



# Finding Food in Farm Country

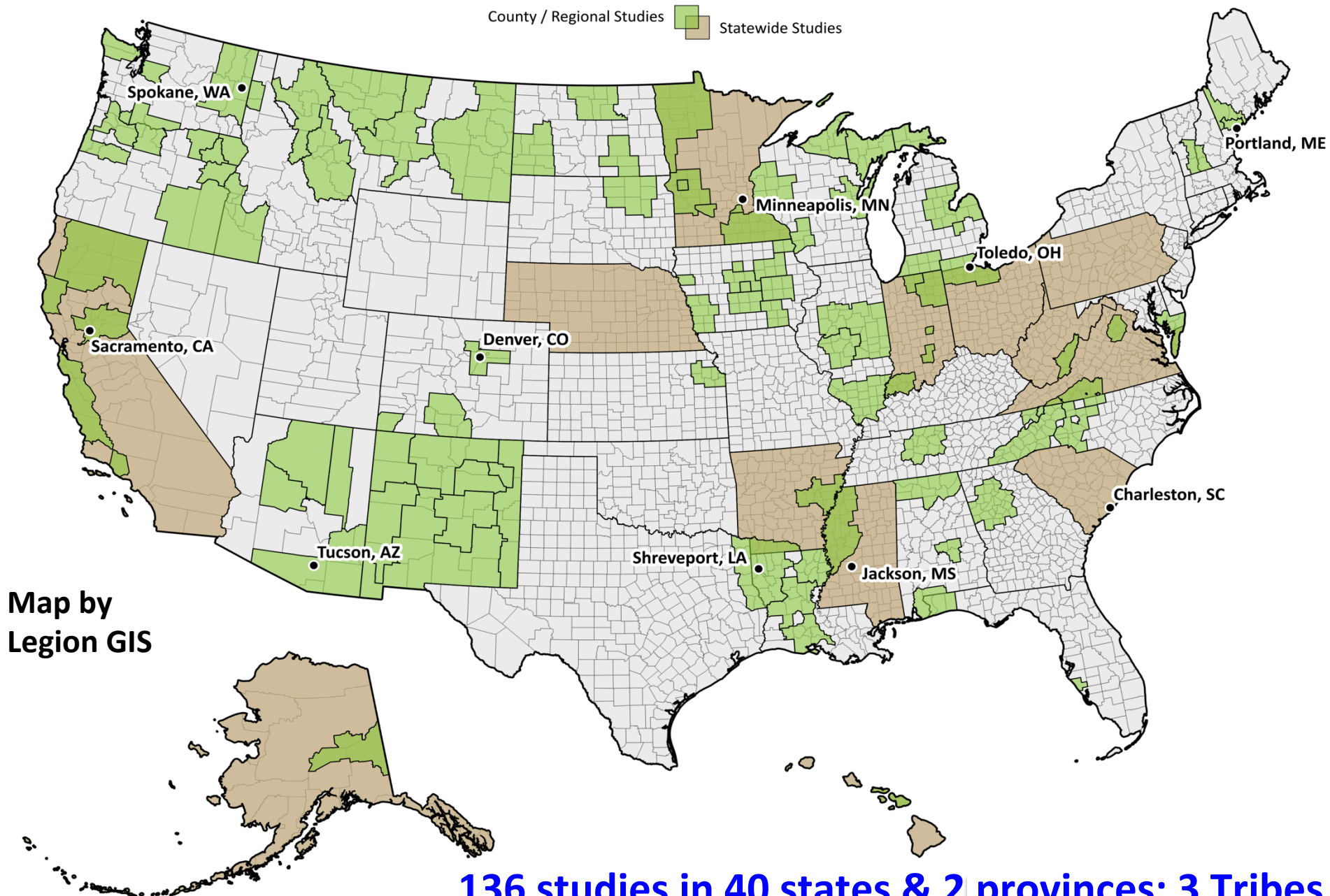
**Ken Meter**

Crossroads  
Resource Center  
(Minneapolis)

**Harvest Hastings / FLEdGE**  
Hastings County, Ontario  
March 19, 2018

## CRC Farm & Food Economy Studies

County / Regional Studies         Statewide Studies







**Corinna, Kurt, & Jed Bench**

**Elmore, Ohio**



Matt & Jerica Cadman



East Texas



Newt Lynn



7760

JOHN D

Shreveport, Louisiana





# Vision for local food economies

**Build:**

**Health**

**Wealth**

**Connection**

**Capacity**



**“Local”** is a shorthand....



Photo: DSC





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



Photo: DSC





# Community-Based Food Systems

Systems of exchange that strive to bring food producers and food consumers into affinity with each other...

...For the purposes of fostering community health, wealth, connection, and capacity



Meter (2007). Evaluating Farm and Food Systems in the U.S.



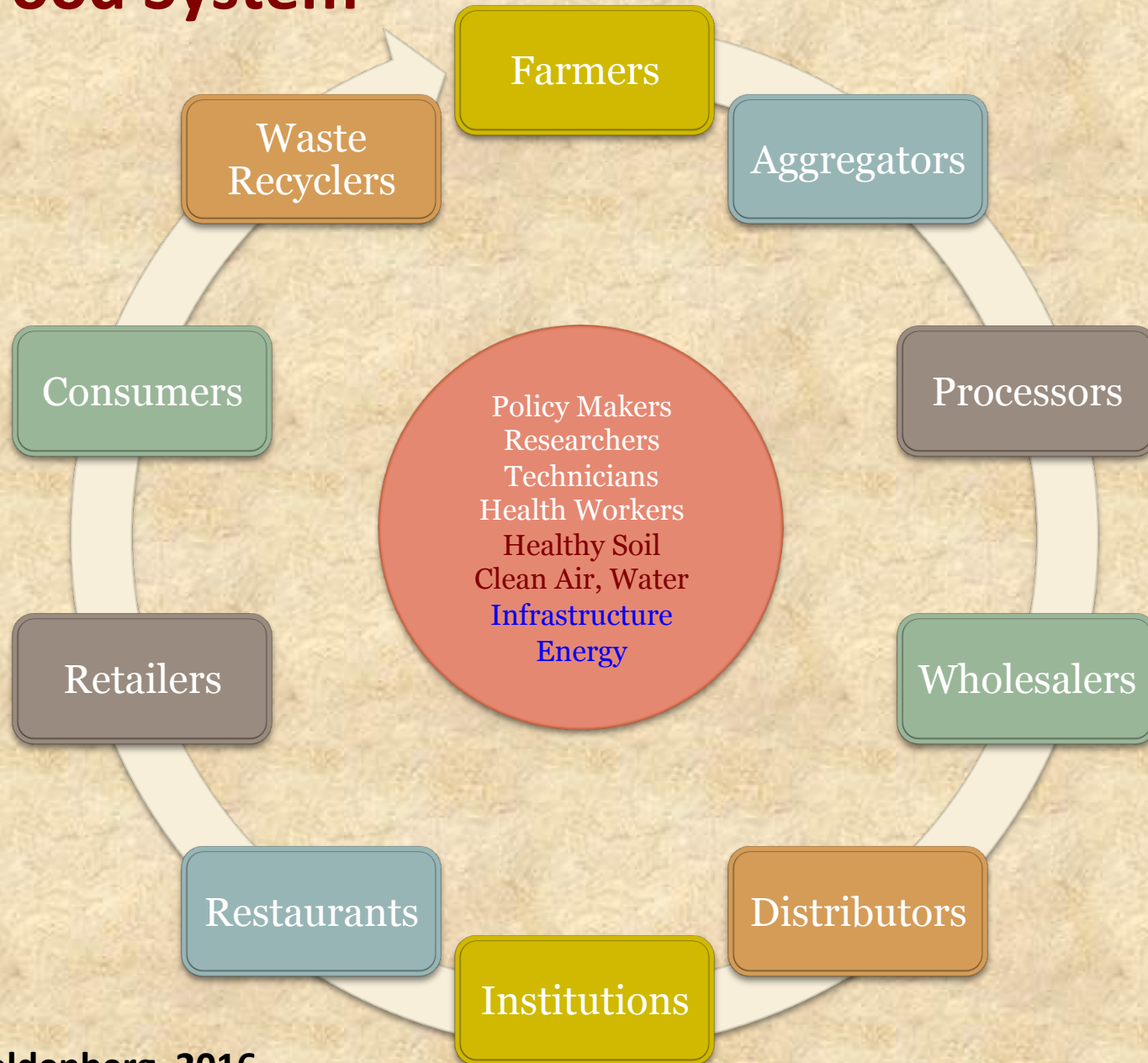


**Food Conspiracy Co-op, Tucson**





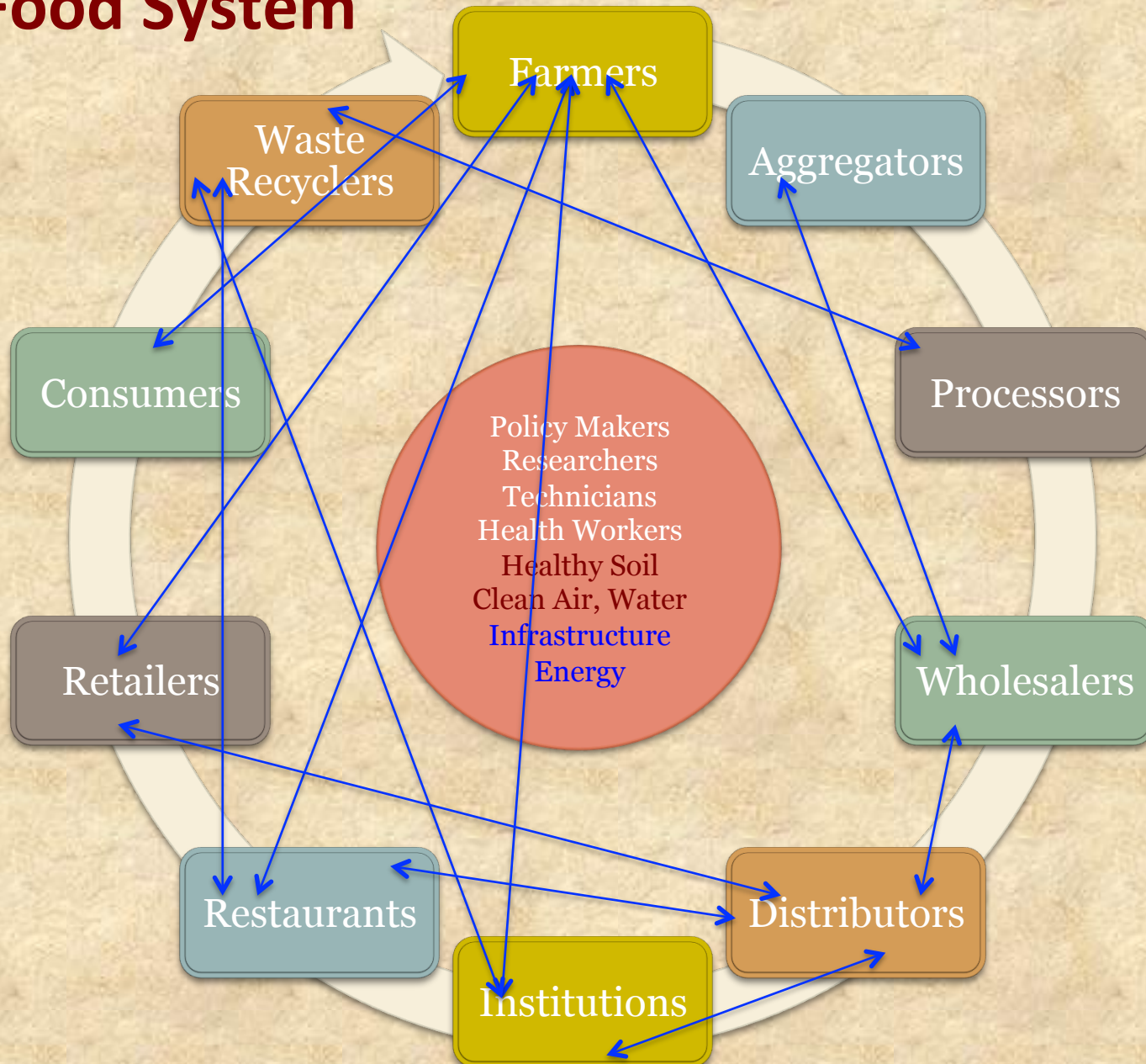
# Food System







# Food System







# Food Systems are Networks

Trellis Growing Systems – Fort Wayne





# Hastings County, 2016

**138,659 People**

**\$3 billion in Aggregate Income**









# Population in Hastings County, 1996 - 2017







## Hastings County Food Sector, 2016

<b>Agri-food Employment in Hastings</b>	<b>7,290</b>
Crop and Animal Production (111-112, 115)	1,050
Food Manufacturing (311)	1,015
Beverage and Tobacco Manufacturing (312)	100
Leather and allied product (316)	-
Farm product wholesaler-distributors [411]	20
Food, bev. tobacco wholesaler-distributors [413]	170
Agricultural supplies wholesaler-distrib. [4183]	50
Food and beverage stores [445]	1,695
Food services and drinking places [722]	3,190

**12% of County Employment**





## Hastings County Food Sector, 2016

### Number of Business Locations, Food and Beverage Manufacturers, 2016, CBP\*

Total	34
without employees**	10
total with employees	24
1-4 employees	6
5-9 employees	2
10-19 employees	3
20-49 employees	3
50-99 employees	6
100-199 employees	2
200-499 employees	2
500 +	0

**1,115 Employees Total**



# Hastings County Food Expenditures

Category	\$ per Household	% Compared to Toronto
<b>Total Food expenditures</b>	<b>8,945</b>	<b>115%</b>
<b>Food purchased from stores</b>	<b>6,469</b>	<b>125%</b>
Bakery products	564	118%
Cereal grains and cereal products	347	118%
Fruit, fruit preparations and nuts	935	130%
Vegetables and vegetable preparations	697	105%
Dairy products and eggs	924	133%
Meat	1,518	171%
Meat (except processed meat)	761	127%
Processed meat	577	199%
Fish and seafood	179	82%
Non-alcoholic beverages and other food products	1,476	119%
<b>Food purchased from restaurants</b>	<b>2,477</b>	<b>96%</b>

Slide Courtesy of Steve Duff, OMAFRA

Source: Statistics Canada, [2016 SHS](#), OMAFRA calculations



# Rural Ontario Living Expenditures

- The average Ontario rural household spends \$28,377 per household member per year on living expenses including food, shelter, & transportation
- This is almost \$3,000 more than in Toronto or average Ontarian

