



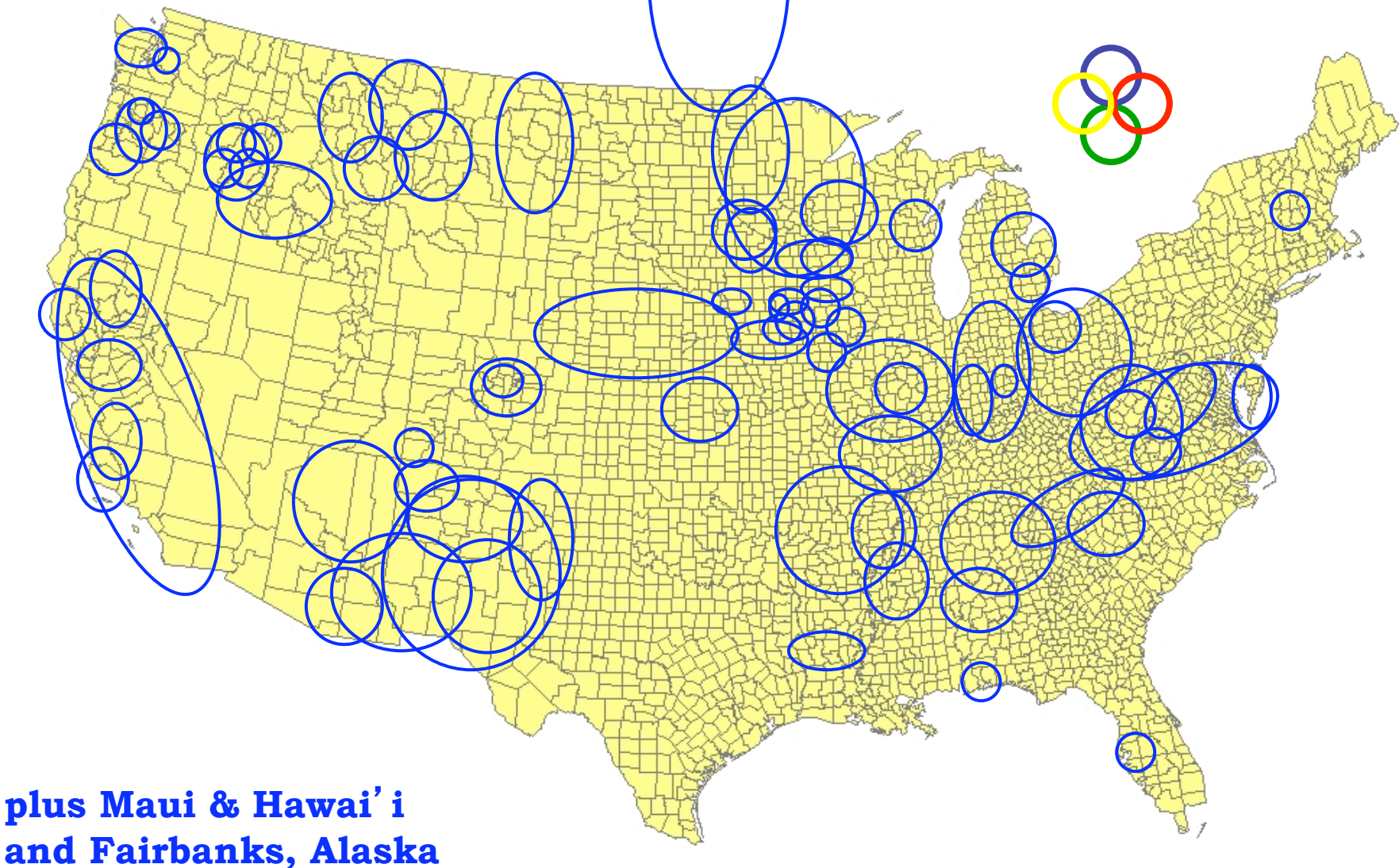
The Role of “Local” Food in Economic Recovery

Ken Meter
Crossroads
Resource Center
(Minneapolis)

**Illinois Farmers' Market
Association annual mtg.
Springfield, Illinois
March 7, 2013**

Corinna, Kurt, & Jed Bench — Elmore, Ohio

“Finding Food in Farm Country” Studies



90 regions in 32 states & Manitoba



Vision for local food economies

Build:

Health

Wealth

Connection

Capacity



**“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 Systems**



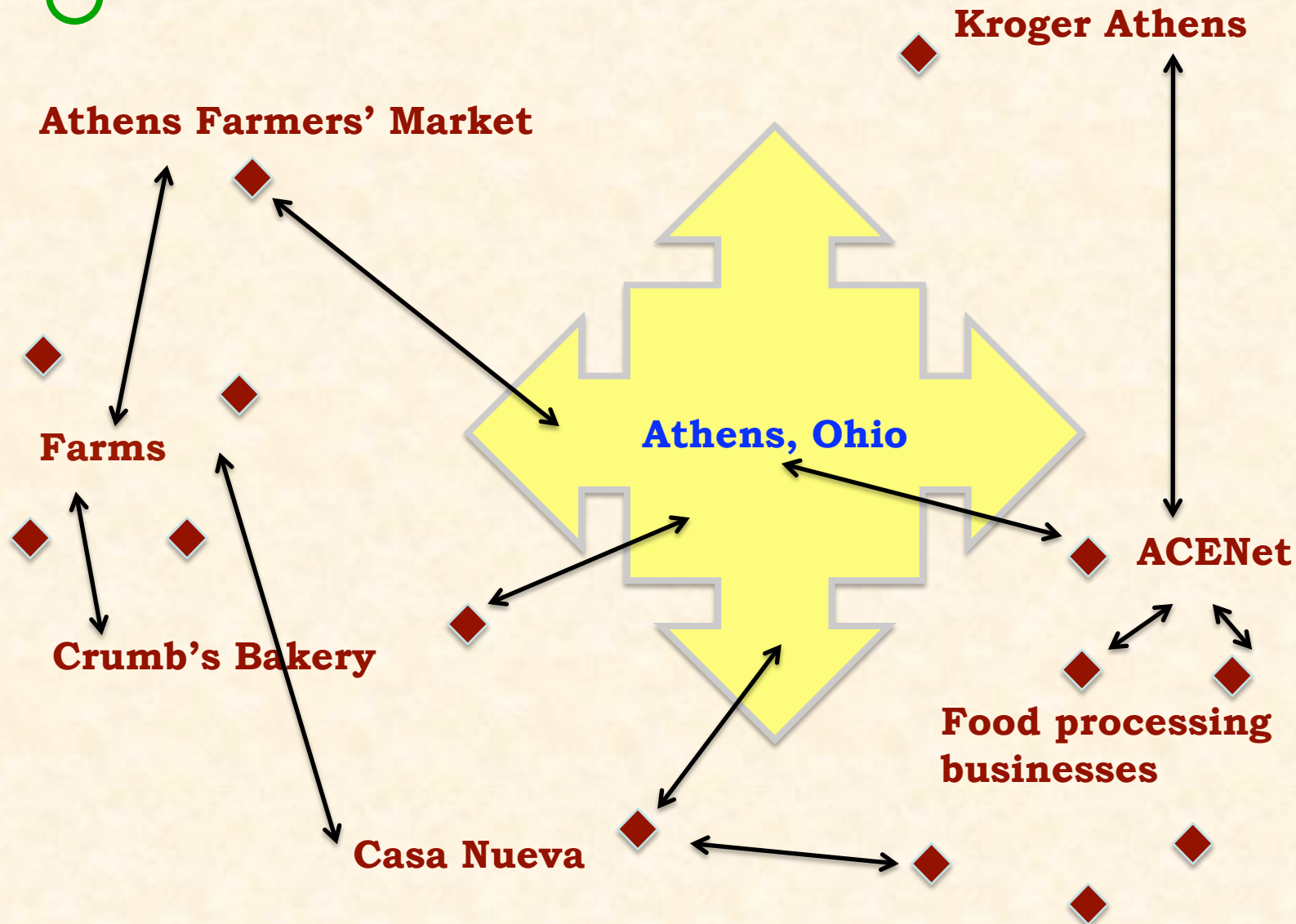
Photo: DSC



Jean Talon Market, Montreal



Business Clusters

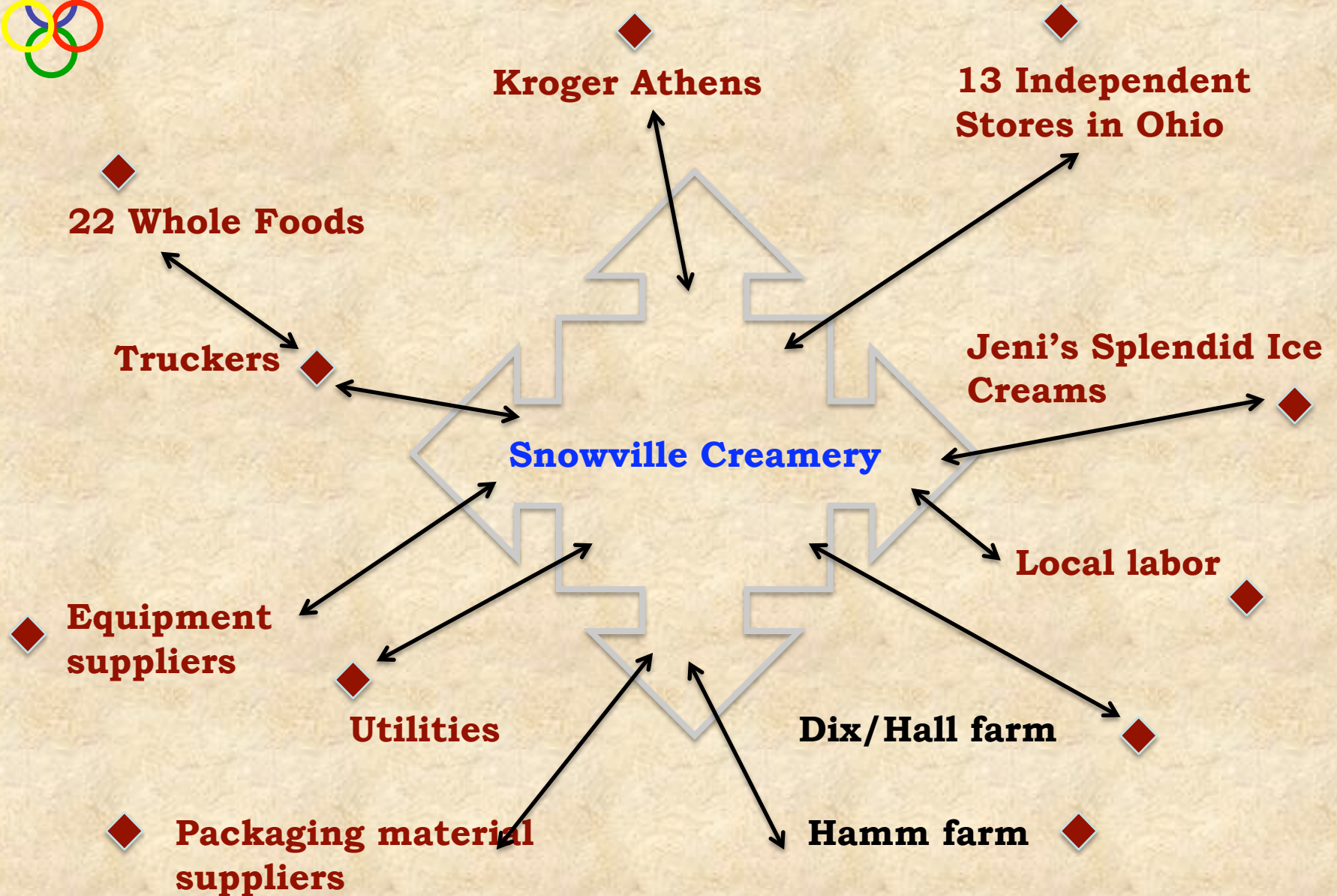




Dix/Hall Farm — Pomeroy, Ohio



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**





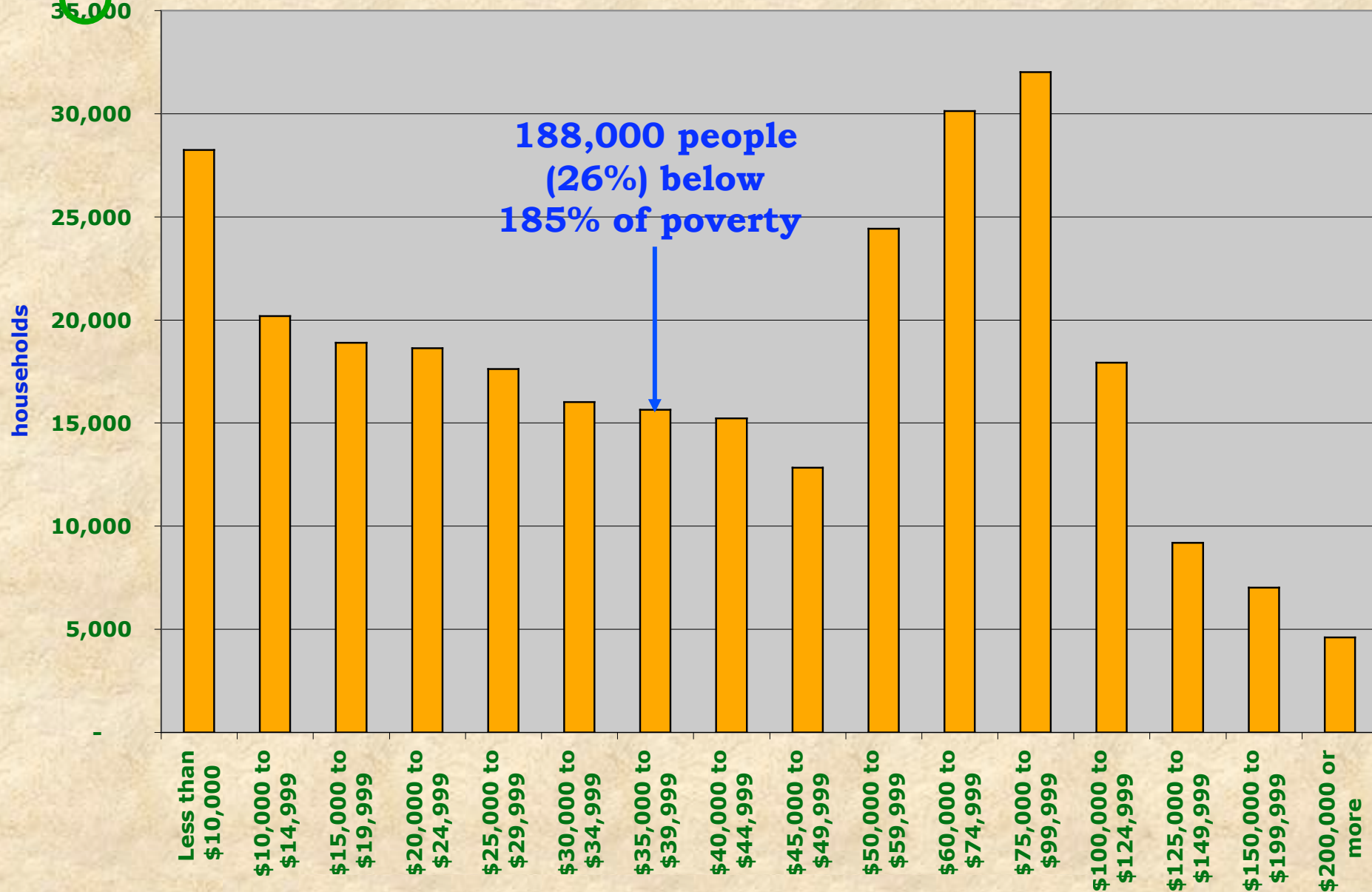
Finding Food in Southern Illinois



23 Counties



Household income in Southern Illinois, 2006-2010



Source: Federal Census



Southern Illinois Food & Farm Economy

- **13,335 farms**
- **17% of Illinois' farms**

Source: USDA Agriculture Census 2007



Southern Illinois Food & Farm Economy

Main Products	\$millions
Corn	492
Soybeans**	346
Hogs**	88
Wheat**	83
Cattle & calves**	53
Milk**	40
Poultry & Eggs**	16

