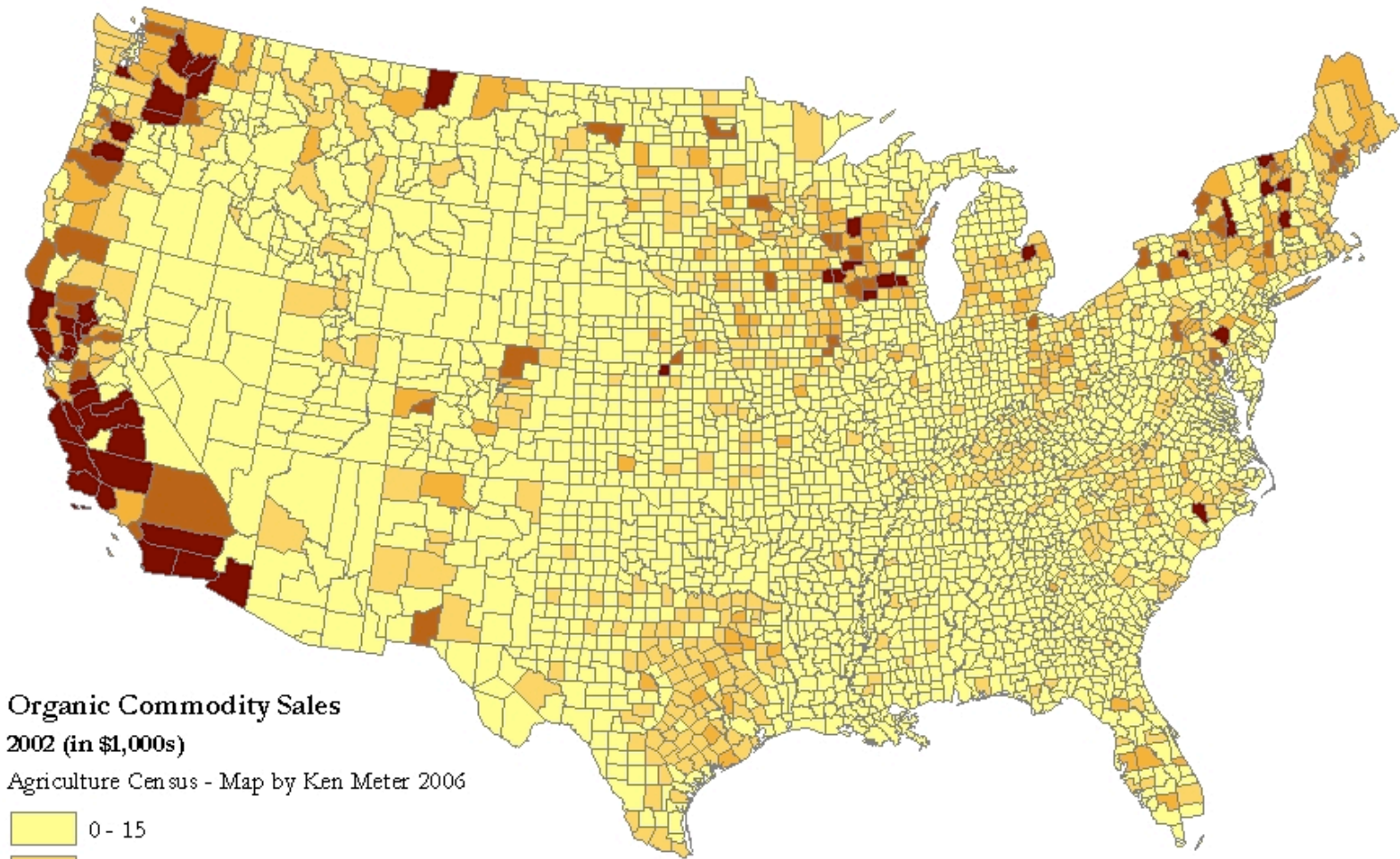
-  (1,549) - (124)
-  (123) - 0
-  1 - 164
-  165 - 718
-  719 - 5,621