Category	\$ per Person	% Compared to Toronto
All Expenditures	\$28,377	112%
Food	\$3,889	115%
Accommodation	\$7,006	90%
Heat & Hydro	\$1,907	208%
Transportation	\$5,554	127%
Clothing	\$1,005	68%
Recreation	\$2,652	184%

Slide Courtesy of Steve Duff, OMAFRA

Source: Statistics Canada, [2016 SHS](#), OMAFRA calculations





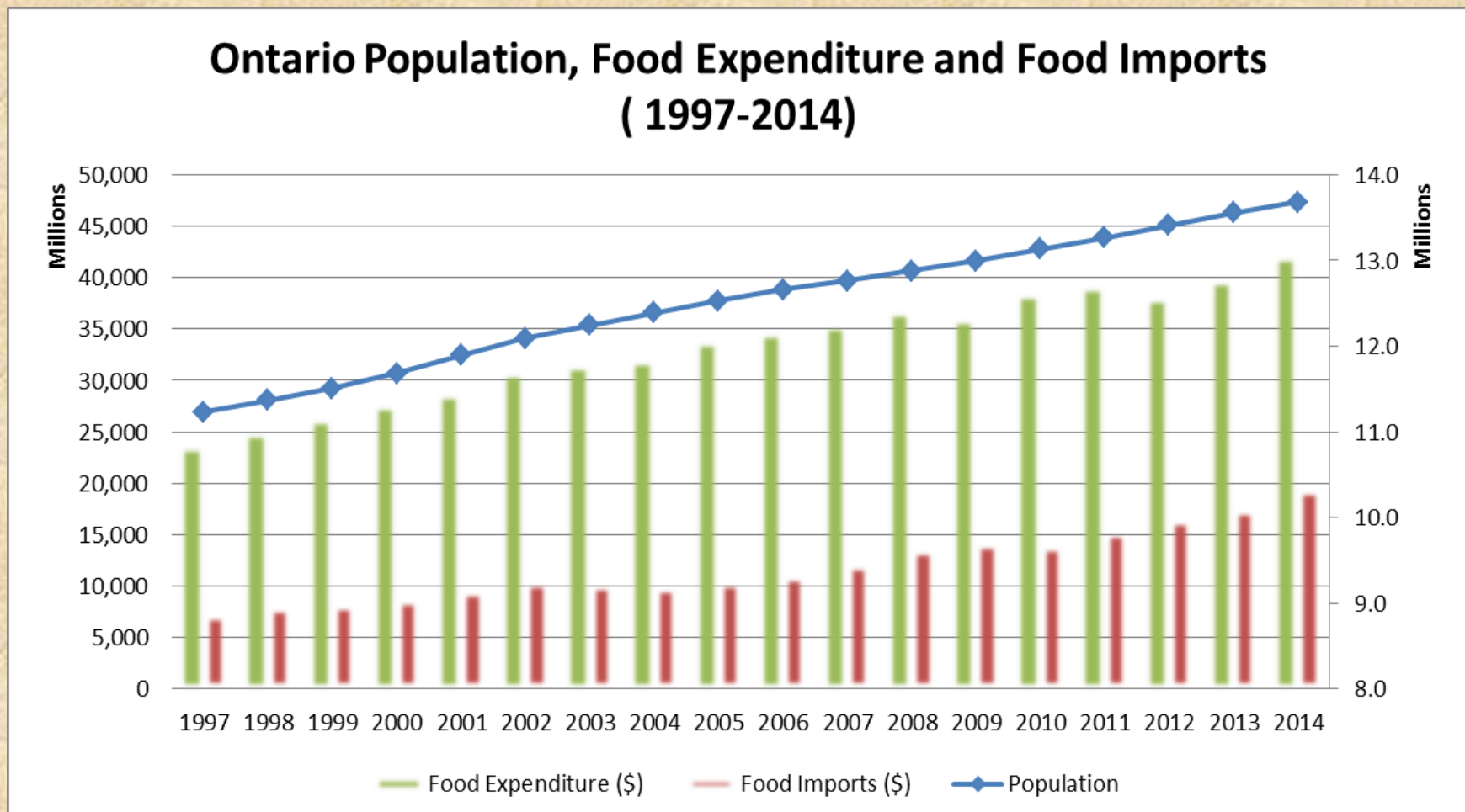
# Hastings County Food Needs, 2016

	Hastings Co. Consumption	Area Required to Meet Demand	Produced in Hastings Co.	Net
Produce	Total (kg)	Total (acres)	Total (acres)	(Acres)
Apples	2,419,600	227	82	-145
Asparagus	140,046	67	19	-48
Beans (Green & Wax)	298,117	102	14	-88
Beets	165,004	13	12	-1
Broccoli	525,518	149	6	-143
Cabbage	593,461	52	8	-44
Carrots	1,329,740	65	15	-50
Cauliflower	420,137	59	7	-52
Celery	422,910	18	1	-17
Cucumber	367,446	37	13	-24
Dry Onion	1,209,106	77	13	-64
Peaches	249,586	74	0	-74
Pears	295,344	102	5	-97
Green Peas	180,257	95	7	-88
Peppers	562,956	54	9	-45
Potatoes	7,762,131	901	61	-840
Pumpkins	452,028	59	52	-7
Radishes	80,422	15	2	-13
Rutabagas & Turnips	148,365	14	4	-10
Spinach	189,963	68	3	-65
Strawberries	550,476	173	42	-131
Sweet Corn	924,856	205	299	94
Tomatoes	4,231,873	143	43	-100

**OMAFRA** / 1. Statistics Canada, "Food available in Canada", CANSIM 002-0011;  
2. Statistics Canada, Fruit and Vegetable Survey.



# Ontario Food Consumption



Slide Courtesy of Steve Duff, OMAFRA

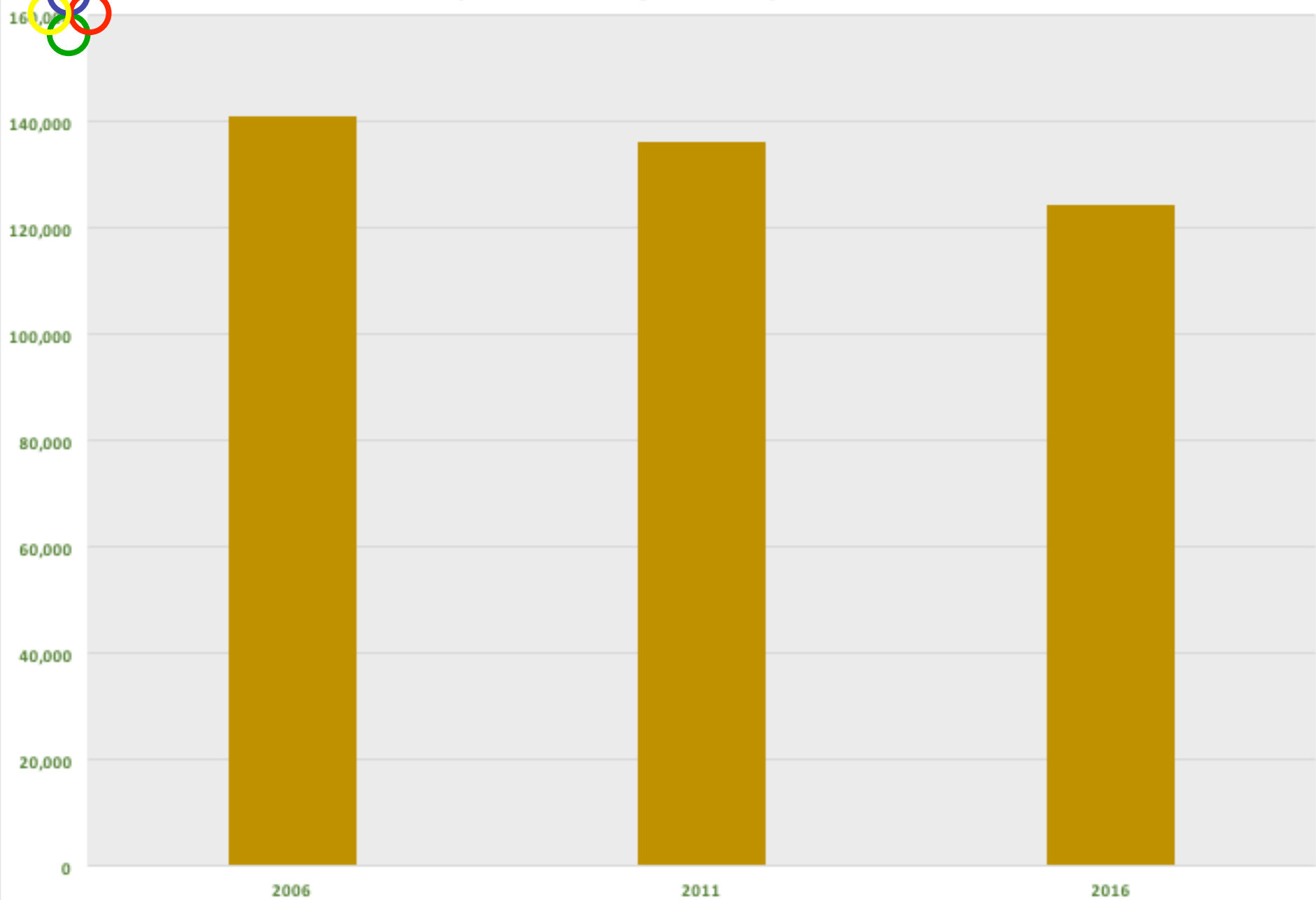
Source: Statistics Canada, [OMAFRA website](#), OMAFRA calculations