**** incomplete data**





Southern Illinois Food & Farm Economy

**Largest Production Expense is
Chemical Fertilizers and Lime**

\$182 million (19%)

Source: USDA Agriculture Census 2007



**384 farms sell
direct to consumers**

**over \$2 million
sales**

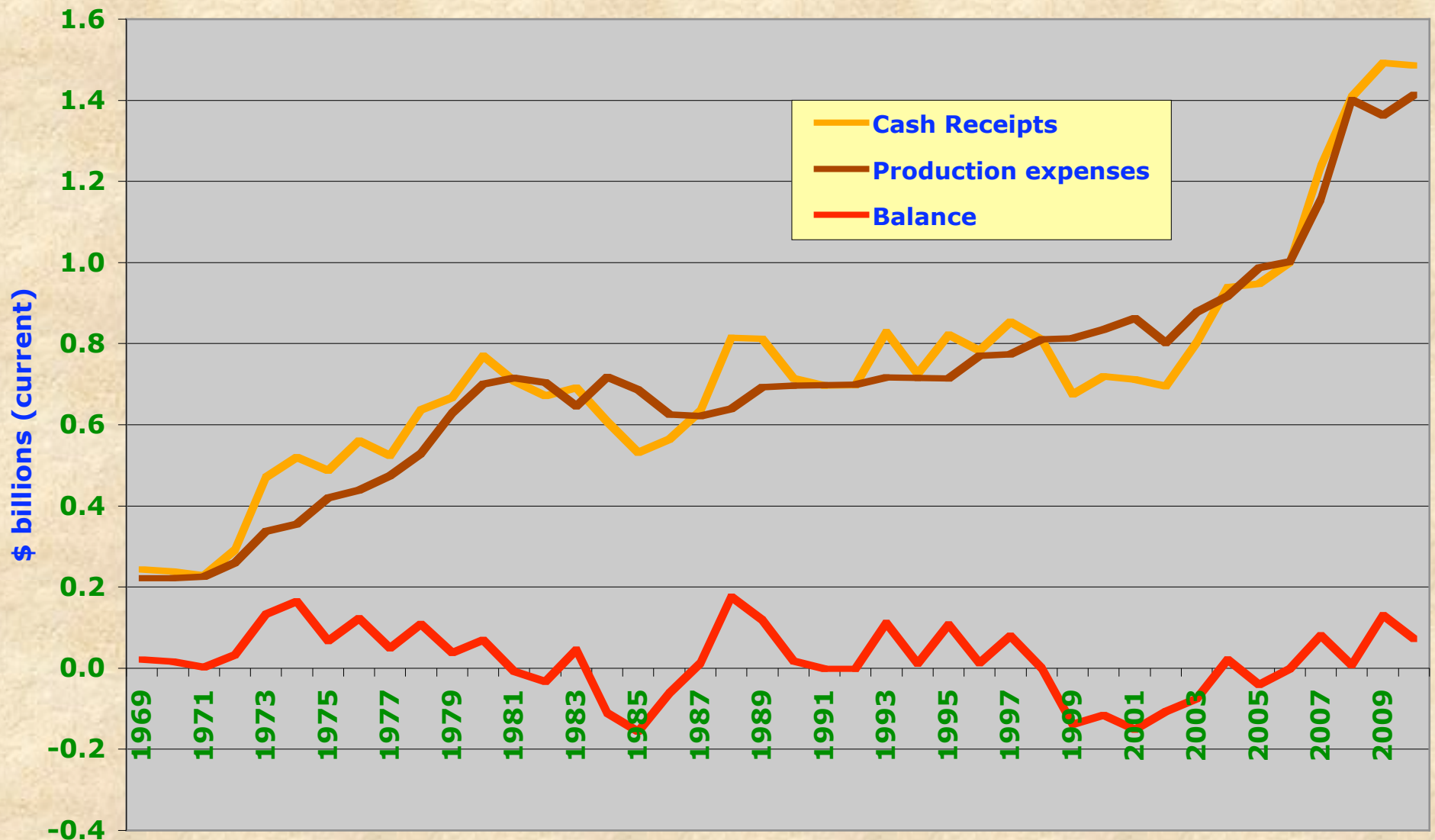
**20% rise in farms
2002 - 2007**

Source: Census of Agriculture 2007





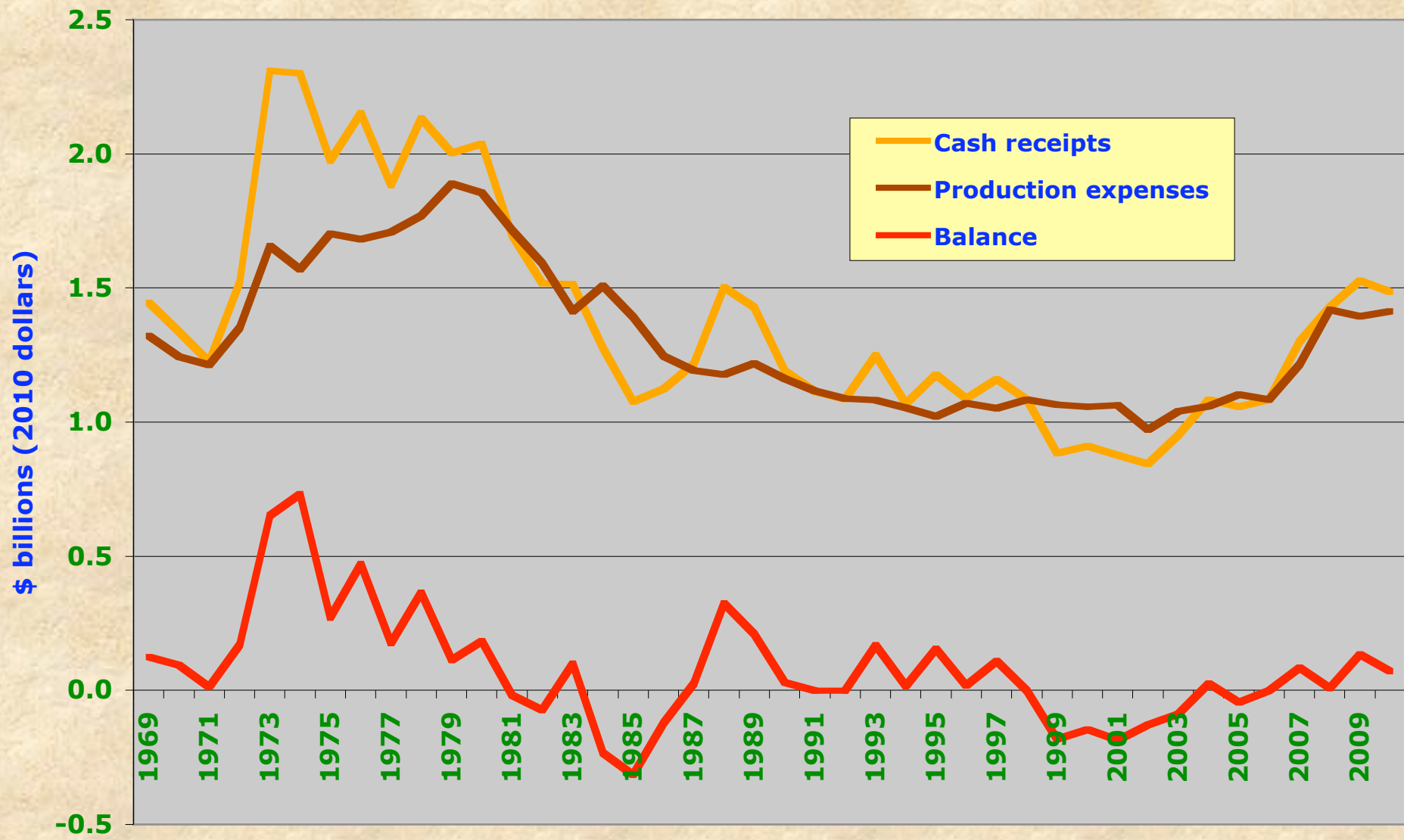
Farm Production Balance in Southern Illinois, 1969-2010



Source: Bureau of Economic Analysis



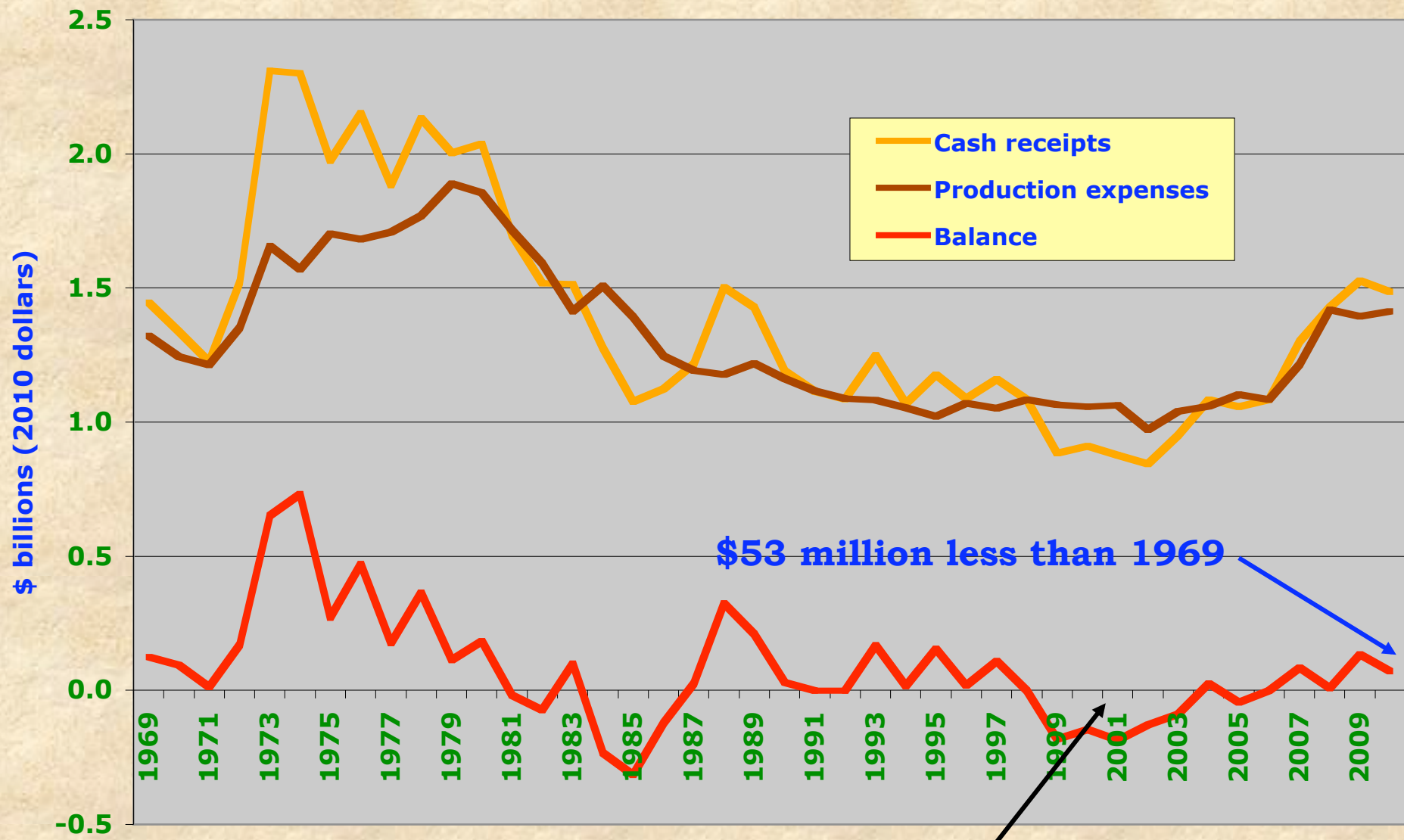
Farm Production Balance in Southern Illinois, 1969-2010



Source: Bureau of Economic Analysis



Farm Production Balance in Southern Illinois, 1969-2010



Source: Bureau of Economic Analysis

no gain since 1992



Southern Illinois Food & Farm Economy

- **Farmers produce \$1.1 billion of products per year**

And...

- **Spend \$1.1 billion to raise them**

No gain in production costs

Averages for (1992-2010)

Source: Bureau of Economic Analysis



Southern Illinois Food & Farm Economy

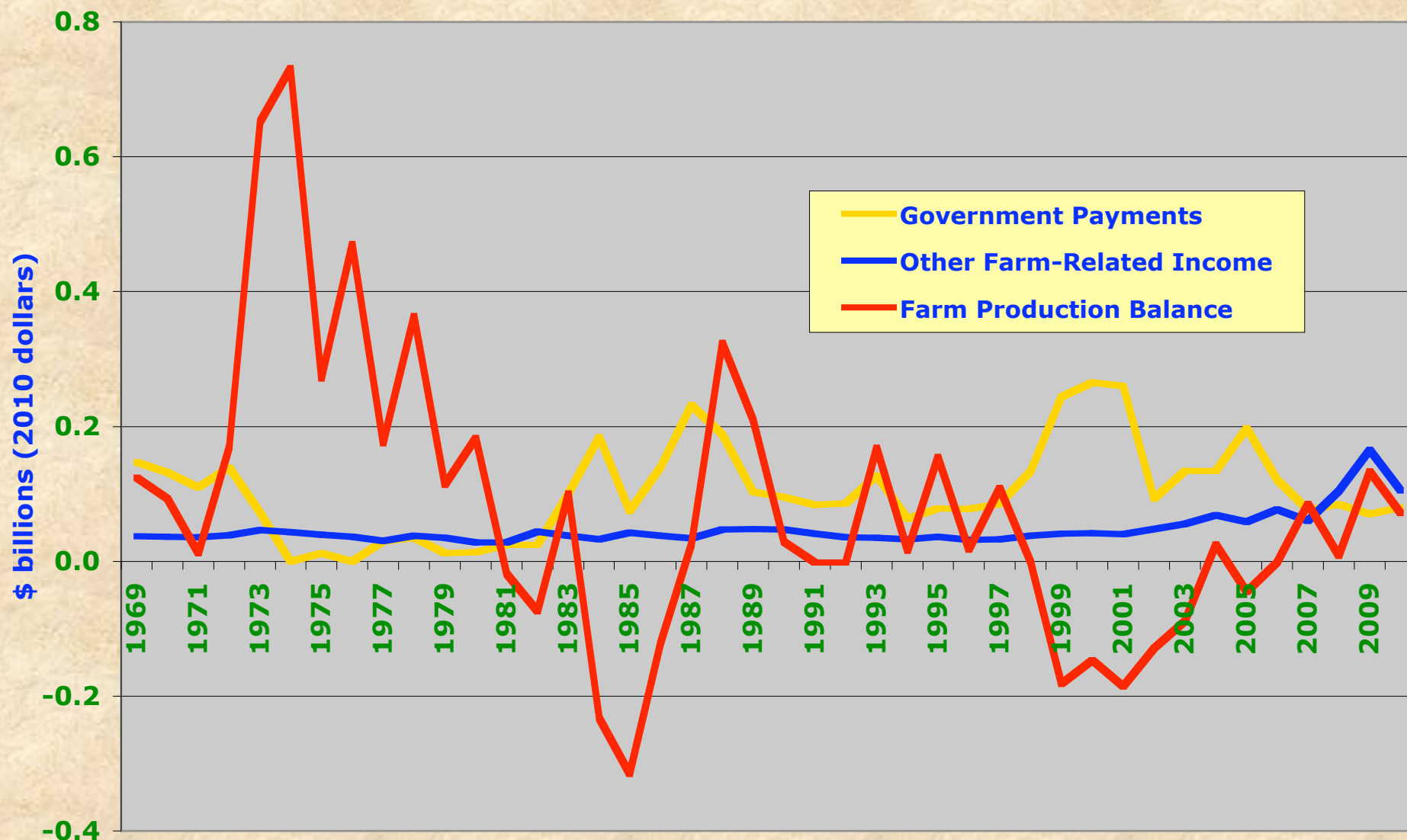
Plus...

