

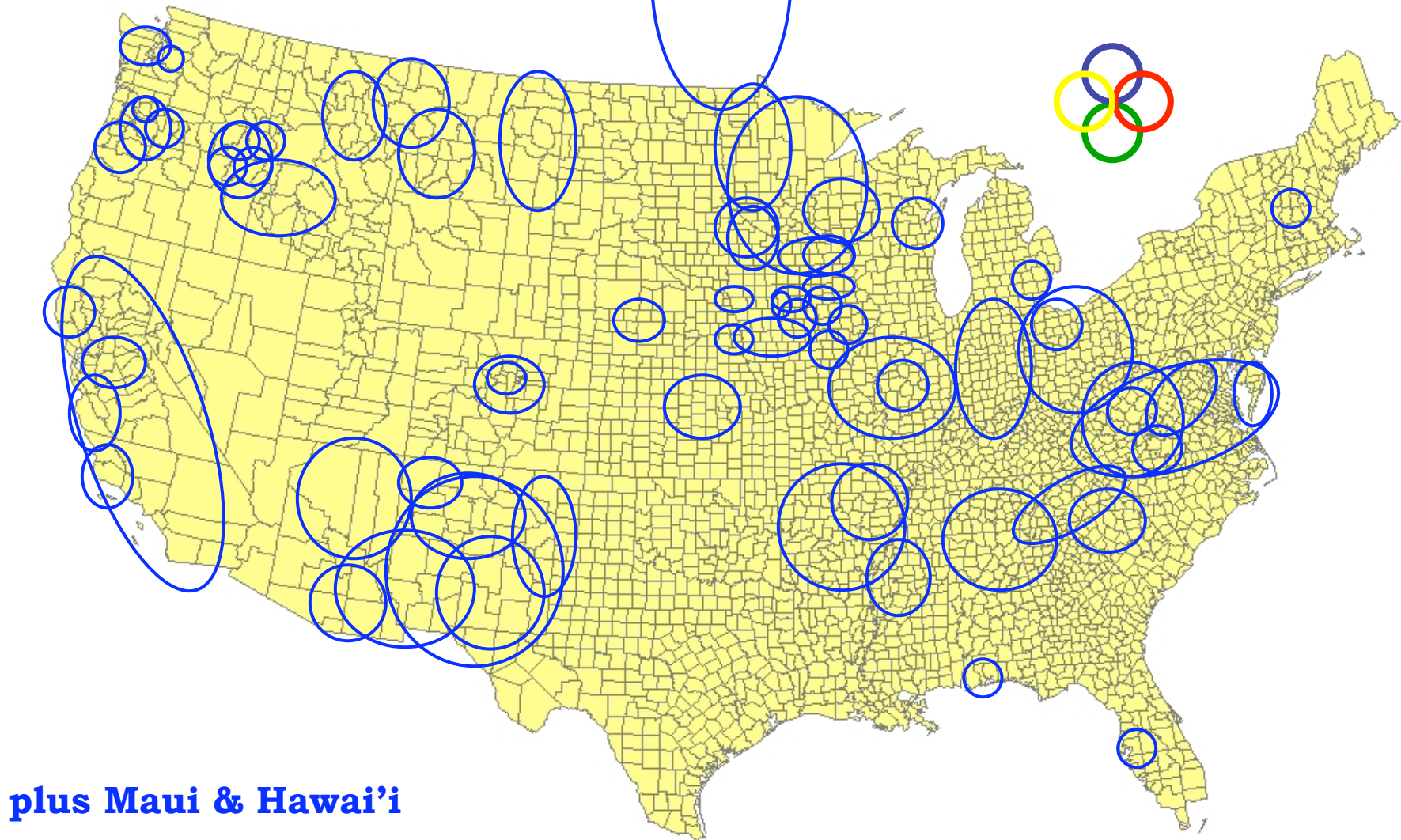


Hoosier Farmer? Emerging Food Systems in Indiana

Ken Meter
Crossroads
Resource Center
(Minneapolis)

**Indiana Horticulture
Congress**
Indianapolis
January 18, 2012

“Finding Food in Farm Country” Studies



79 regions in 30 states & one province



Local Farm & Food Economies

**The perspectives of the
communities where food is
produced and eaten...**

...are often overlooked



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





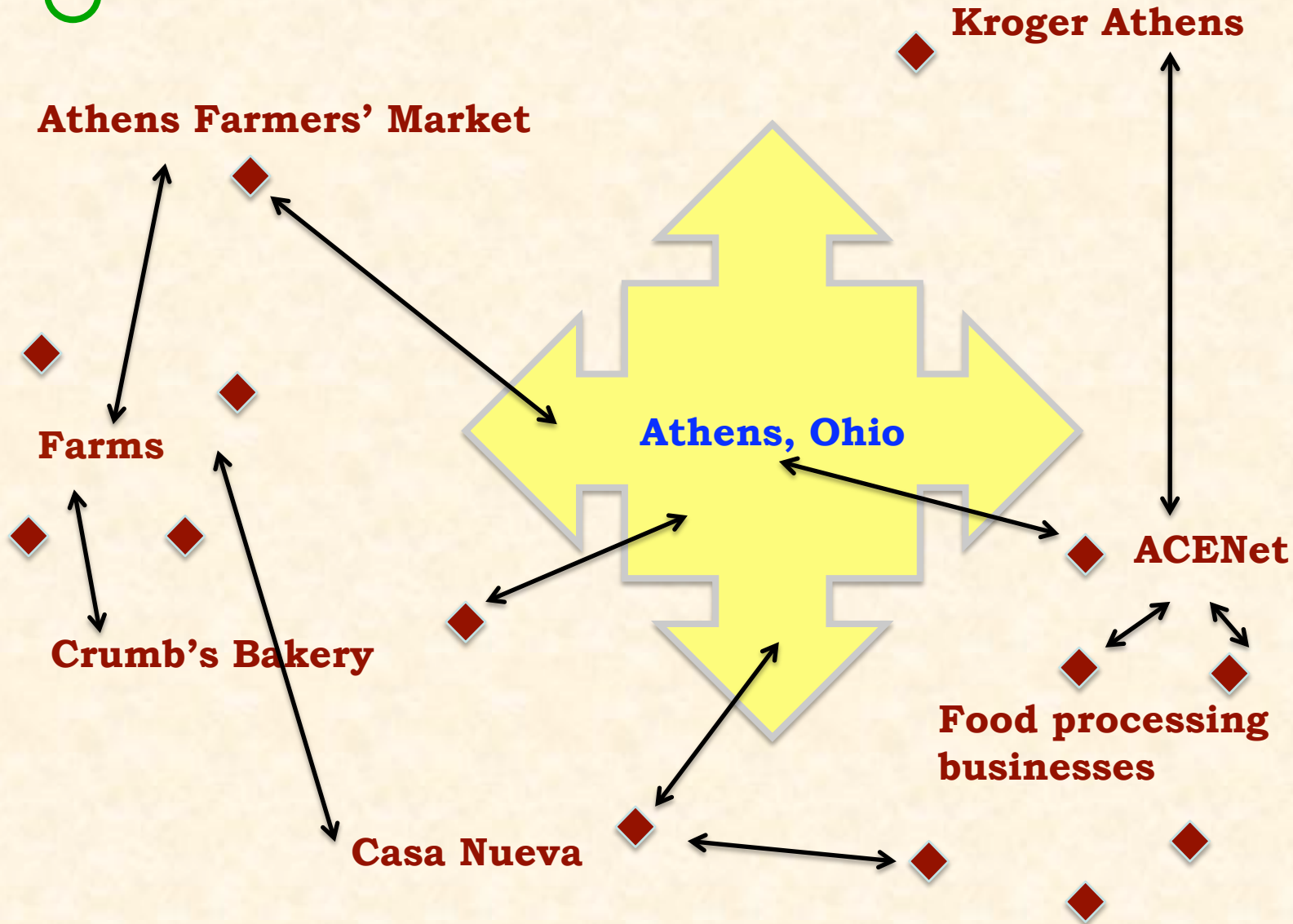
**Goal: to build
Community-Based
Food Systems**