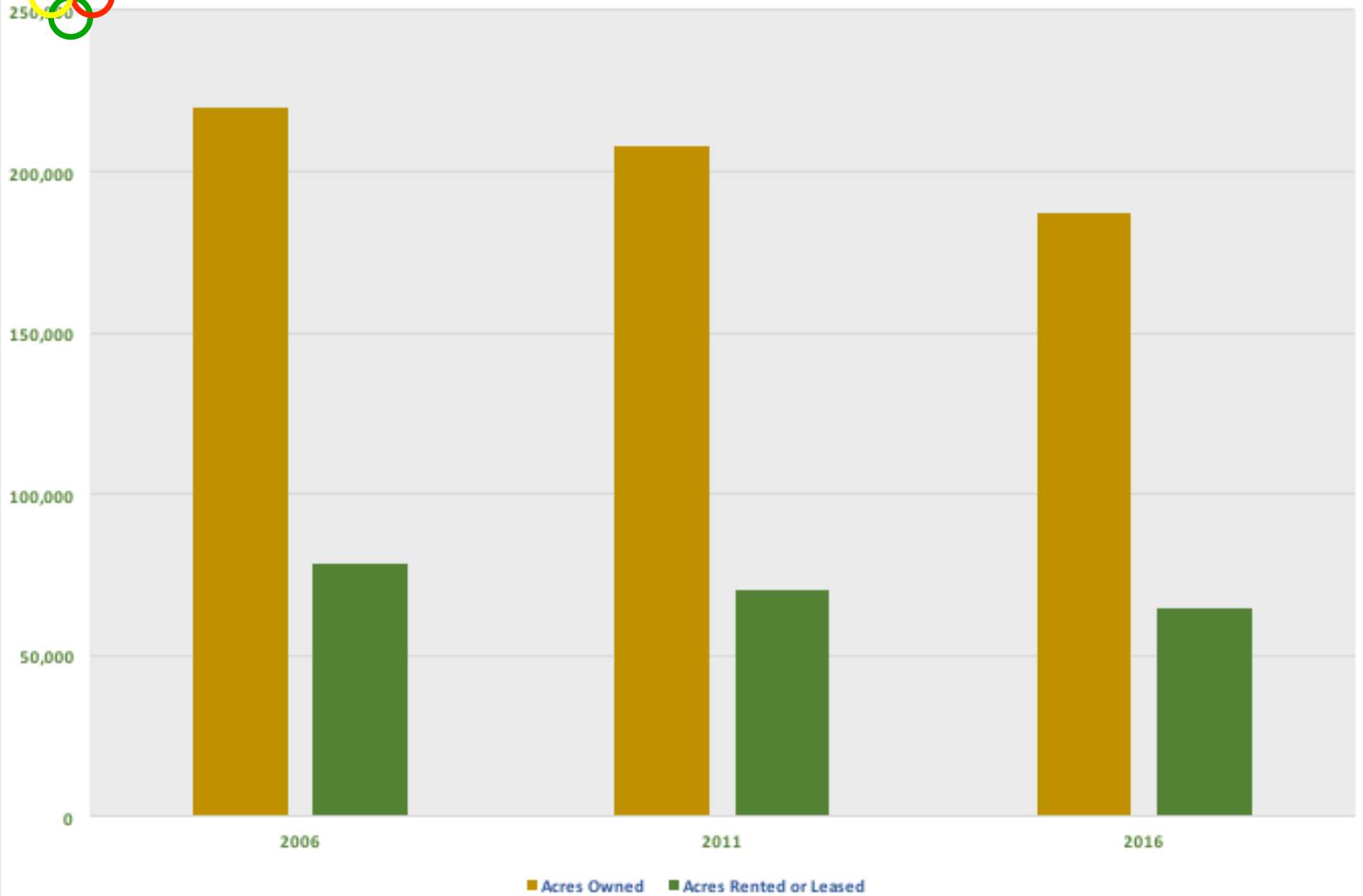


## Acres in Crops on Hastings County Farms, 2006 - 2016



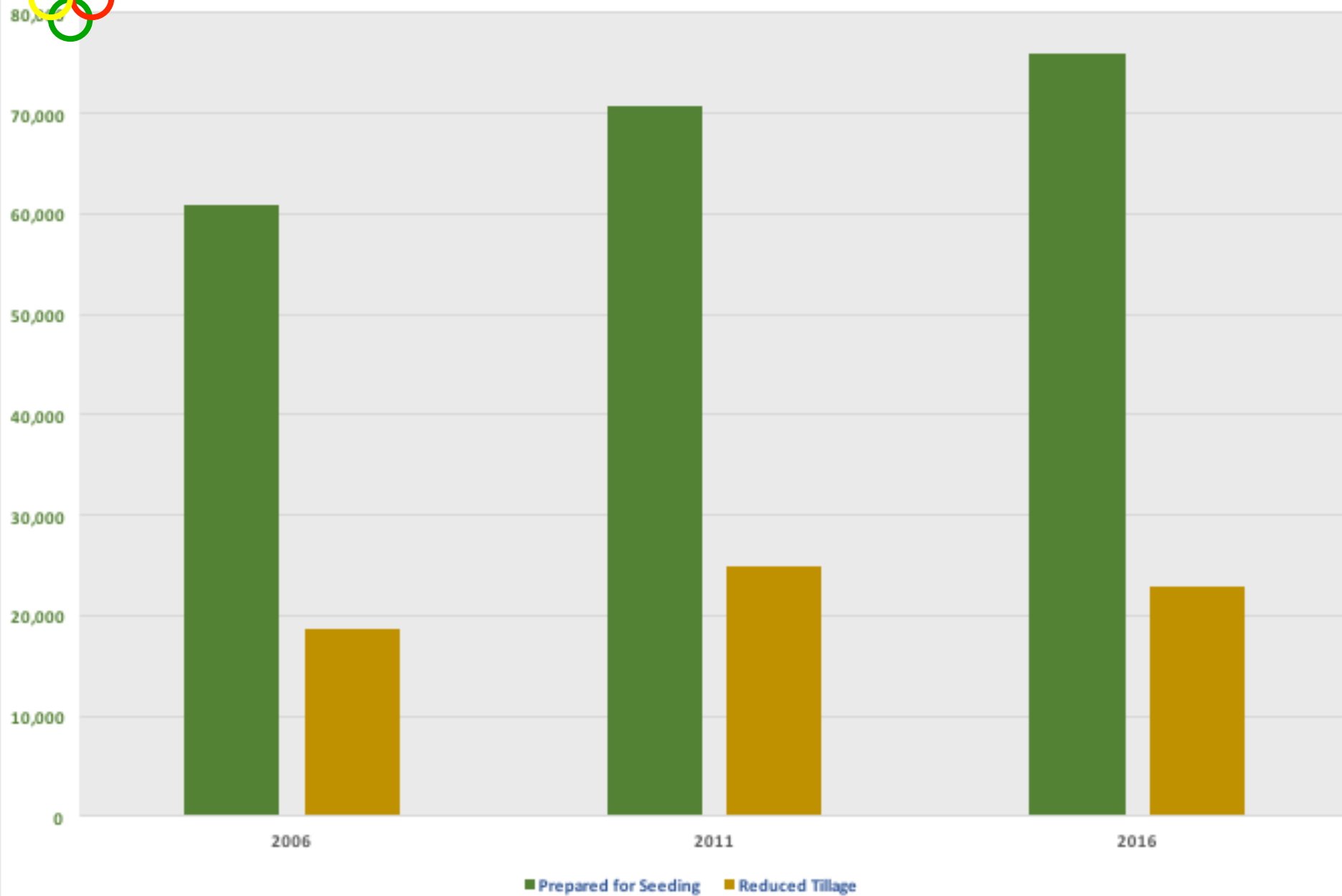


## Farm Acres Owned or Leased in Hastings County, 2006 - 2016

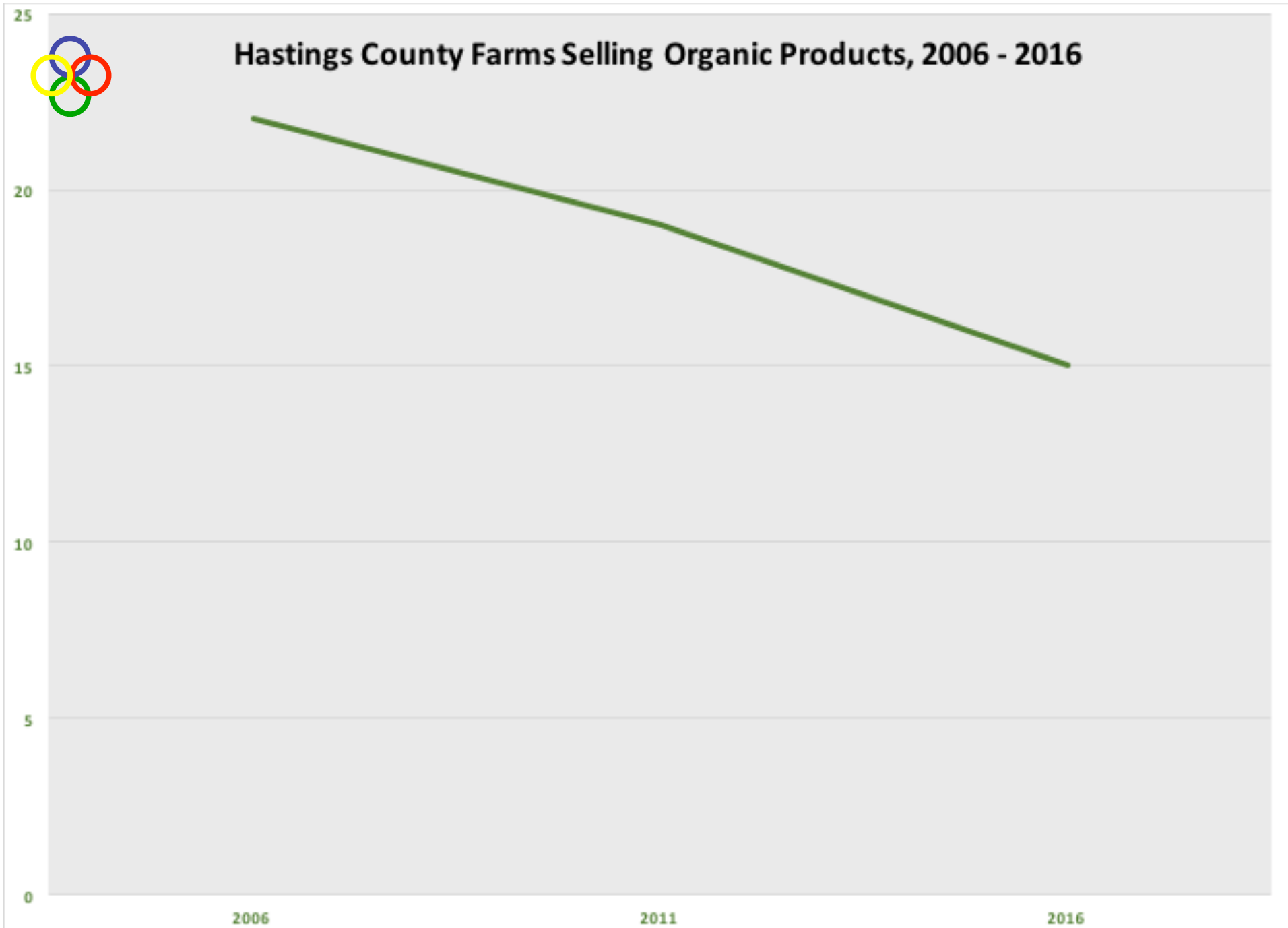




## Tillage on Hastings County Farms, Acres, 2006 - 2016

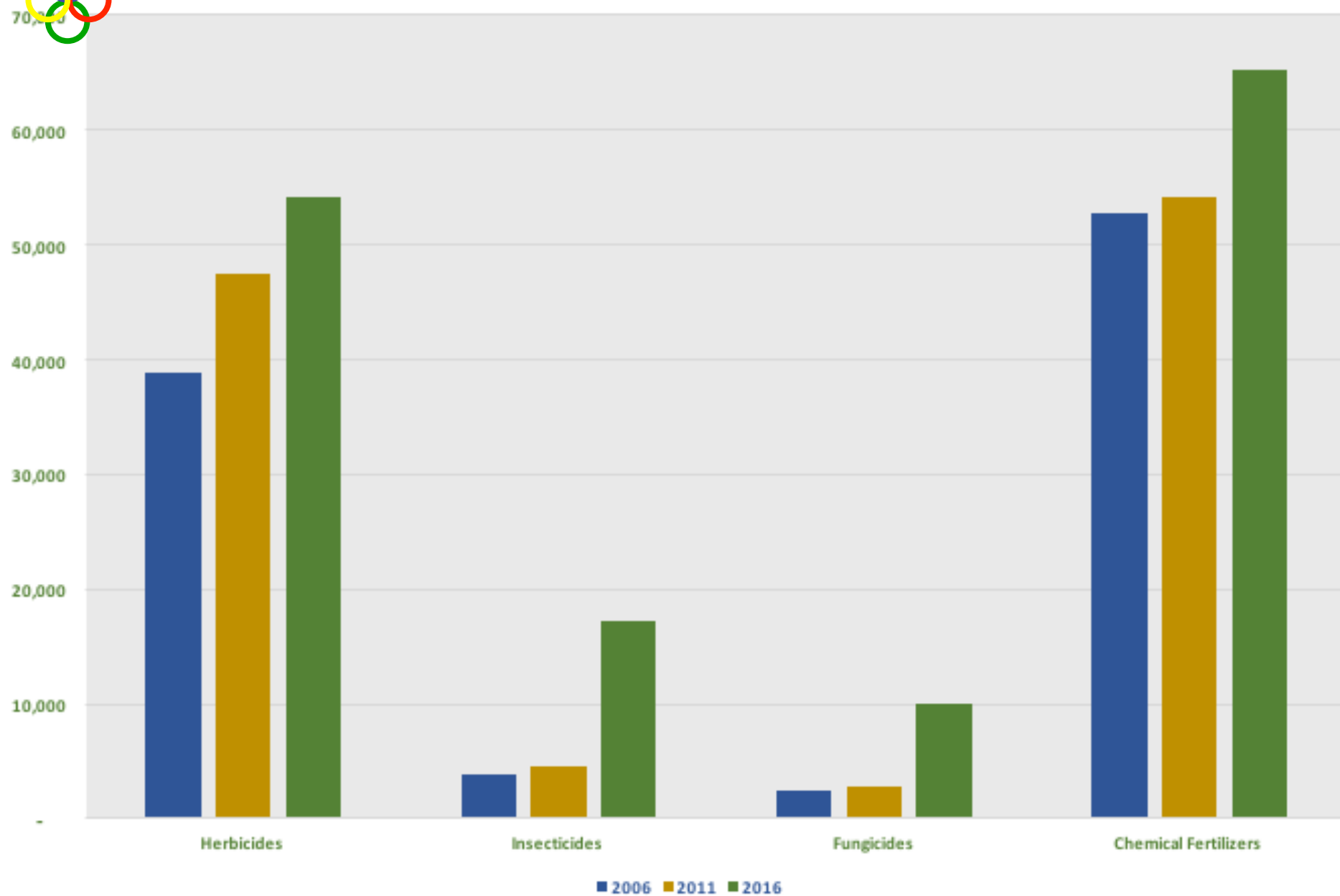








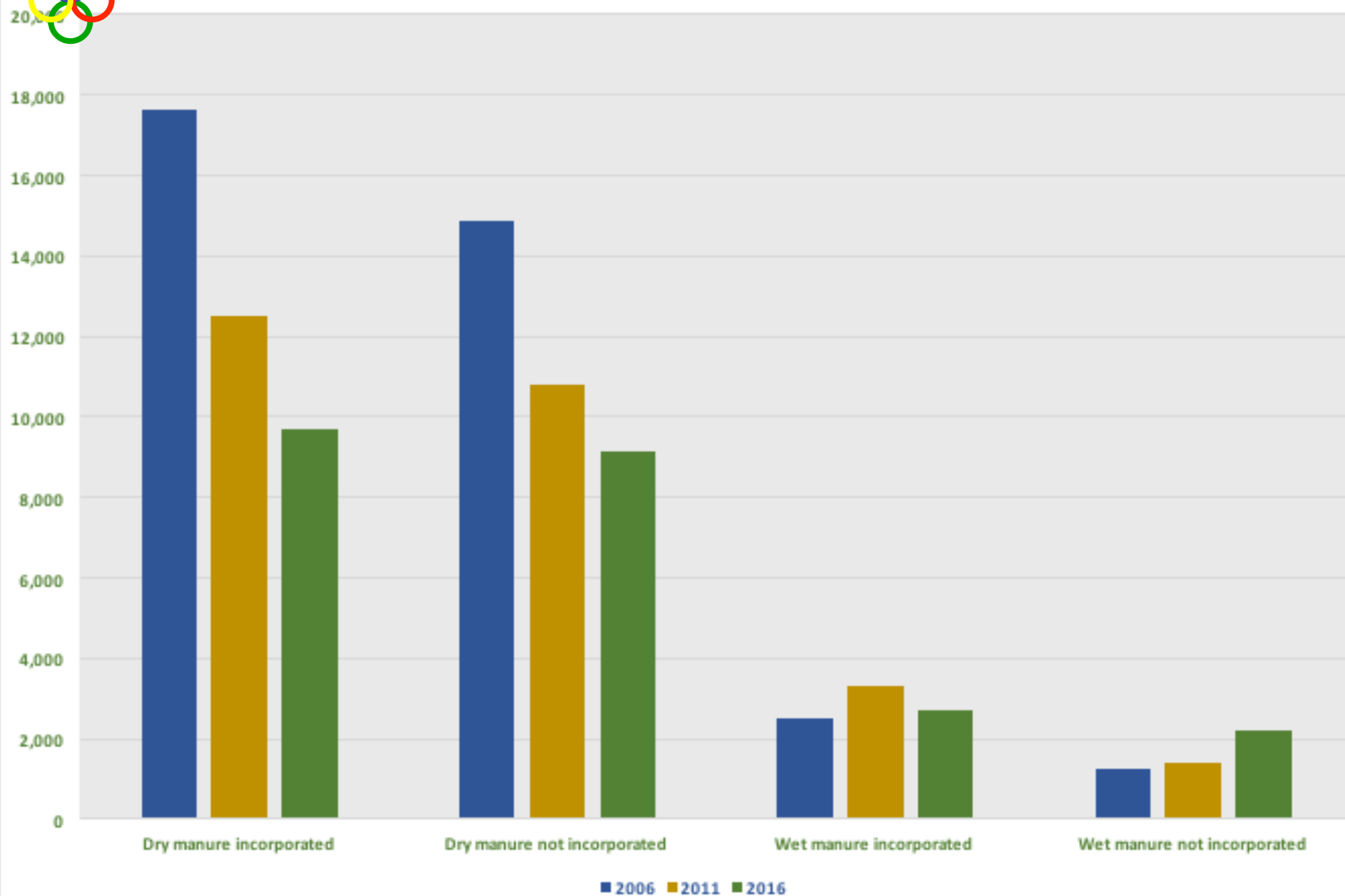
## Acres of Soil Amendments by Hastings County Farms, 2006 - 2016