- **Farm families earn \$58 million of other farm-related income**
- **And receive \$127 million in federal supports each year**

Source: Bureau of Economic Analysis



Southern Illinois farm income by type, 1969-2010



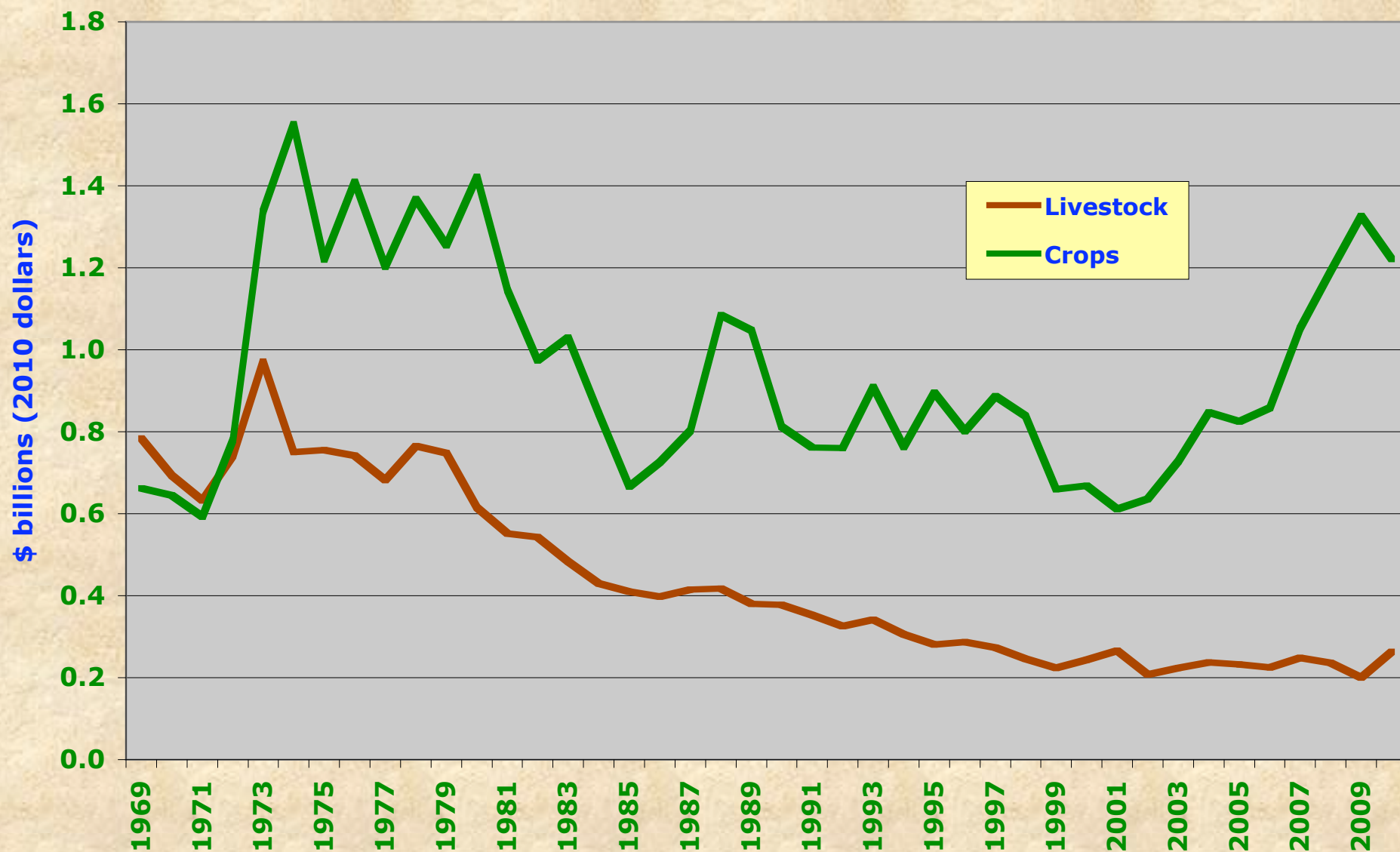
Source: Bureau of Economic Analysis



Jean Talon Market, Montreal



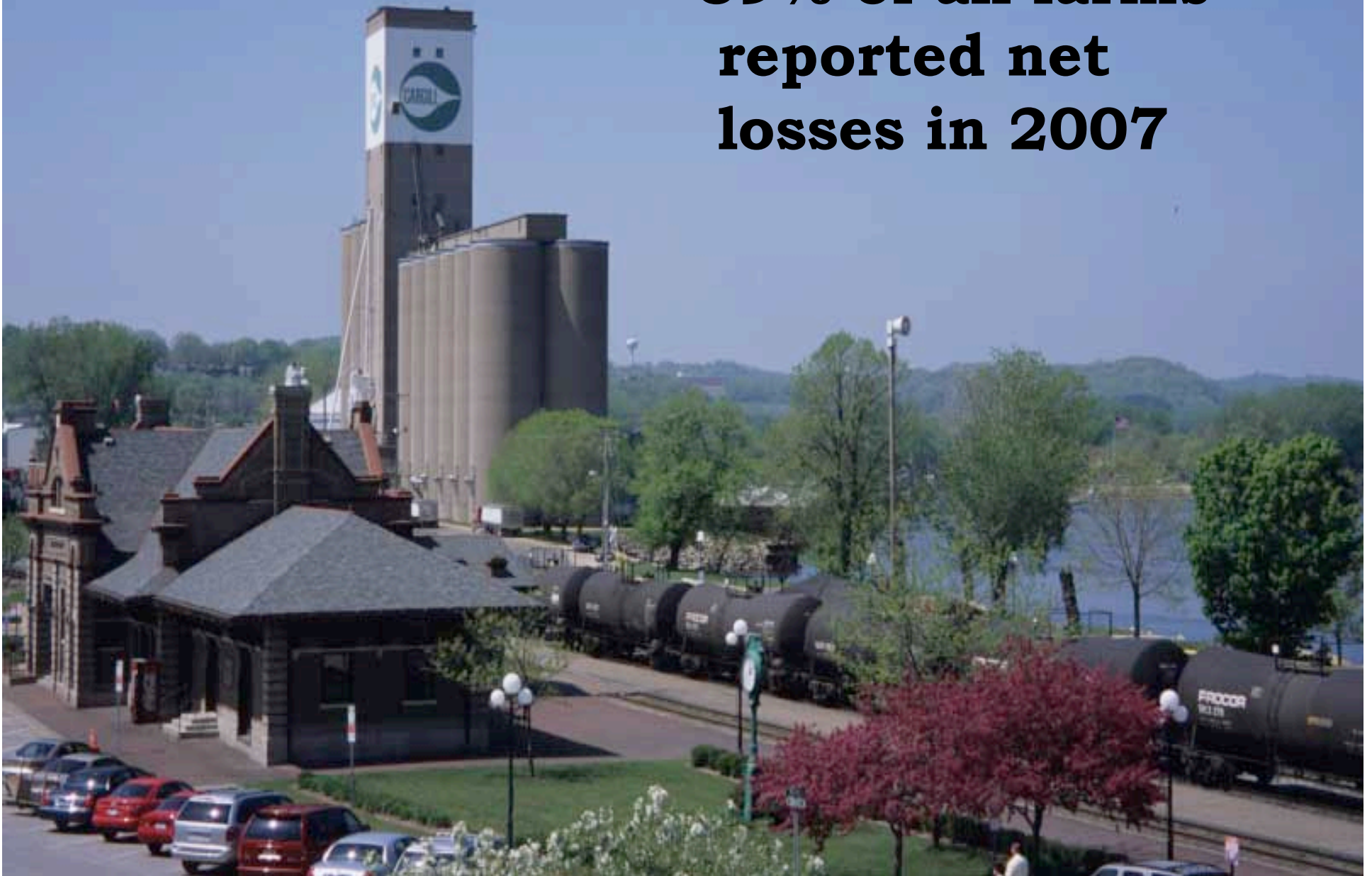
Crop and livestock sales in Southern Illinois, 1969-2010



Source: Bureau of Economic Analysis

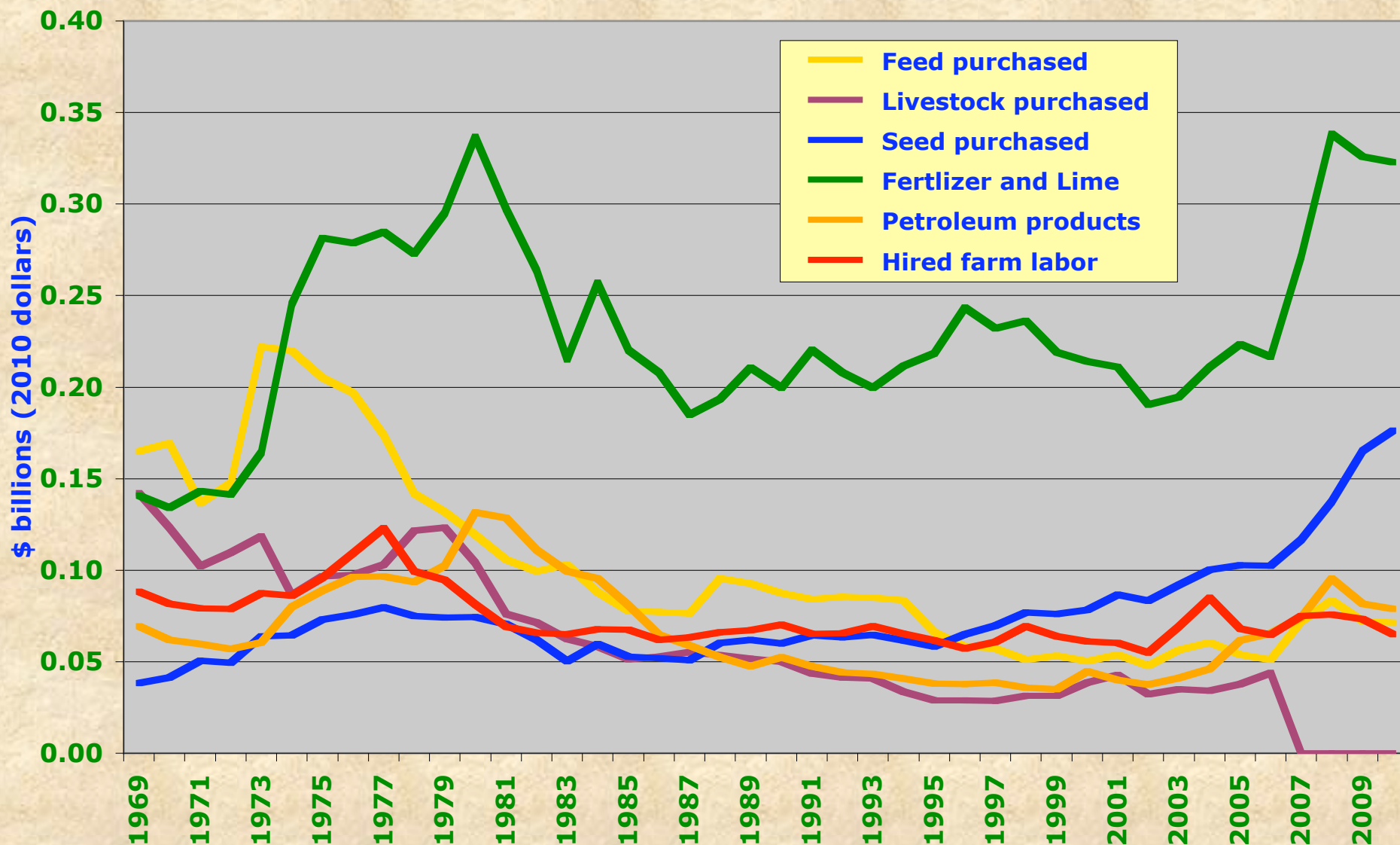


**39% of all farms
reported net
losses in 2007**





Farm production expenses in Southern Illinois, 1969-2010



Source: Bureau of Economic Analysis



**\$635 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)



Also a state of food consumers...



Finding Food in Farm Country

As farmers struggle...

- **Consumers buy \$1.8 billion of food each year**

- **\$1.7 billion from outside region**

Source: Ken Meter using Bureau of Labor Statistics



Finding Food in Southern Illinois

Markets for food eaten at home

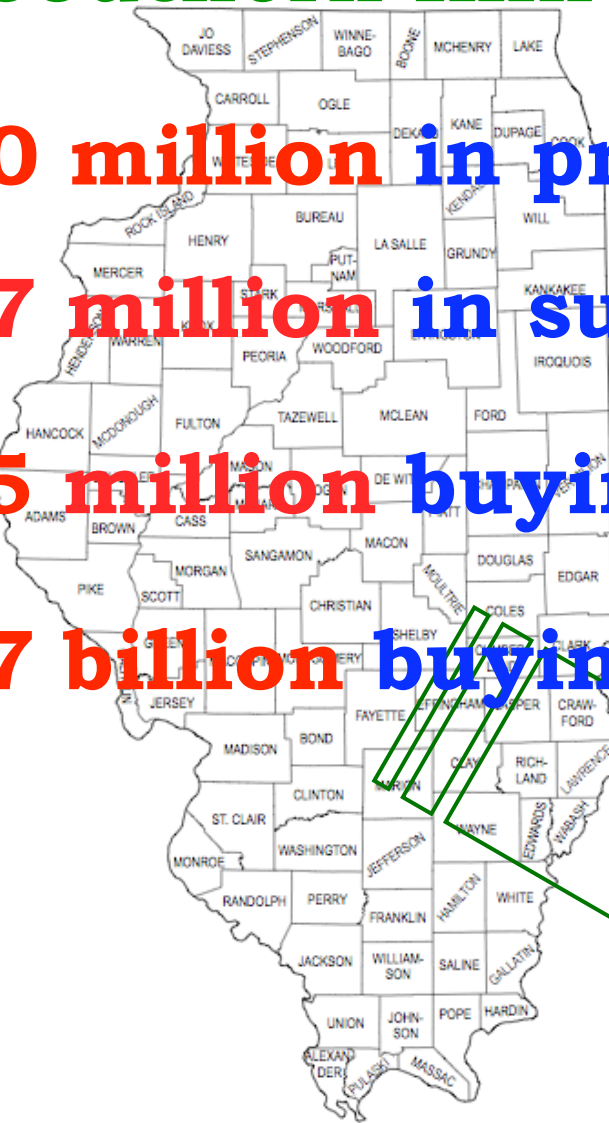
	millions
Meats, poultry, fish, and eggs	\$ 234
Fruits & vegetables	189
Cereals and bakery products	157
Dairy products	129
“Other,” incl. sweets, fats, & oils	422

Source: Census & BLS



All told, Southern Illinois

- Gains **\$0 million** in production
- Gains **\$127 million** in subsidies
- Loses **\$635 million** buying inputs
- Loses **\$1.7 billion** buying food