Photo: DSC



Business Clusters

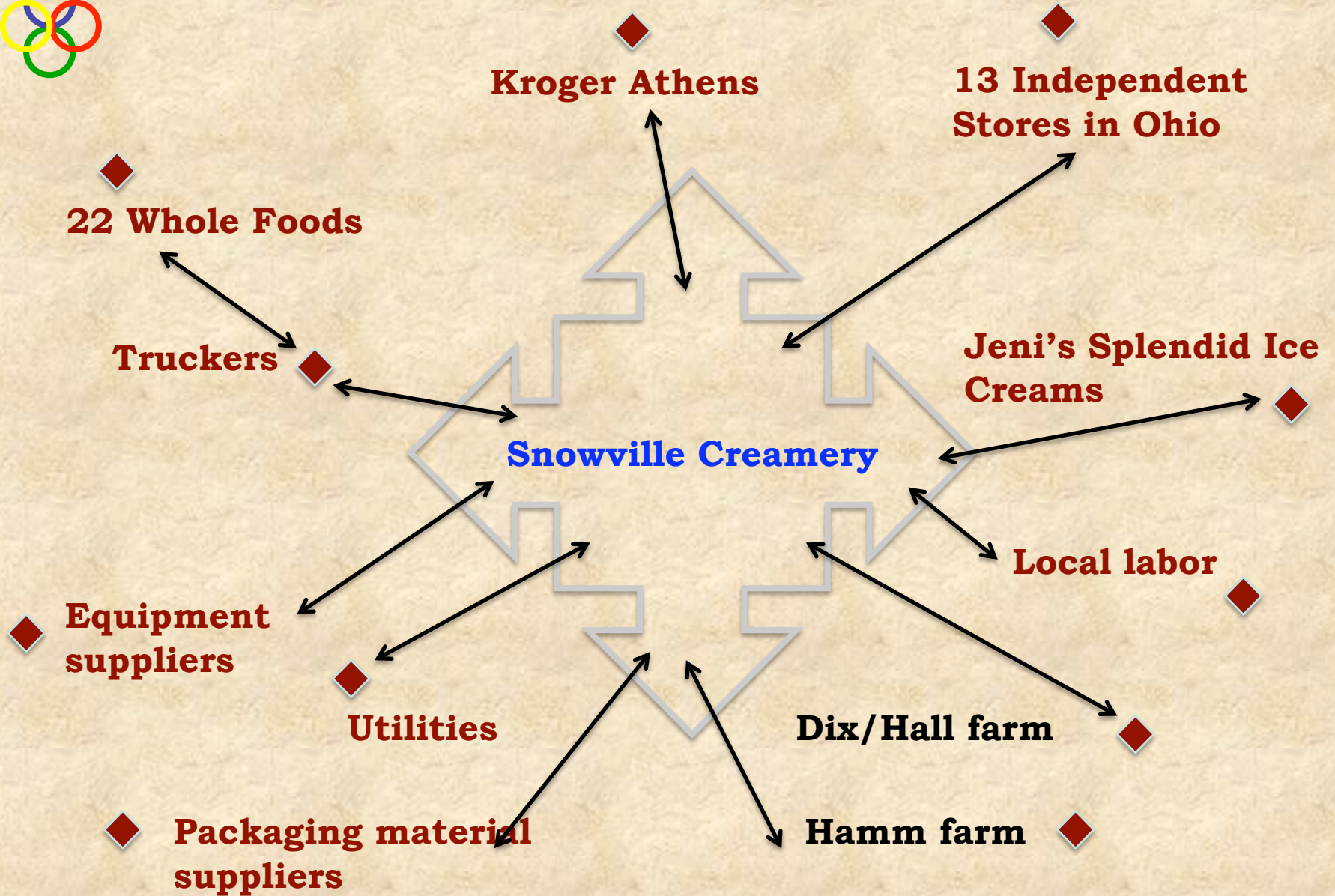




Warren Taylor — Pomeroy, Ohio



Dix/Hall Farm — Pomeroy, Ohio

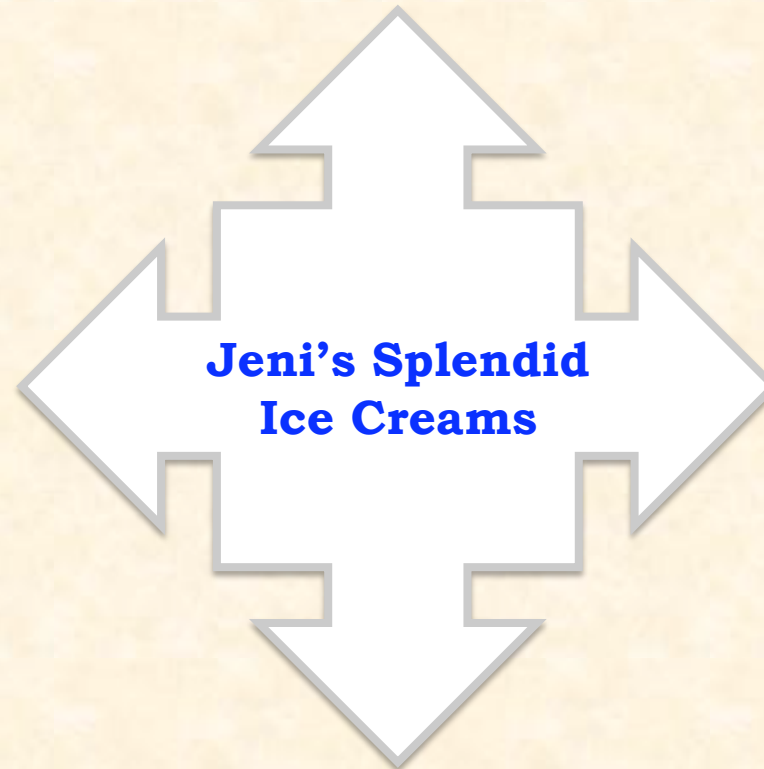




Snowville at Paw Paw Fest



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**



**Jeni's Splendid
Ice Creams**

**Milk:
Snowville Creamery**

**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**



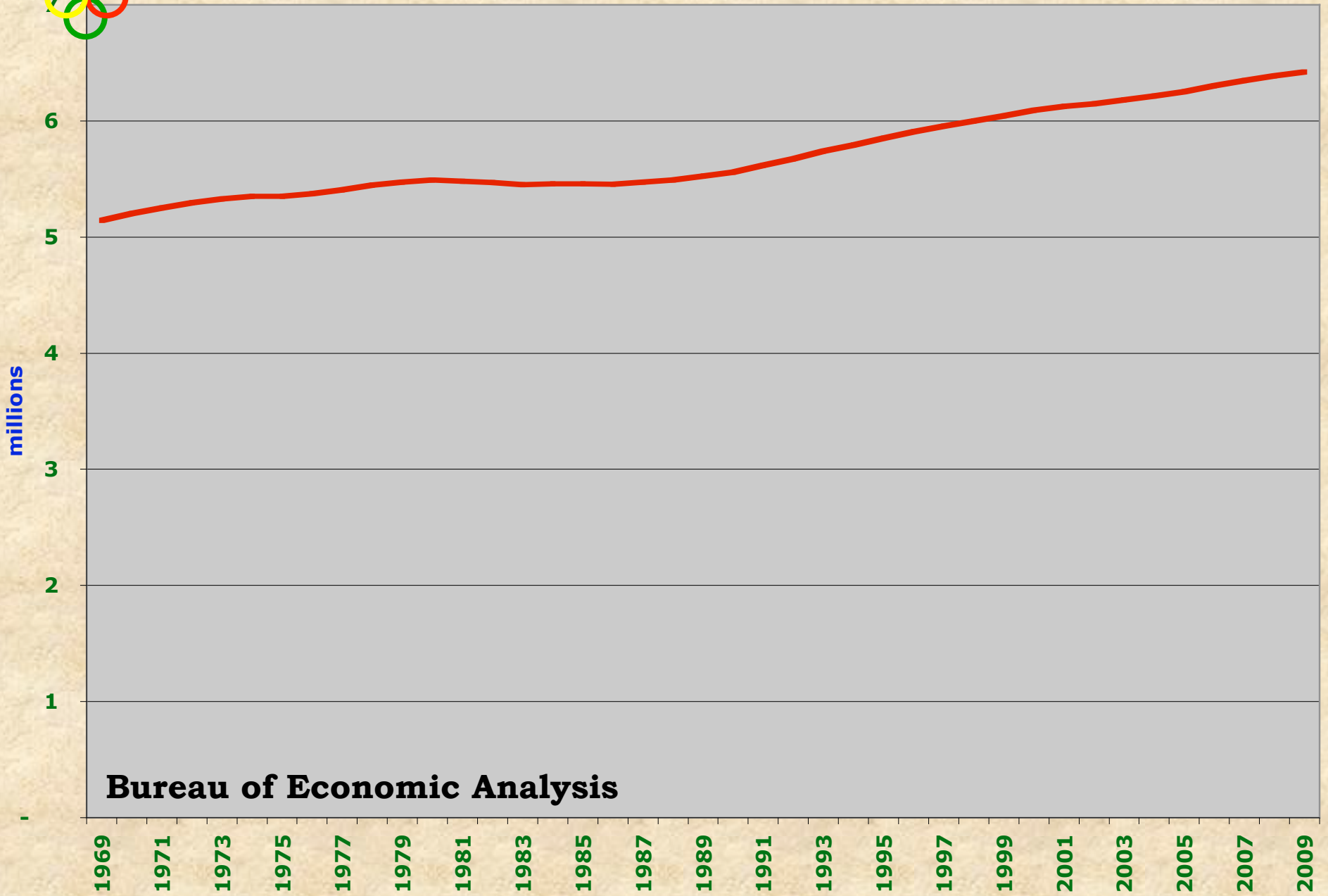


Emerging Food Systems in Indiana



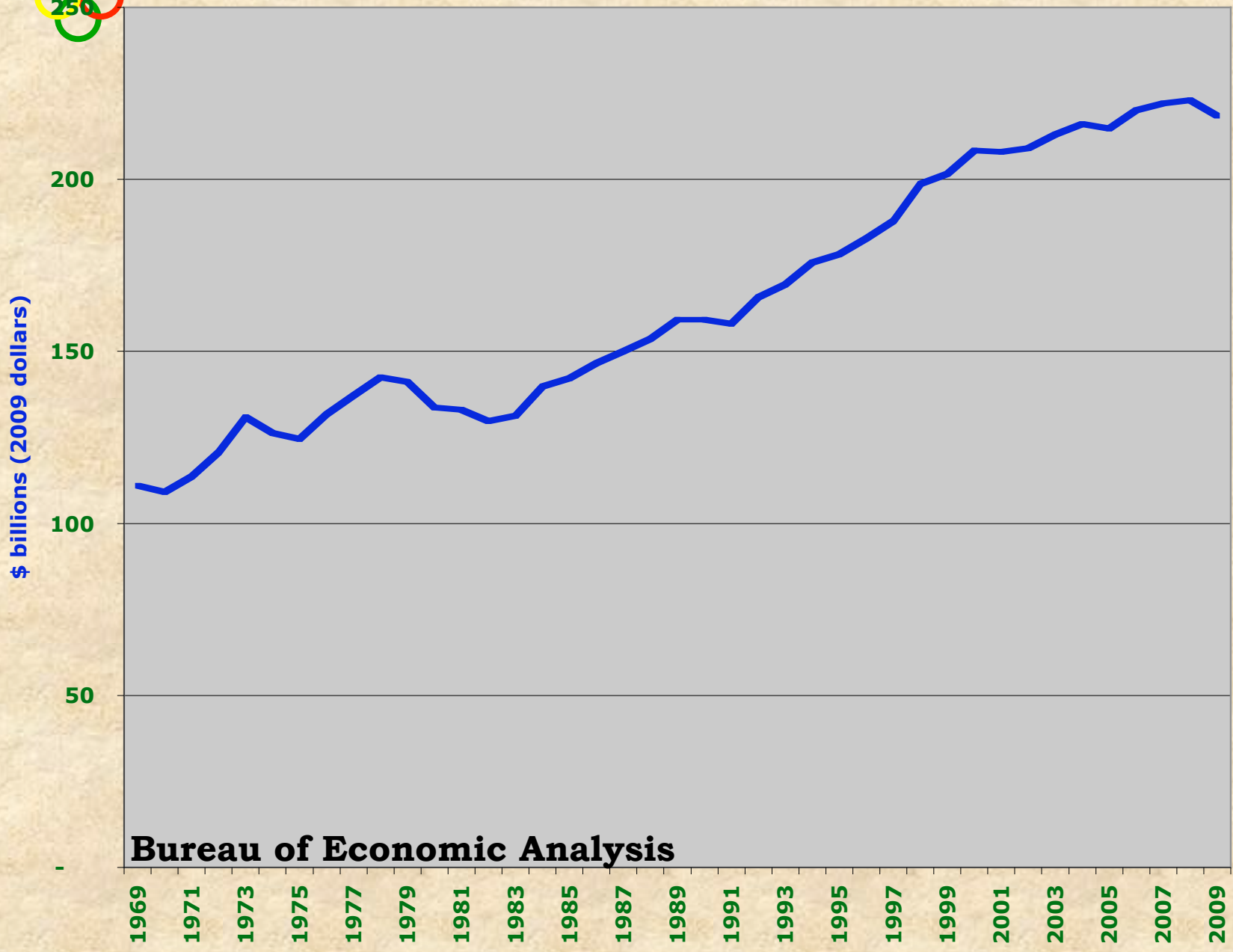
Indiana State Department of Health

Population in Indiana, 1969 - 2009



Bureau of Economic Analysis

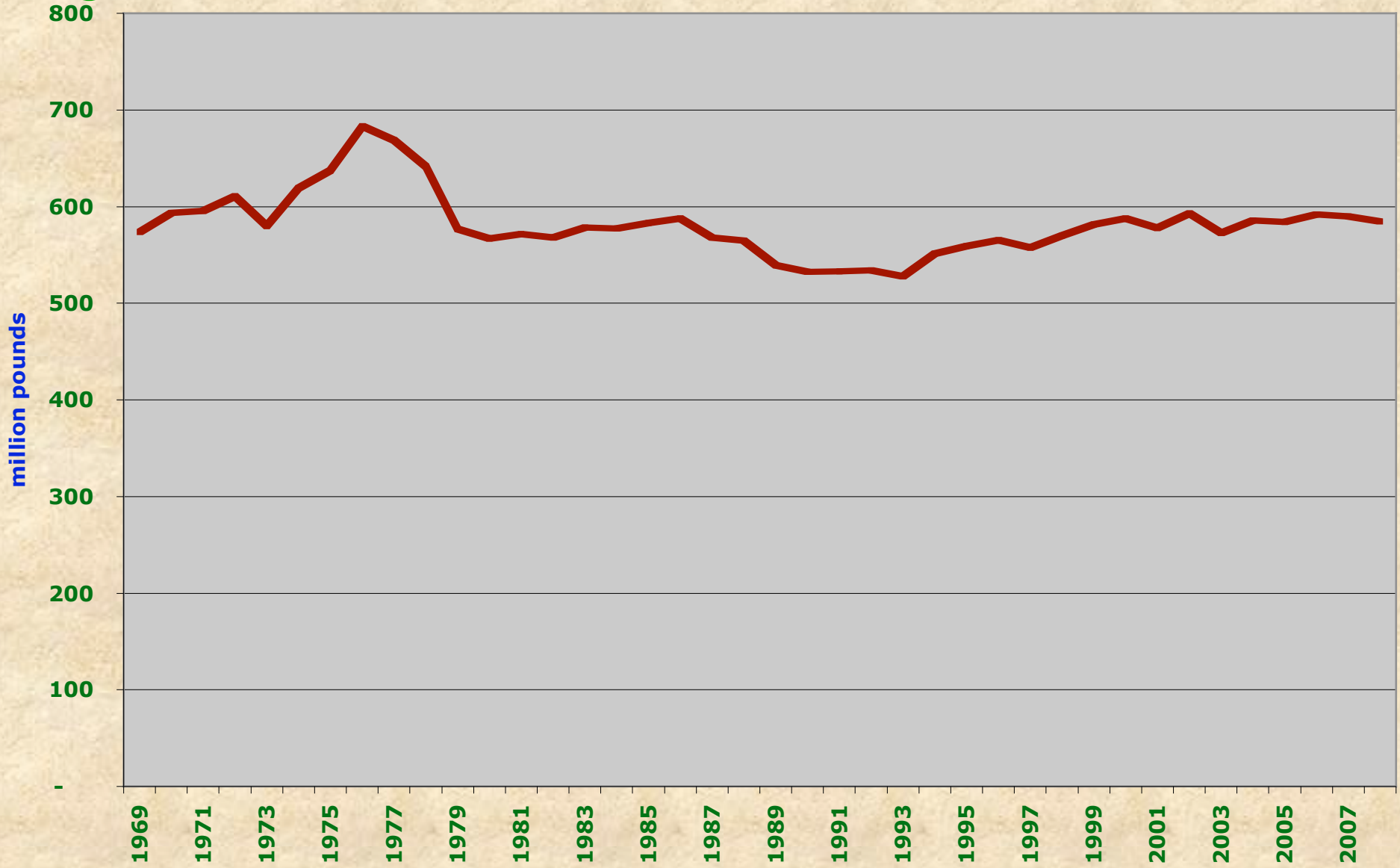
Personal income in Indiana, 1969 - 2009



Bureau of Economic Analysis

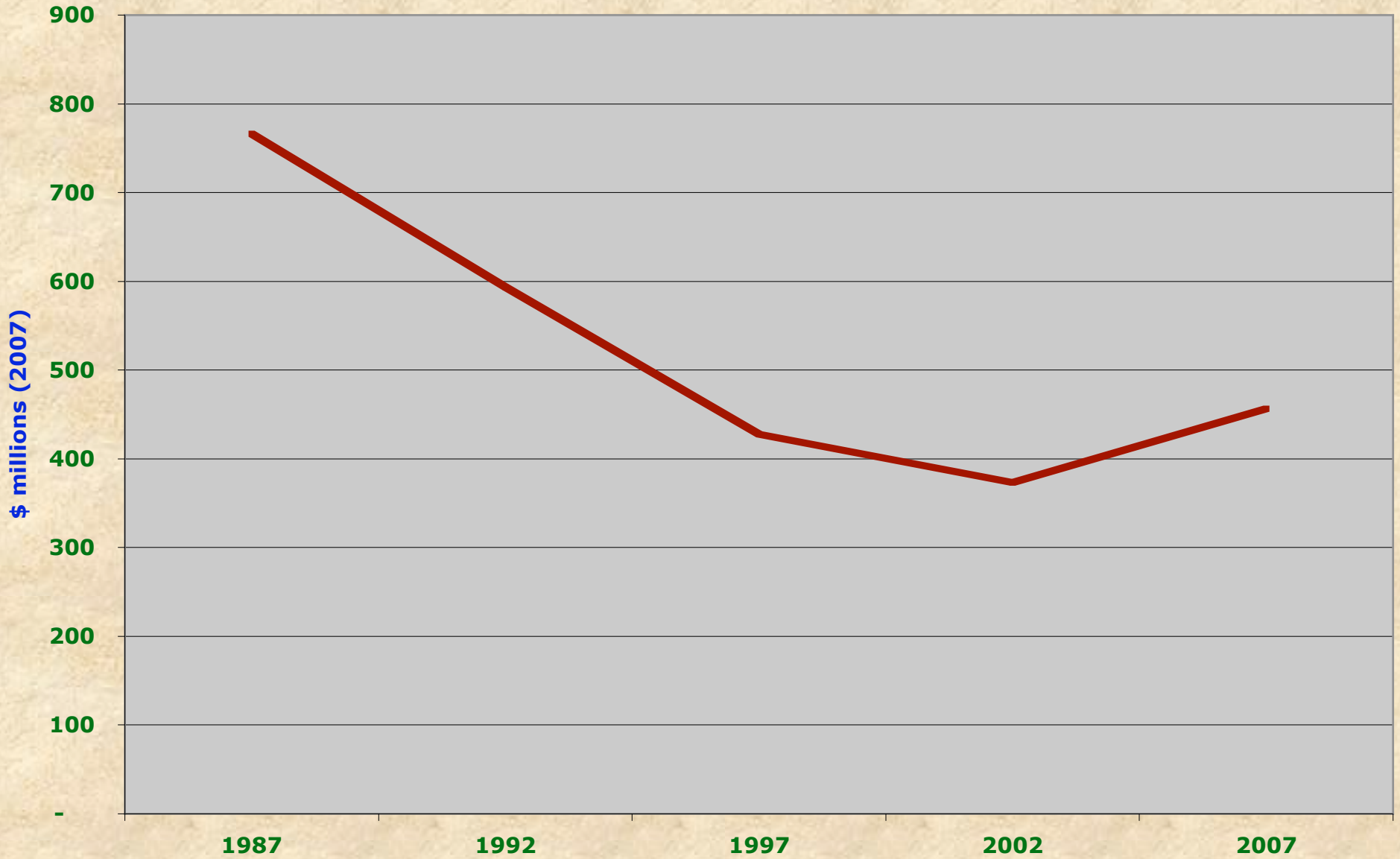


Consumption of Beef in Indiana, 1969 to 2008





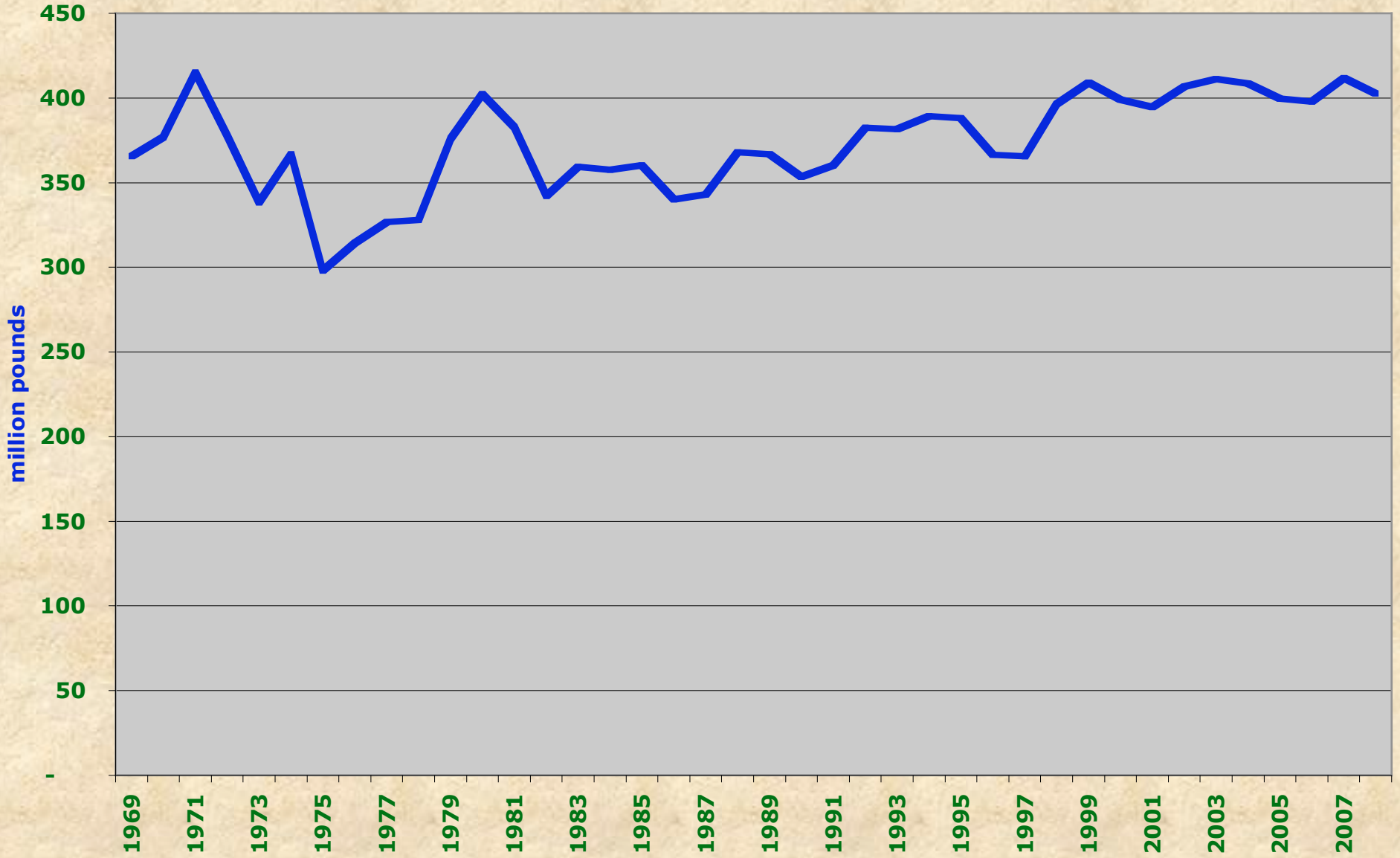
Cattle sales by Indiana farms, 1987 - 2007



Census of Agriculture



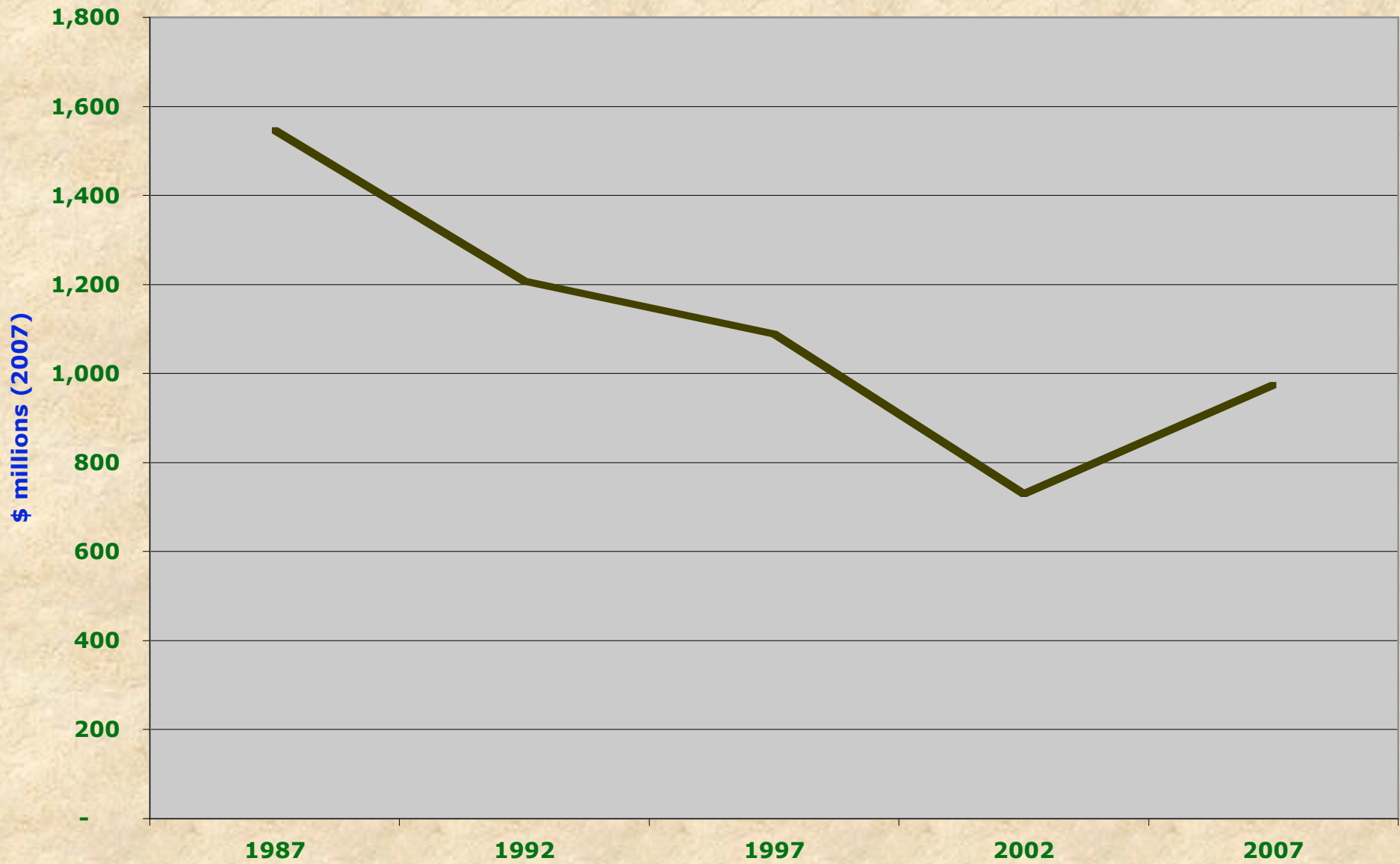
Consumption of Pork in Indiana, 1969 to 2008



USDA/ERS

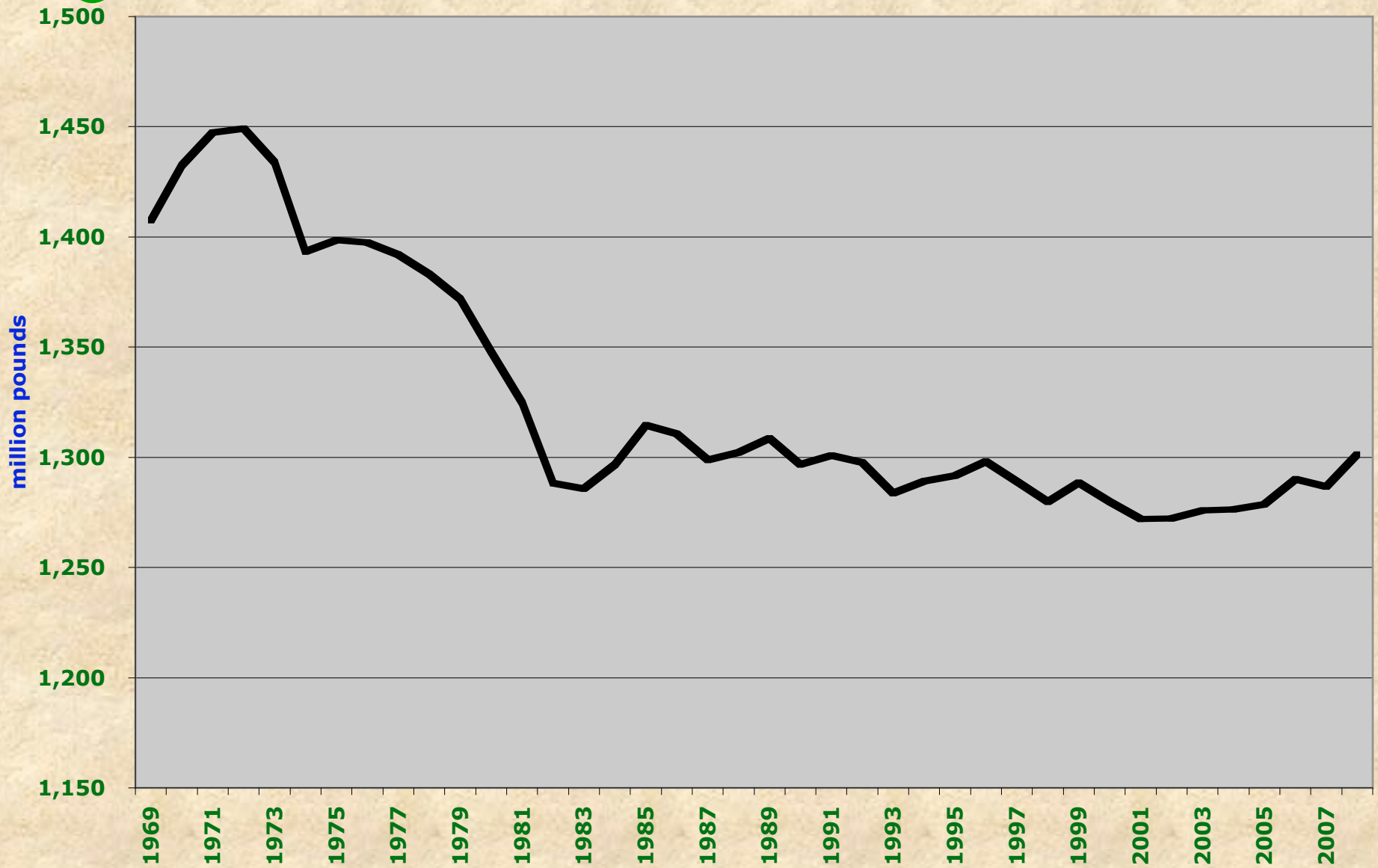


Hog sales by Indiana farms, 1987 - 2007





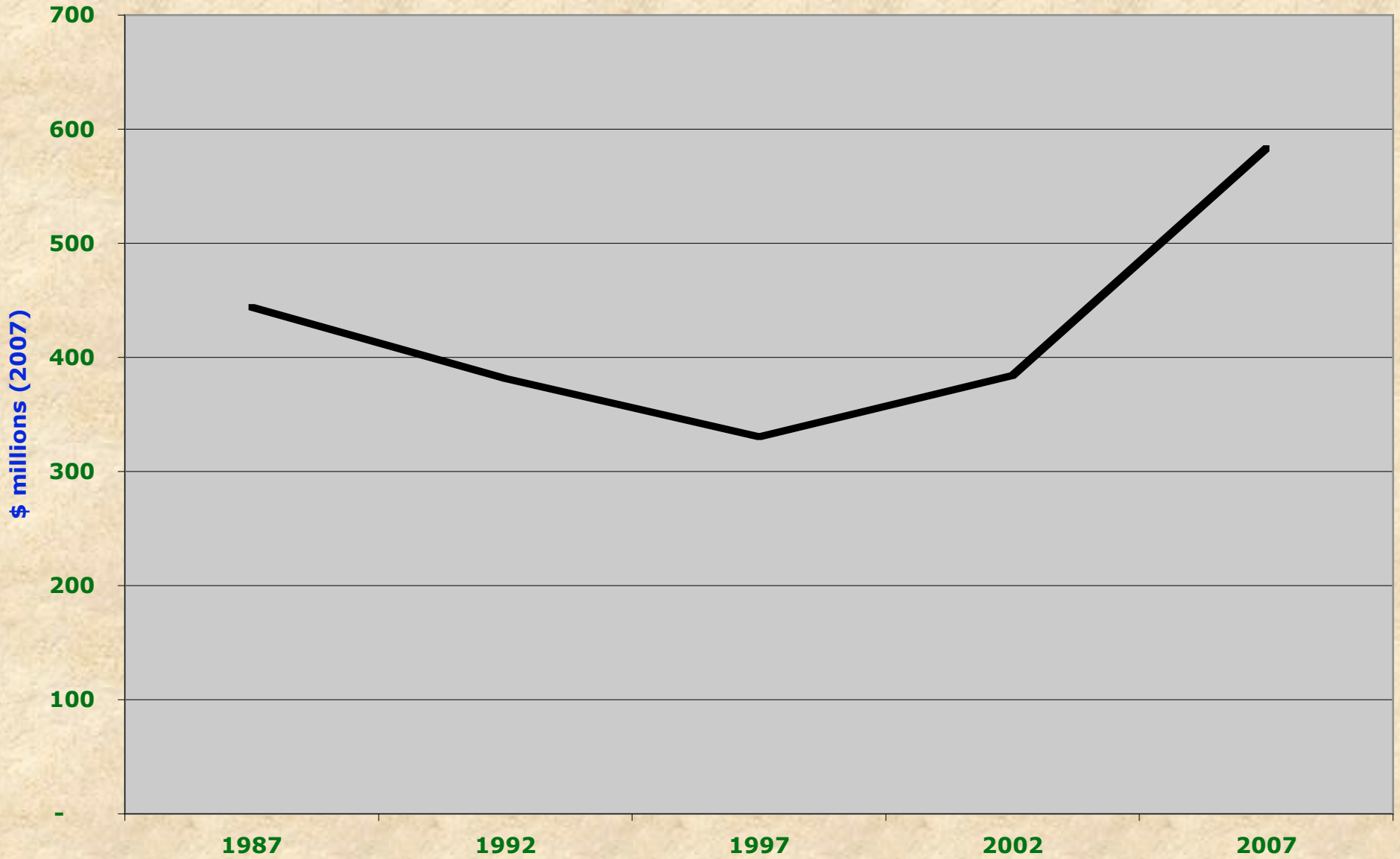
Consumption of fluid milk in Indiana, 1969 to 2008