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





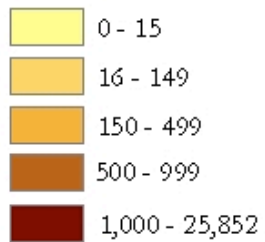
Organic Sales



Organic Commodity Sales

2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006

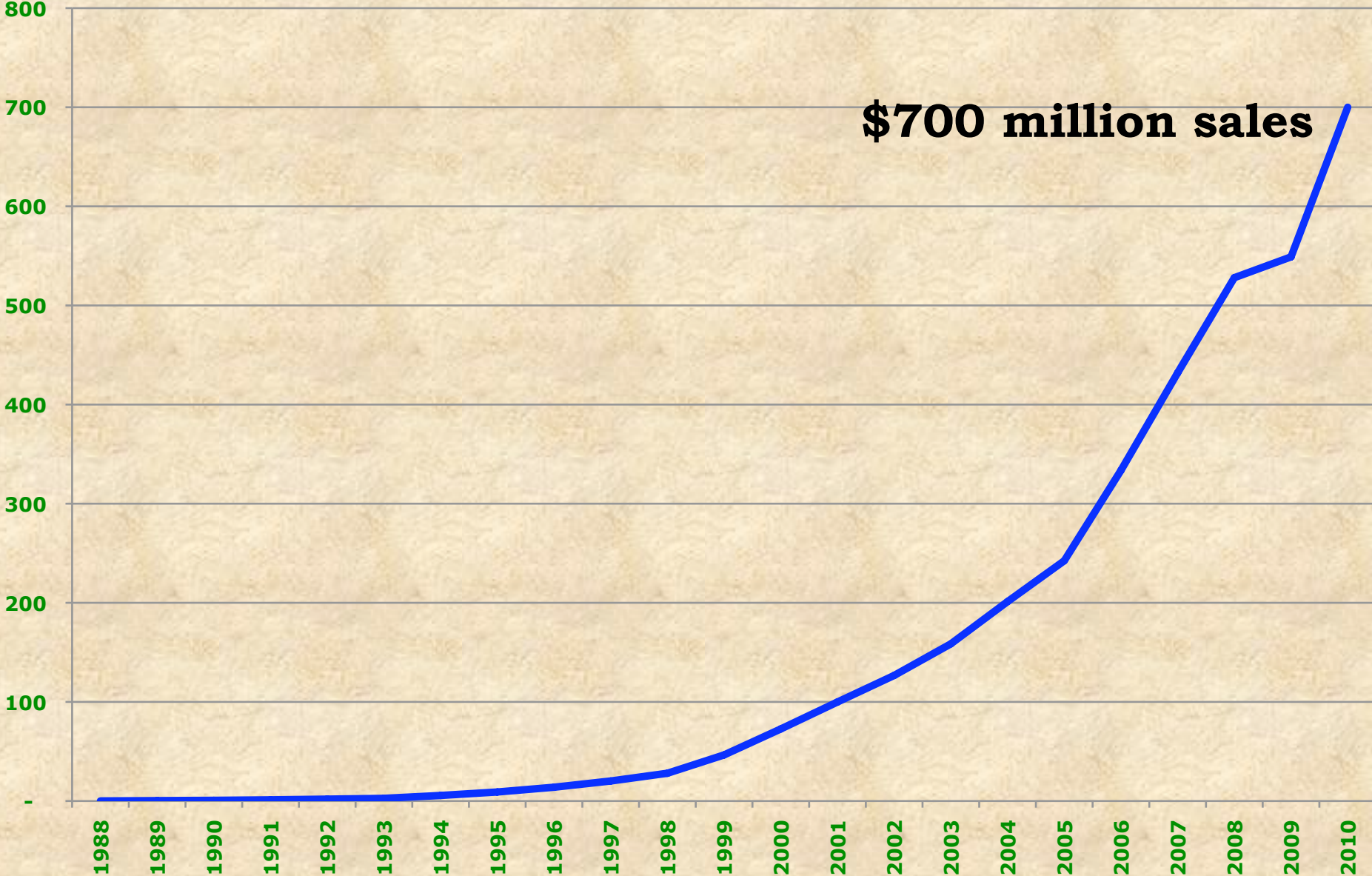




Organic Valley



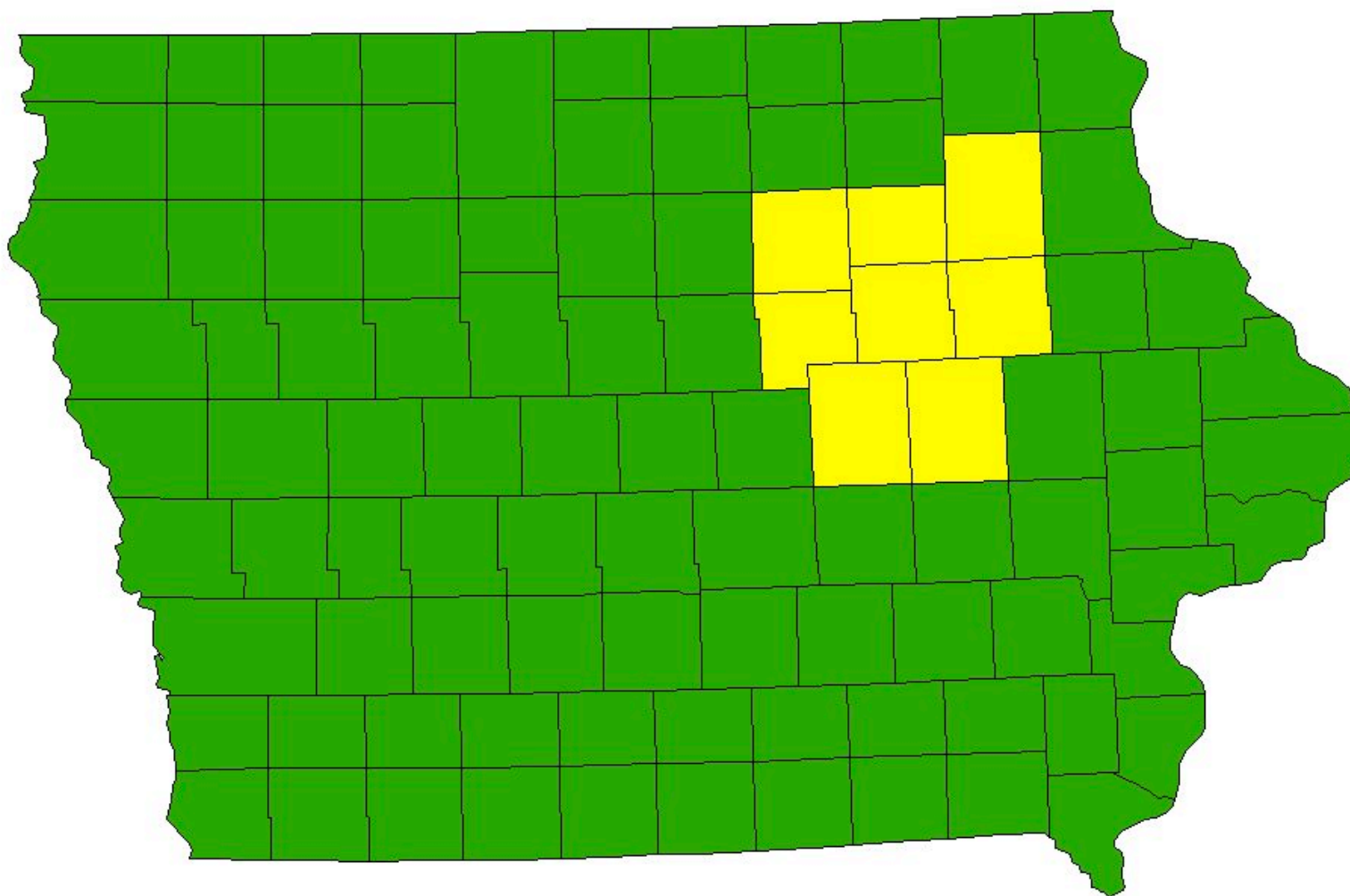
Organic Valley sales, 1988 - 2010



\$700 million sales



Black Hawk region, Iowa





UNI Local Food Project