Potential wealth lost each year



Finding Food in Farm Country

Total loss is:

- **\$2.3 billion each year!**
- **more than double the value of all food products raised in region**

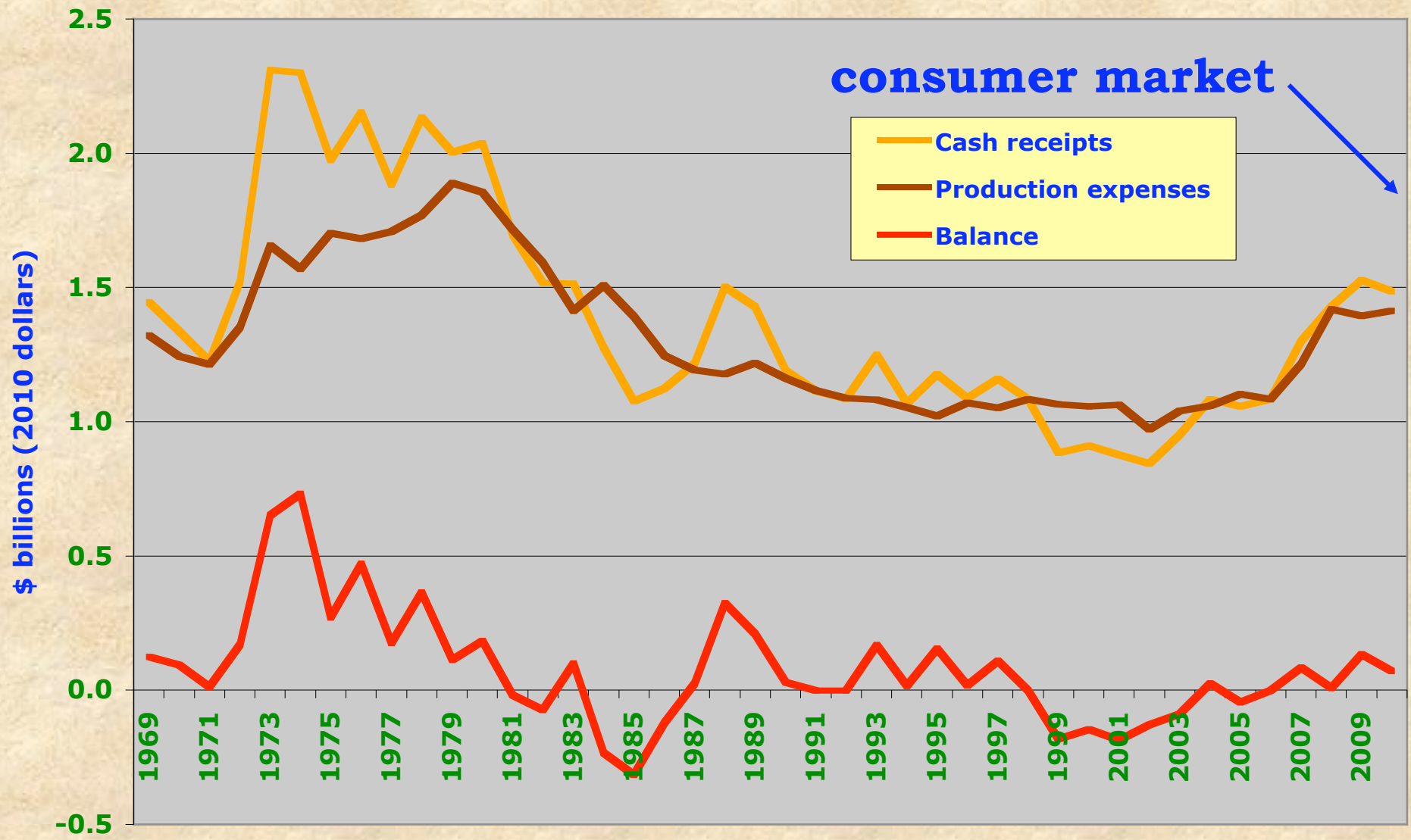


The good news is...

Jean Talon Market, Montreal



Current farm income compared to Southern Illinois consumer market



Source: BEA and BLS



Southern Illinois

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

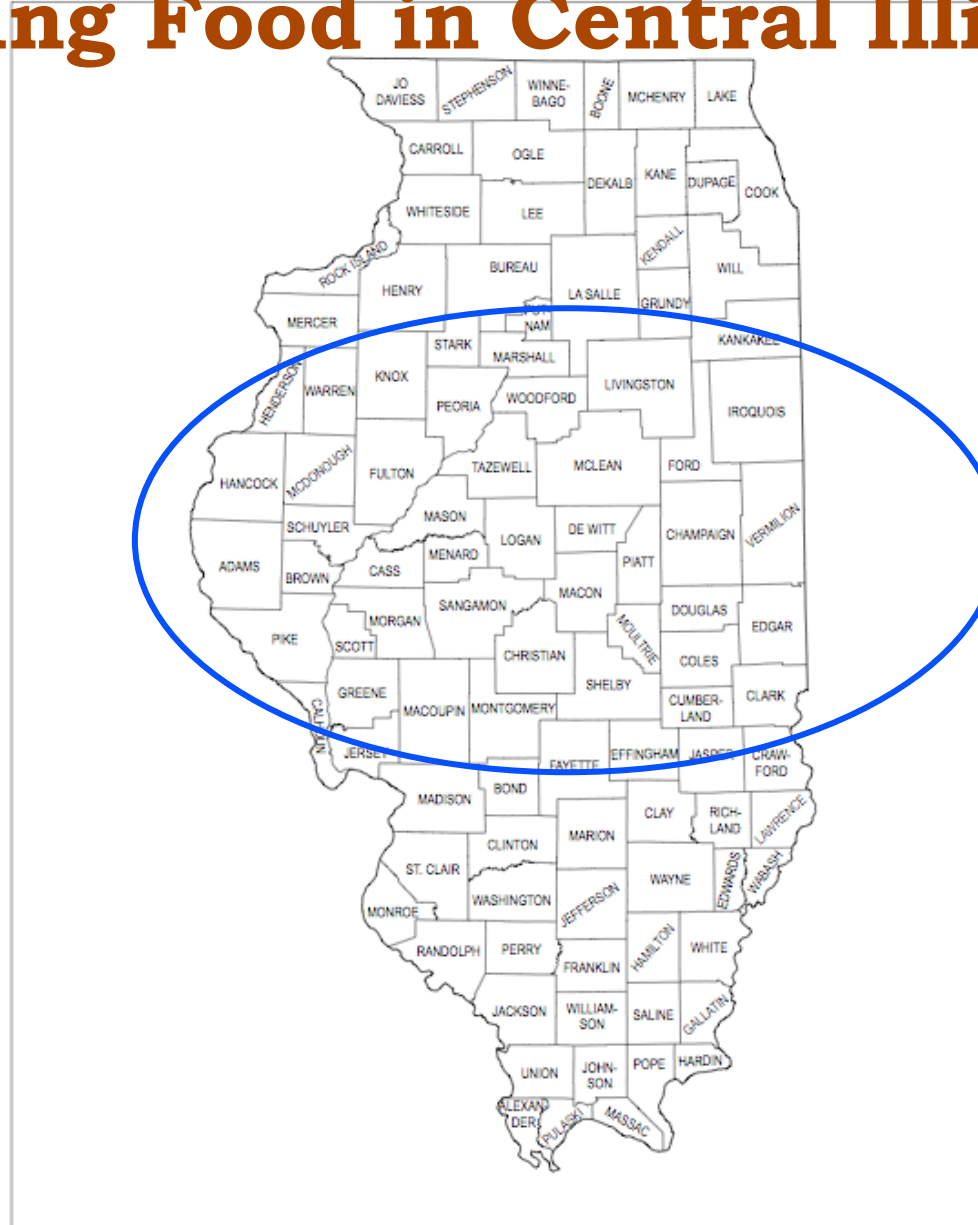
**...farms would earn \$191
million of new farm income**



Southern Illinois is not alone...



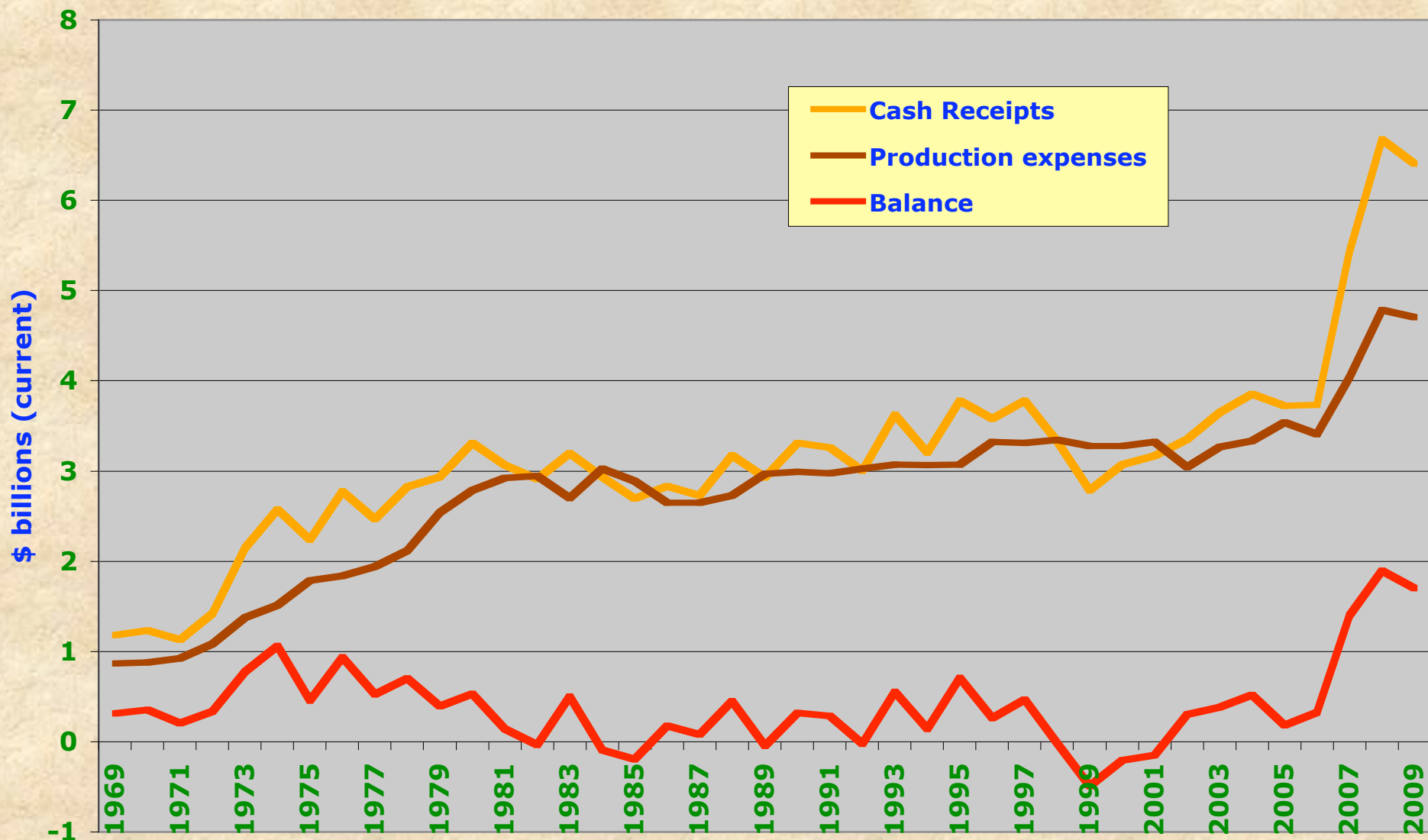
Finding Food in Central Illinois



32 Counties



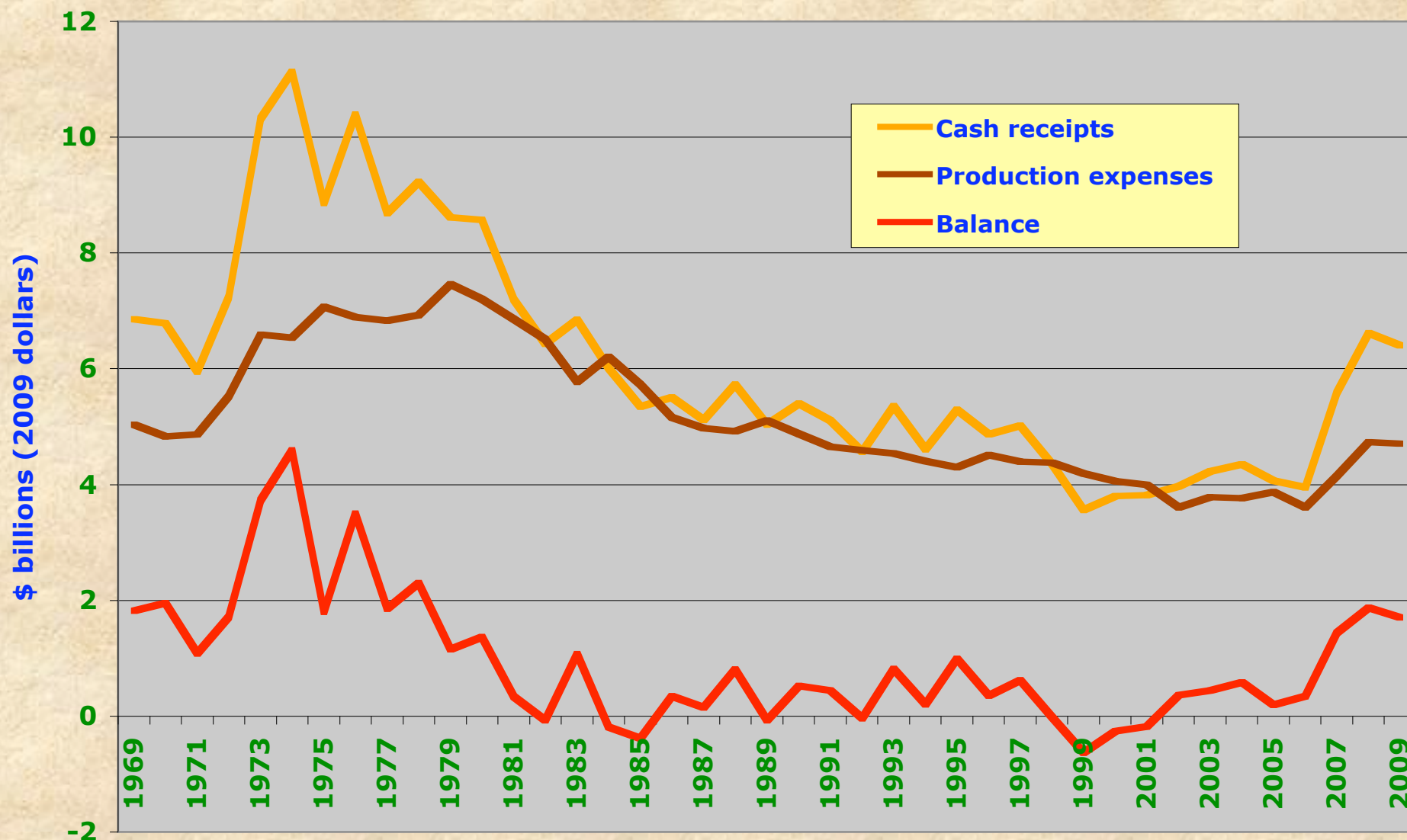
Farm Production Balance in Central Illinois, 1969-2009