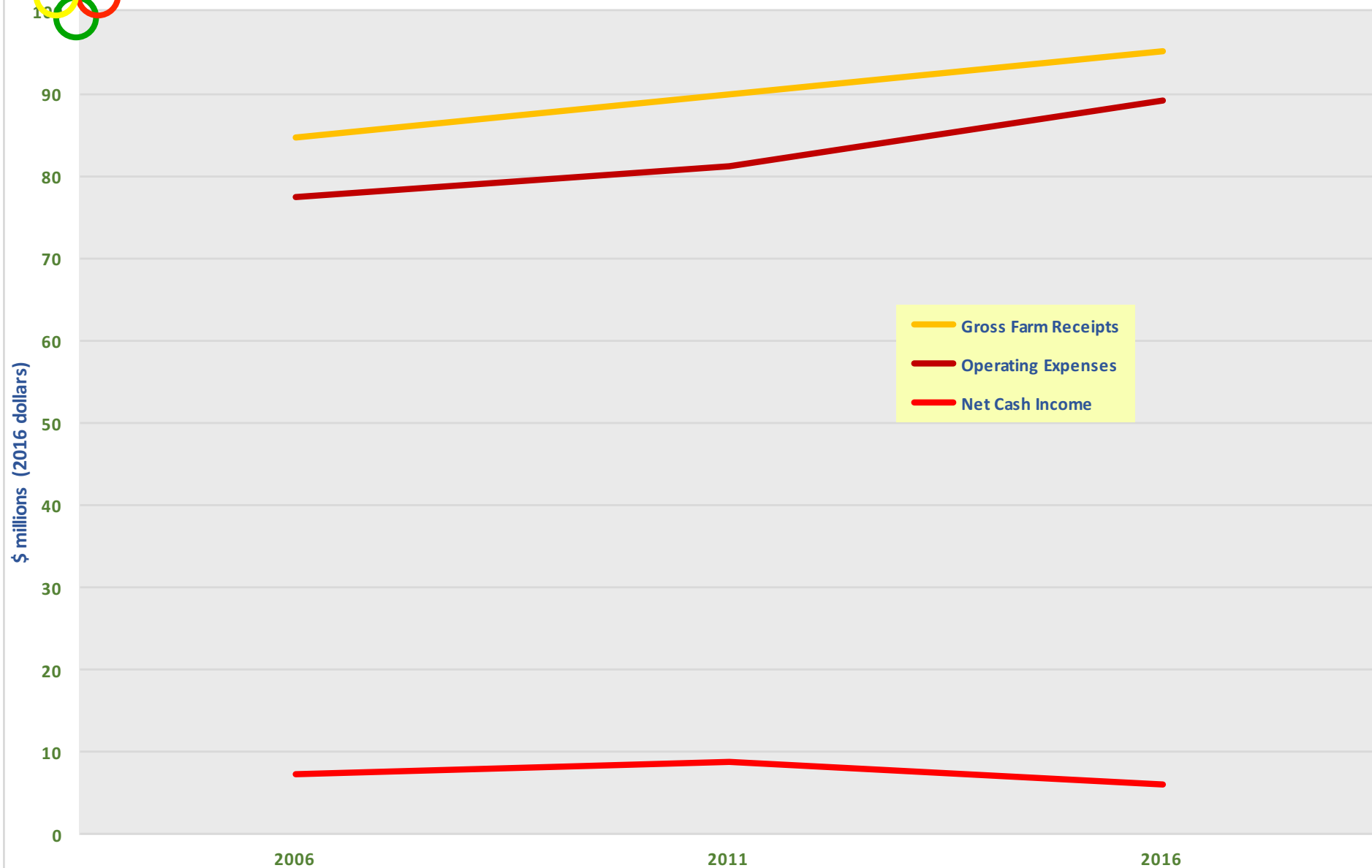


## Acres of Manure Use on Hastings County Farms, 2006 - 2016





## Adjusted Net Cash Income for Hastings County Farms, 2006 - 2016







## Hastings Co. Direct Farm Sales to Households

<b>Raw food items</b>	<b>214</b>
<b>Value-added items</b>	<b>25</b>
<b>Farmgate sales</b>	<b>198</b>
<b>Farmers' Markets</b>	<b>39</b>
<b>CSAs</b>	<b>7</b>
<b>Others</b>	<b>6</b>



## Principal Crops -- Hastings County, 2016

<b>Crops</b>	<b>Acres</b>
<b>Hay</b>	<b>56,502</b>
<b>Soybeans</b>	<b>26,156</b>
<b>Corn for grain</b>	<b>19,542</b>
<b>Winter wheat</b>	<b>7,470</b>
<b>Corn for silage</b>	<b>5,231</b>
<b>Mixed grains</b>	<b>3,094</b>
<b>Oats for grain</b>	<b>2,002</b>
<b>Barley for grain</b>	<b>1,224</b>
<b>Vegetables</b>	<b>642</b>
<b>Potatoes</b>	<b>61</b>
<b>Fruit</b>	<b>x</b>





## Principal Livestock -- Hastings County, 2016

<b>Livestock</b>	<b>Inventory</b>
<b>Hens &amp; chickens</b>	<b>168,876</b>
<b>Pigs</b>	<b>8,566</b>
<b>Beef cows</b>	<b>8,013</b>
<b>Sheep &amp; lambs</b>	<b>7,176</b>
<b>Dairy cows</b>	<b>3,875</b>
<b>Turkeys</b>	<b>166</b>



## Hastings County – 974 Farms

<b>West Quinte</b>	<b>199</b>	<b>Centre Hastings</b>	<b>59</b>
<b>Stirling-Rawdon</b>	<b>147</b>	<b>Bancroft</b>	<b>41</b>
<b>Belleville</b>	<b>125</b>	<b>Hastings Highland</b>	<b>40</b>
<b>Tweed</b>	<b>122</b>	<b>Marmora &amp; Lake</b>	<b>30</b>
<b>Tyendinaga</b>	<b>112</b>	<b>Carlow/Mayo</b>	<b>17</b>
<b>Madoc</b>	<b>82</b>	<b>Limerick</b>	<b>xx</b>

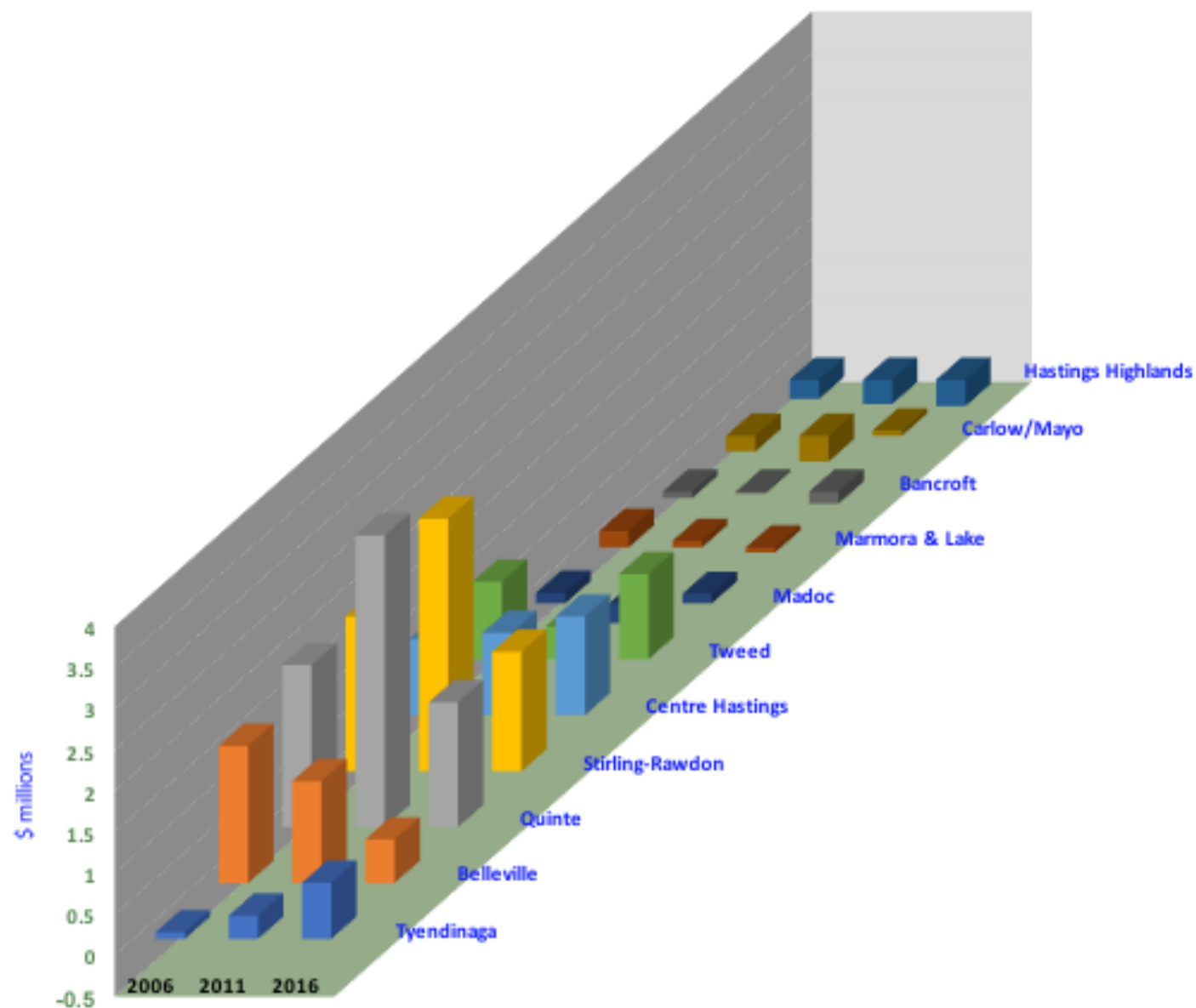
**81% of farms & acres**

**19% of farms & acres**



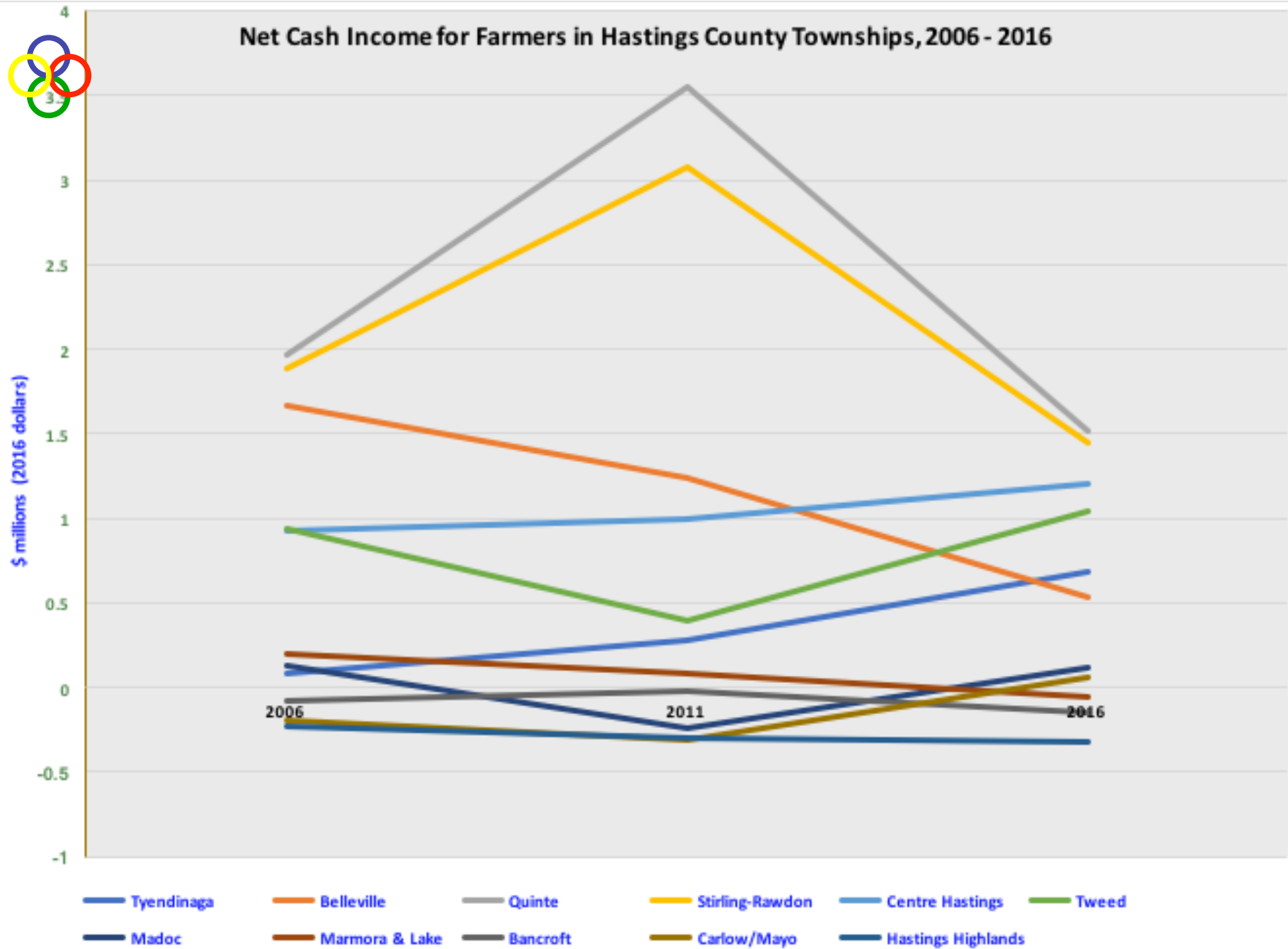


## Net Cash Income of Farmers in Hastings County Townships, 2006 - 2016





Net Cash Income for Farmers in Hastings County Townships, 2006 - 2016







## **A County of Small Farms**

**25% of County Farms: Less Than 70 acres**

<b>Bancroft</b>	<b>37%</b>	<b>Stirling-Rawdon</b>	<b>20%</b>
<b>West Quinte</b>	<b>35%</b>	<b>Hastings Highland</b>	<b>20%</b>
<b>Belleville</b>	<b>33%</b>	<b>Tyendinaga</b>	<b>16%</b>
<b>Carlow/Mayo</b>	<b>29%</b>	<b>Tweed</b>	<b>16%</b>
<b>Marmora &amp; Lake</b>	<b>27%</b>	<b>Madoc</b>	<b>15%</b>
<b>Centre Hastings</b>	<b>25%</b>	<b>Limerick</b>	<b>xx</b>



## **A County of Small Farms**

**3% of County Farms: More Than 1,120 acres**

<b>Tweed</b>	<b>7%</b>	<b>Stirling-Rawdon</b>	<b>1%</b>
<b>Centre Hastings</b>	<b>5%</b>	<b>Madoc</b>	<b>0%</b>
<b>Bancroft</b>	<b>5%</b>	<b>Marmora &amp; Lake</b>	<b>0%</b>
<b>Tyendinaga</b>	<b>4%</b>	<b>Limerick</b>	<b>xx</b>
<b>Belleville</b>	<b>2%</b>	<b>Carlow/Mayo</b>	<b>0%</b>
<b>Quinte</b>	<b>1%</b>	<b>Hastings Highland</b>	<b>0%</b>