1998

3 institutions

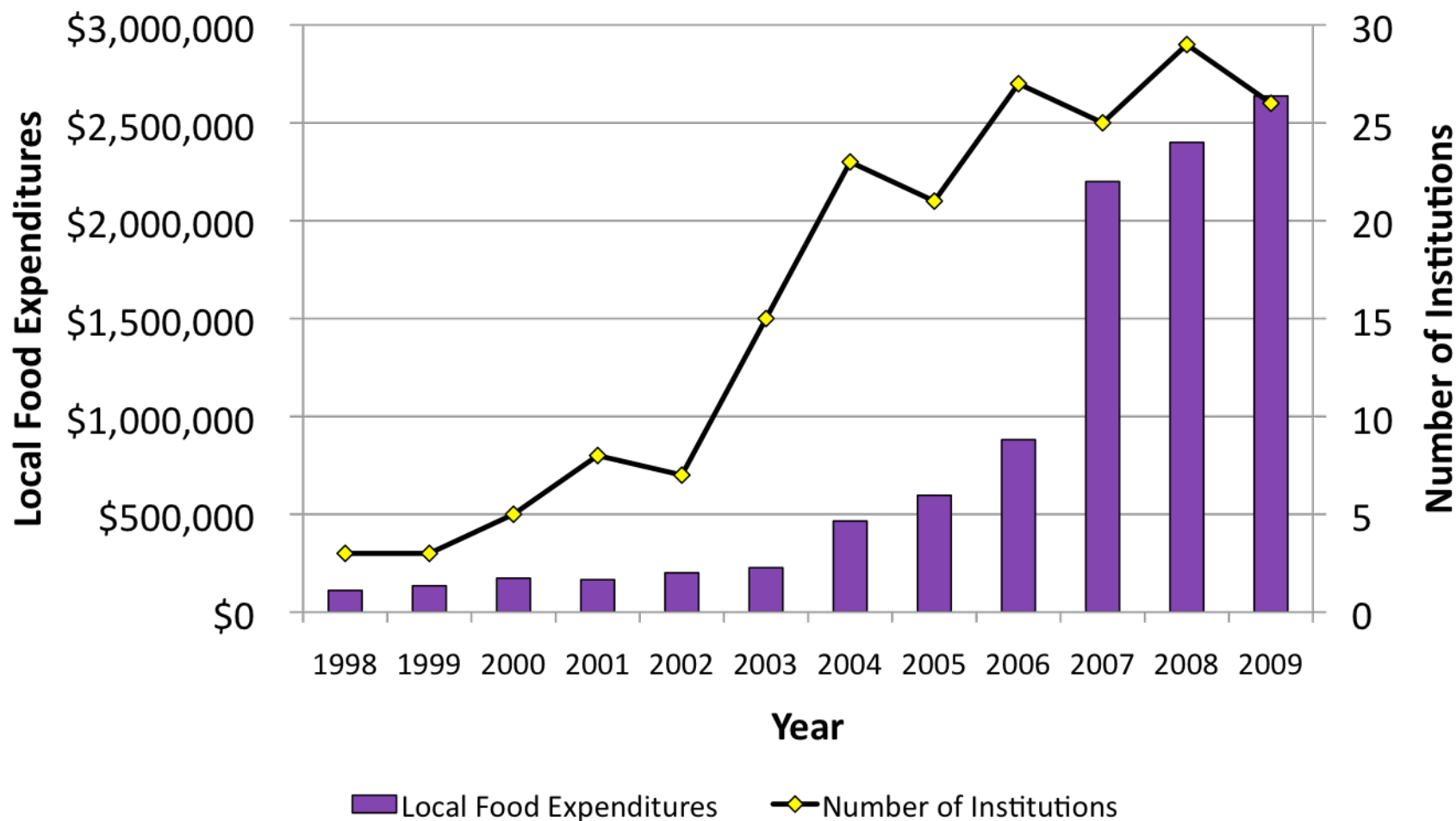
buy \$111,000 of local foods

2009

26 buy \$2,600,000

Local Food Expenditures

by the participating institutions in the
Black Hawk County Area, Iowa 1998-2009



**Northern Iowa Food & Farm
Partnership**

Jobs, Fruit & Veggies, and Black Hawk County region

**If Black Hawk region residents
purchased locally grown fruits
and vegetables just **3 months** out
of the year:**

- **475 new jobs**
- **\$6.3 million in labor income
added to local economy**

David Swenson, ISU Economist





Will Allen, Growing Power, Milwaukee

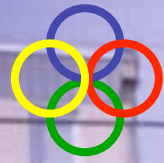




Did you know:
Growing Power distributed over 2 million pounds of produce through the Market Basket program. Market Basket includes products from the Rainbow Farms Cooperative.