Source: Bureau of Economic Analysis



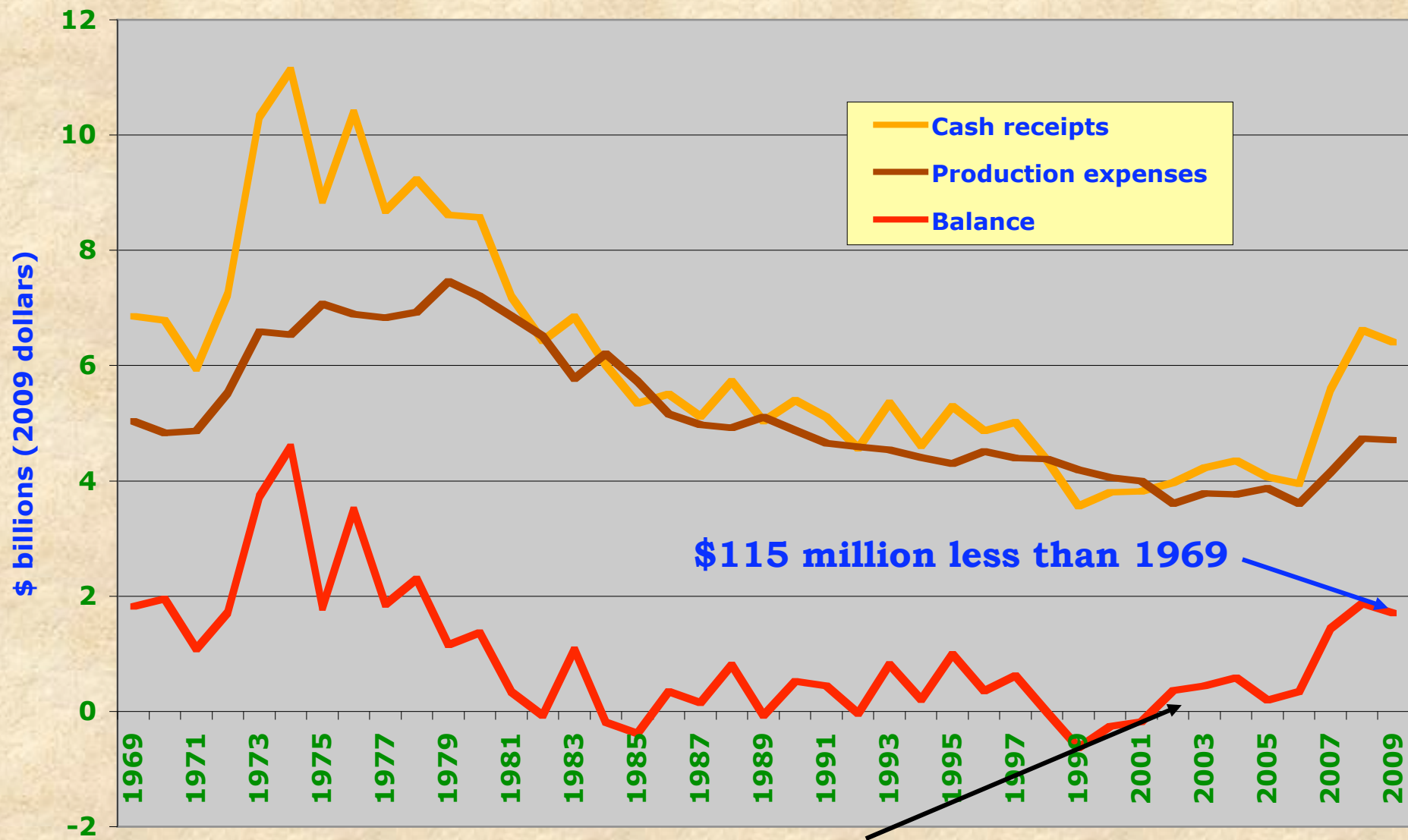
Farm Production Balance in Central Illinois, 1969-2009