USDA/ERS



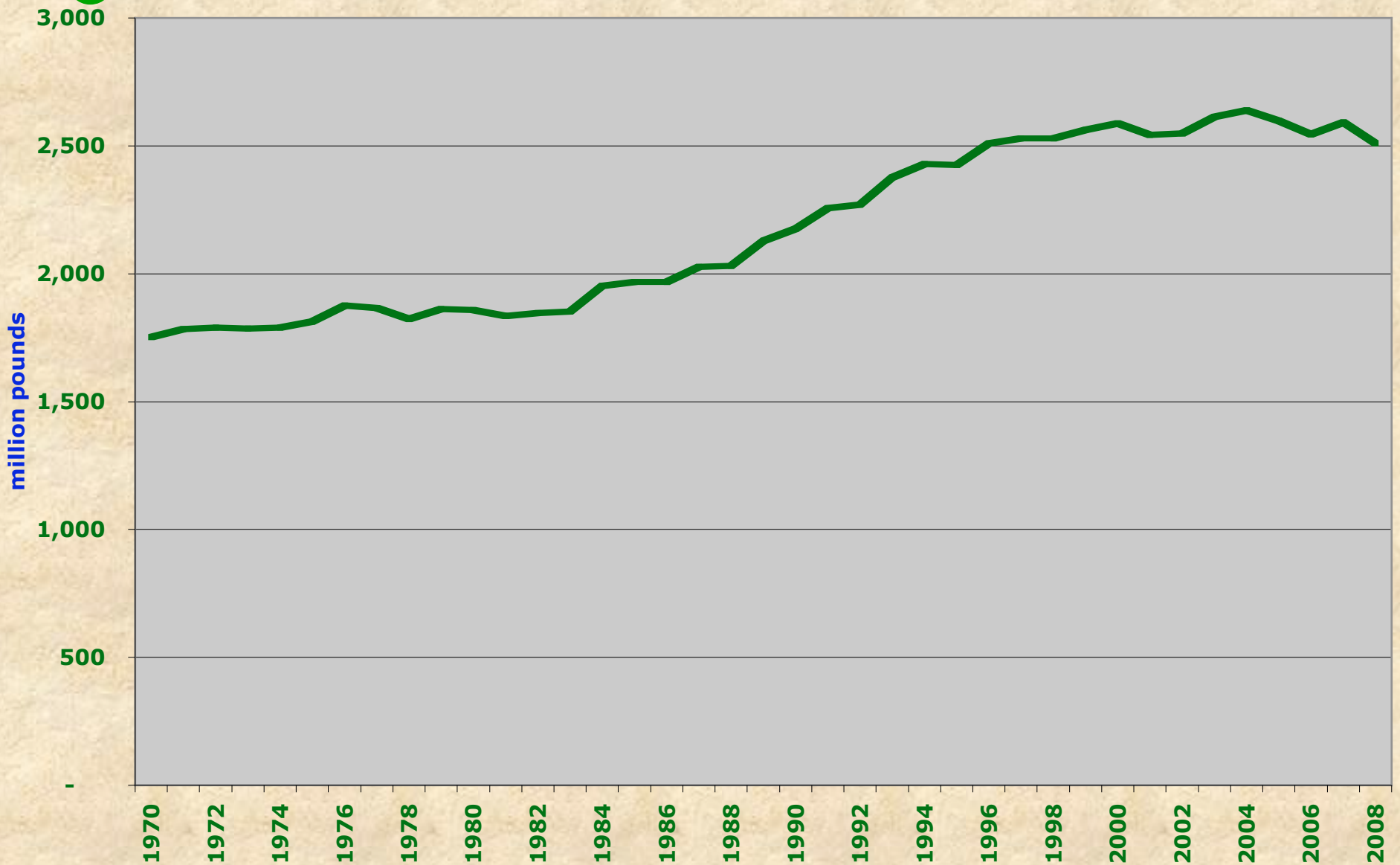
Dairy sales by Indiana farms, 1987 - 2007



Census of Agriculture

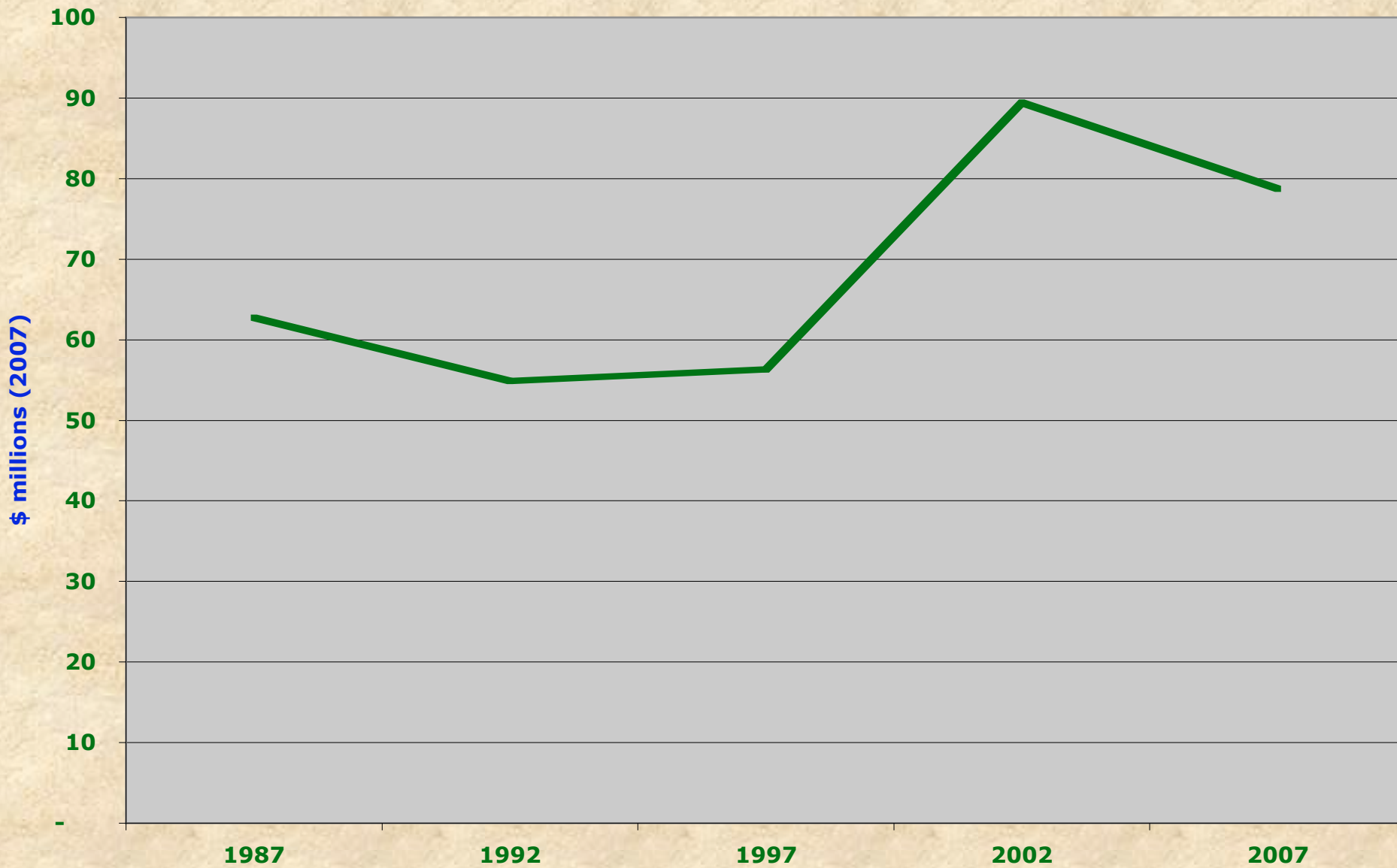


Consumption of Vegetables in Indiana, 1970 to 2008





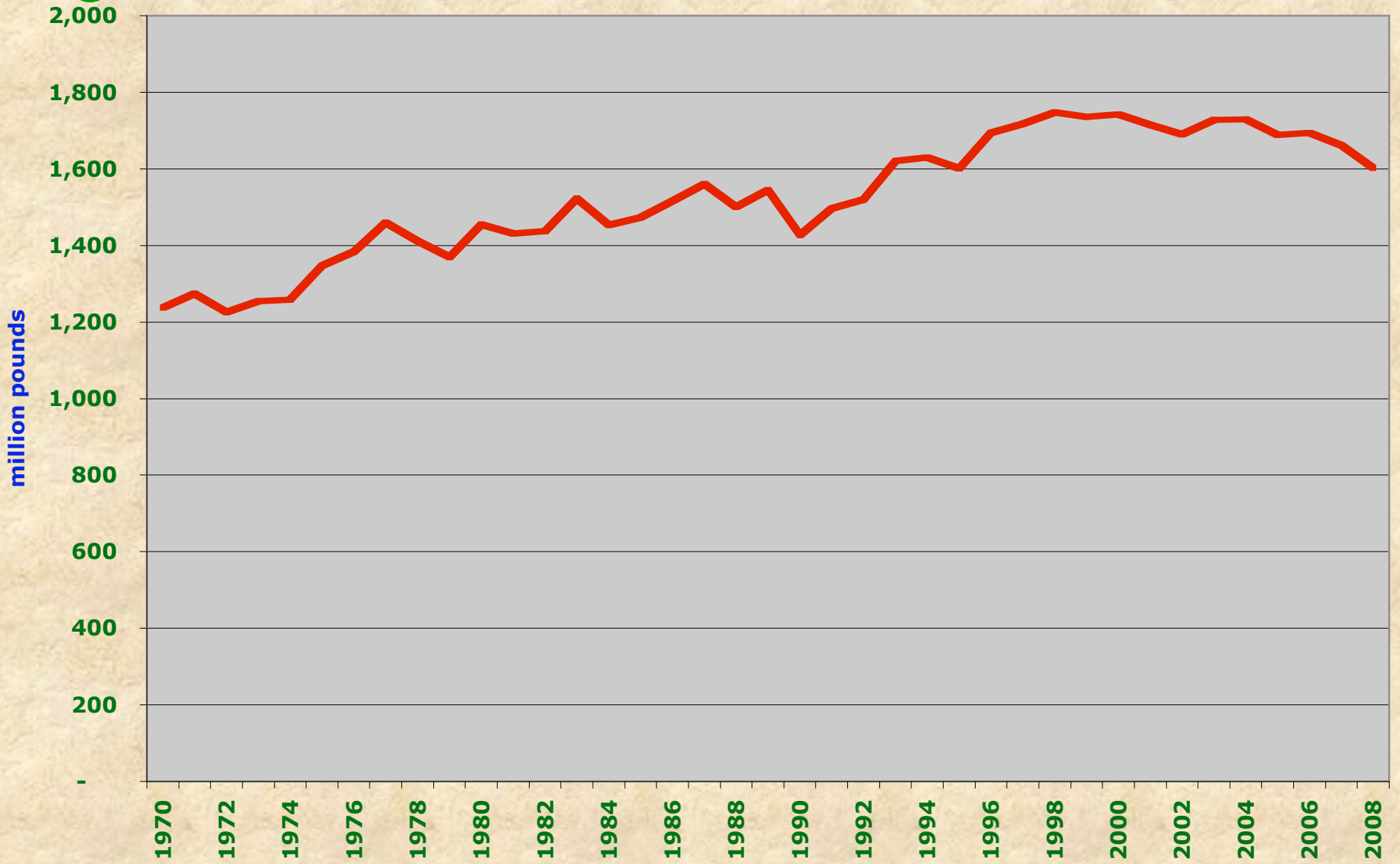
Vegetable sales by Indiana farms, 1987 - 2007