## **A County of Small Farms**

**70% of County Farms Sell Less Than \$50,000**

<b>Hastings Highland</b>	<b>100%</b>	<b>Tyendinaga</b>	<b>69%</b>
<b>Bancroft</b>	<b>85%</b>	<b>Centre Hastings</b>	<b>69%</b>
<b>Marmora &amp; Lake</b>	<b>83%</b>	<b>Belleville</b>	<b>65%</b>
<b>Carlow/Mayo</b>	<b>82%</b>	<b>Quinte</b>	<b>61%</b>
<b>Madoc</b>	<b>78%</b>	<b>Stirling-Rawdon</b>	<b>61%</b>
<b>Tweed</b>	<b>75%</b>	<b>Limerick</b>	<b>xx</b>



## **A County of Small Farms**

**1% of County Farms Sell More Than \$1 million**

<b>Tweed</b>	<b>5%</b>	<b>Madoc</b>	<b>0%</b>
<b>Centre Hastings</b>	<b>3%</b>	<b>Marmora &amp; Lake</b>	<b>0%</b>
<b>Stirling-Rawdon</b>	<b>2%</b>	<b>Limerick</b>	<b>xx</b>
<b>Tyendinaga</b>	<b>1%</b>	<b>Bancroft</b>	<b>0%</b>
<b>West Quinte</b>	<b>1%</b>	<b>Carlow/Mayo</b>	<b>0%</b>
<b>Belleville</b>	<b>0%</b>	<b>Hastings Highland</b>	<b>0%</b>



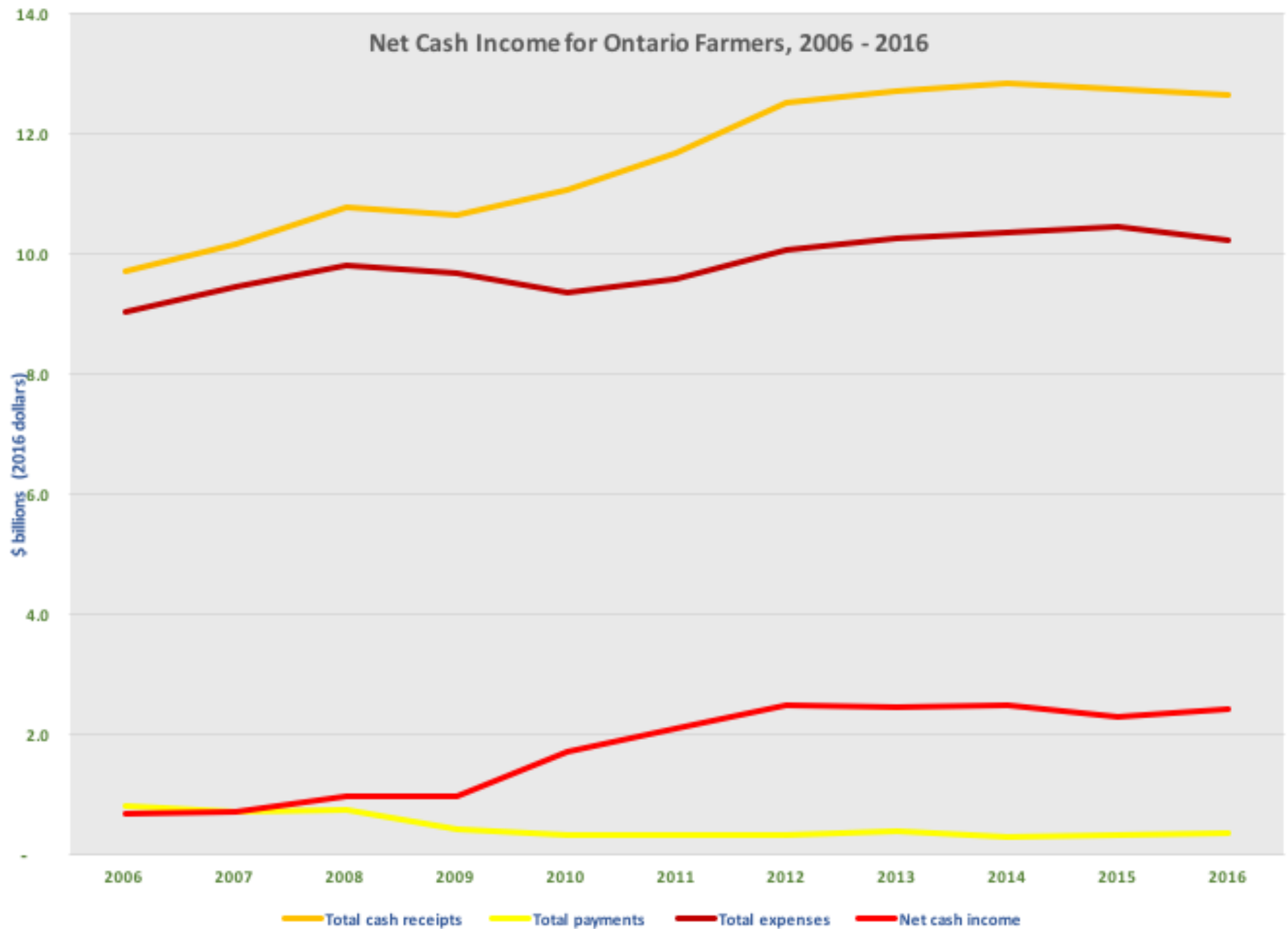
## Consumers matter

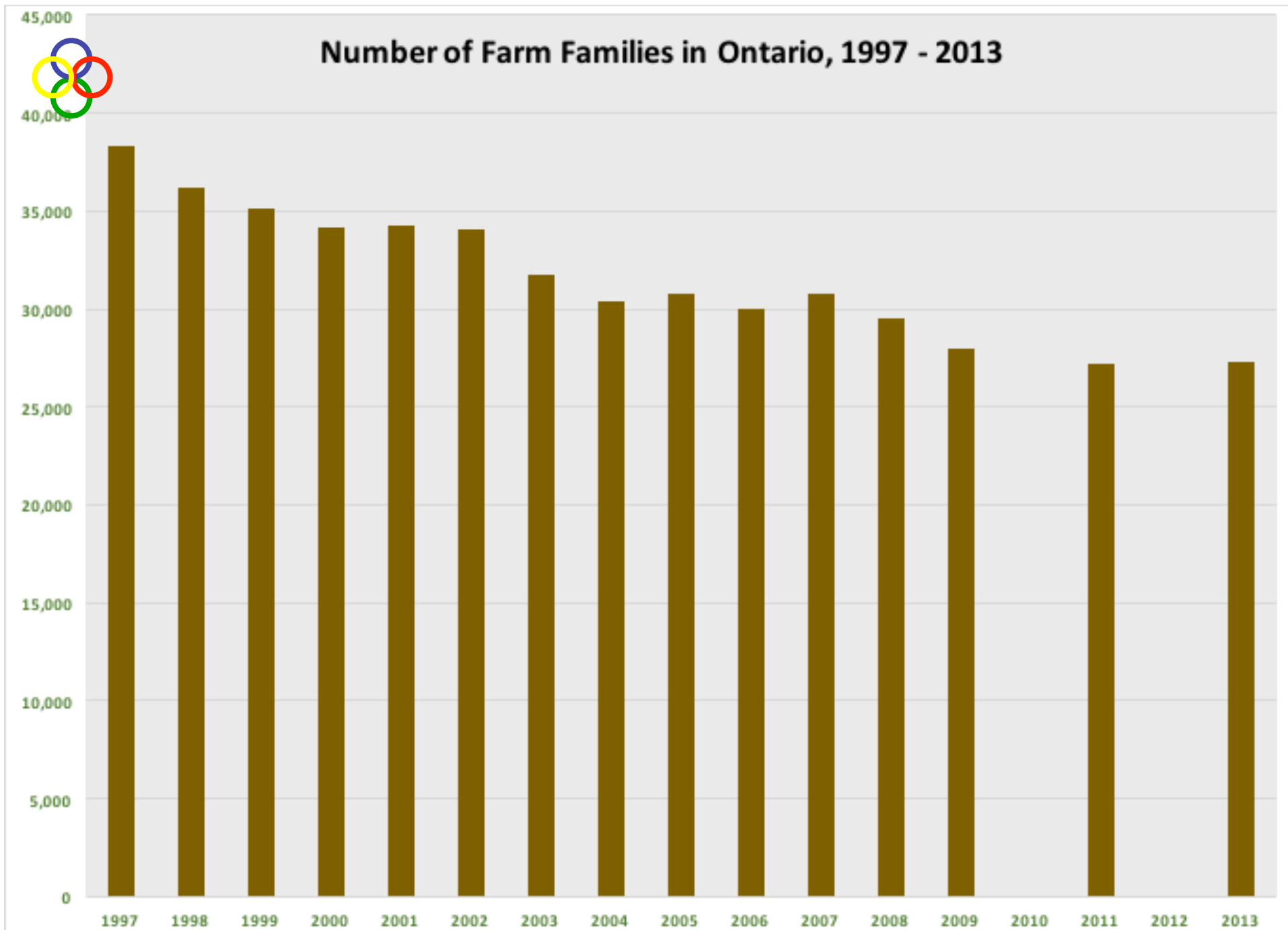
If each **Hastings County** resident bought \$5 of food directly from some farm in the County each week...