Source: Bureau of Economic Analysis



Farm Production Balance in Central Illinois, 1969-2009

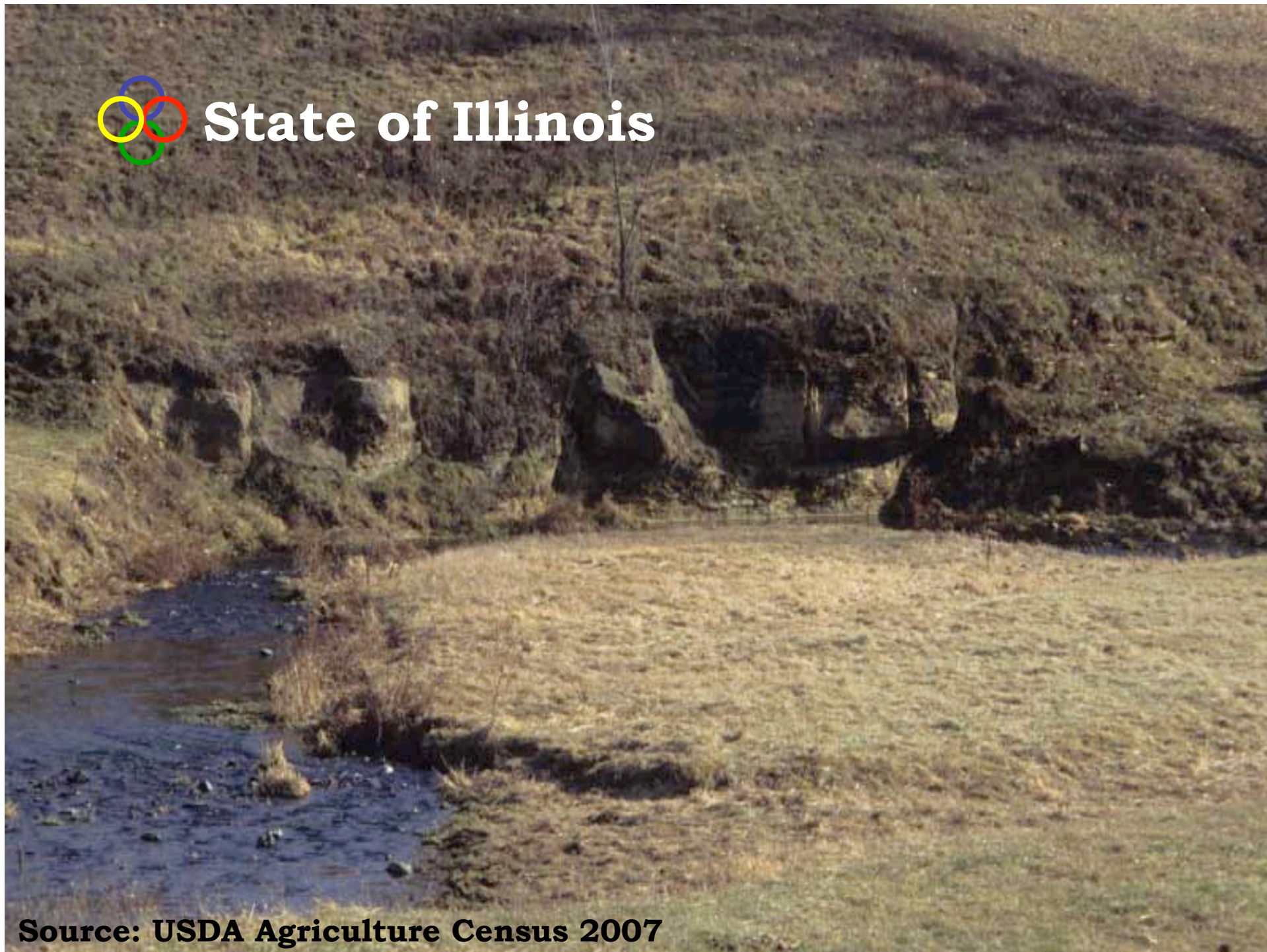


Source: Bureau of Economic Analysis

\$10.7 billion gained since 1987



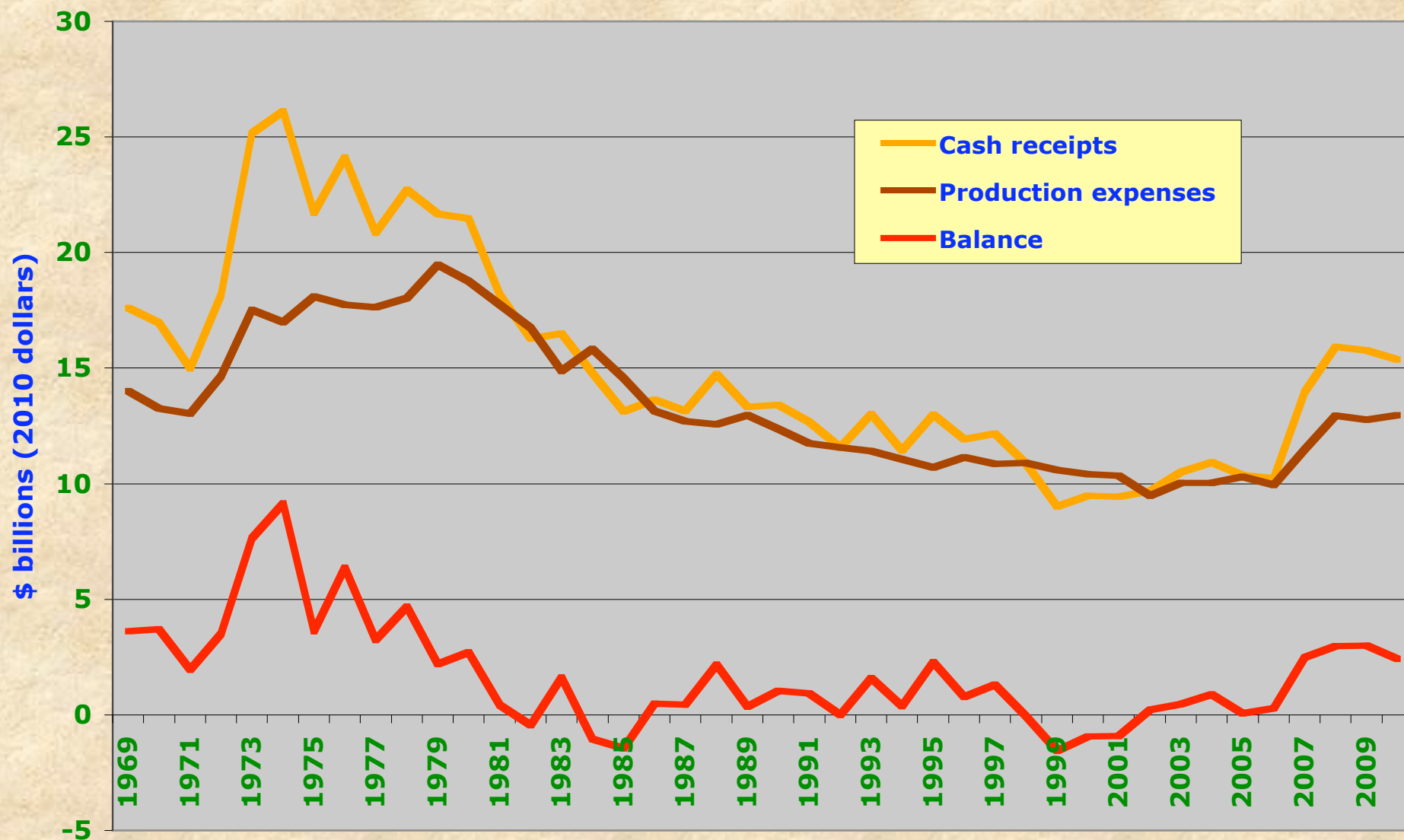
State of Illinois



Source: USDA Agriculture Census 2007

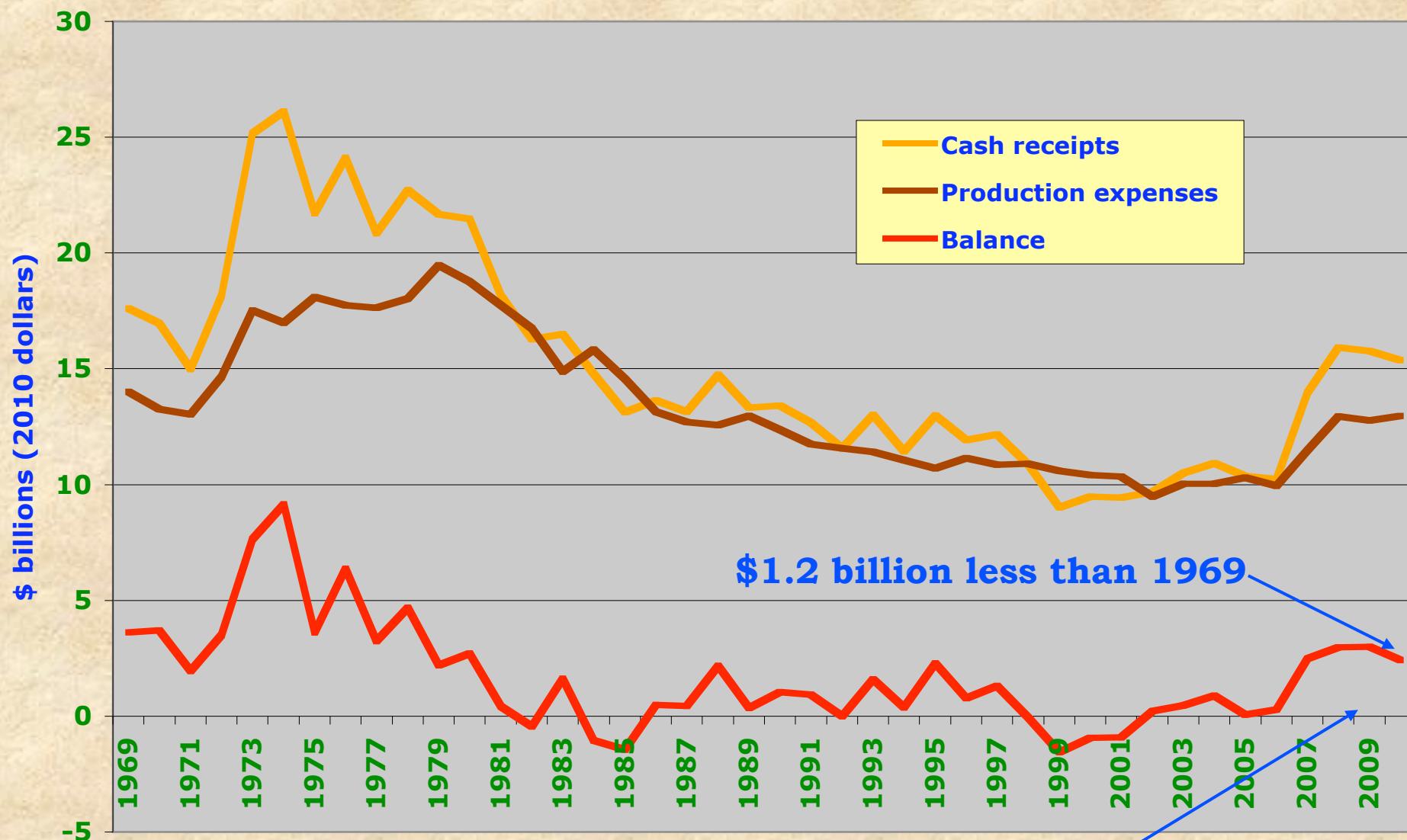


Farm Production Balance in Illinois, 1969-2010





Farm Production Balance in Illinois, 1969-2010



\$1.2 billion less than 1969

Bureau of Economic Analysis

\$16 billion gained since 1992

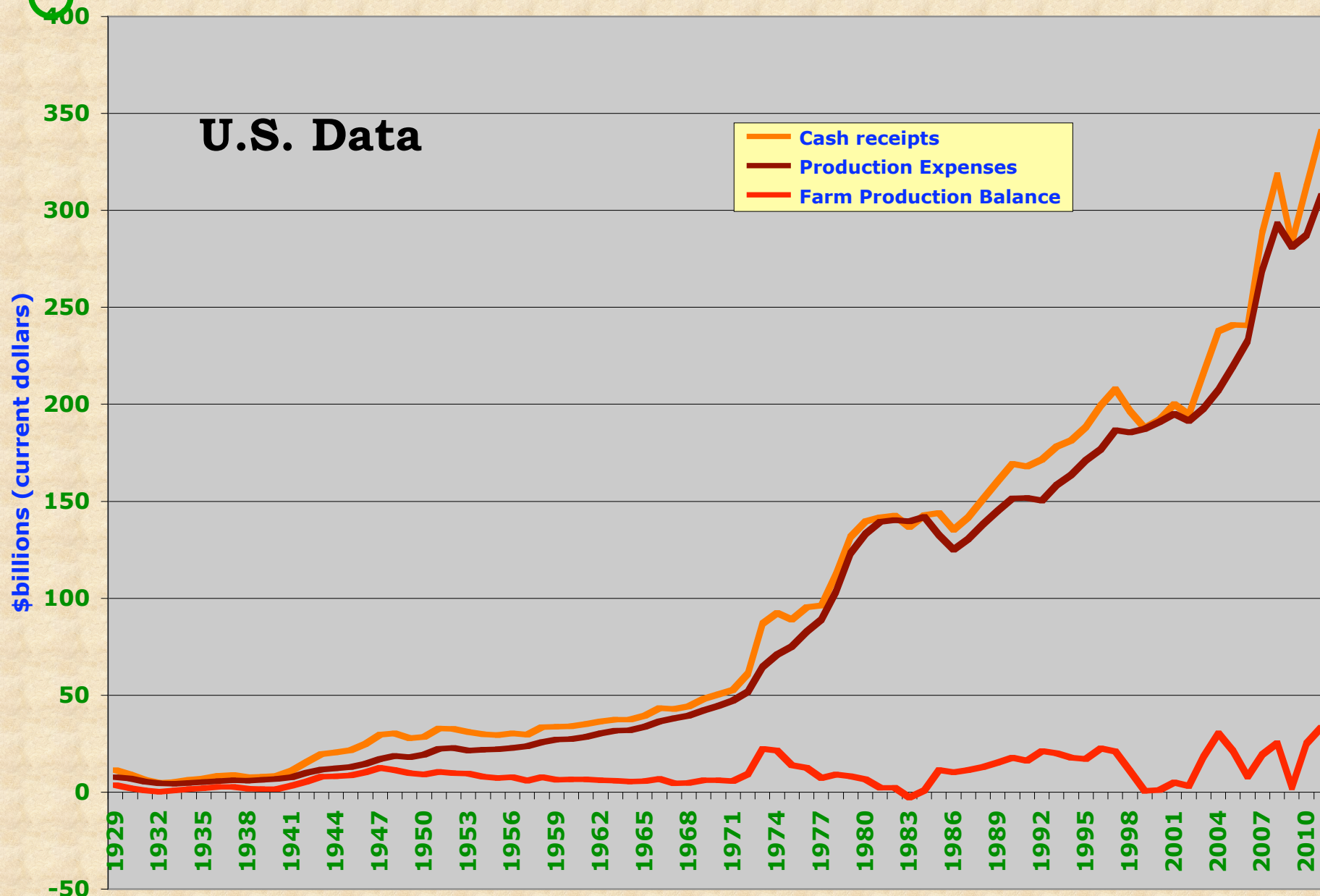