Census of Agriculture

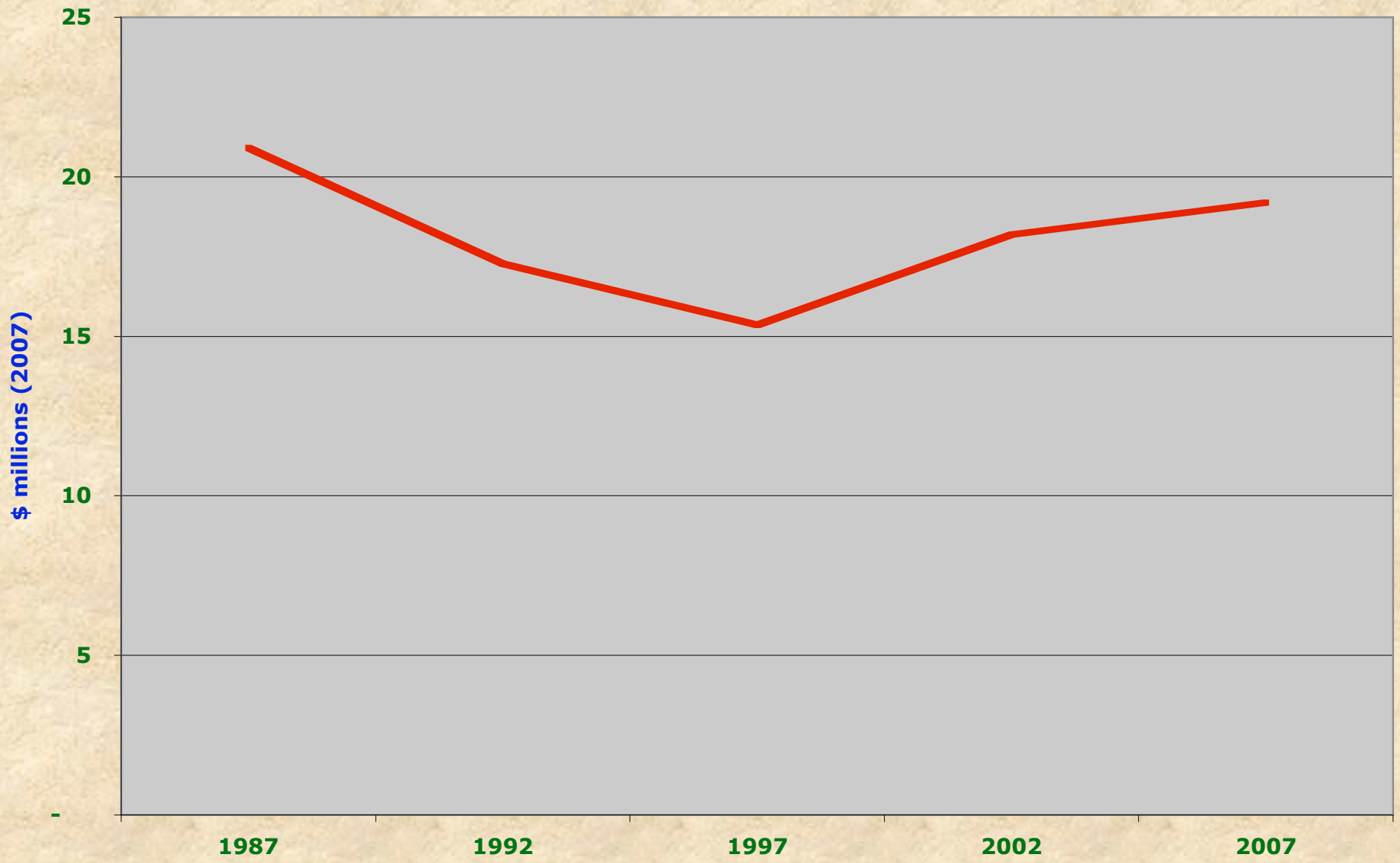


Consumption of Fruit in Indiana, 1970 to 2008



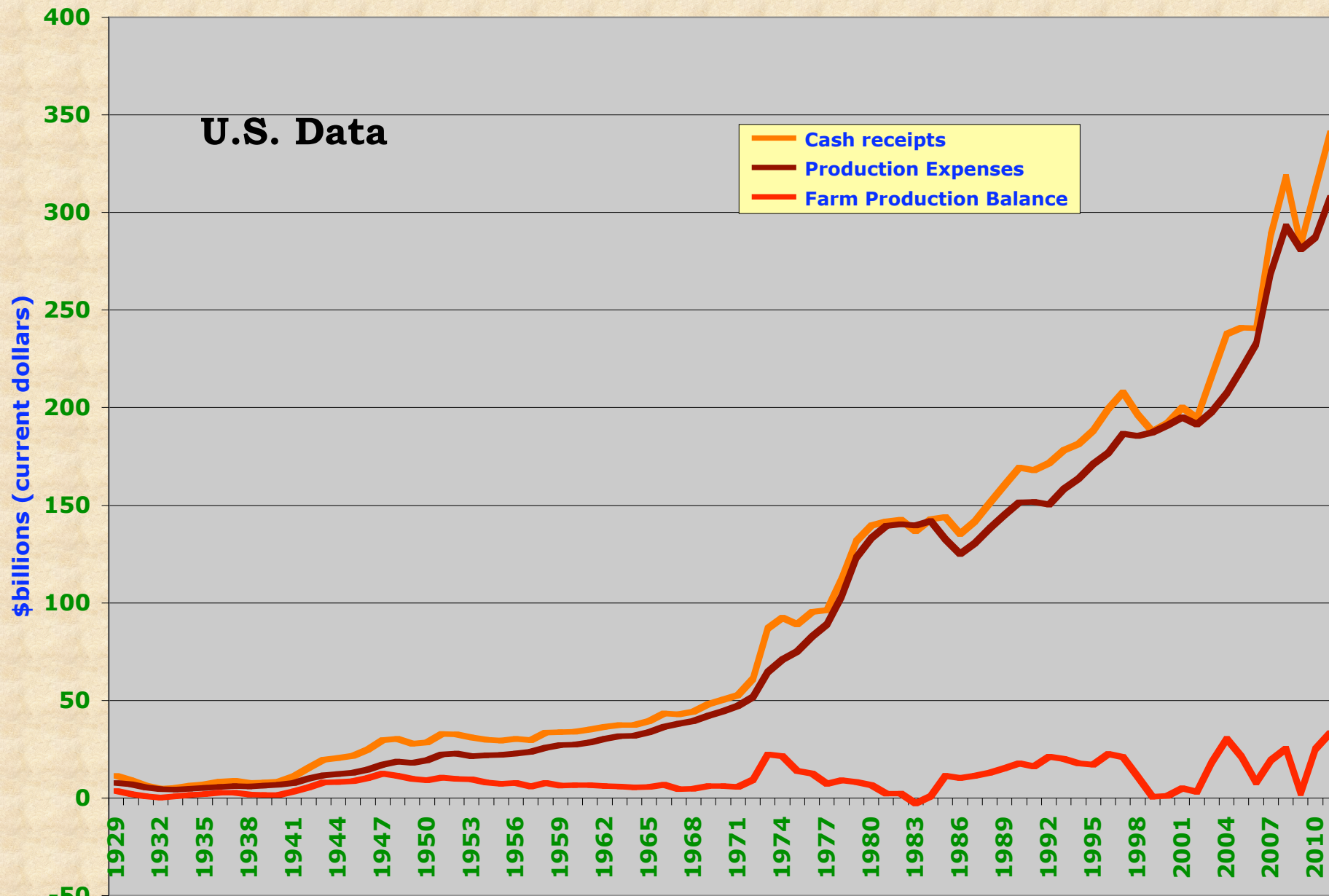


Fruit sales by Indiana farms, 1987 - 2007



Census of Agriculture

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



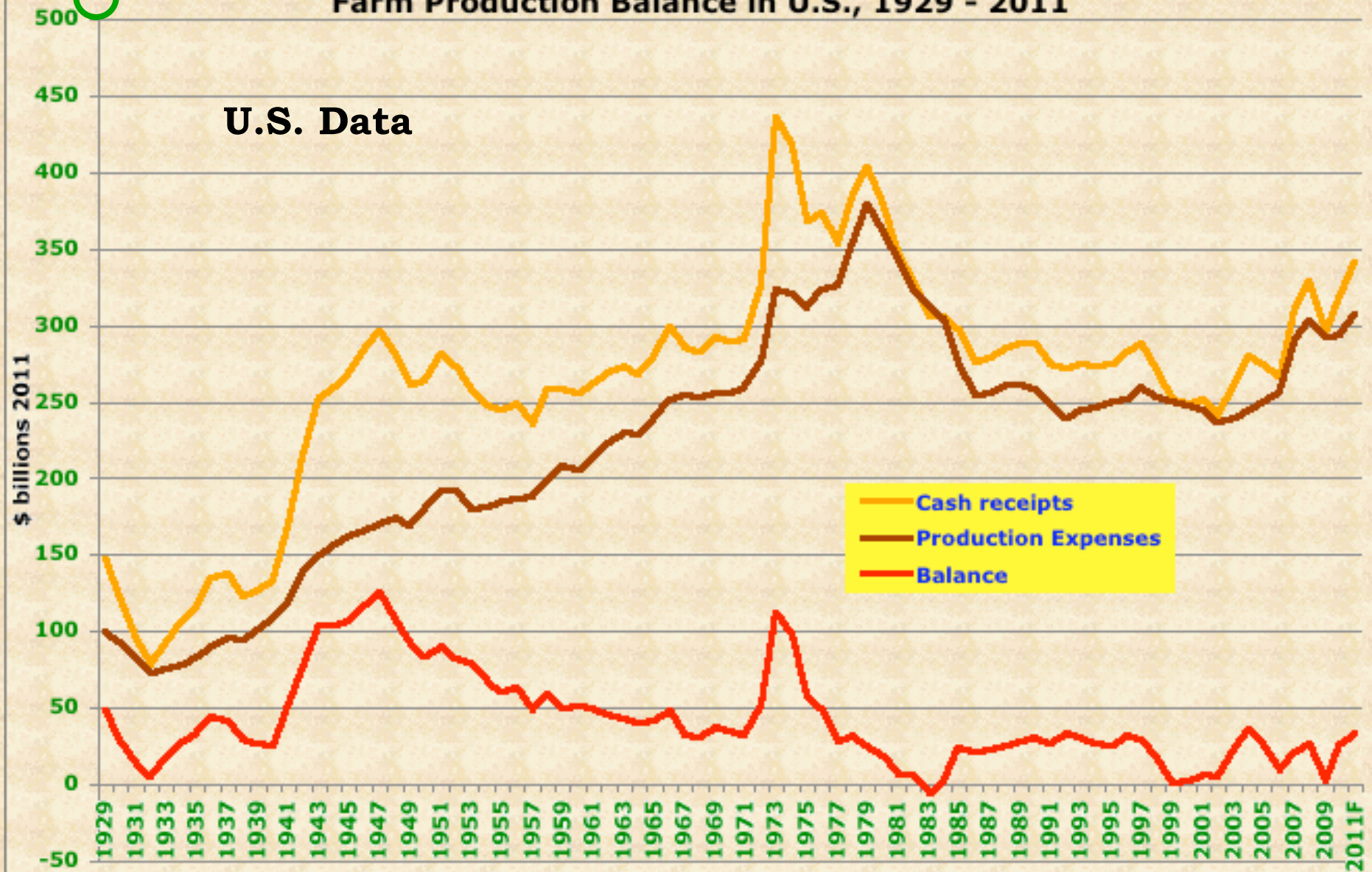
U.S. Data

- Cash receipts
- Production Expenses
- Farm Production Balance



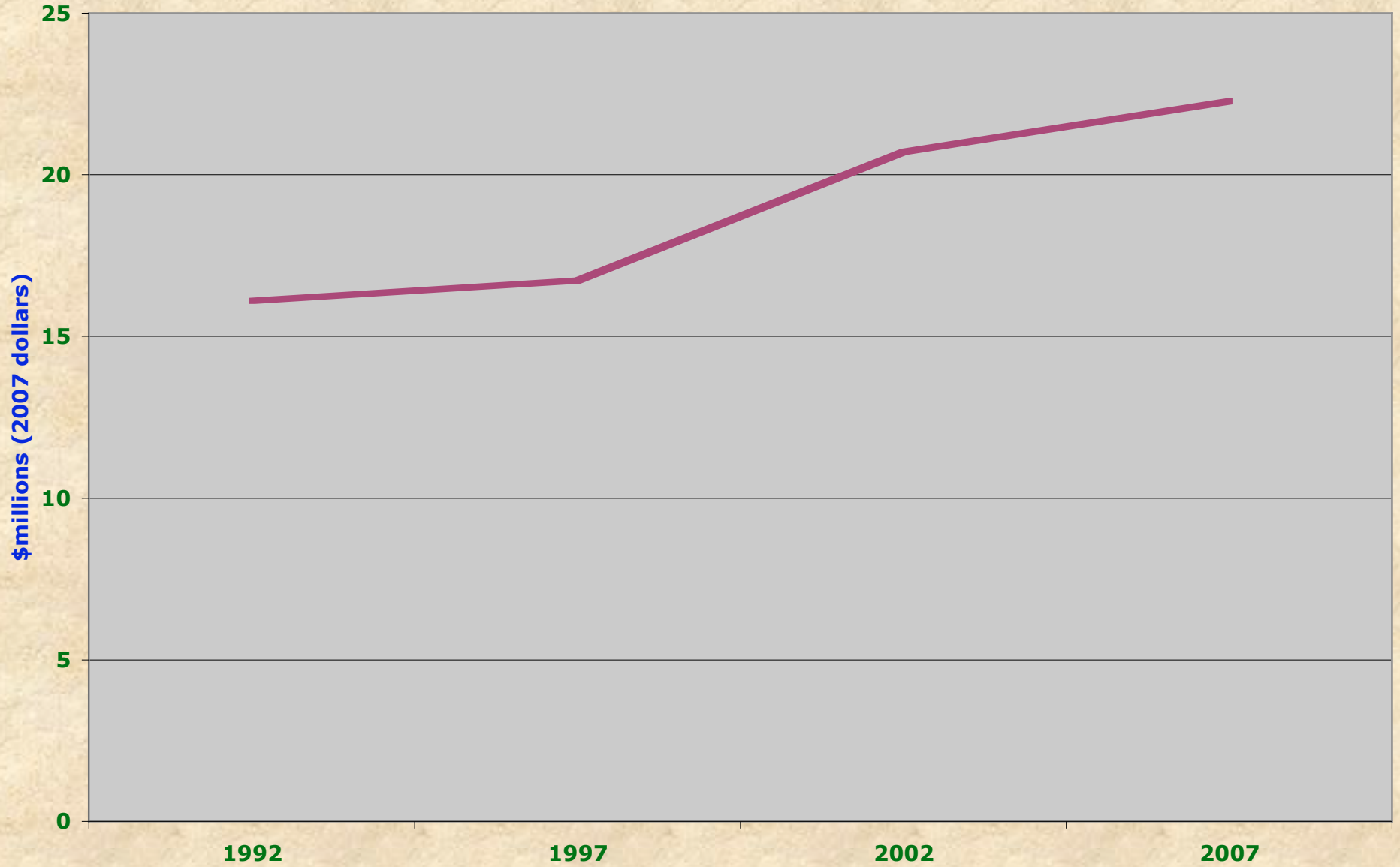
Farm Production Balance in U.S., 1929 - 2011

U.S. Data



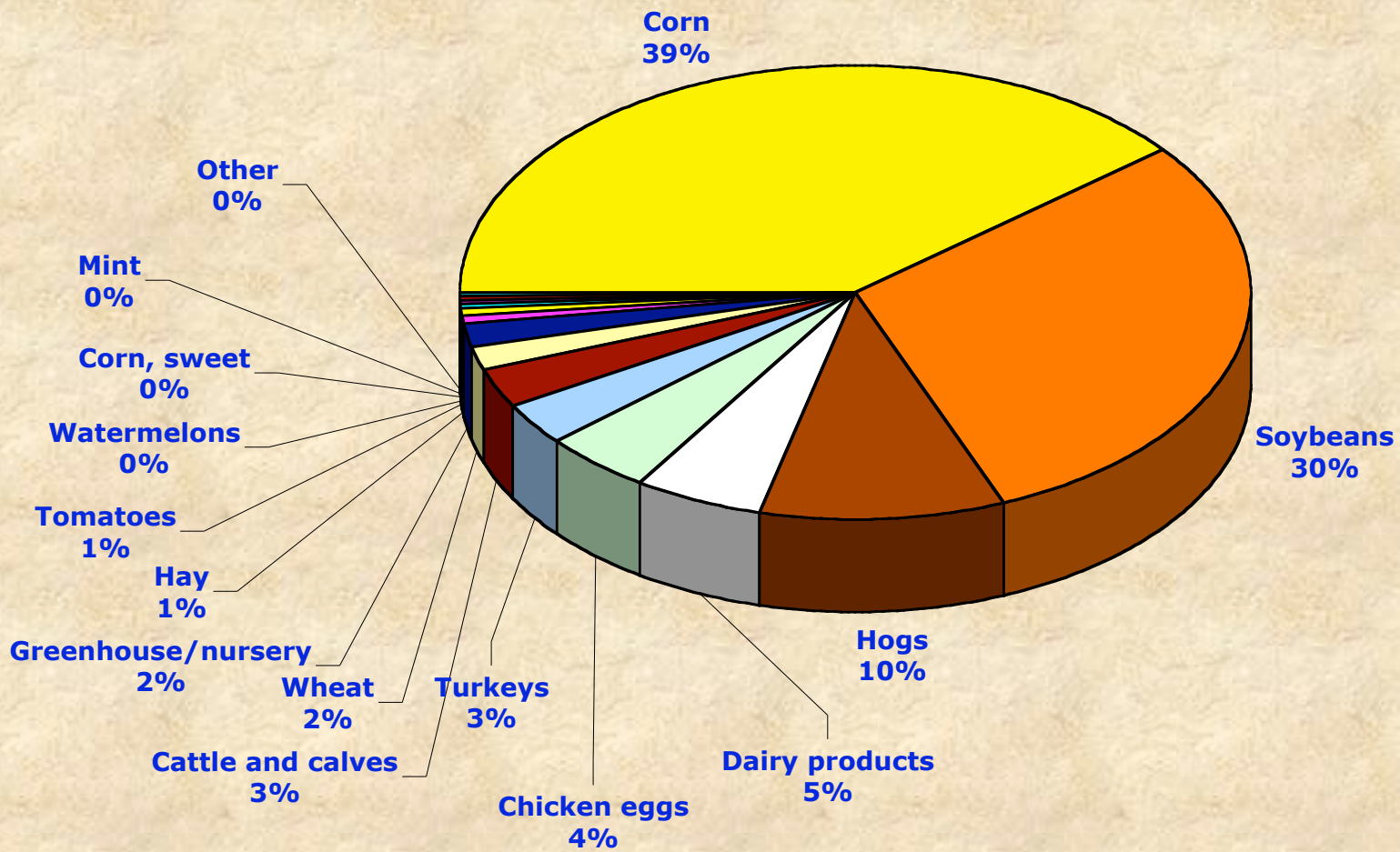


Direct sales by Indiana farms, 1992 - 2007



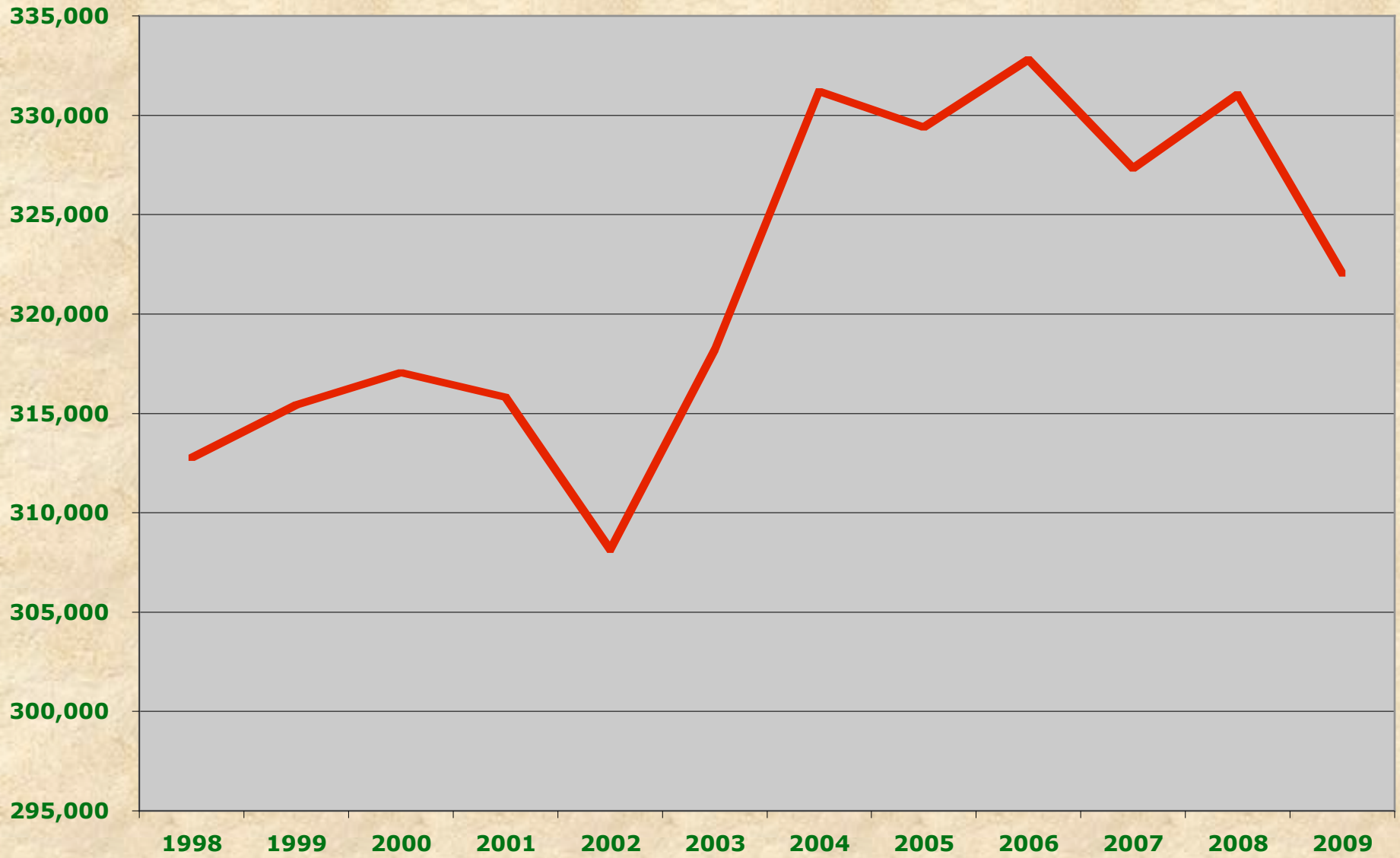


Top farm products of Indiana, 2009





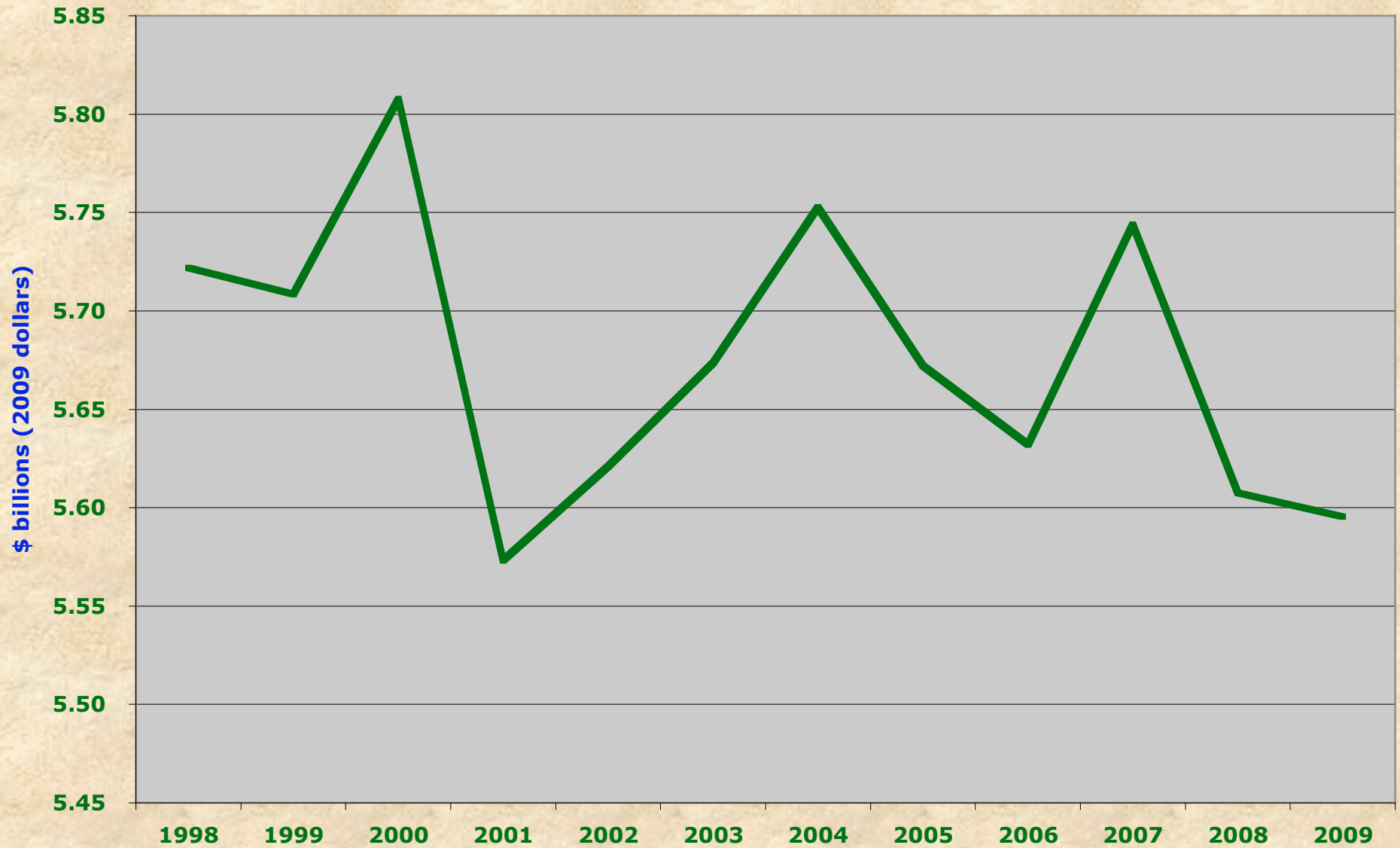
Employment in food-related industries in Indiana, 1998 - 2009