...farms would earn **\$36 million**



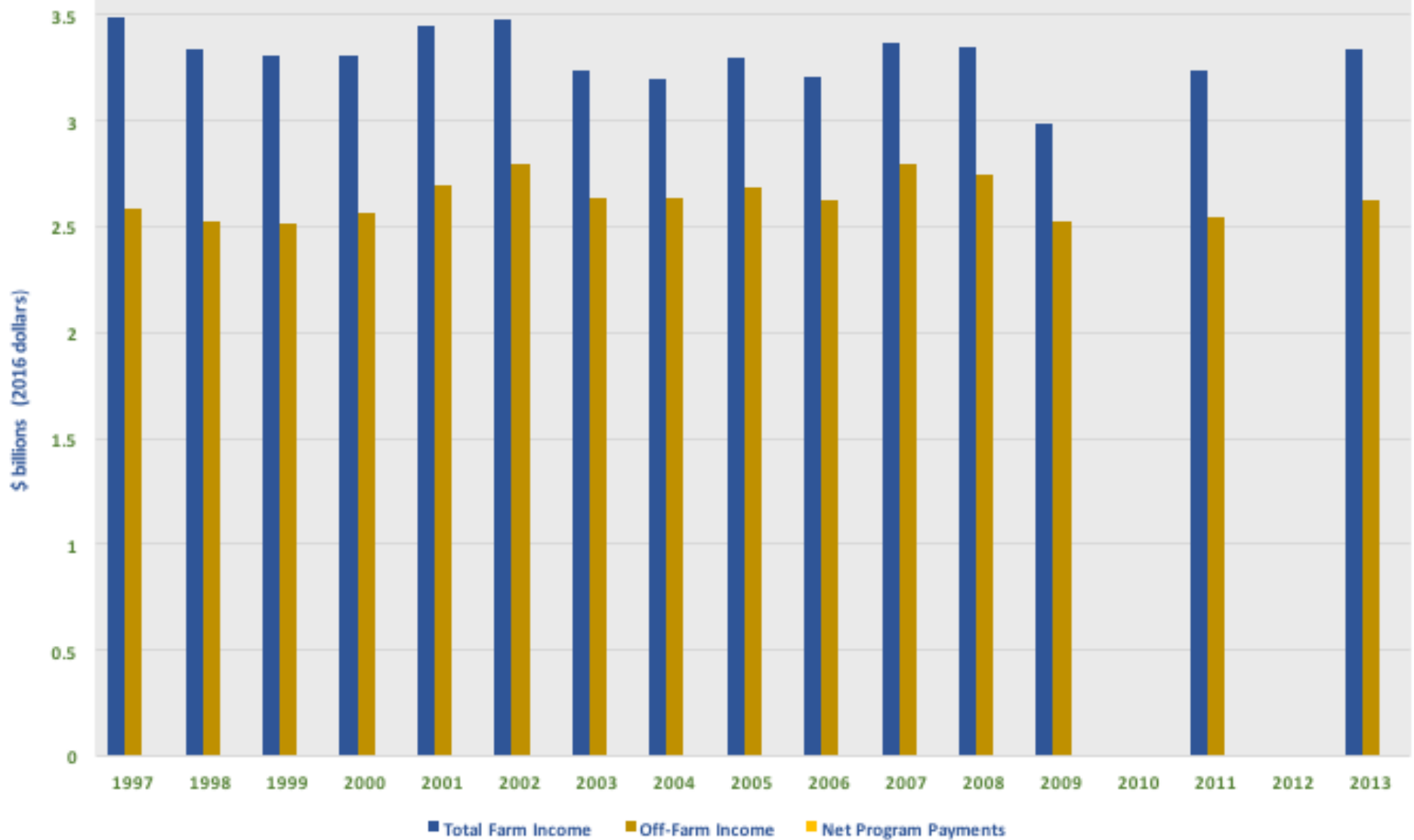






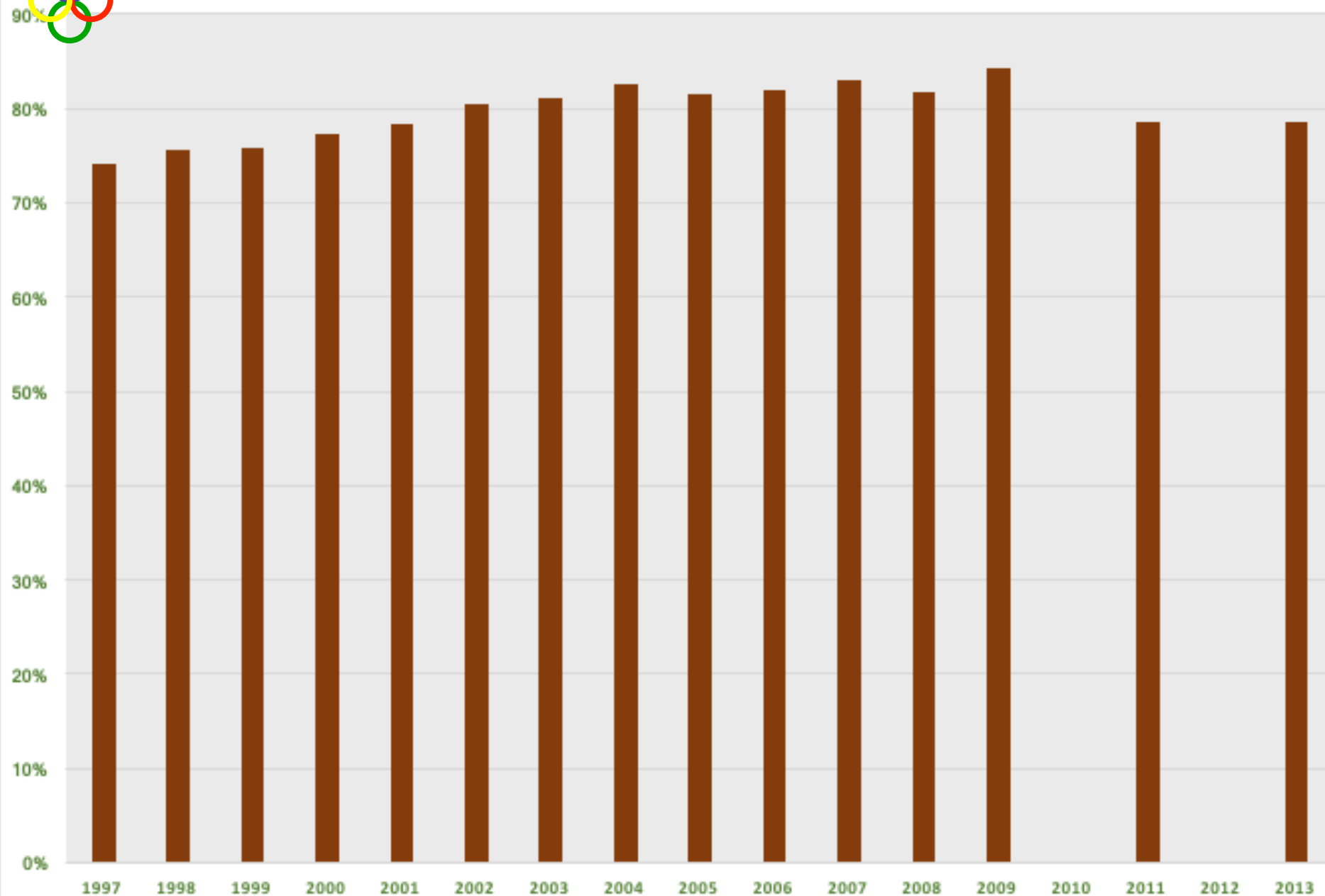


## Farm Income and Off-Farm Income in Ontario, 1997 - 2013





## Ratio of Off-Farm Income to Total Farm Income in Ontario, 1997 - 2013





Plainview, Minnesota





Adopt  
marketing  
campaign

Artwork by  
Carrie Cline  
Cortez, Colorado

# Eat 5 Buy \$5

servings of fruit and vegetables per day

per week from a local producer

11,000 = households  
X \$5 per week  
= \$1.9 Million annually  
for  
Montezuma County  
Producers



## Healthy food, people, economy

**Eat 5 servings of fruit and vegetables  
per day and reduce your risk of:**

**Obesity**

**Type 2 Diabetes**

**Heart Disease**

**Chronic Disease**

**Cancer**

**Spend \$5 per week with  
a local producer and**

**Create local jobs**

**Support a farmer you know**

**Promote self-reliance**

**Increase availability of farm-fresh food**

**Boost local revenue**



## Rudy's Tacos — Waterloo, Iowa



**71% local food!**

Photo by Arion Thiboumery



## Rudy's Tacos (Waterloo, Iowa) Local Food Expenditures 2007

	<b>Local \$</b>	<b>Total \$</b>	<b>Local %</b>
<b>Beef</b>	<b>\$64,415</b>	<b>\$64,415</b>	<b>100</b>
<b>Chicken</b>	<b>\$27,798</b>	<b>\$27,798</b>	<b>100</b>
<b>Pork</b>	<b>\$989</b>	<b>\$989</b>	<b>100</b>
<b>Cheese</b>	<b>\$43,401</b>	<b>\$43,401</b>	<b>100</b>
<b>Tomatoes</b>	<b>\$13,894</b>	<b>\$16,241</b>	<b>86</b>
<b>Onions</b>	<b>\$571</b>	<b>\$1,705</b>	<b>33</b>
<b>Flowers</b>	<b>\$907</b>	<b>\$907</b>	<b>100</b>
<b>Soy Oil</b>	<b>\$9,360</b>	<b>\$9,360</b>	<b>100</b>
<b>Red Bell Peppers</b>	<b>\$168</b>	<b>\$814</b>	<b>21</b>
<b>Cilantro</b>	<b>\$45</b>	<b>\$483</b>	<b>9</b>
<b>Sour Cream</b>	<b>\$4,749</b>	<b>\$4,749</b>	<b>100</b>
<b>Ice Cream</b>	<b>\$1,493</b>	<b>\$2,933</b>	<b>51</b>
<b>Other</b>	<b>\$-</b>	<b>\$63,800</b>	<b>0</b>
<b>Total</b>	<b>\$167,790</b>	<b>\$237,595</b>	<b>71%</b>



Northern Iowa Food & Farm Partnership





Atlanta, Georgia





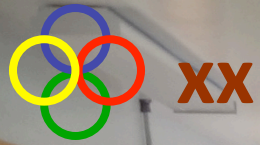
**Kansas City, Kansas**





Kansas City, Kansas

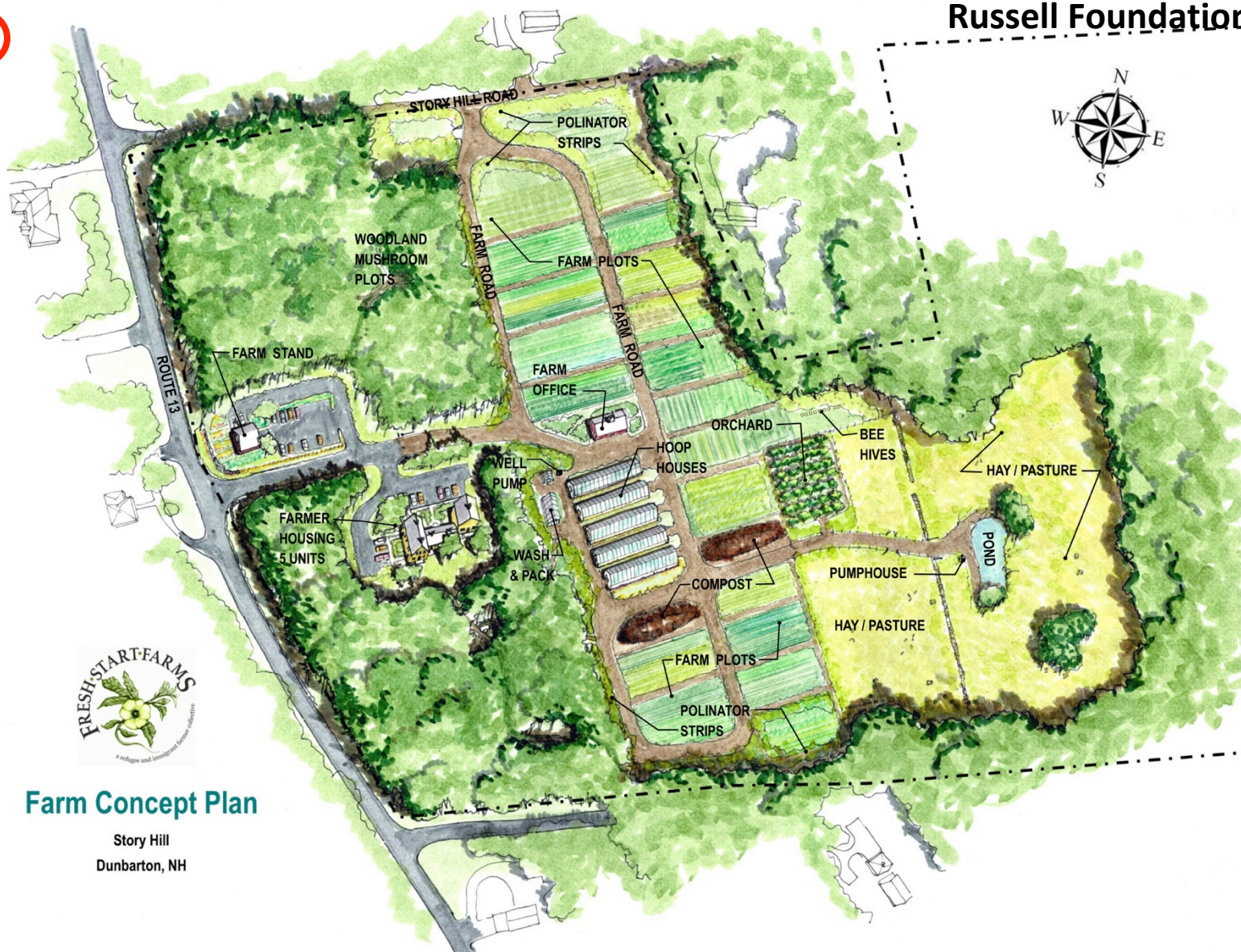








Courtesy of Ian McSweeney  
Russell Foundation



### Farm Concept Plan

Story Hill  
Dunbarton, NH



# Fresh Start Farms (Concept)-- Dunbarton, NH





Viroqua, Wisconsin





Viroqua, Wisconsin





**Sue Noble, Vernon County Econ Devel Assn -- Western WI Food Enterprise Center**





**Western WI Food Enterprise Center**





Western WI Food Enterprise Center





**Viroqua, Wisconsin**





## **Multi-Stakeholder Co-op**

**Growers (40)**

**CEO of Gunderson Memorial Hospital**

**CEO of Reinhart Foods**

**Workers**

**All represented on one board**



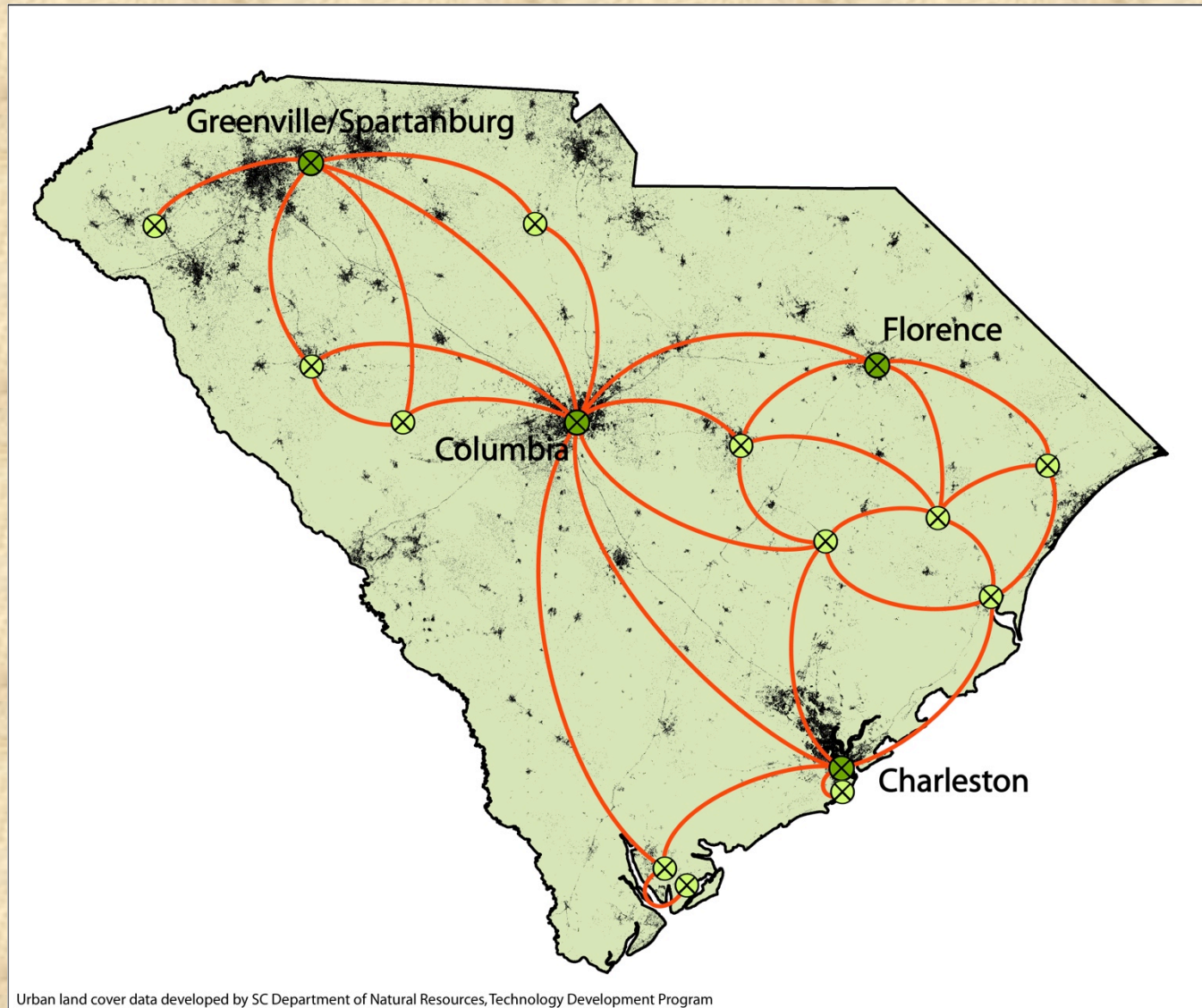
# **Western Wisconsin Food Enterprise Center**