U.S. data



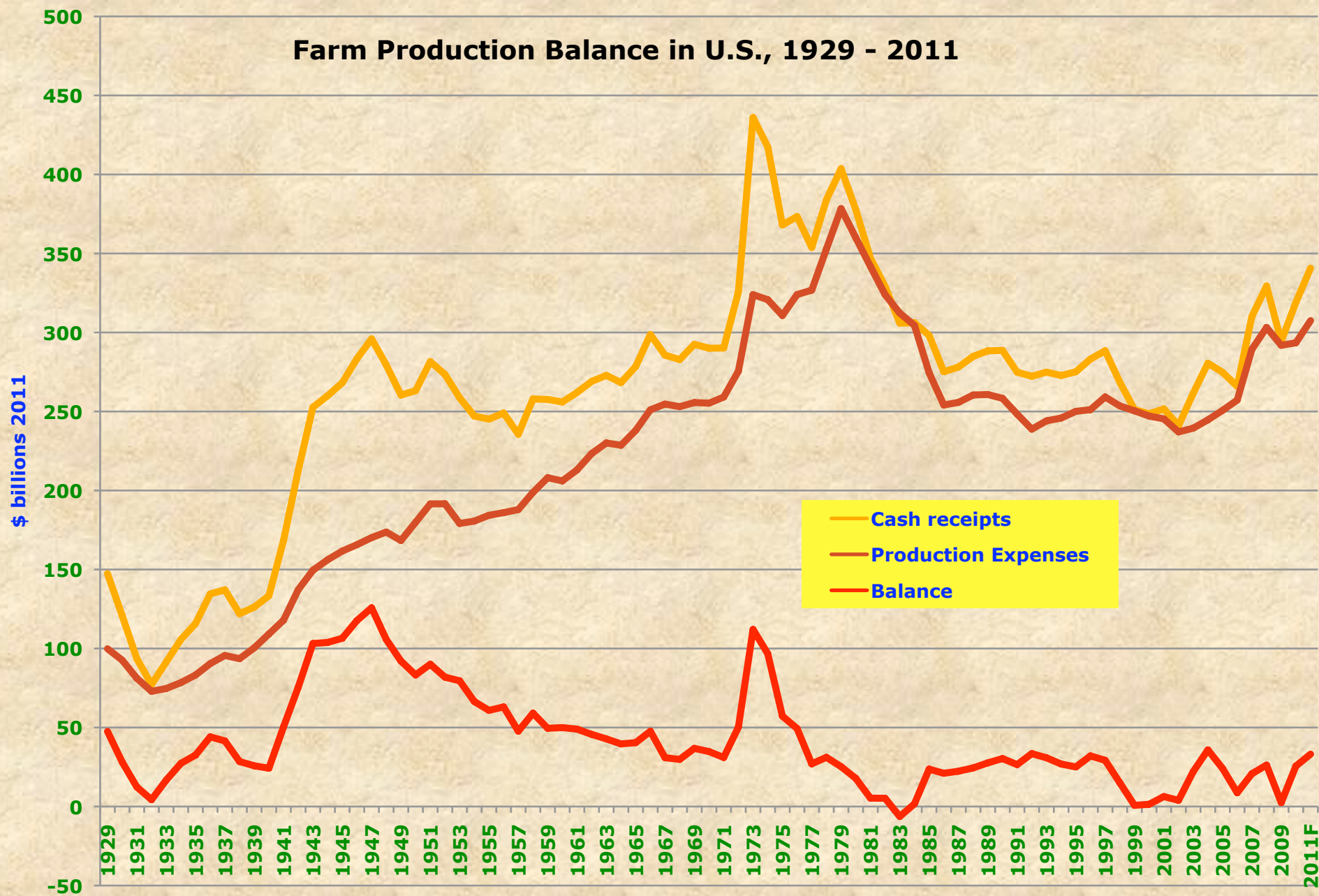


Farm Production Balance for U.S., 1929 - 2011



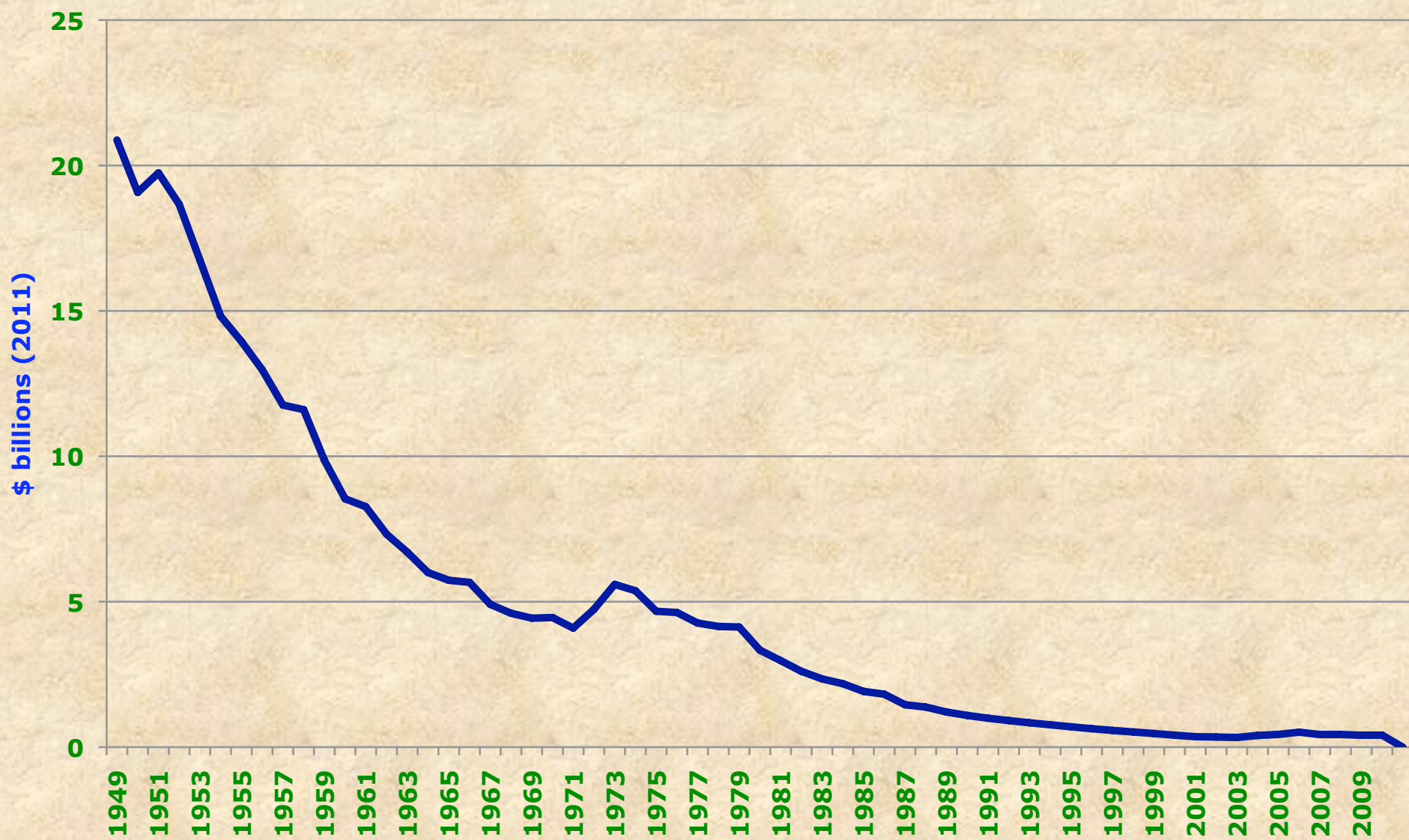
USDA / Economic Research Service

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





Value of Food Reserved for Home Use by U.S. Farmers, 1949 - 2010

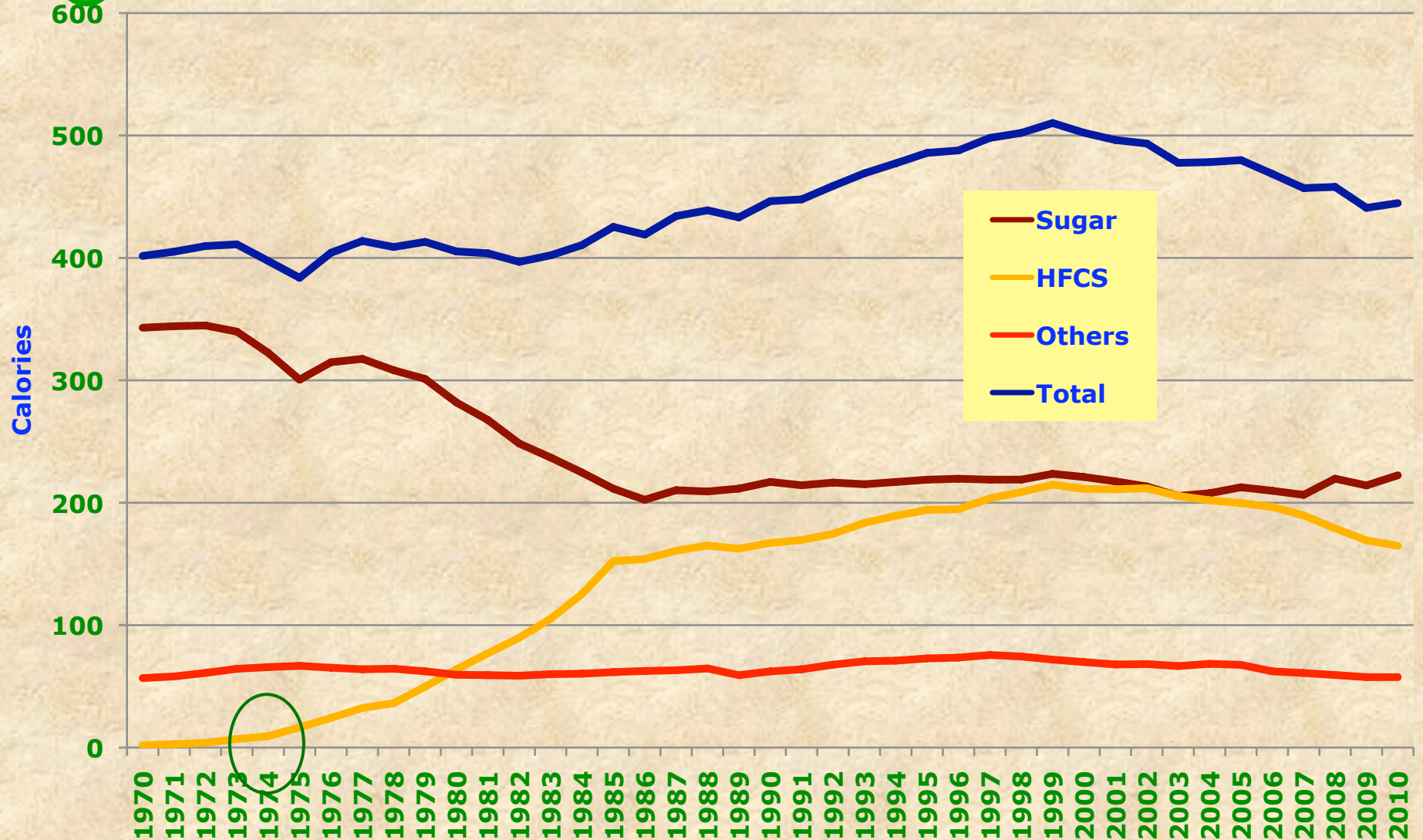


USDA / Economic Research Service





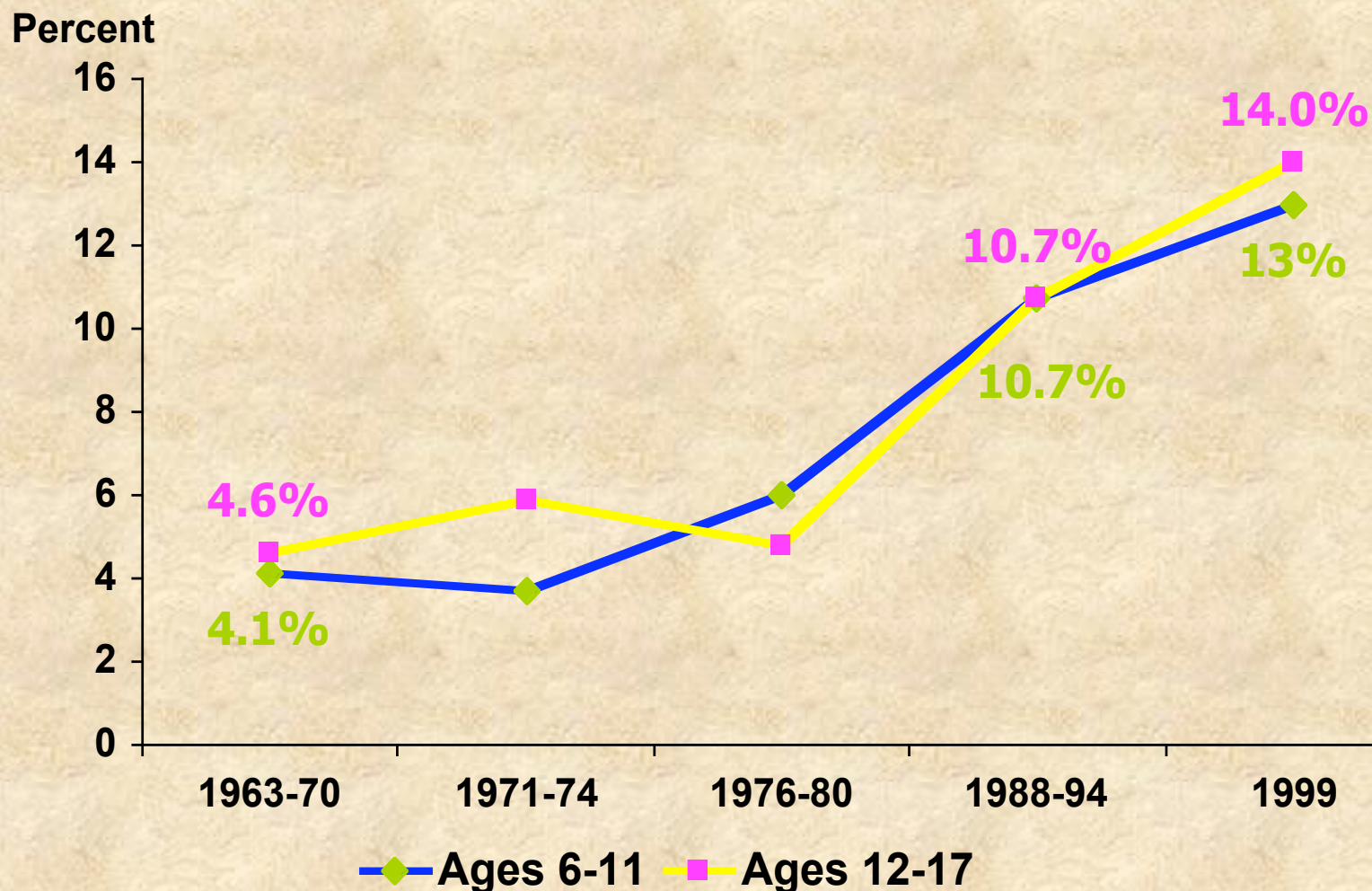
Calories of Sweeteners Consumed Per Capita in U.S., 1970 - 2010



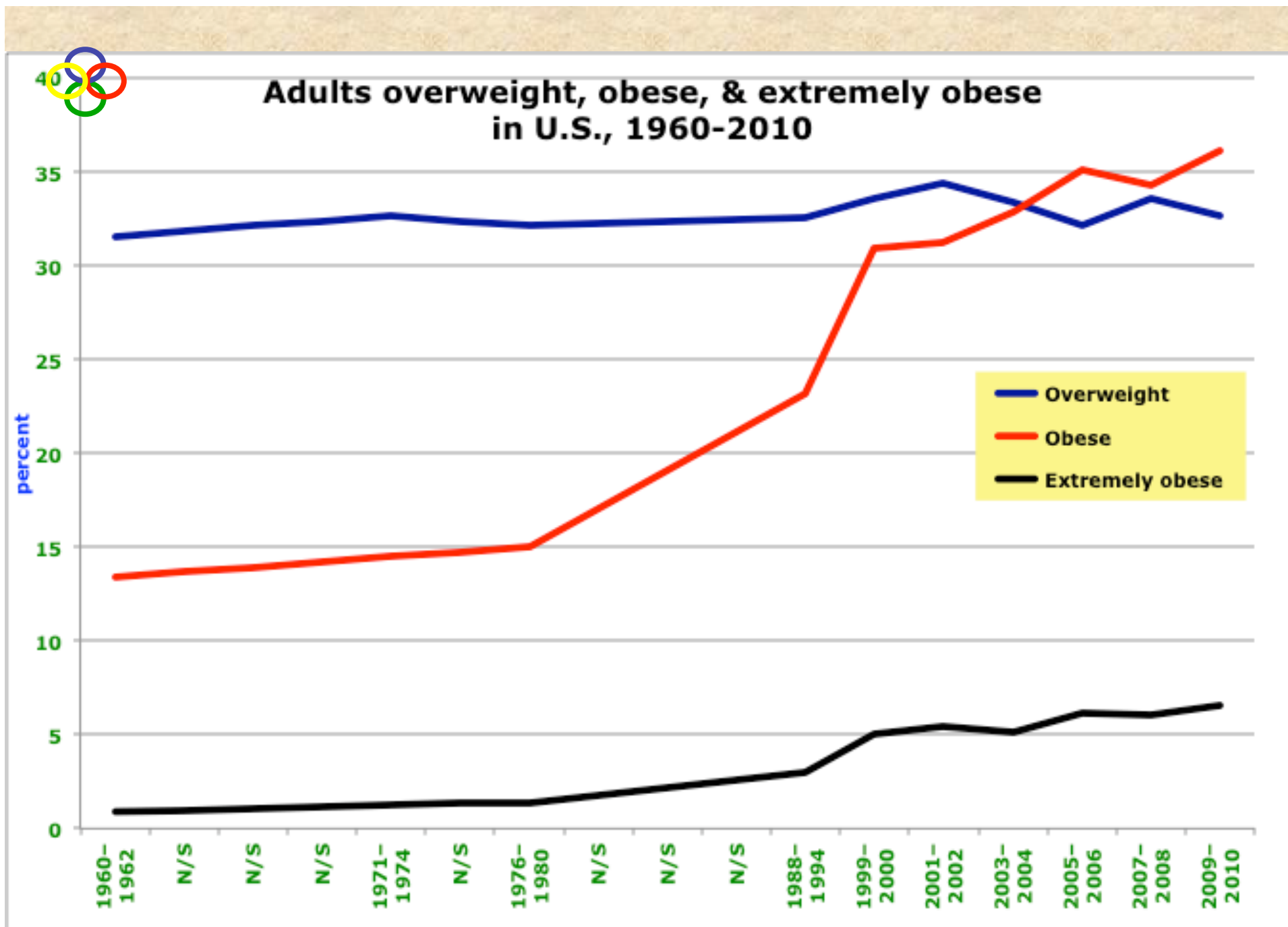
Source: USDA/ERS — chart by Ken Meter, 2012