U.S. Census Bureau



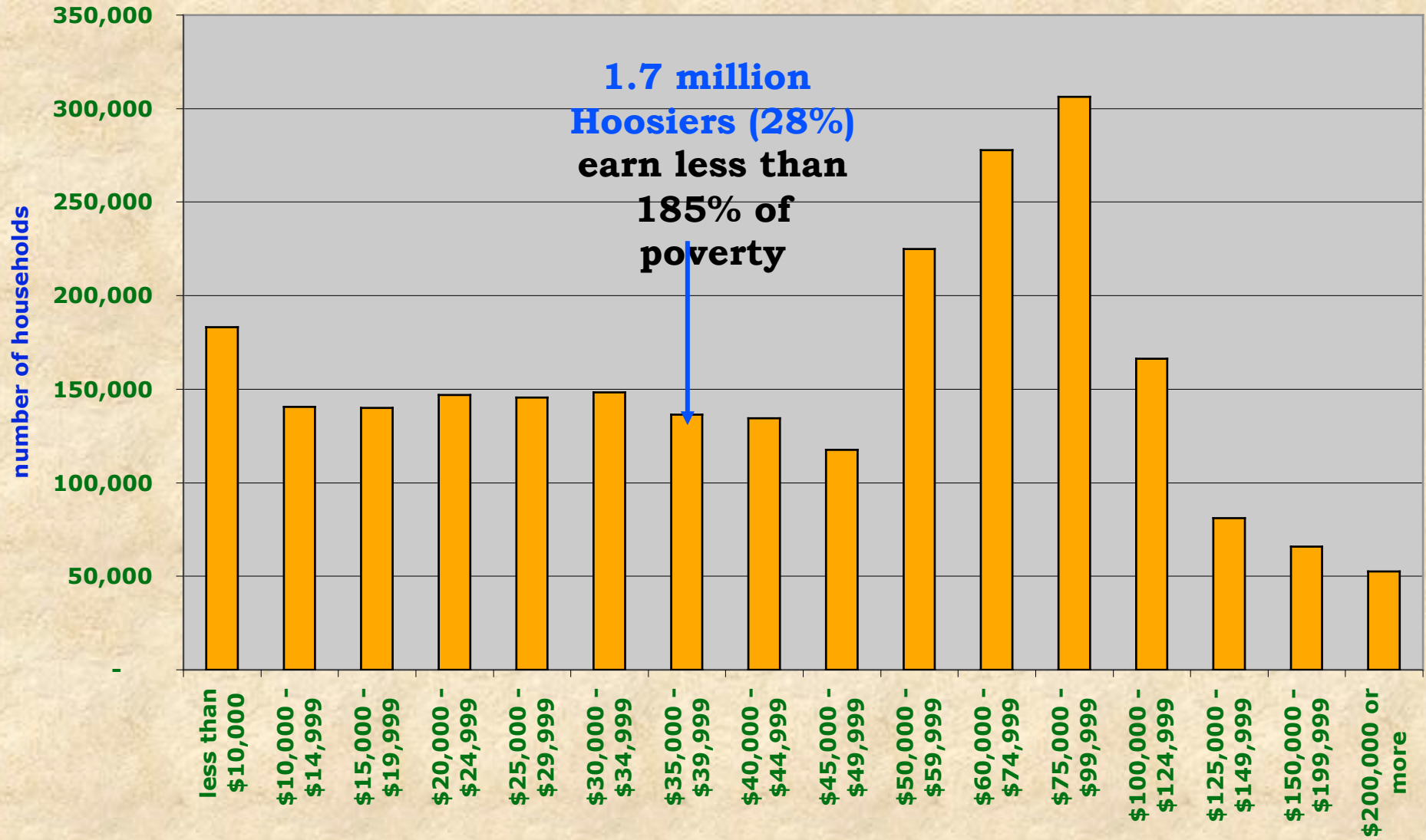
Payroll for food-related industries in Indiana, 1998 - 2009



U.S. Census Bureau



Household income in Indiana, 2005-2009



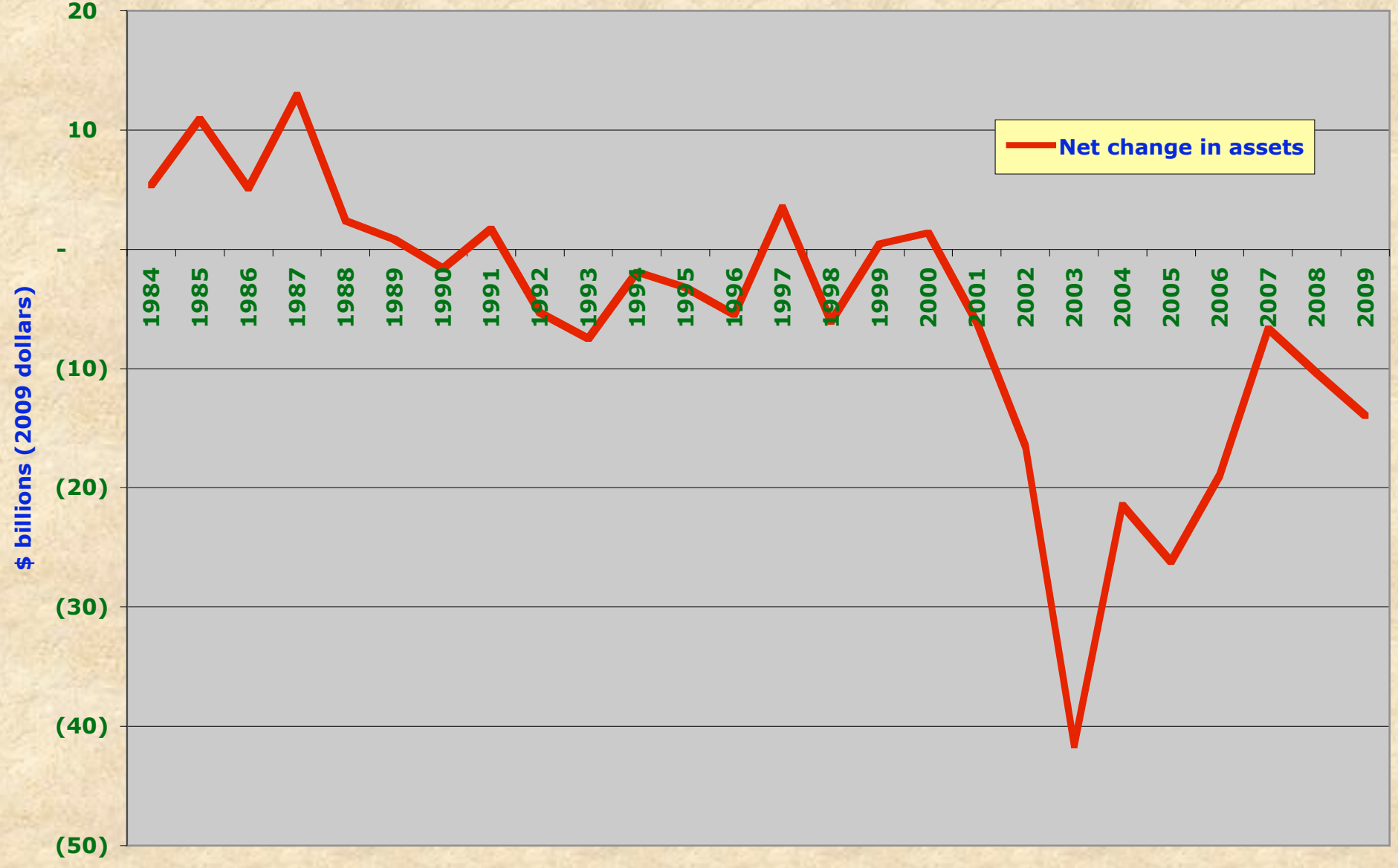


**Low-income residents spend \$3.5 billion
buying food each year**

**\$815 million (23%) of this
is SNAP coupons**



Net change in household assets for Indiana residents, 1984-2009





• 60,938 farms

Census of Agriculture, 2007



Indiana Food & Farm Economy

- **54% of farms sell less than \$10,000**
- **21% sell more than \$100,000**

Census of Agriculture 2007



Indiana Food & Farm Economy

- **1,363 vegetable farms**

- **35,503 acres**

Source: Census of Agriculture, 2007



Indiana Food & Farm Economy

- 546 farms have orchards
- 3,843 acres

Census of Agriculture, 2007



**3,576 farms sell
direct to consumers**

**over \$22 million
sales (0.3%)**

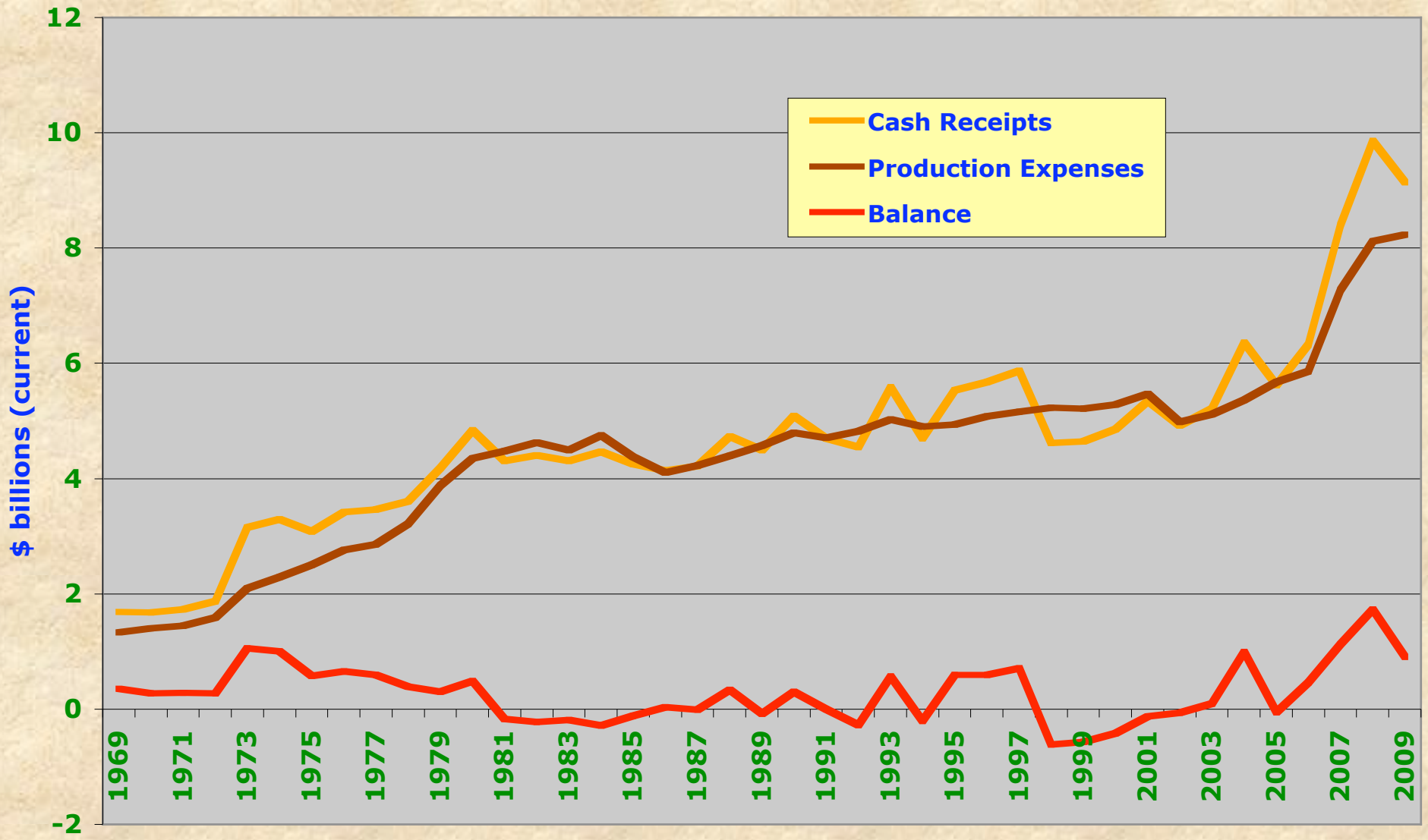
**12% rise in farms
24% rise in sales
2002 - 2007**

Census of Agriculture, 2007



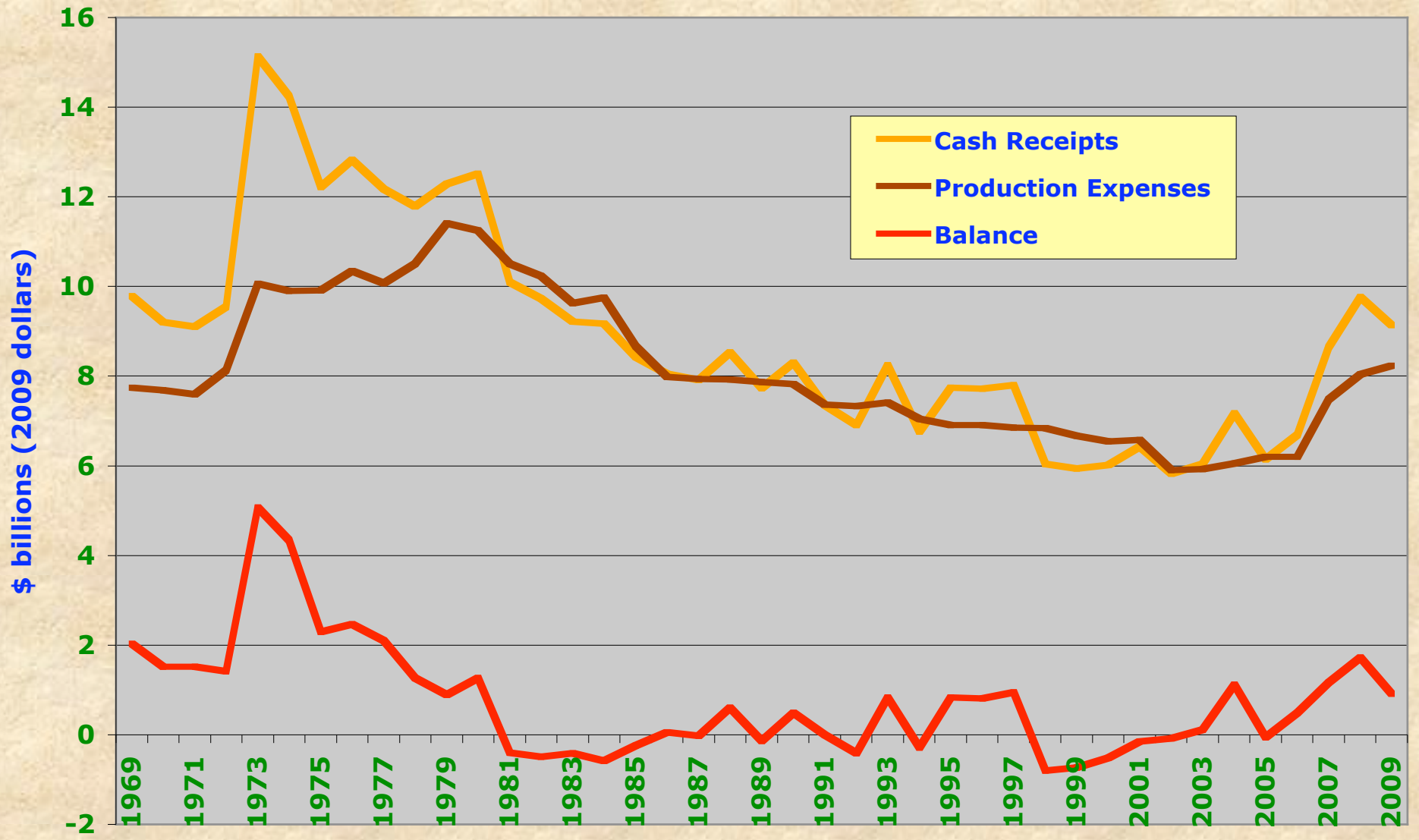


Farm Production Balance in Indiana, 1969-2009



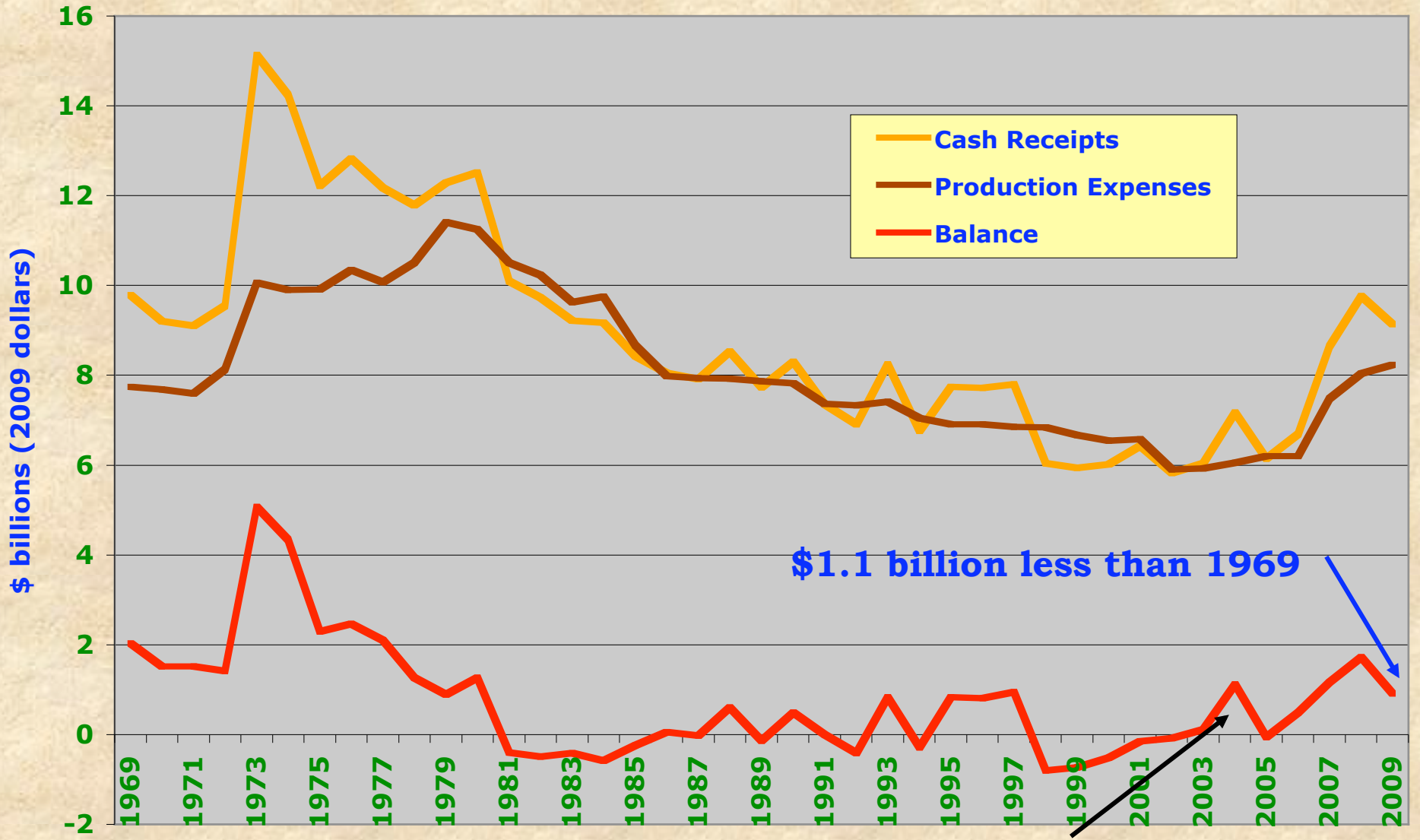


Farm Production Balance in Indiana, 1969-2009





Farm Production Balance in Indiana, 1969-2009



\$1.1 billion less than 1969

\$6 billion gain since 1980



Indiana Food & Farm Economy

- **Farmers produce \$7.9 billion of products per year**
and...
- **Spend \$7.7 billion to raise them**
gain \$200 million in production costs

Averages for (1980-2009)



Indiana Food & Farm Economy

**Average net cash income
is \$3,000 per farm**



Indiana Food & Farm Economy

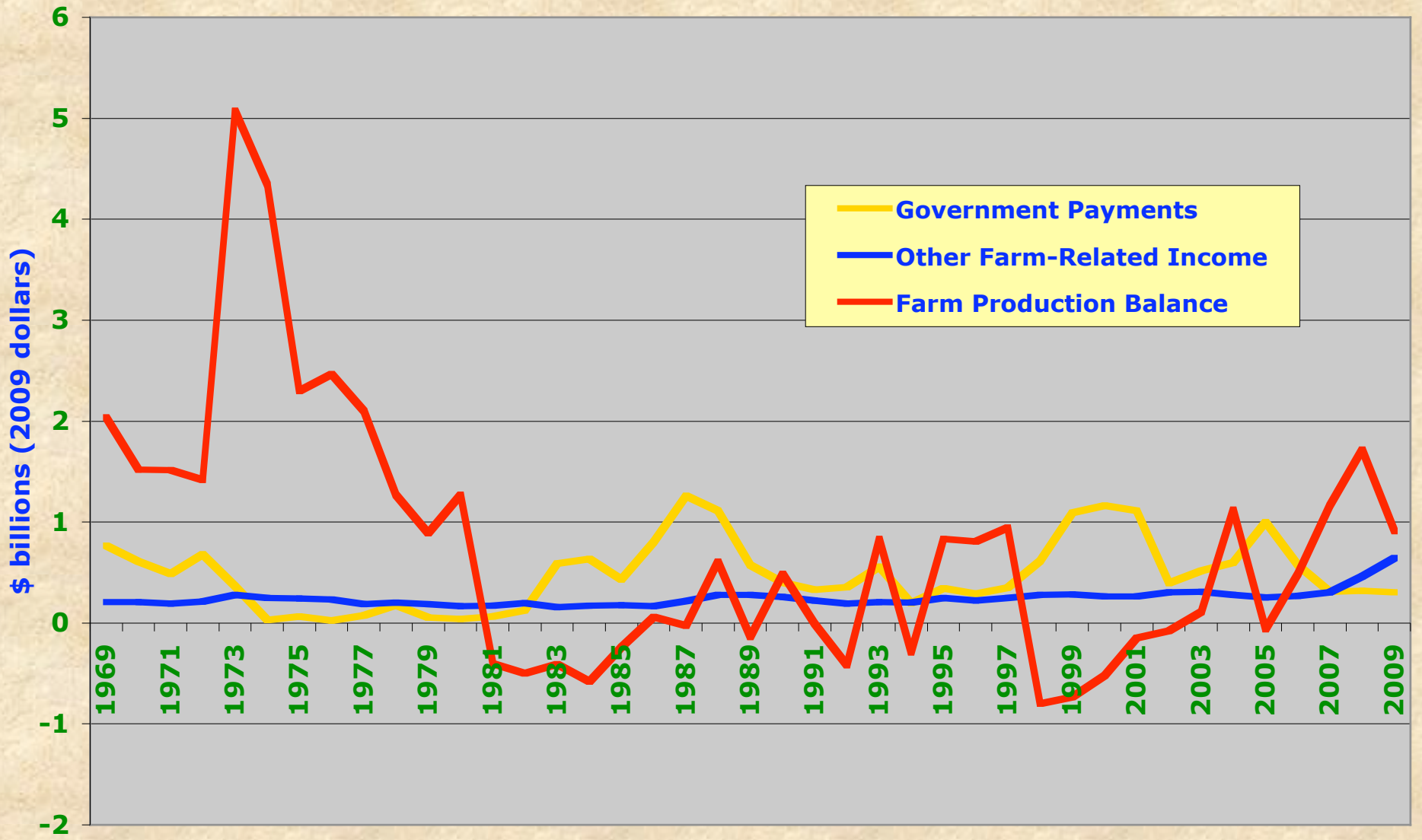
Plus...