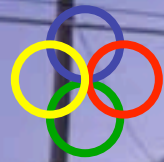


Growing Power, Milwaukee



Greensgrow Gardens, Philadelphia





Greensgrow Gardens, Philadelphia





Greensgrow Gardens, Philadelphia



 **Greensgrow Gardens, Philadelphia**





Viroqua, Wisconsin

- **Factory closes**
- **85 of best jobs lost**
- **Printing & packaging firm**



Viroqua, Wisconsin





Viroqua, Wisconsin

- **Economic Development Association buys building**
- **100,000 square feet**
- **Regional food processing center**

Viroqua Business Cluster

**Produce
Distributor 1**

**Produce
Distributor 2**

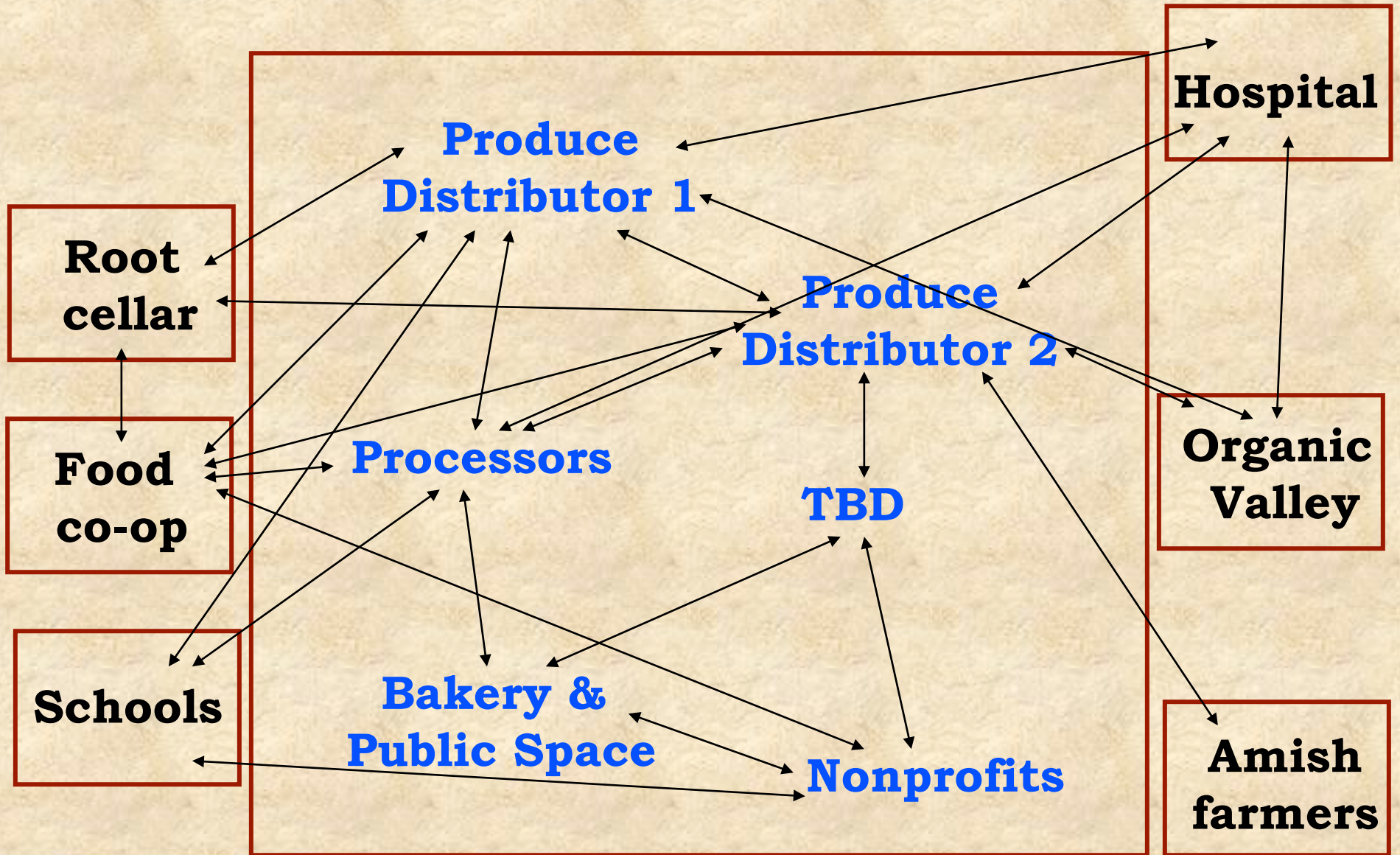
Processors

TBD

**Bakery &
Public Space**

Nonprofits

Viroqua Business Cluster





Viroqua, Wisconsin





Other Food Banks

Food Bank of North Alabama

Oregon Food Bank

Foodlink (Rochester, NY)



Vision for local food economies

Build:

Health

Wealth

Connection

Capacity

“Finding Food in Farm Country”

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