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

\$152 billion
medical costs of
foodborne illness

Sources: CDC/Walters

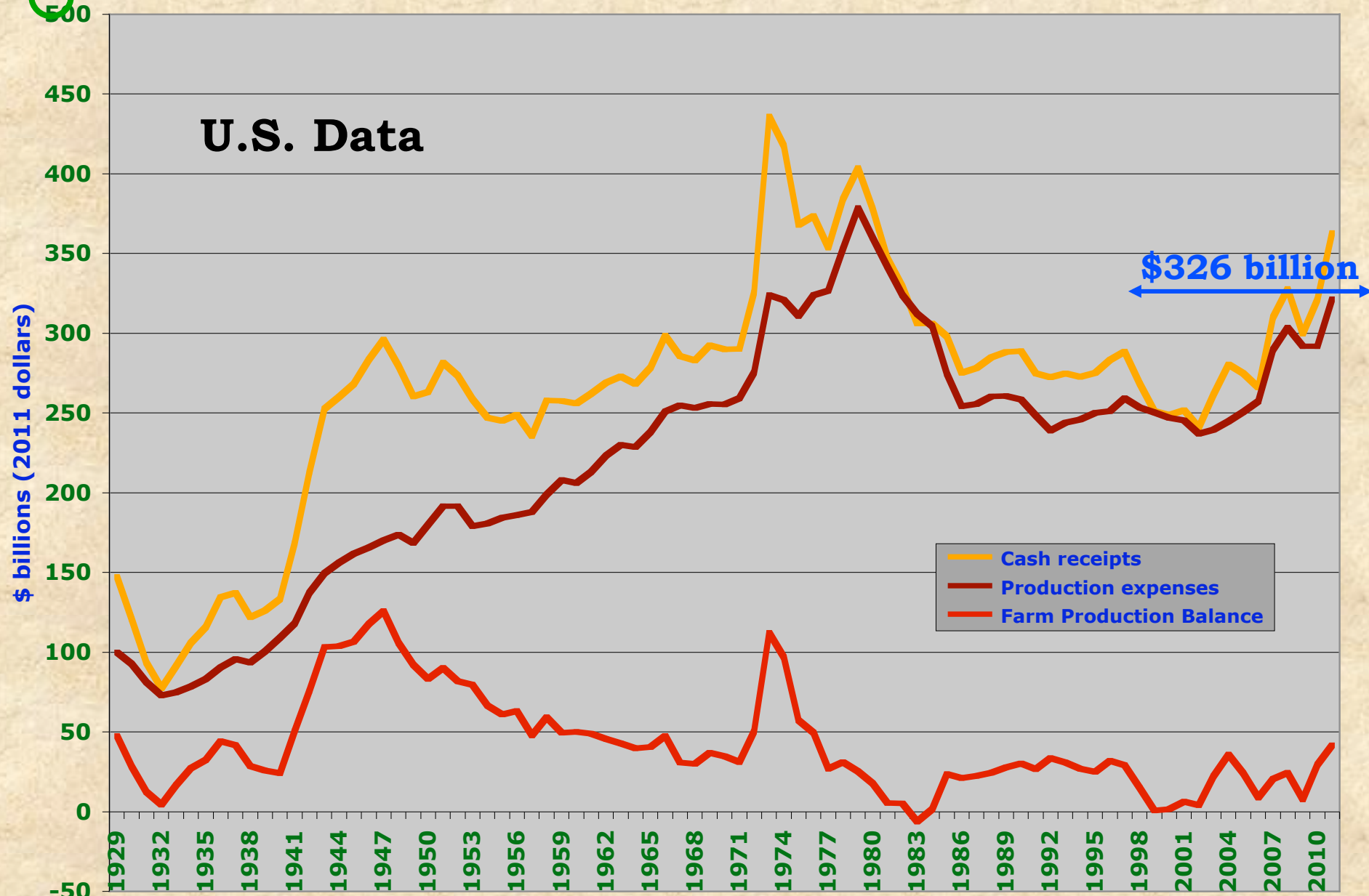


Medical costs of obesity & diabetes
\$174 billion

Source: CDC/Walters, Harvard Public Health/Colditz



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



USDA / Economic Research Service



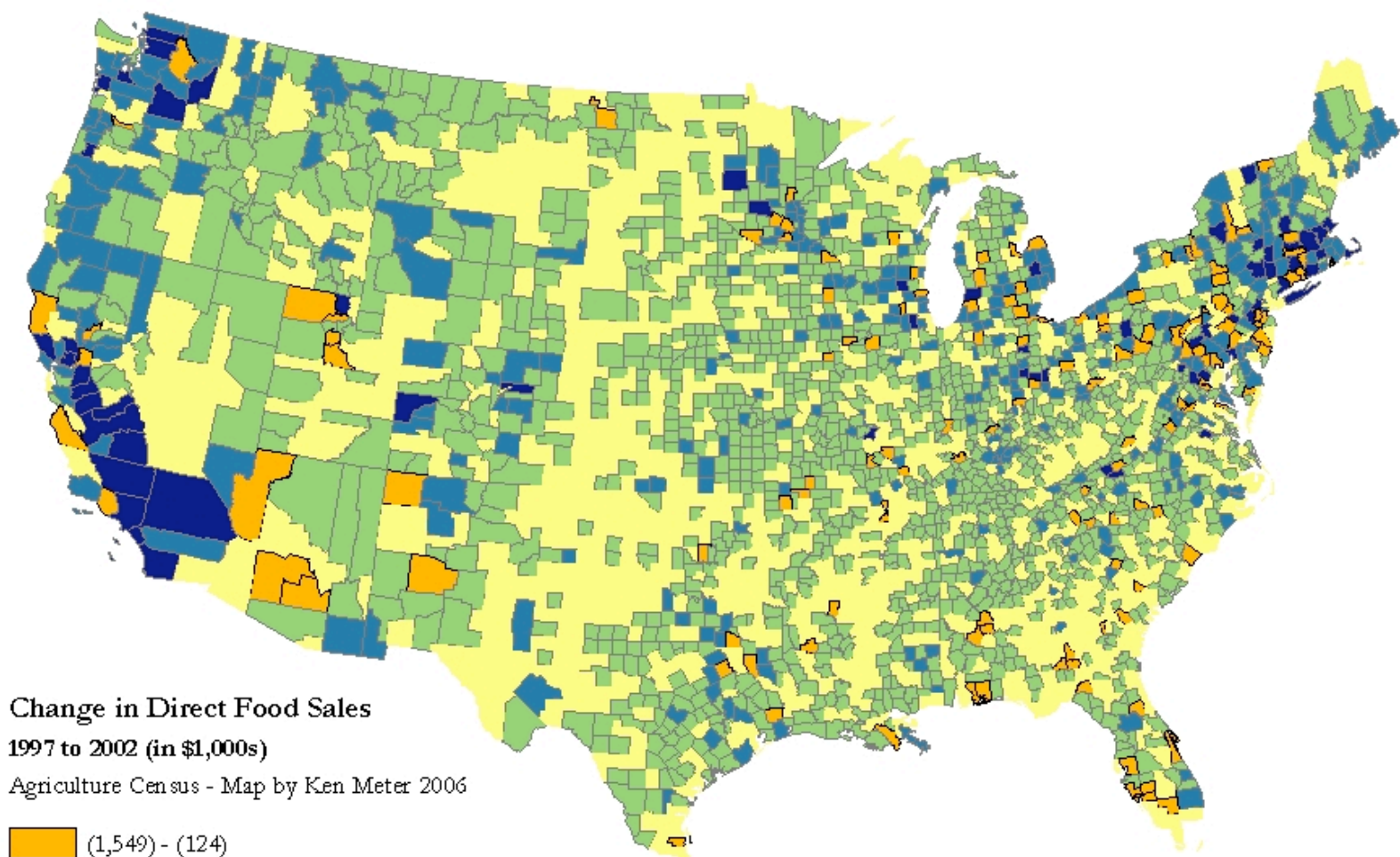
Jean Talon Market, Montreal



Growing Power, Milwaukee



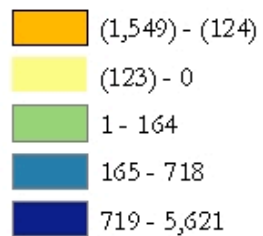
Direct Food Sales



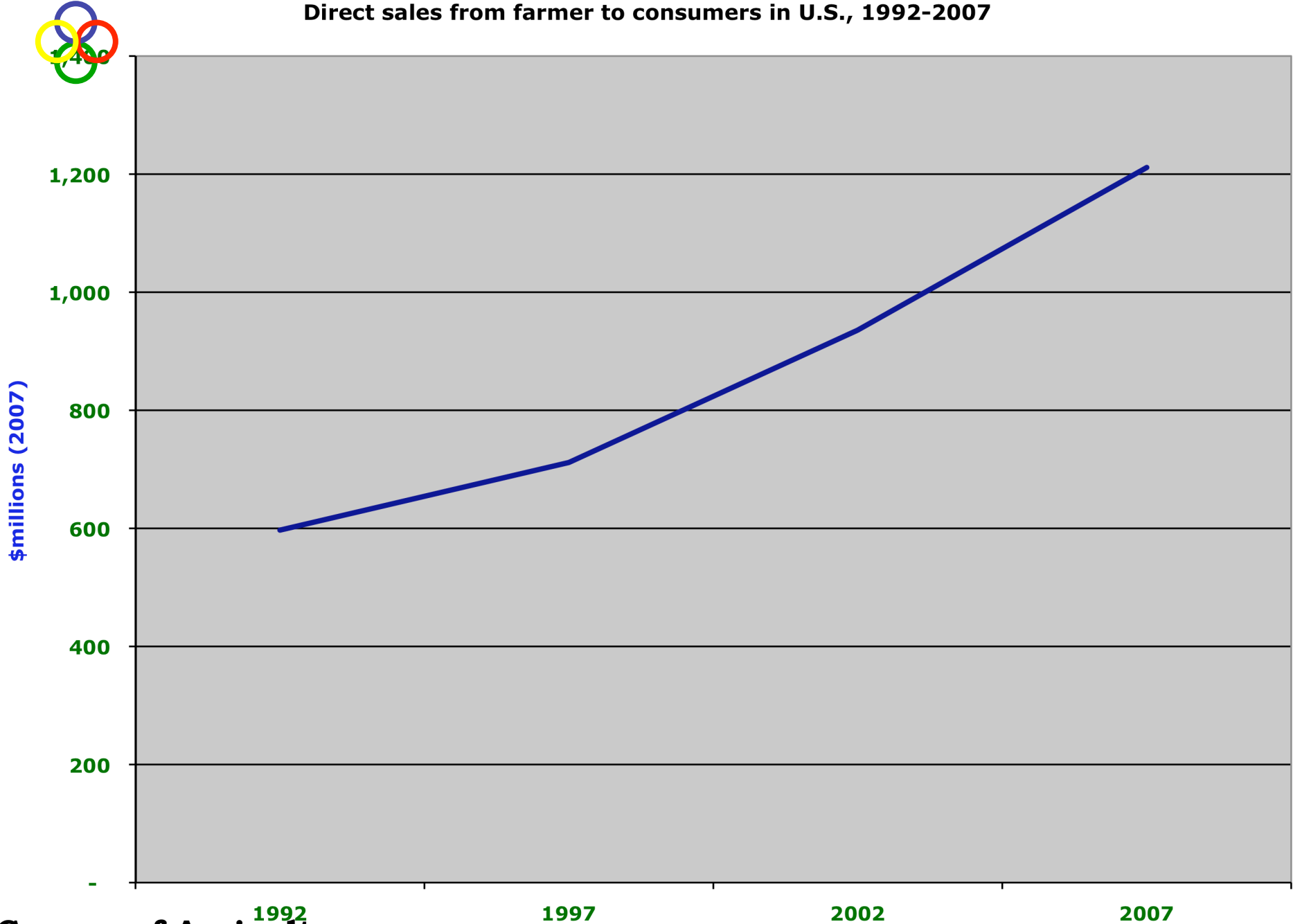
Change in Direct Food Sales

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

Agriculture Census - Map by Ken Meter 2006



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



Census of Agriculture



Innovative farm operations

**Winter CSA
Milan, Minnesota**

**Fresh fresh organic greens
November to April**

Sells only within 30 miles

Winter CSA — Milan, Minnesota

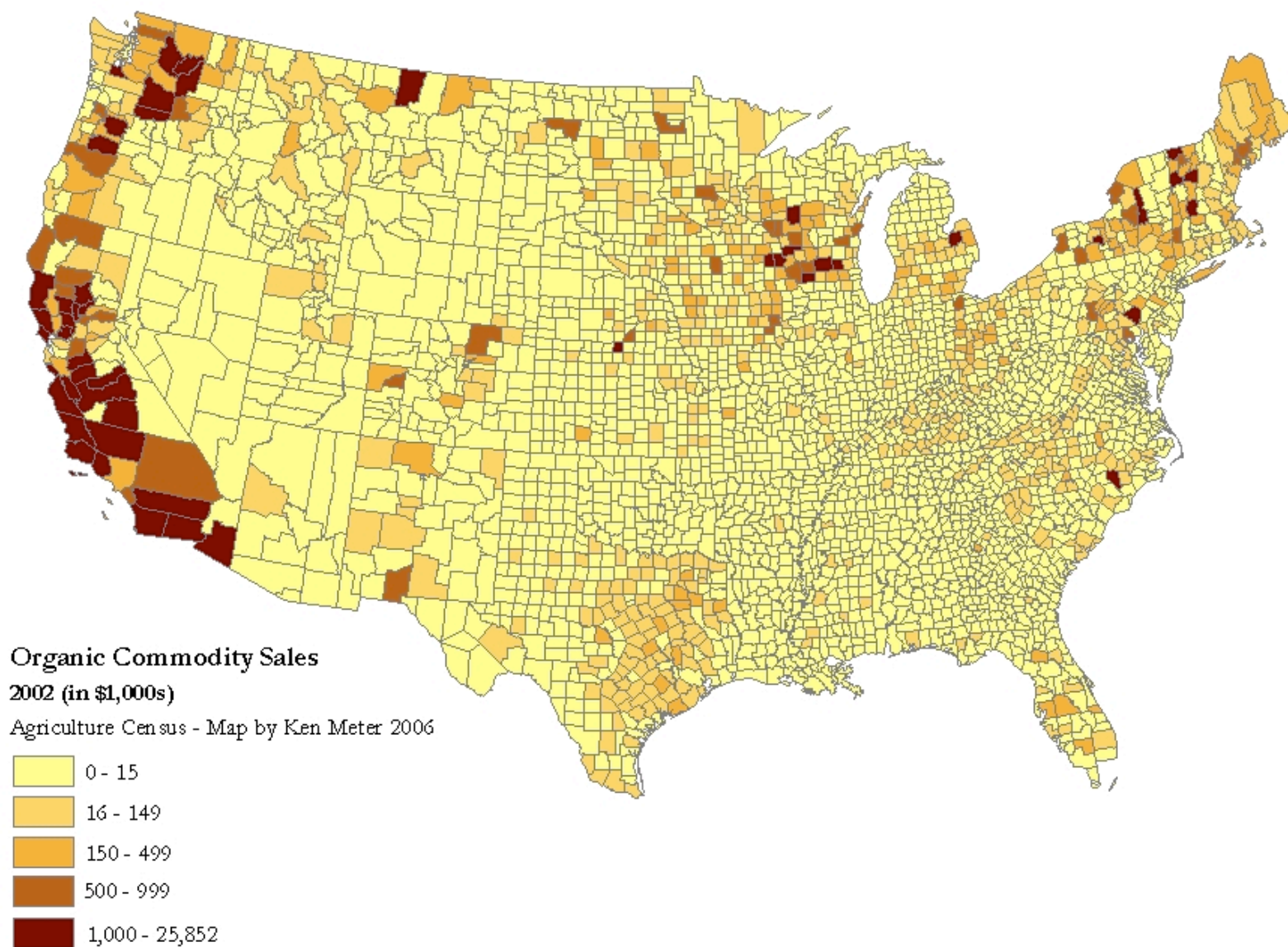


Winter CSA — Milan, Minnesota



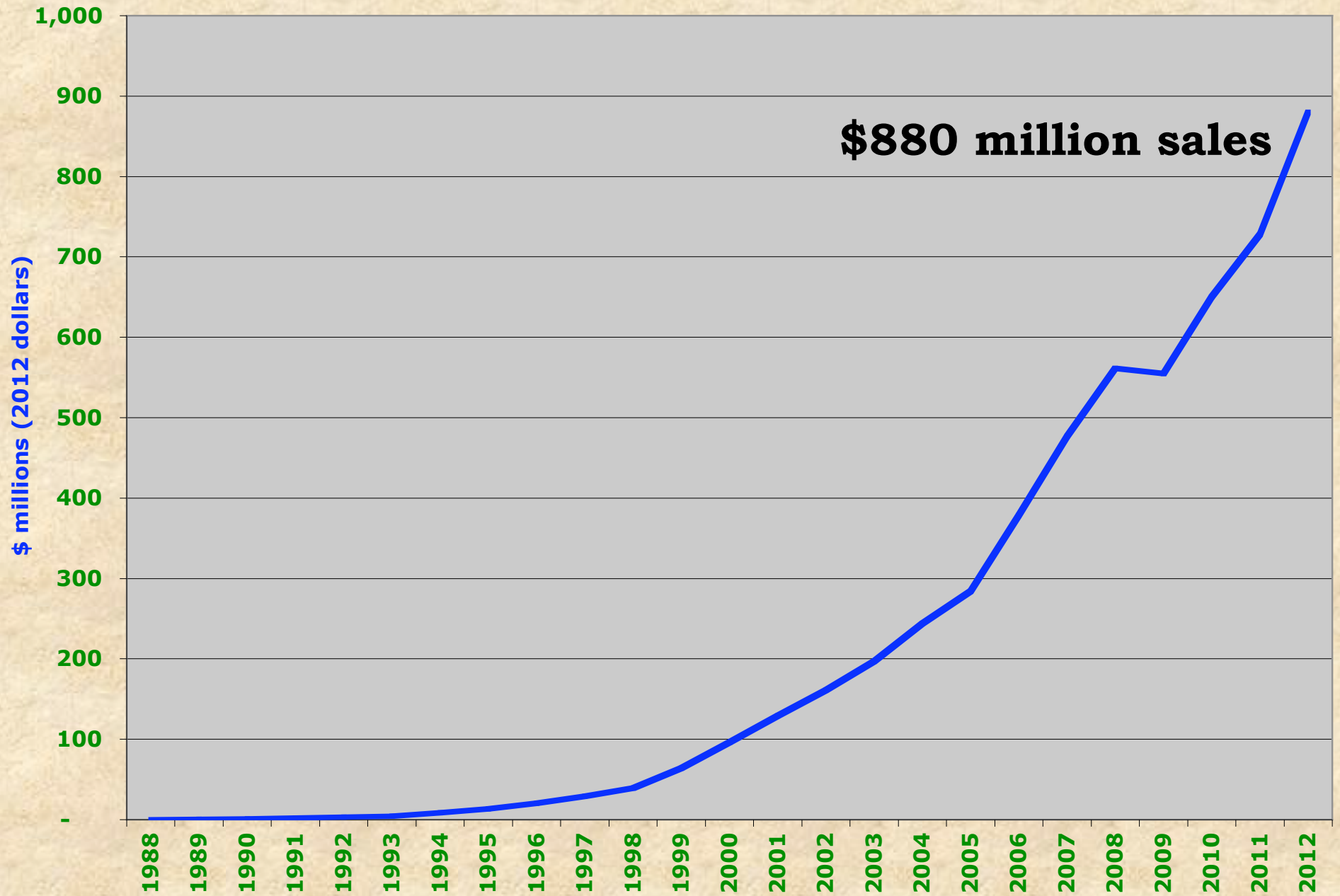


Organic Sales





Organic Valley Sales, 1988 - 2012





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**

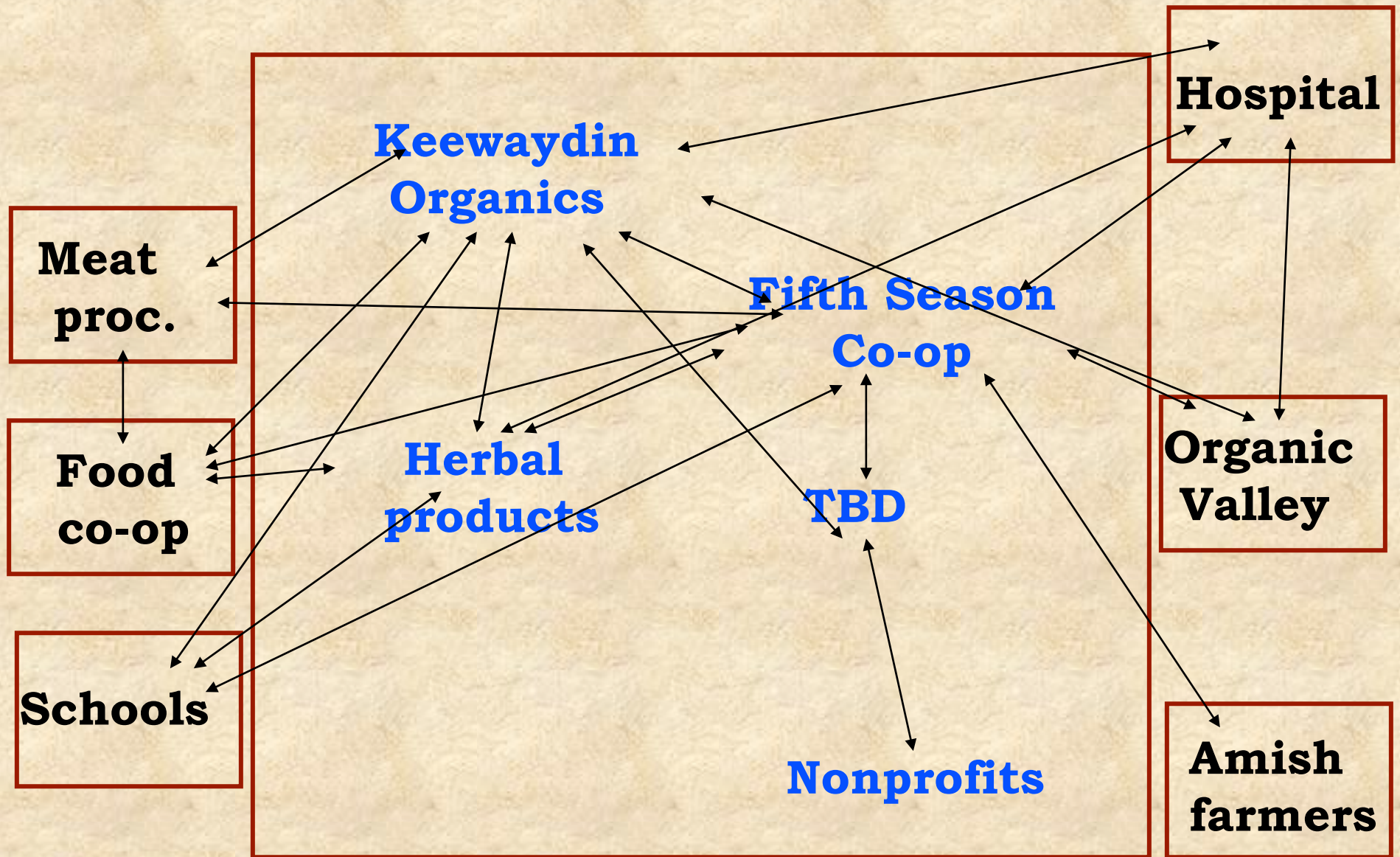
**Fifth Season
Co-op**

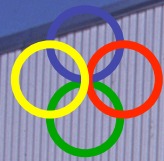
**Organic
herbal
products**

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**



Jean Talon Market, Montreal



North Alabama

11 Counties:

Colbert
Cullman
DeKalb
Franklin
Jackson
Lauderdale
Lawrence
Limestone
Madison
Marshall
Morgan



Food Bank of North Alabama

Huntsville tries to start worker-owned food co-op (2008-2011)

49 lenders refuse to loan

although FBNA raised three years of operating capital



Food Banks explore wider roles

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



Photo: Food Bank of North Alabama



Huntsville, 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”

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