- **Farm families earn \$257 million of other farm-related income**
- **And receive \$549 million in federal supports each year**

Source: Bureau of Economic Analysis



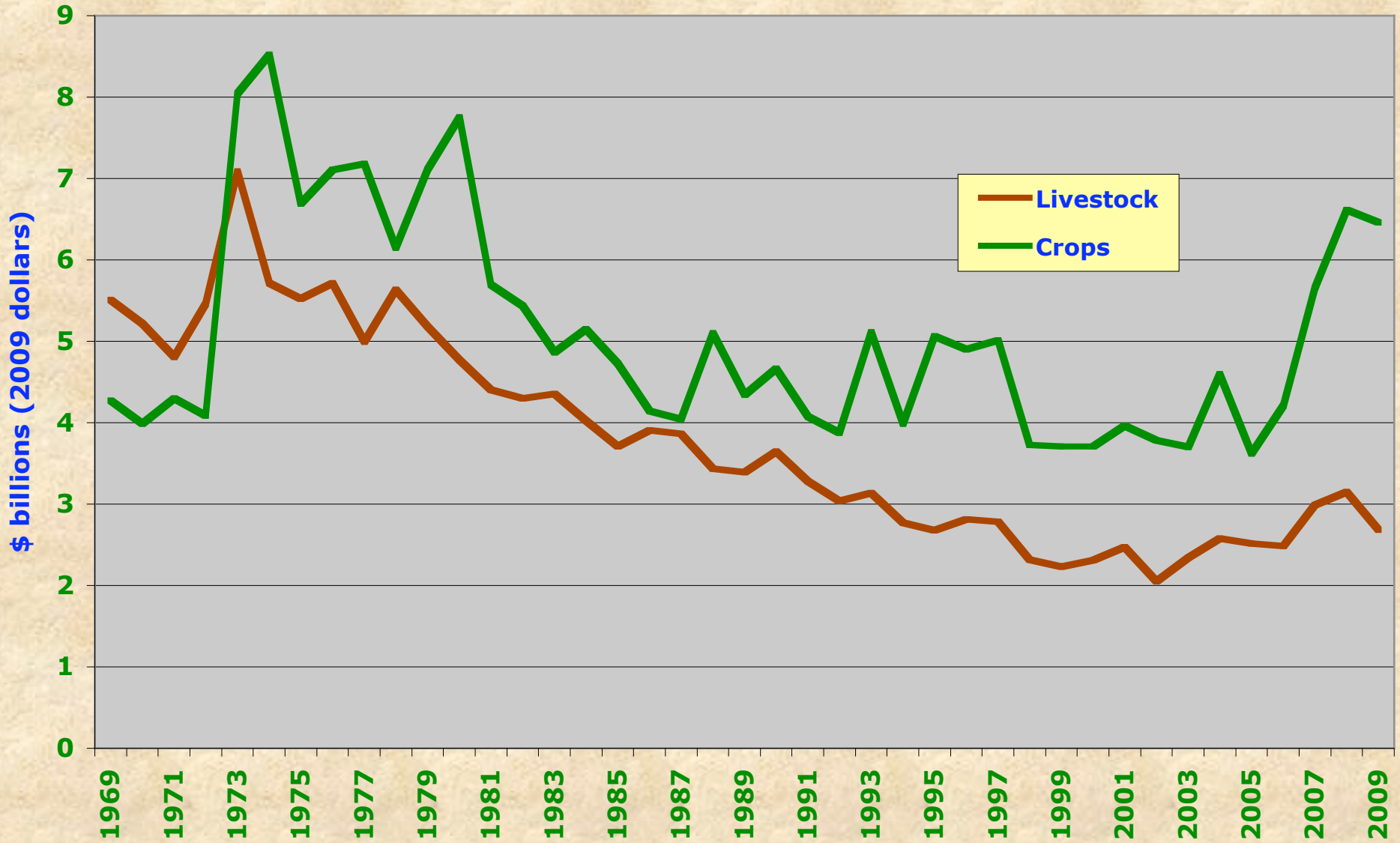
Indiana farm income by type, 1969-2009





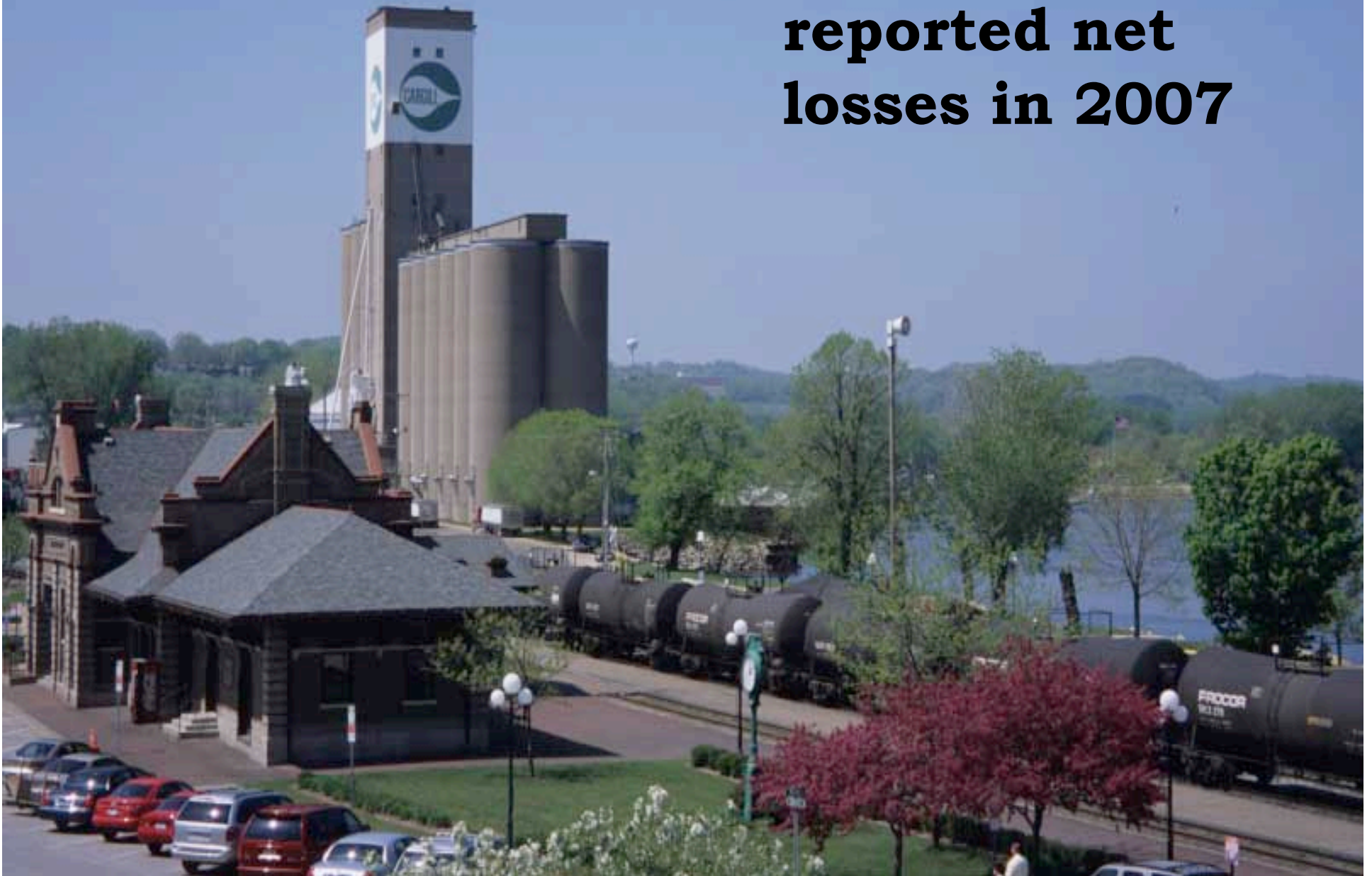


Crop and livestock sales in Indiana, 1969-2009



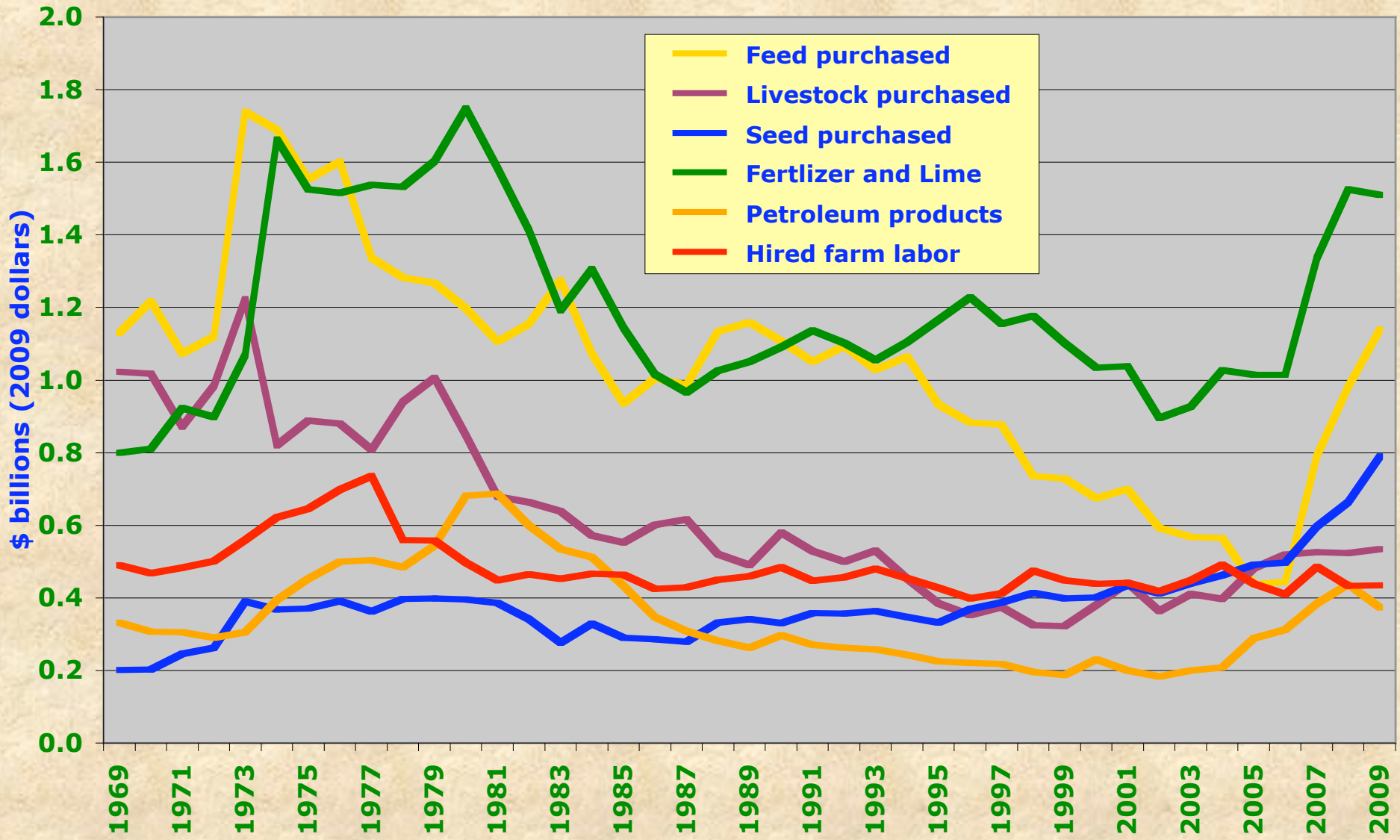


**44% of farms
reported net
losses in 2007**





Farm production expenses in Indiana, 1969-2009





**\$3.8 billion of these farm inputs
are sourced outside the state**

Source: Ken Meter using data from Census of Agriculture, 2007



**Using local inputs
would reduce these losses**

Compost at Pleasantview Farm (Circleville, Ohio)



Also a state of food consumers...



Finding Food in Farm Country

As farmers struggle...

- **Consumers buy \$16 billion of food each year**

- **\$14 billion sourced outside state**

Source: Ken Meter using Bureau of Labor Statistics



Finding Food in Indiana

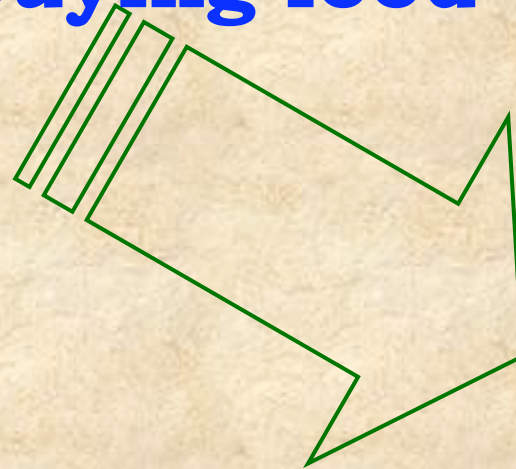
Markets for food eaten at home

	\$ billions
Meats, poultry, fish, and eggs	2.0
Fruits & vegetables	1.6
Cereals and bakery products	1.3
Dairy products	1.1
“Other,” incl. sweets, fats, & oils	3.7



All told, Indiana

- **Gains \$0.2 billion in production**
- **Gains \$0.5 billion in subsidies**
- **Loses \$3.8 billion buying inputs**
- **Loses \$14 billion buying food**





Finding Food in Farm Country

Total loss is:

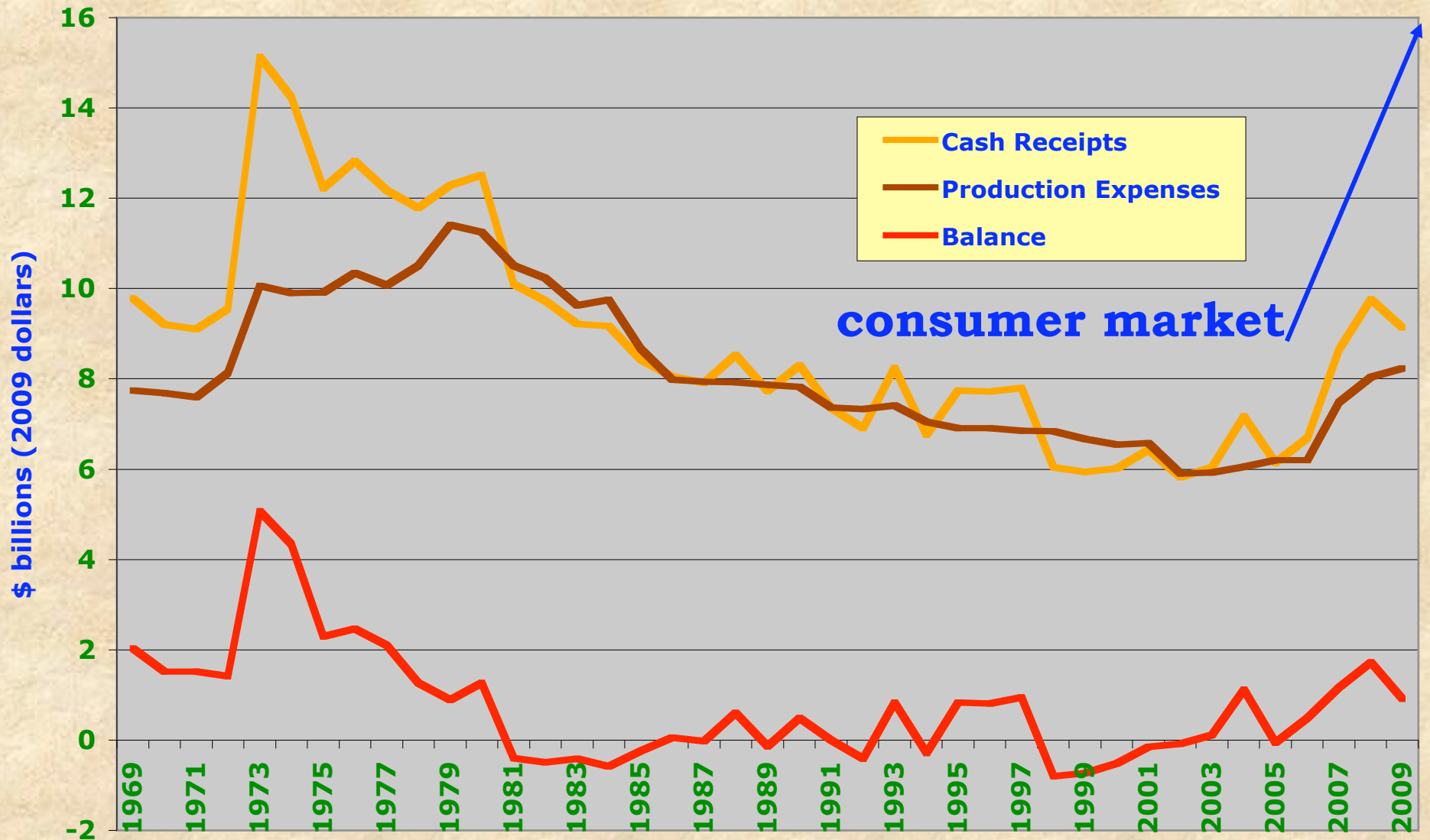
- **\$17 billion each year!**
- **twice the value of all food products raised in state**



The good news is...