**Replaced 85 jobs lost in 2009**





# South Carolina “Food Web”



**Meter & Goldenberg, Making Small Farms into Big Business (2003)**



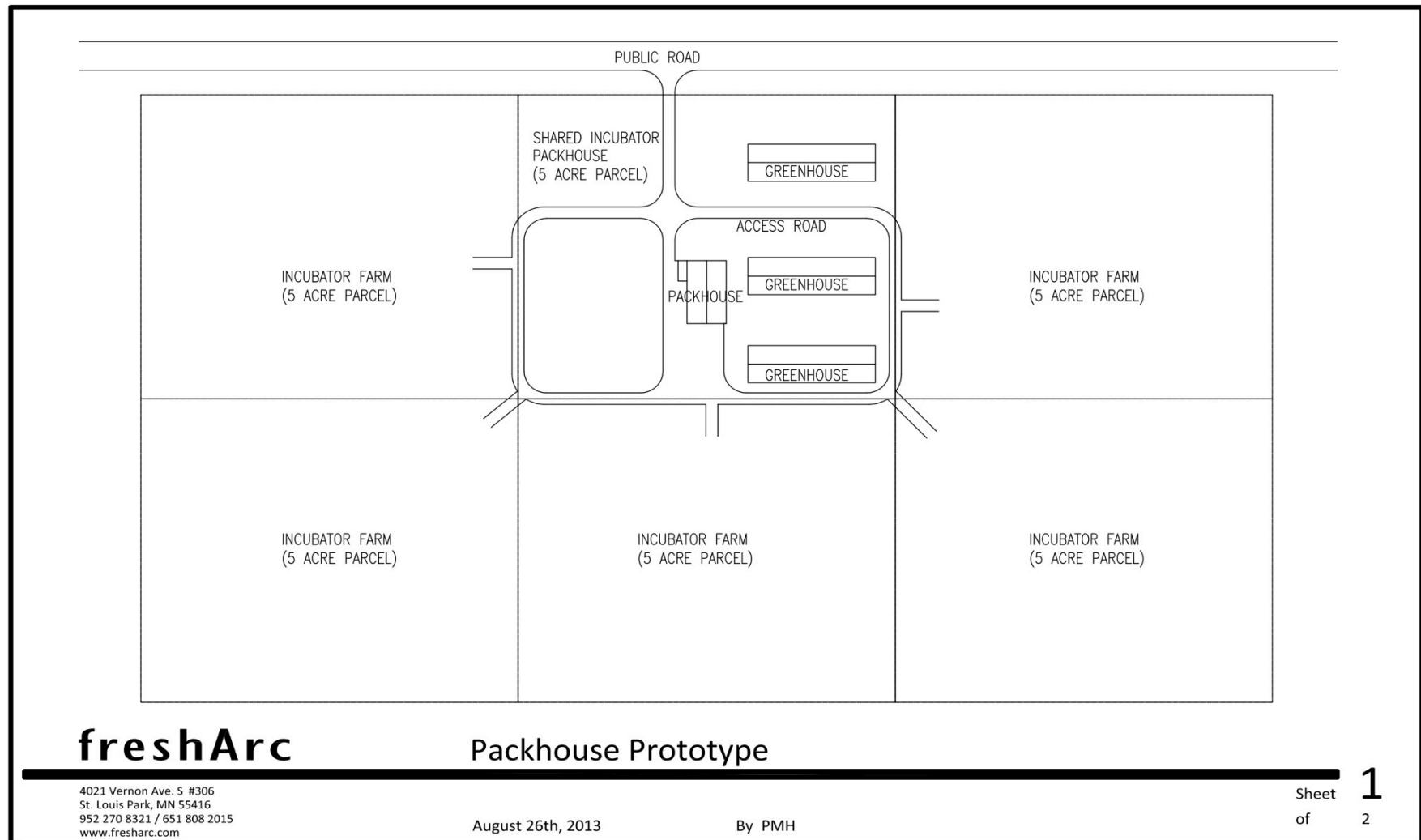


**Dan & Marguerite Guenther, Common Harvest Farm, Osceola, Wisconsin**



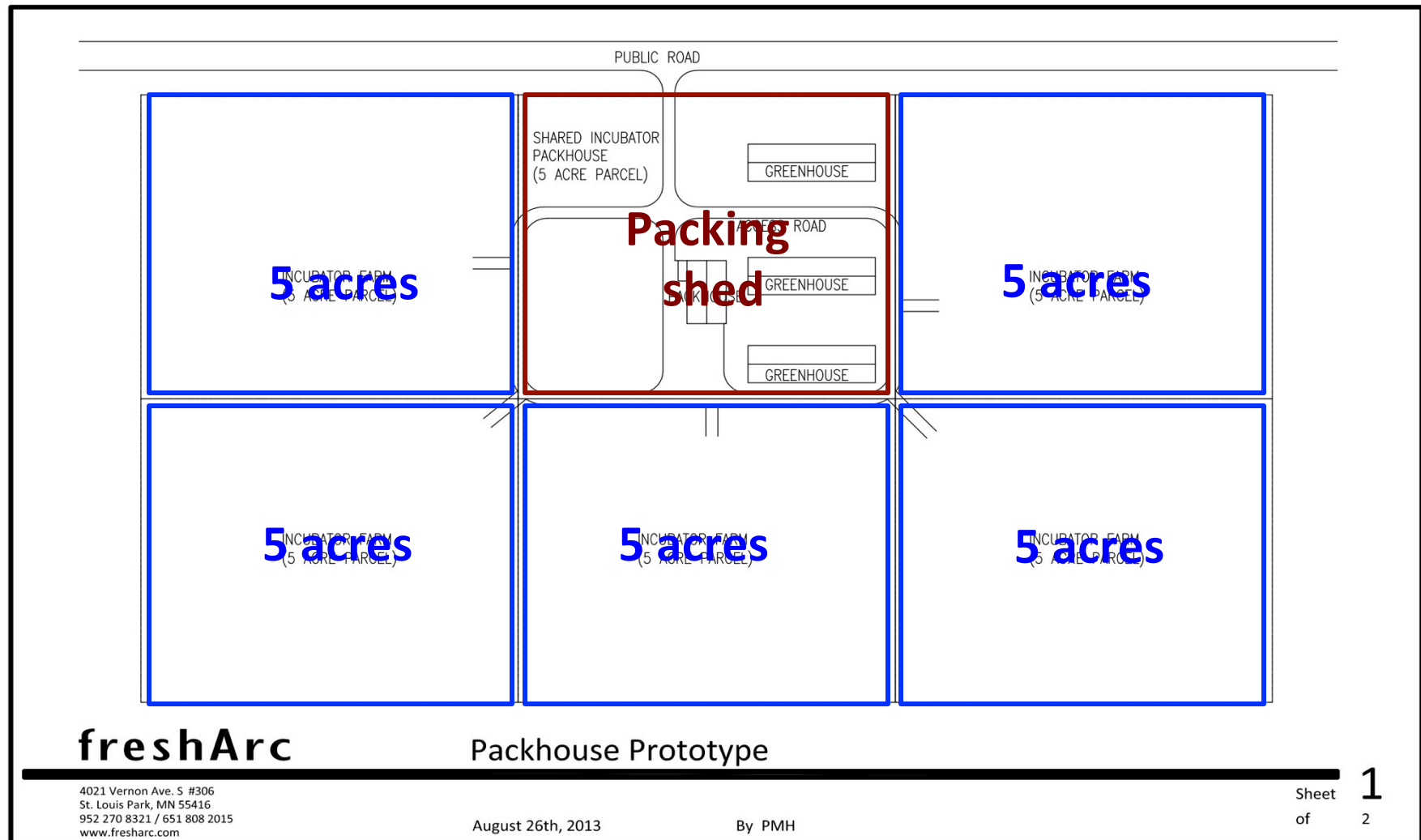


# Incubator farm with packing shed





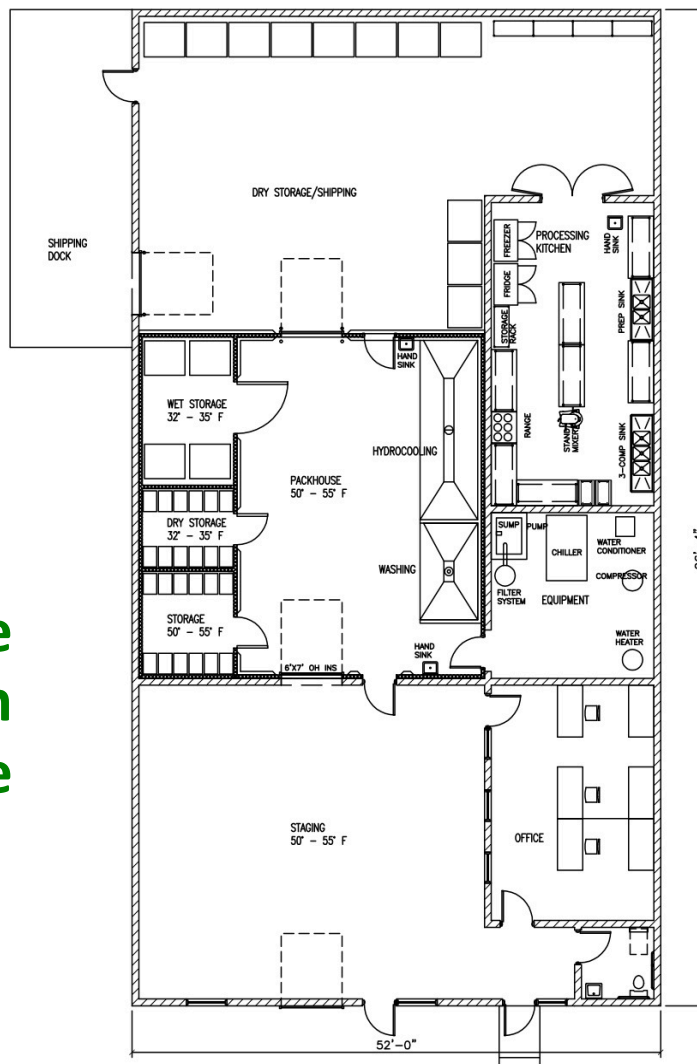
# Incubator farm with packing shed







## One possible food production node



**freshArc**

4021 Vernon Ave. S #306  
St. Louis Park, MN 55416  
952 270 8321 / 651 808 2015  
www.fresharc.com

**Packhouse Prototype**

Floor Plan

8/26/13

PMH

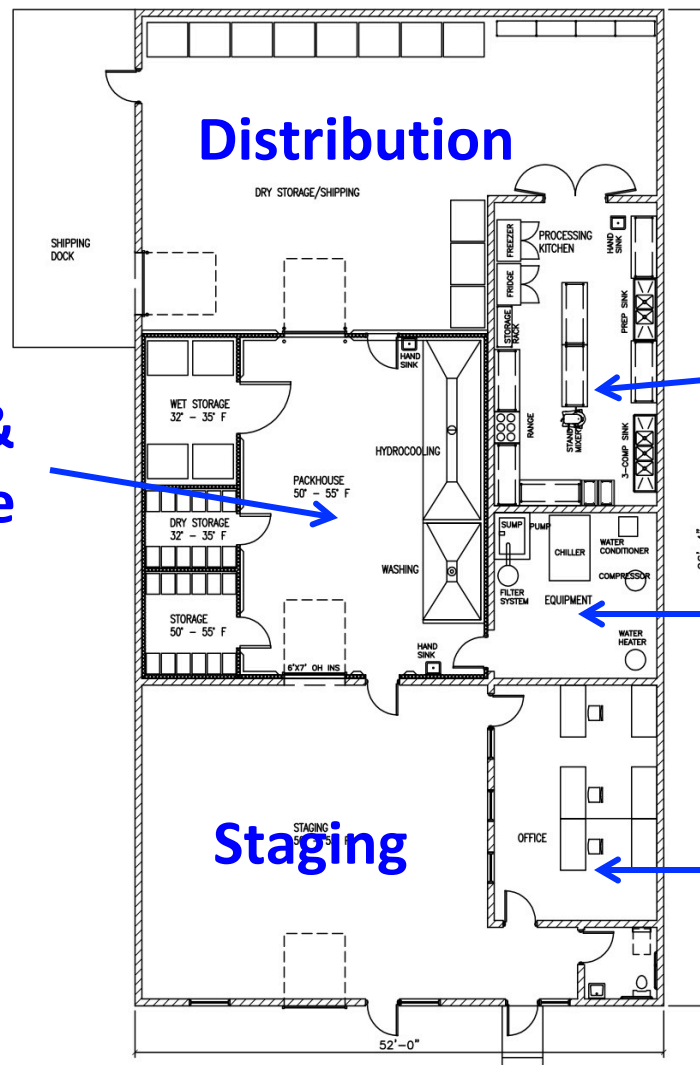
NOT TO SCALE

Sheet **2**  
of 2



Washing &  
Storage

One possible  
food production  
node



Commercial  
kitchen

Utilities

Offices

**freshArc**

4021 Vernon Ave. S #306  
St. Louis Park, MN 55416  
952 270 8321 / 651 808 2015  
www.fresharc.com

**Packhouse Prototype**

**Floor Plan**

8/26/13

PMH

NOT TO SCALE

Sheet **2**  
of 2



## Northeast Indiana Regional Partnership

11 Local Economic  
Development  
Organizations

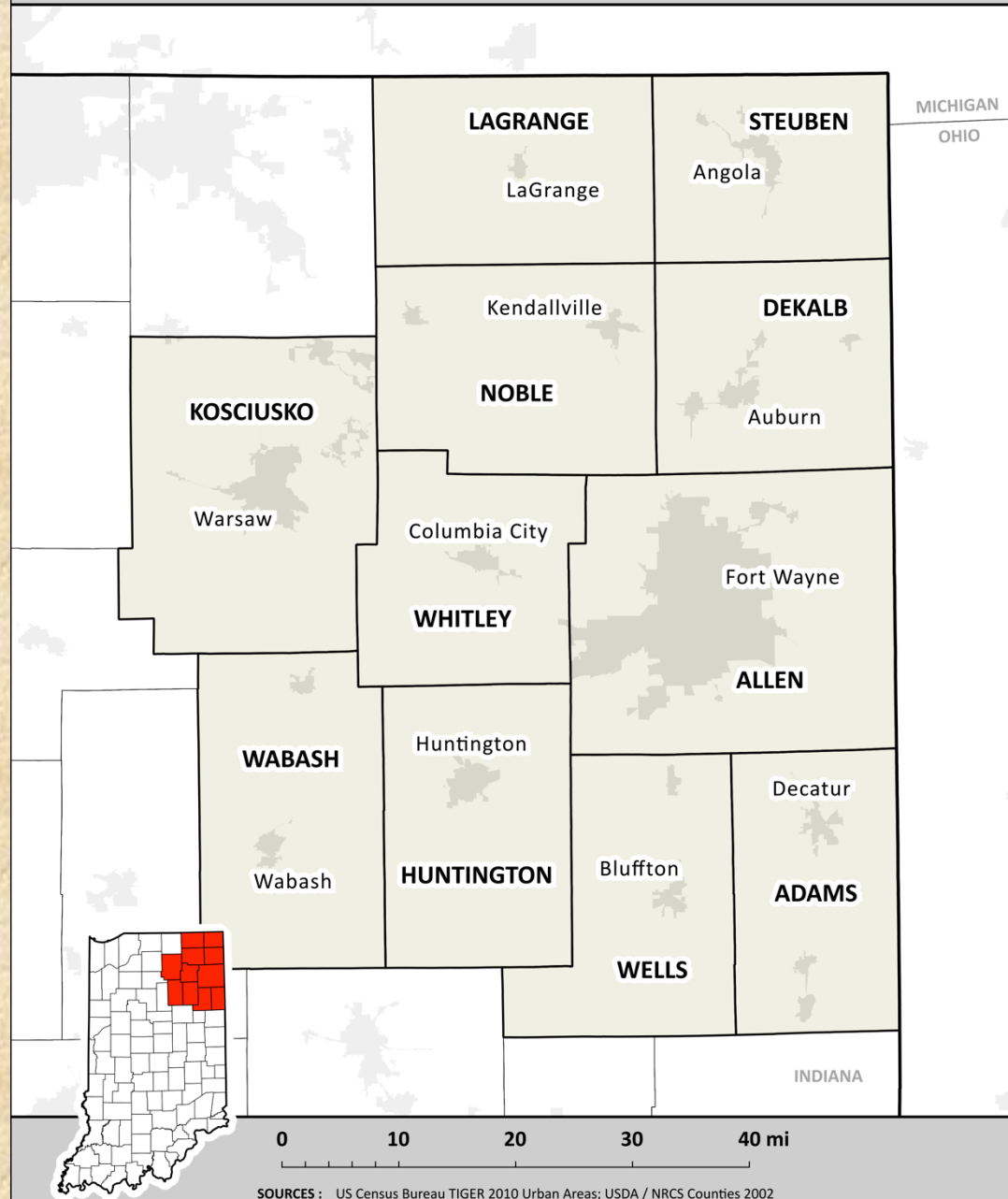
## Northeast Indiana Local Food Network







# Northeast Indiana Region



SOURCES : US Census Bureau TIGER 2010 Urban Areas; USDA / NRCS Counties 2002

Prepared for Ken Meter | Crossroads Resource Center | December 2015 | Mapping by Brendan Heberlein





## NE Indiana Local Food Network

A business cluster “**Extends beyond core firms...**

**...and includes any other actor or agency in the region who can contribute to the industry’s competitive success.”**

**Neil Reid, University of Toledo**

Reid, Neil; Carroll, Michael C.; & Smith, Bruce W. (2007). “Critical Steps in the Cluster Building Process.” International Economic Development Council (IEDC) *Economic Development Journal*, Fall, 45.