Current farm income compared to Indiana consumer market




Source: BEA and BLS



Indiana consumers matter

**If each Hoosier bought \$4.50 of food
directly from local farms each week...**

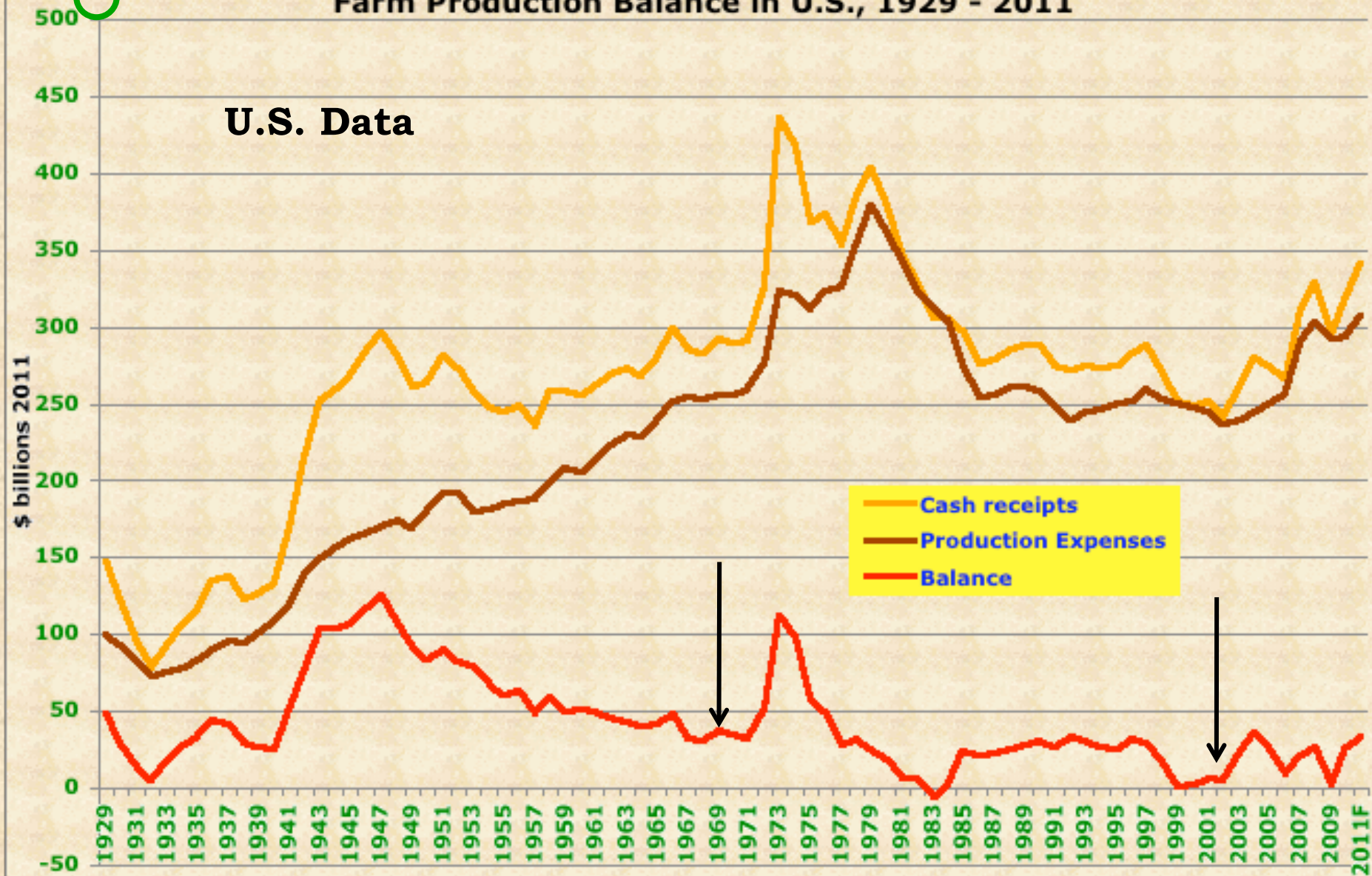


**...farms would earn \$1.5 billion
of new income (20% increase)**

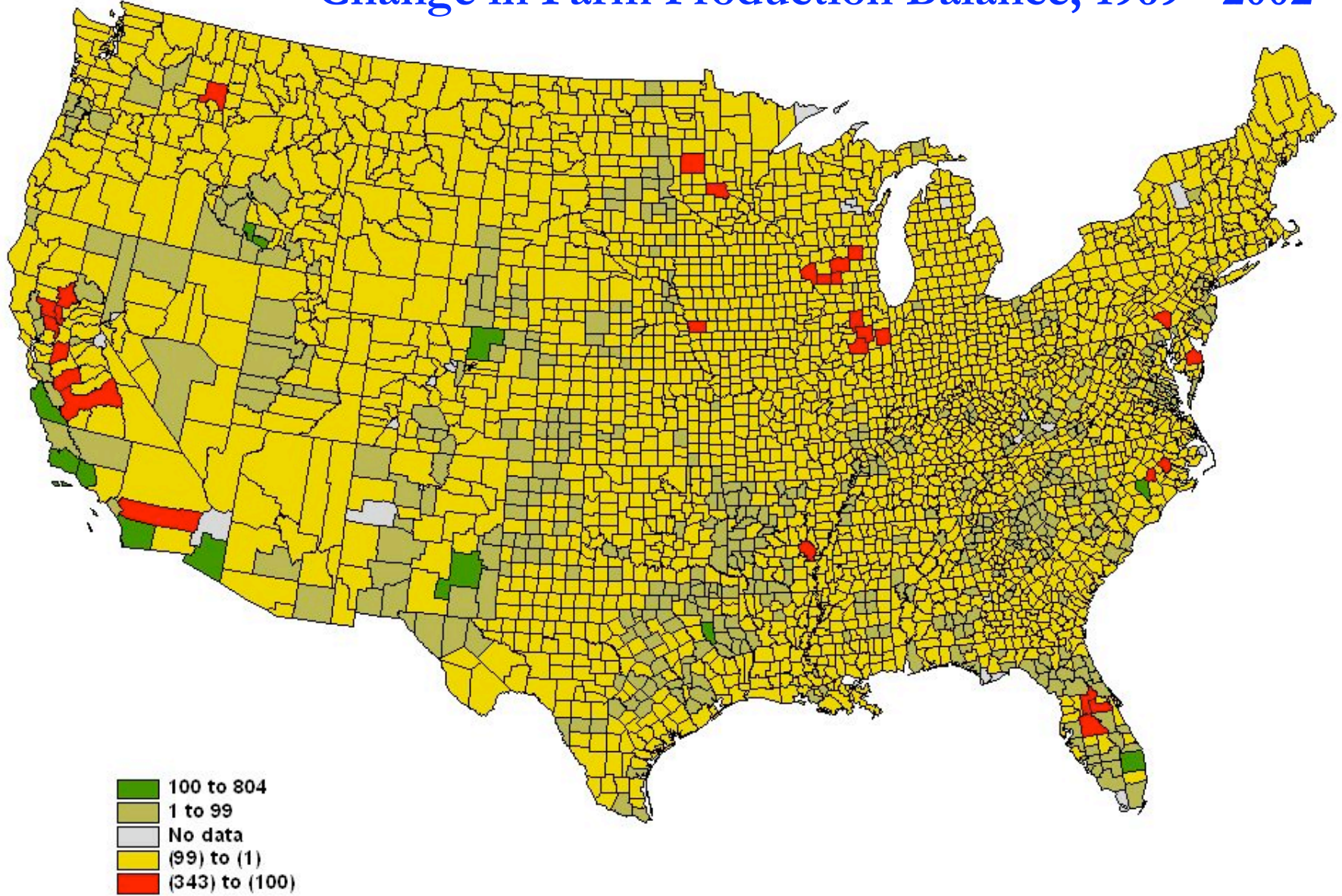


Farm Production Balance in U.S., 1929 - 2011

U.S. Data



Change in Farm Production Balance, 1969 - 2002

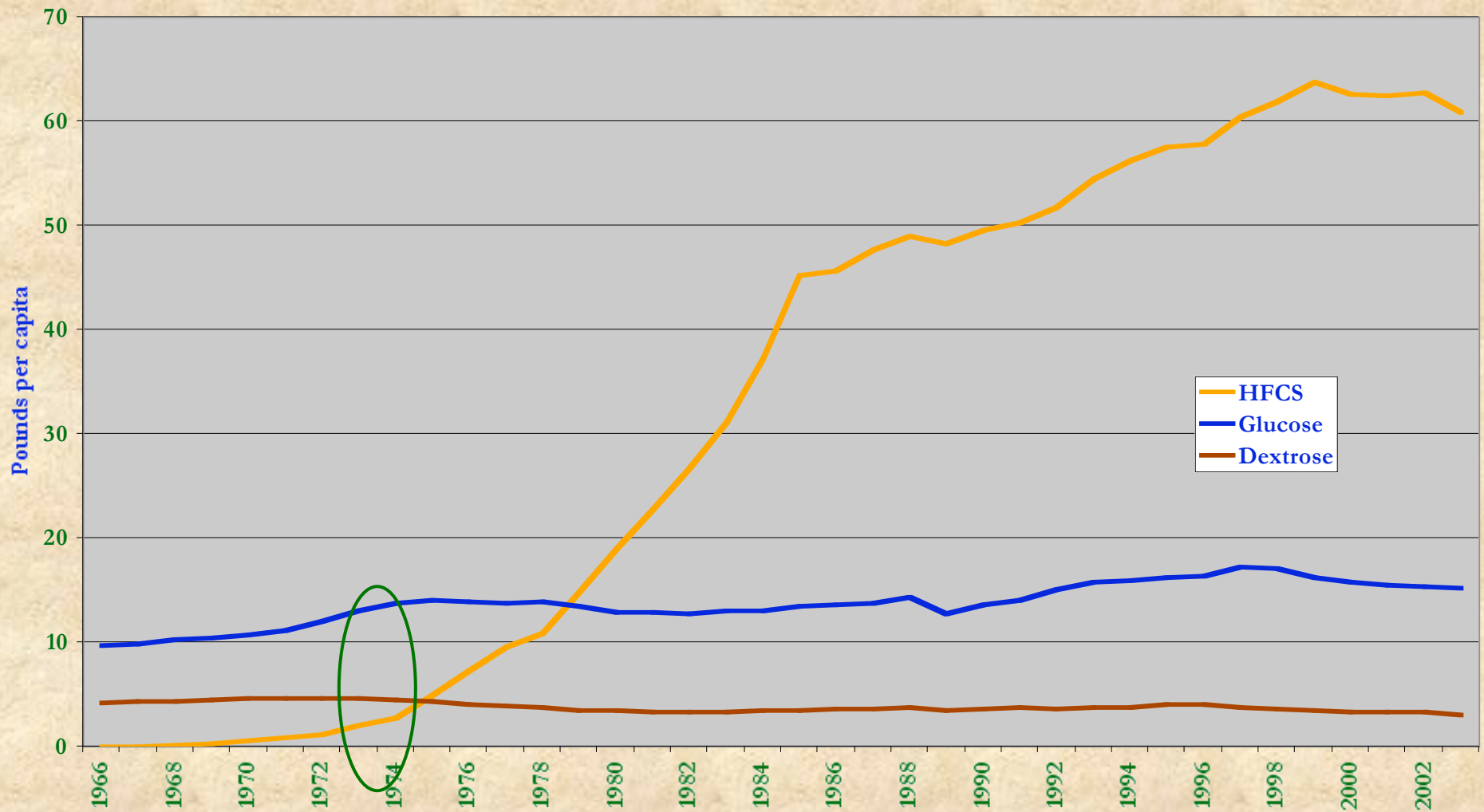


Map by Ken Meter, 2005

Source: BEA



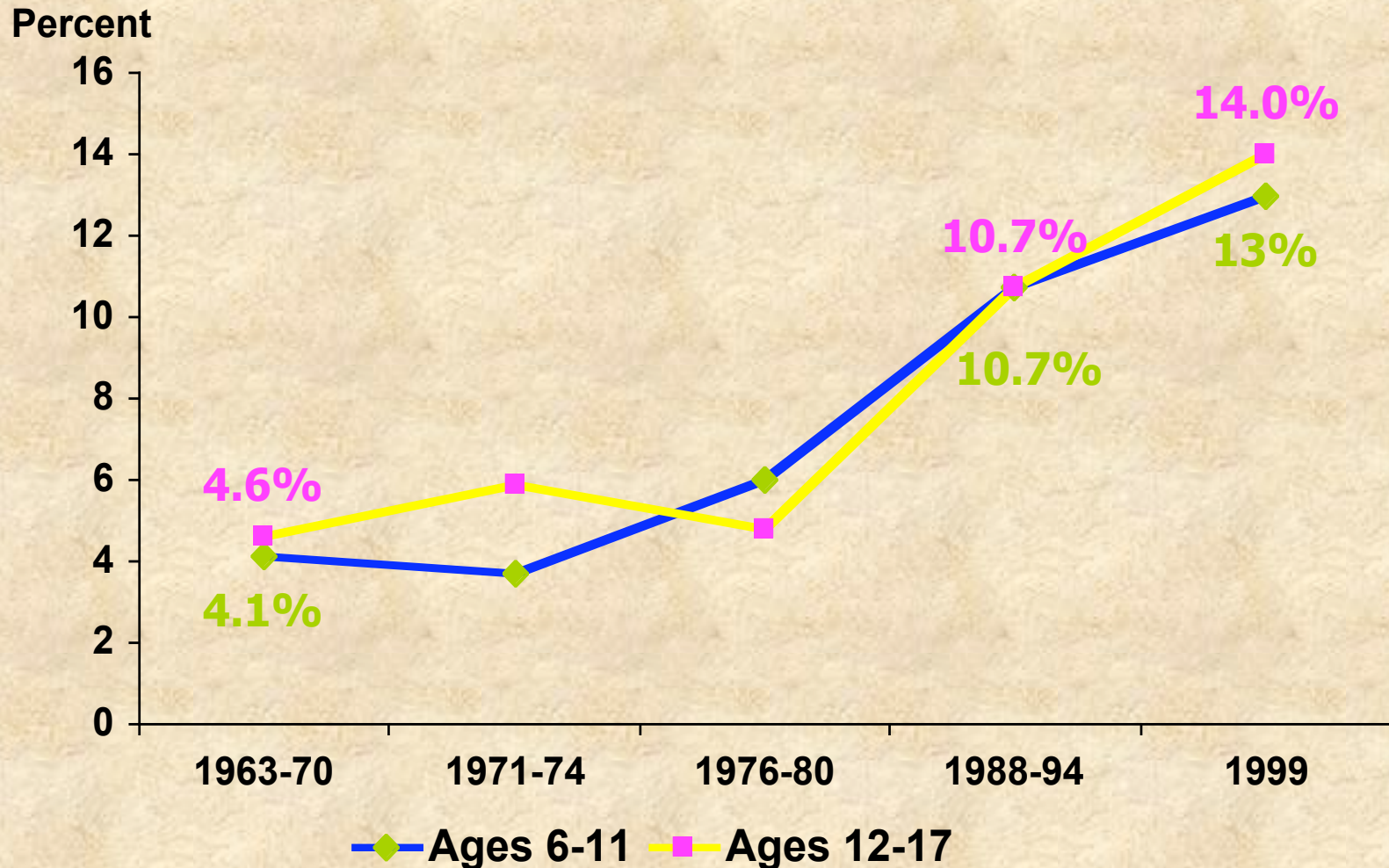
Corn sweeteners consumed in U.S., 1966 - 2002



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



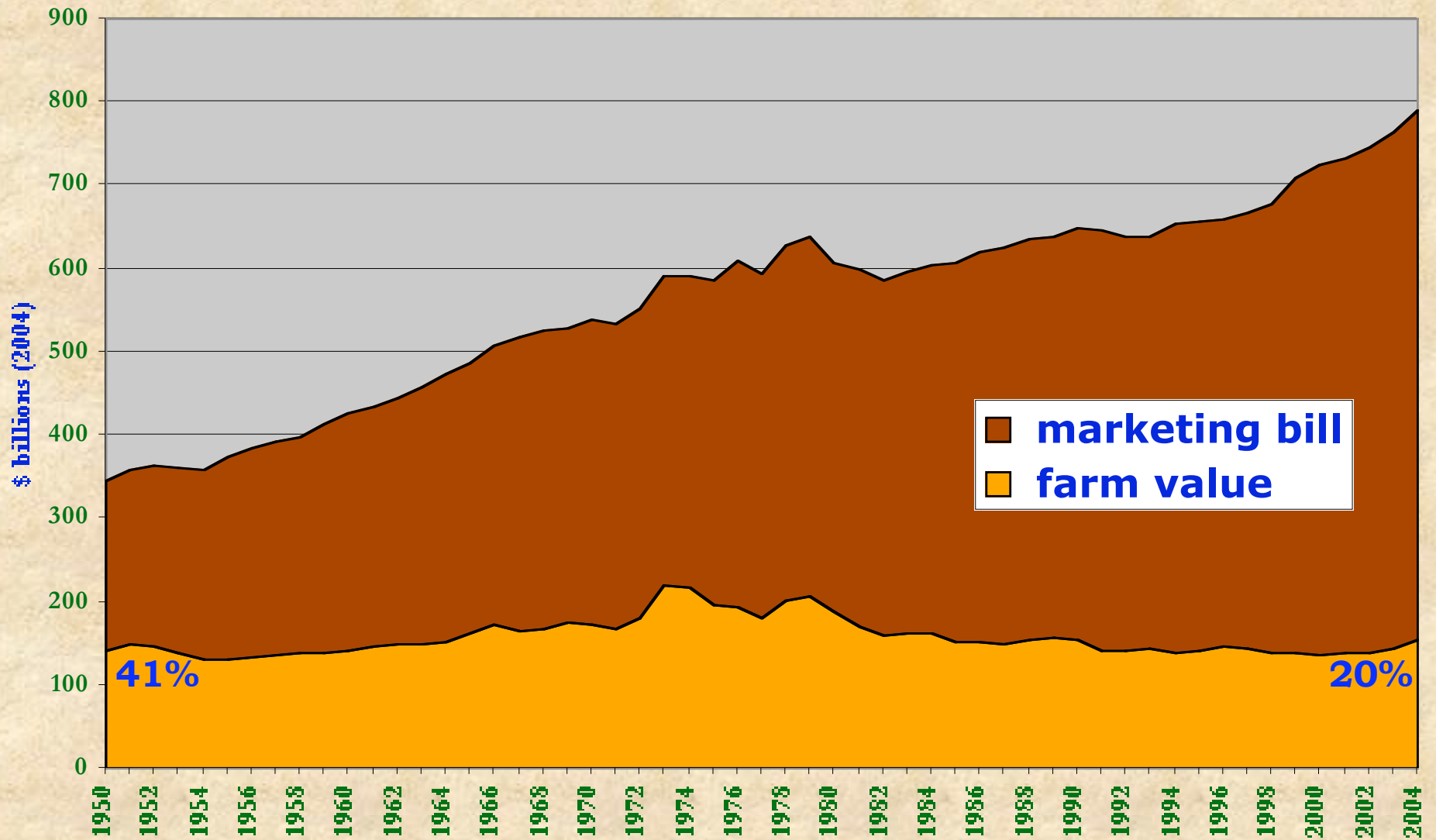
Health suffers

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

Source: CDC/Walters, Harvard Public Health/Colditz



Farmers' share of retail prices paid by consumers, 1950-2004

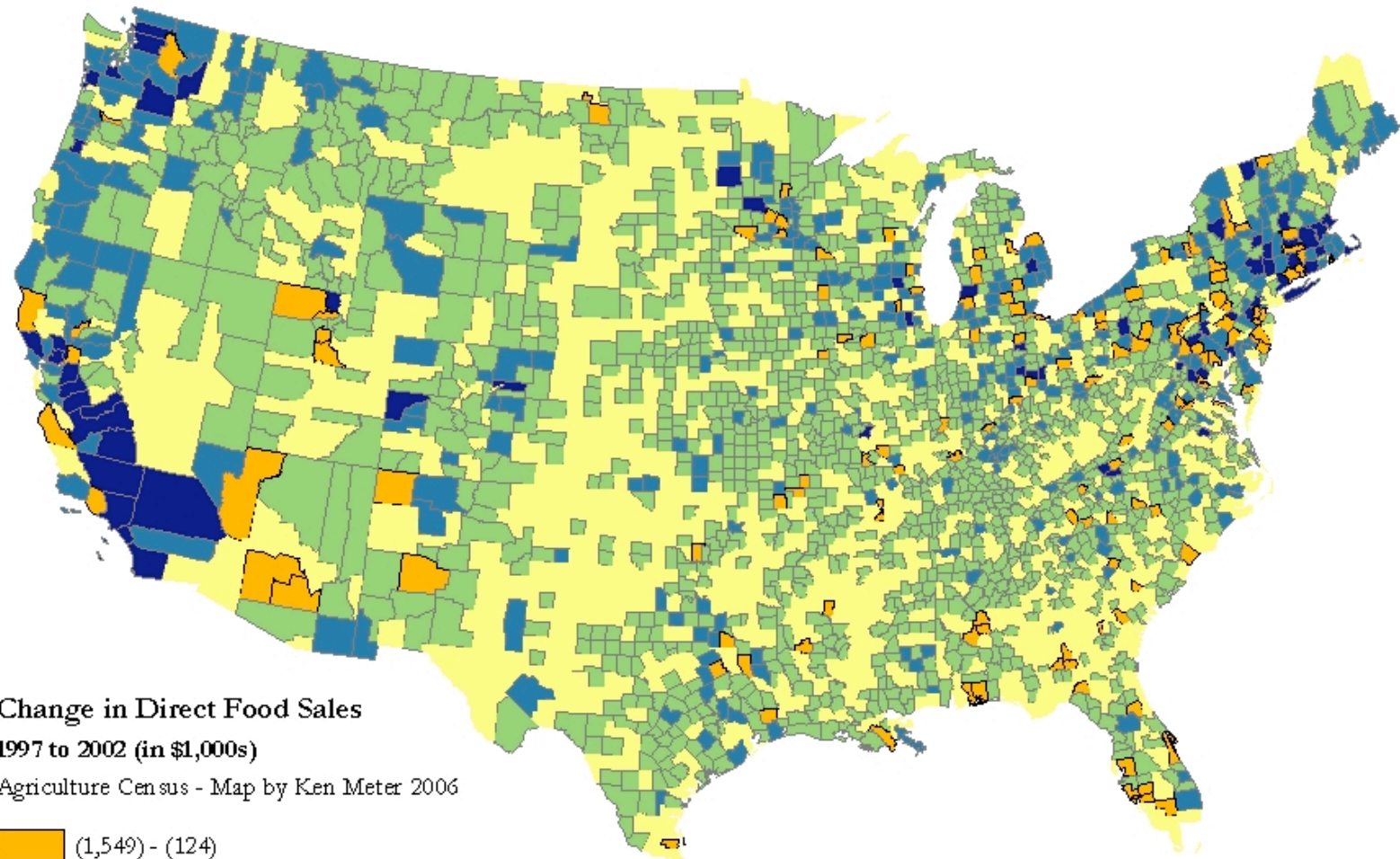


Source ERS; chart by Ken Meter, 2007










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



Gary Bush



Albert Armand



Andy Vasquez



Michaela Farm



taste great!
 They have to; it's what we feed
 our family!
 - Chris and Melissa Birky



"It's what we
 feed our family."
 - Chris Birky

(219) 462-4150
www.birkyfarms.com

Chris Birky



Neil Moseley



Greenhouse of Abe Graber, Jr.



Linda Ebert



Pete Scherf



Levi Huffman



Melanie Ellis, Melon Acres



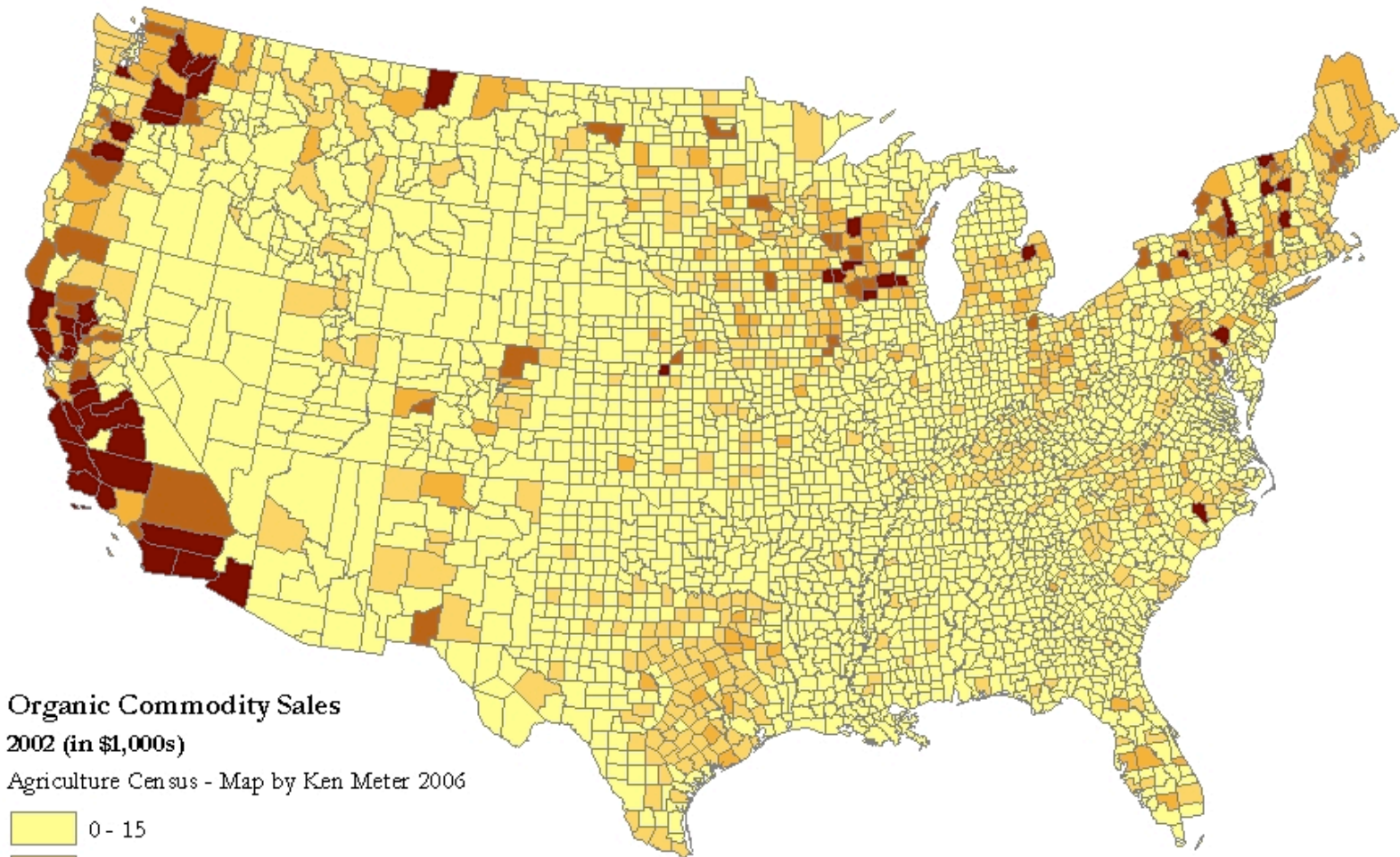
Shubin Saha & Dan Egel



Don Villwock Farm



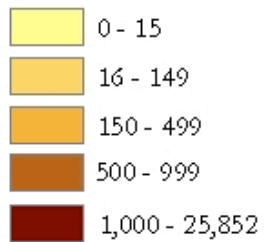
Organic Sales



Organic Commodity Sales

2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006



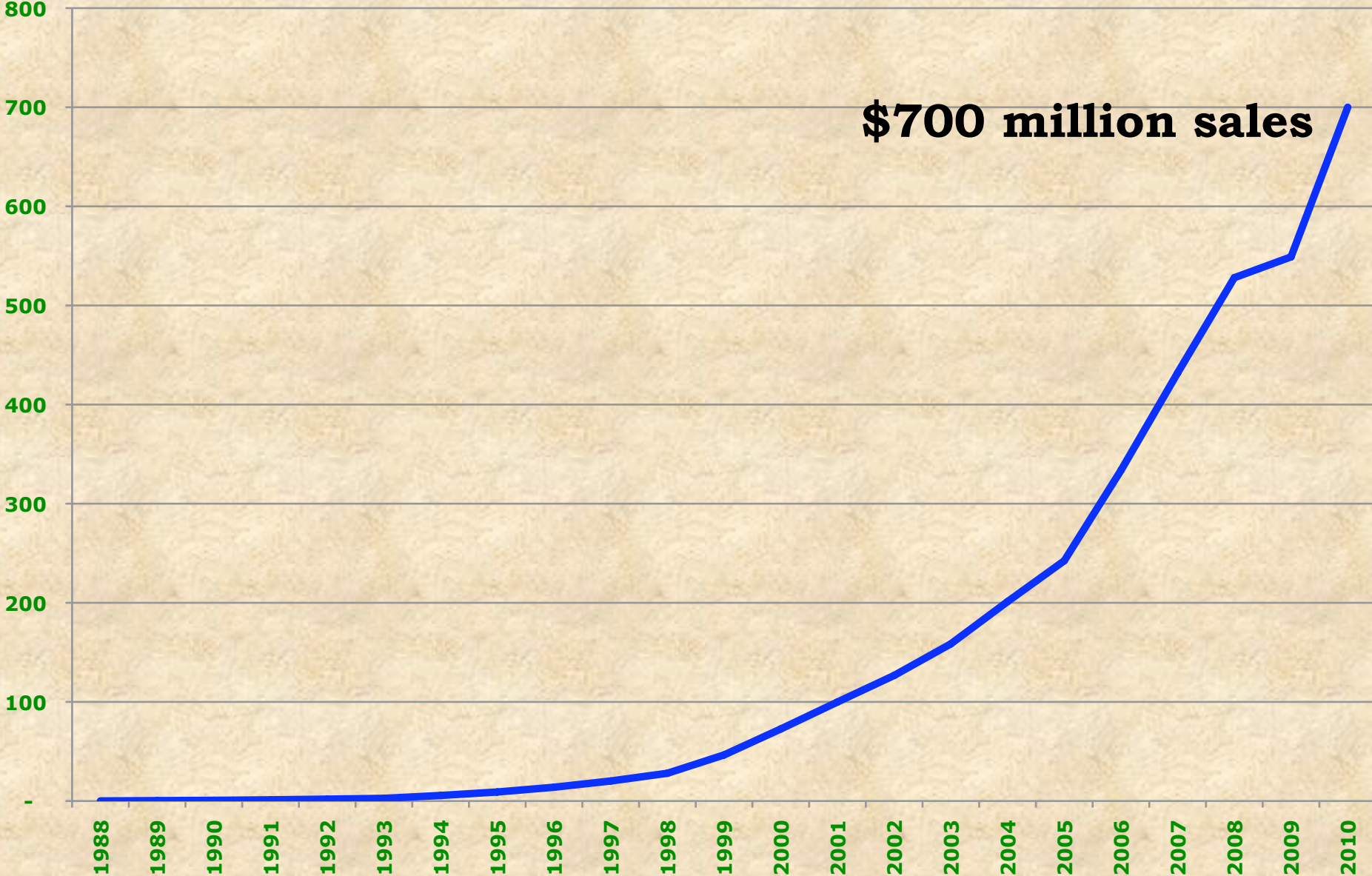


Organic Valley



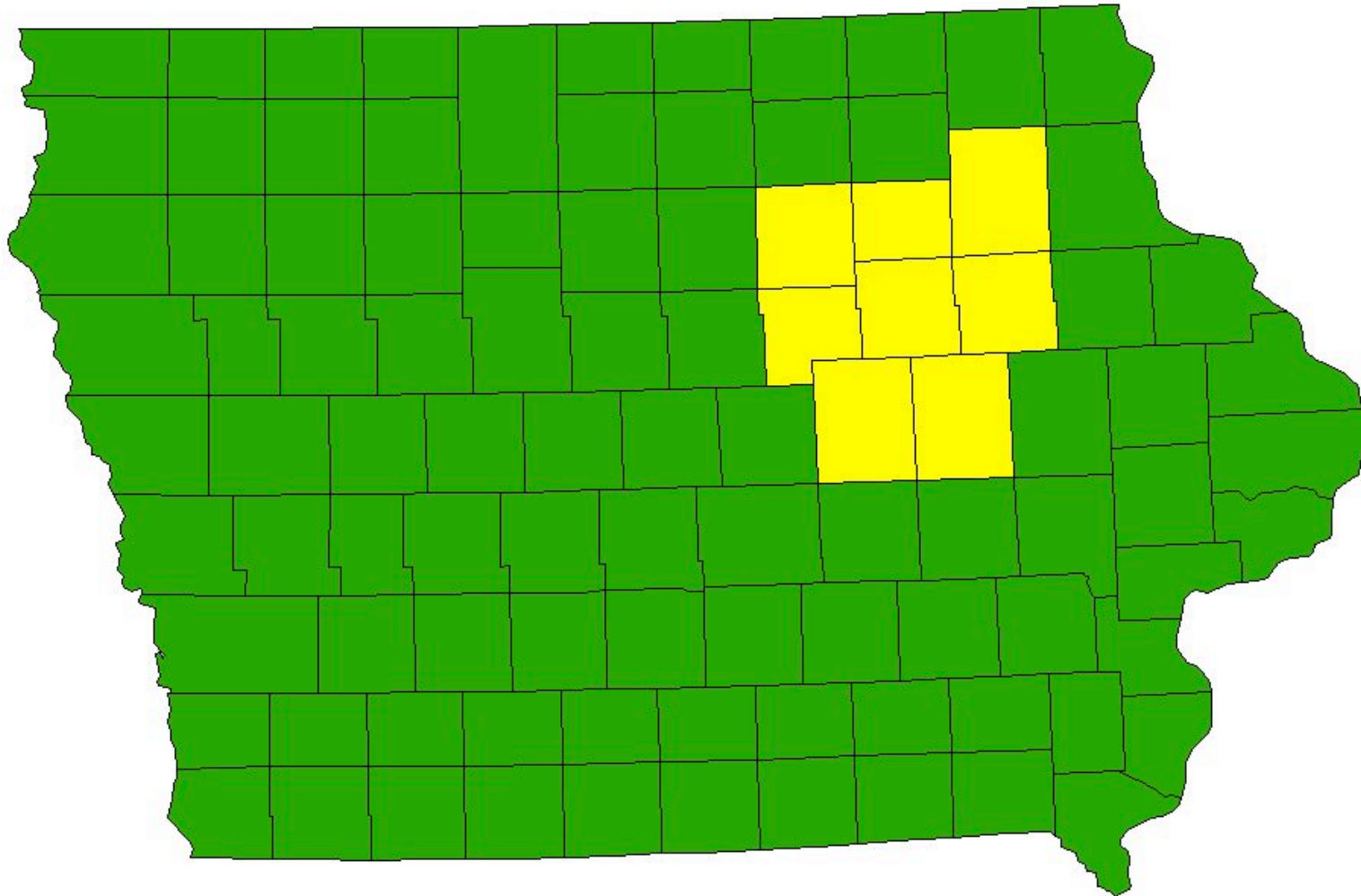
Organic Valley sales, 1988 - 2010

\$700 million sales





Black Hawk region, Iowa





UNI Local Food Project

1998

3 institutions

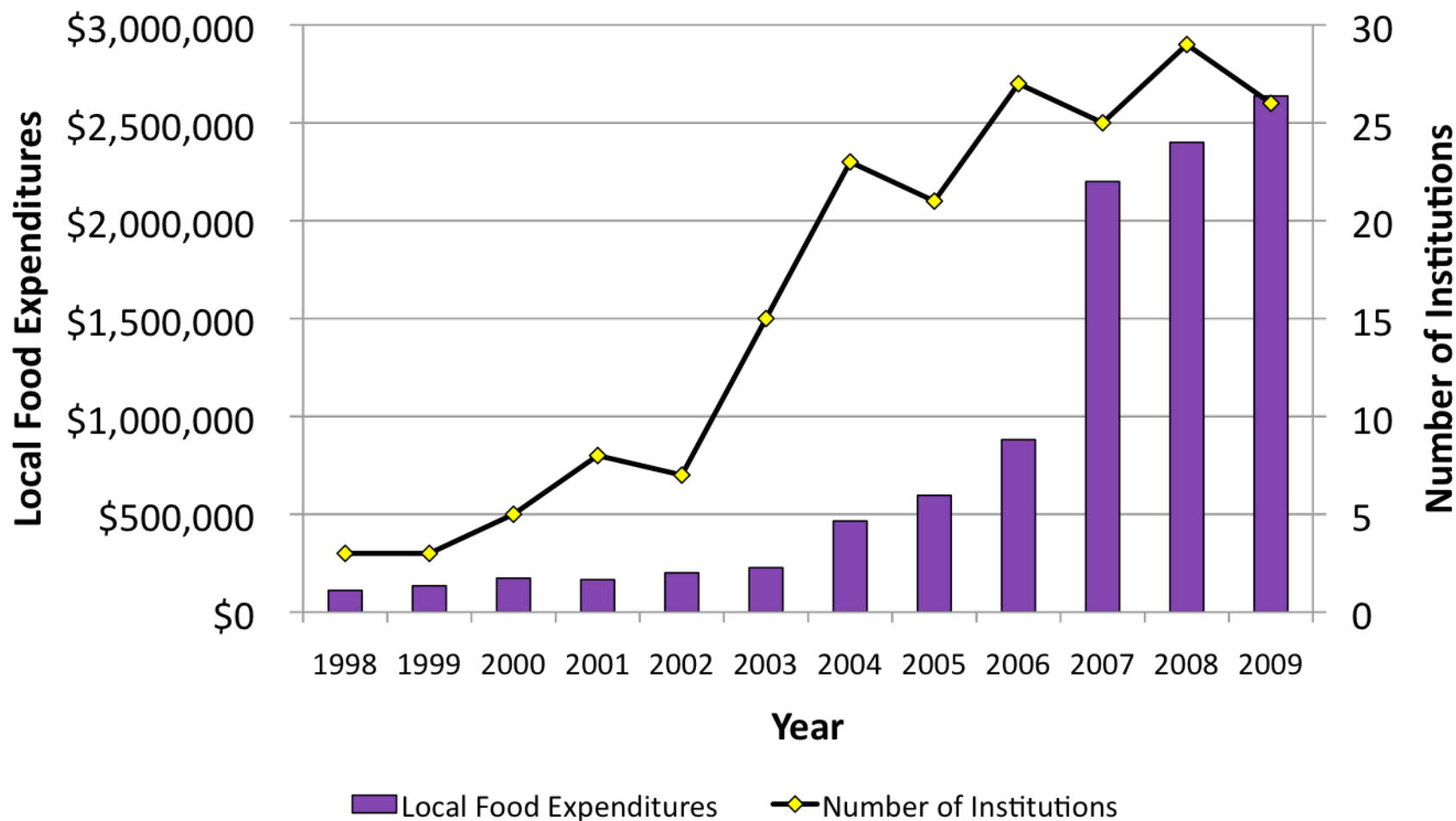
buy \$111,000 of local foods

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

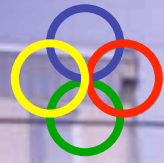




Did you know:
Growing Power distributed over 2 million pounds of produce through the Market Basket program. Market Basket includes products from the Rainbow Farms Cooperative.



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**

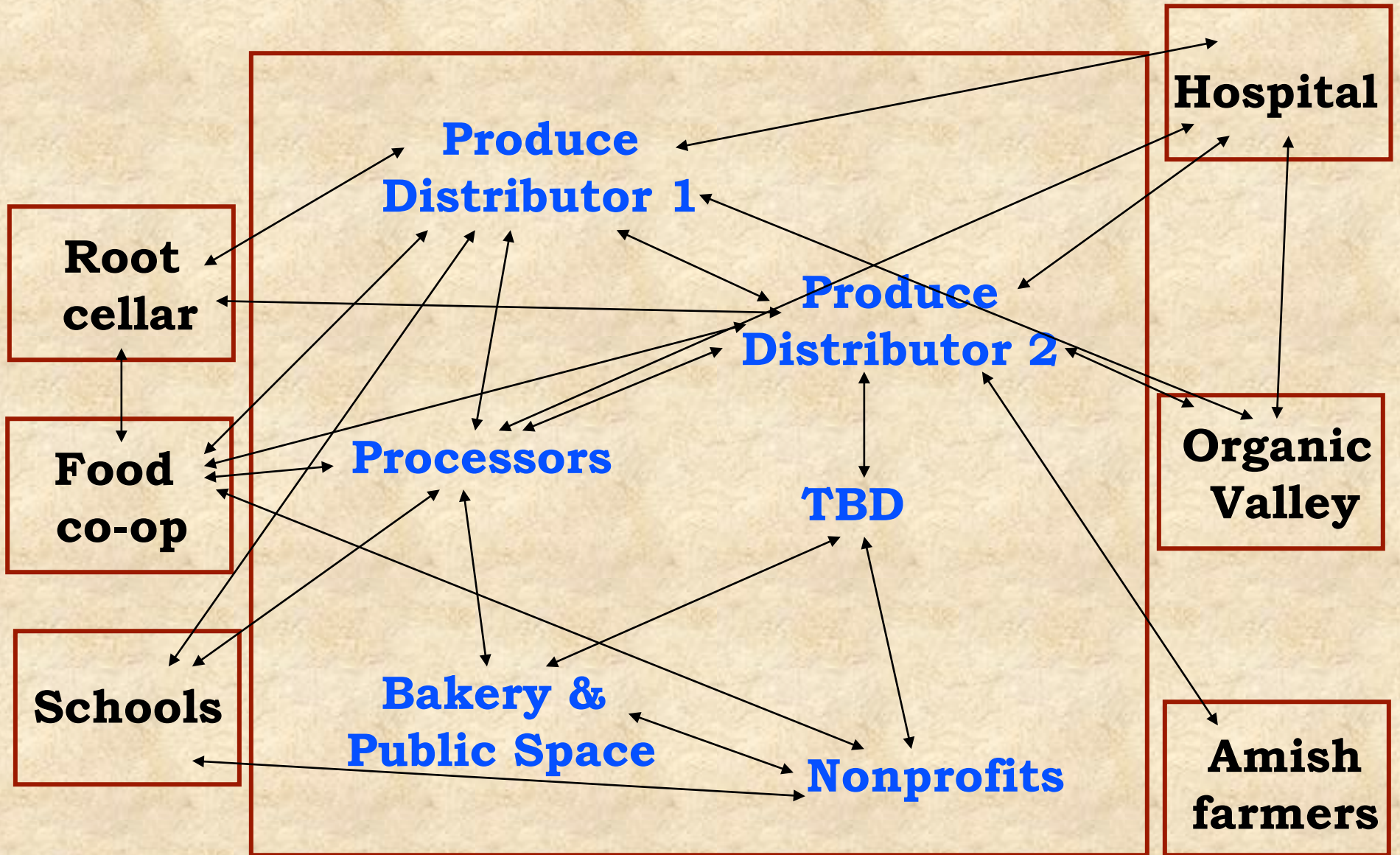
Processors

TBD

**Bakery &
Public Space**

Nonprofits

Viroqua Business Cluster





Viroqua, Wisconsin





U.S. Federal Policy

Invest in communities

**rather than cash for
commodities**



Vision for local food economies

Build:

Health

Wealth

Connection

Capacity

“Hoosier Farmer? Emerging Food Systems in Indiana”

www.crcworks.org/infood.pdf

(612) 869-8664

kmeter@crcworks.org