## NE Indiana Local Food Network

**“The key to a successful cluster is collaboration among the members of the cluster.”**

**Neil Reid -- University of Toledo**

Reid, Neil; Carroll, Michael C.; & Smith, Bruce W. (2007). “Critical Steps in the Cluster Building Process.” International Economic Development Council (IEDC) *Economic Development Journal*, Fall, 45.





## **NE Indiana Local Food Network**

**“Local food networks” are the commercial, social, and cultural connections that sustain food trade within Northeast Indiana.**





Welcome to

Seven Sons





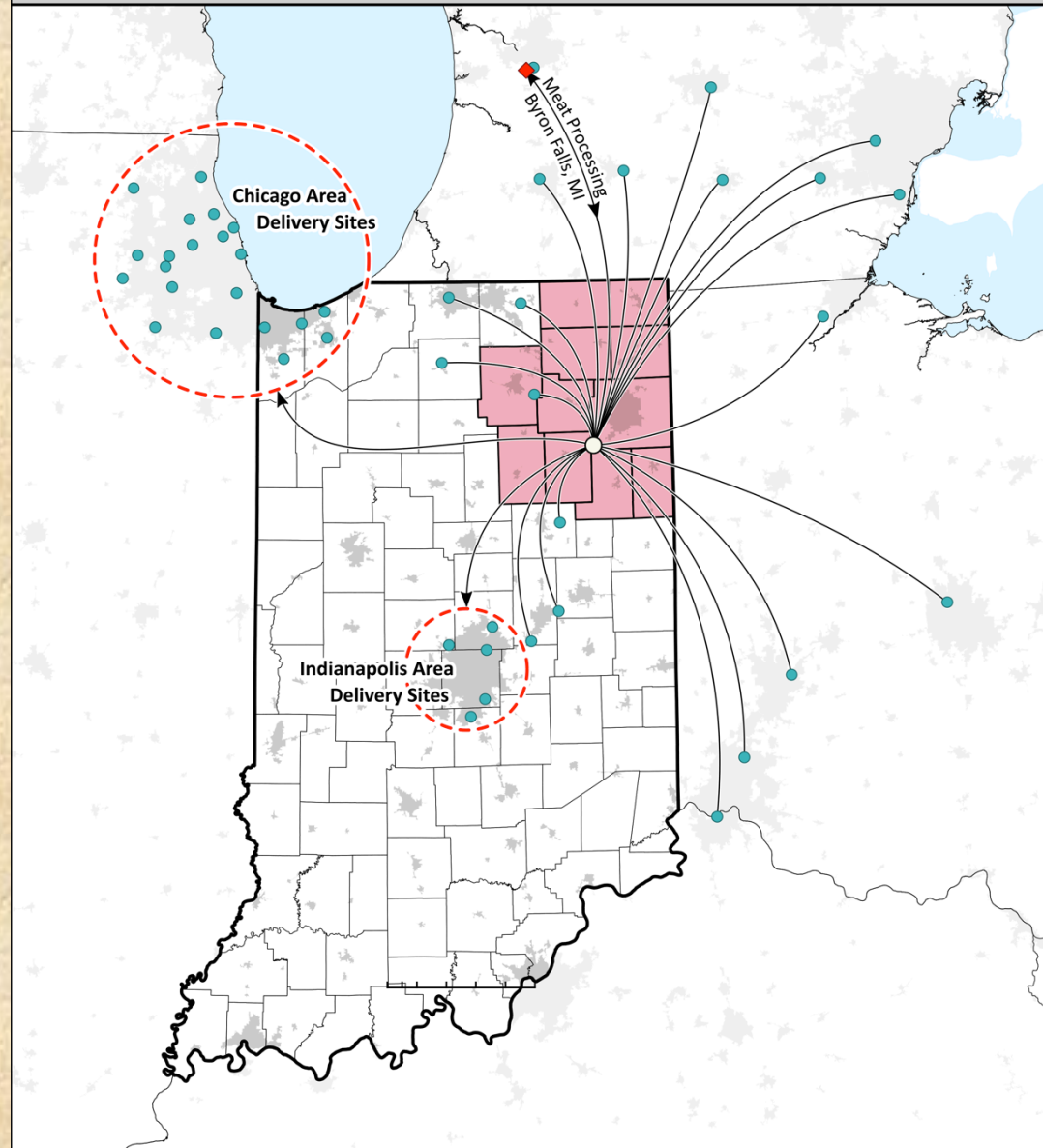
Blaine Hitzfield





# Seven Sons Farm

Delivery Sites



SOURCES : US Census Bureau TIGER/Line 2010 Urban Areas; USDA/NRCS Counties 2002; GLIN Great Lakes Boundaries 2012  
Prepared for Ken Meter | Crossroads Resource Center | December 2015 | Mapping by Brendan Heberlein

**45 Drop Sites**  
**5,200 Names**





Seven Sons Farm









Seven Sons Farm



Seven Sons Farm





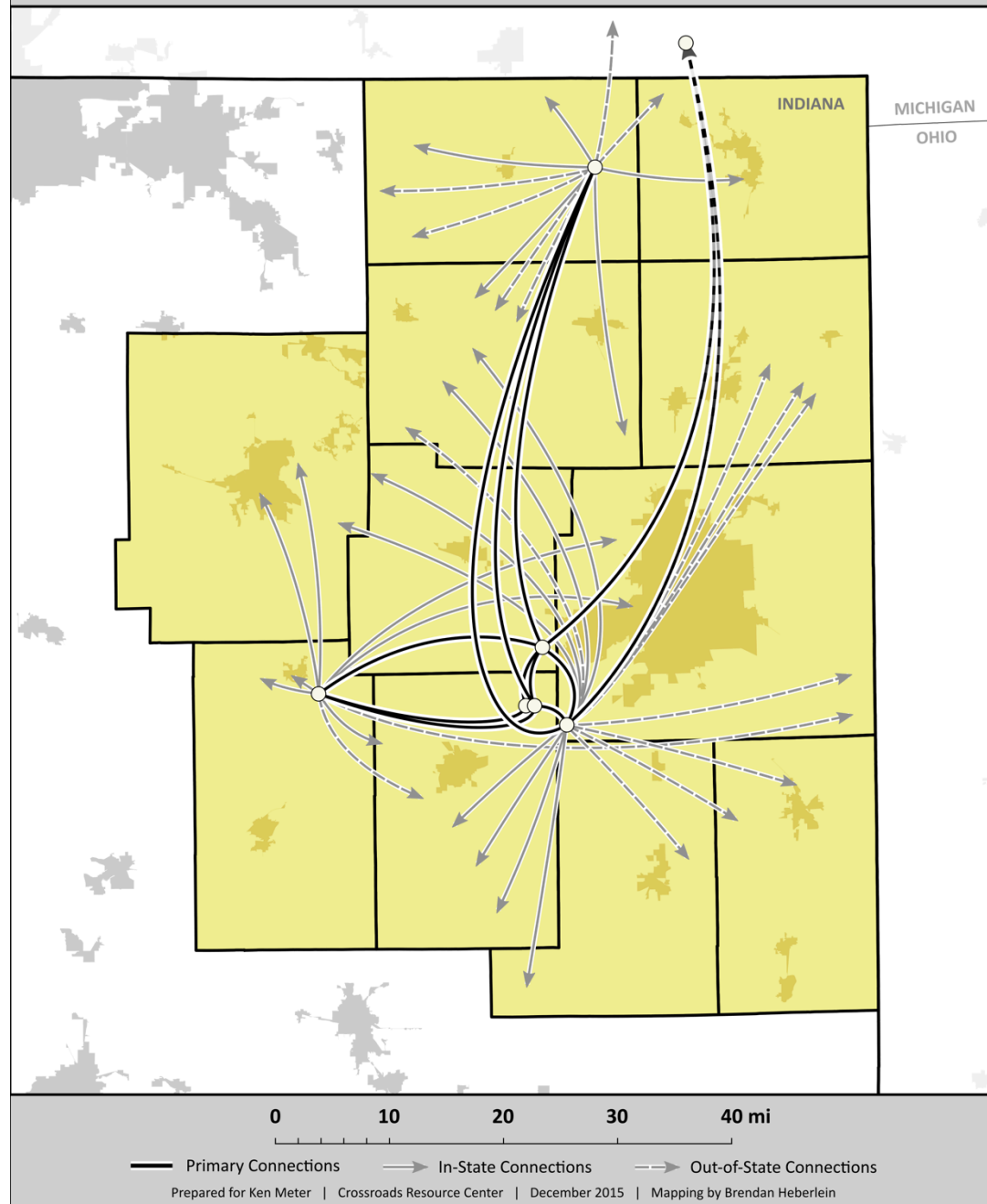


Seven Sons Farm





## Network Overview



**Northeast  
Indiana**





# The key role of public investment

**Build infrastructure  
that creates  
community efficiencies**

Chena Hot Springs, Alaska



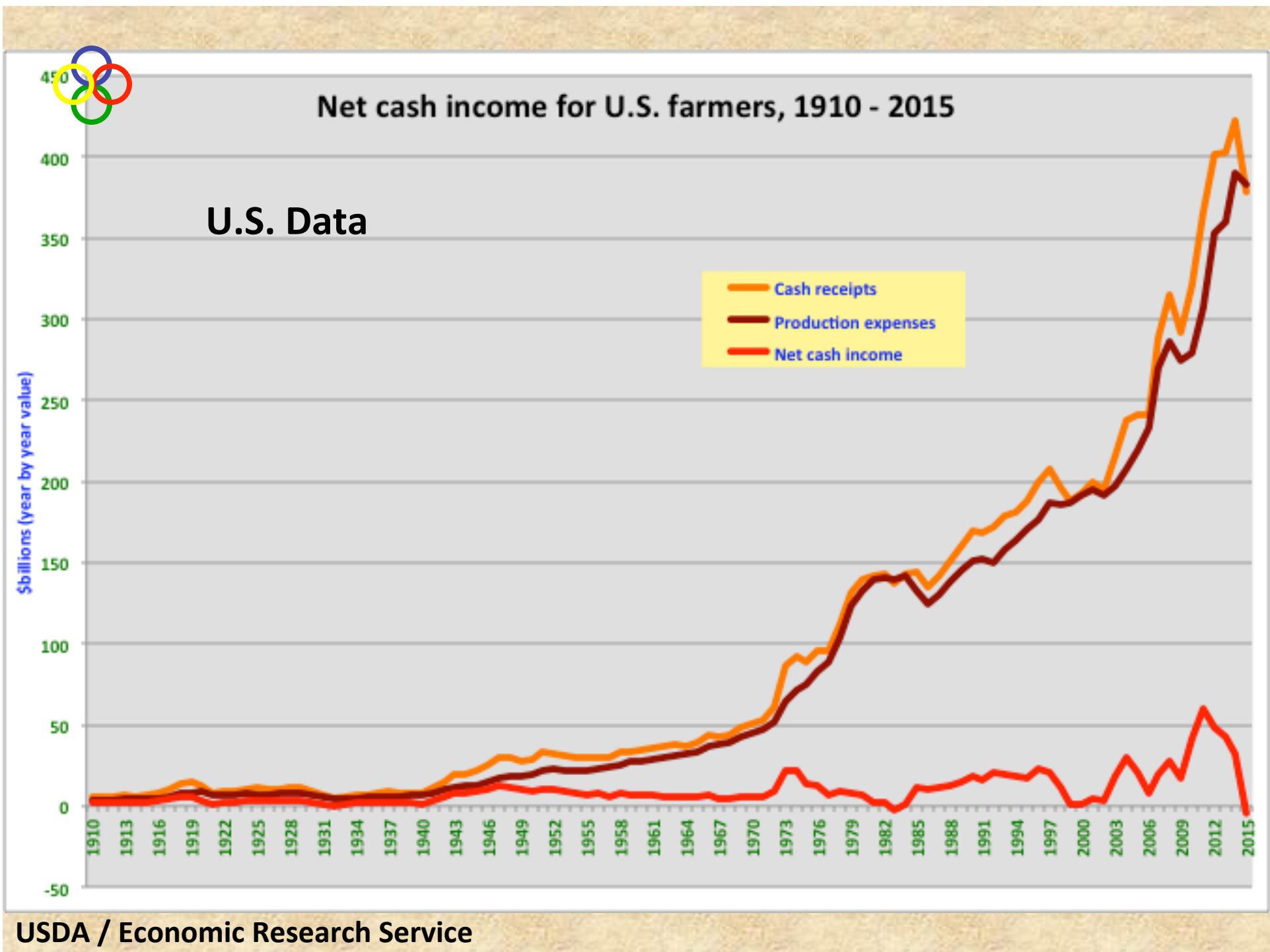






**U.S. data**



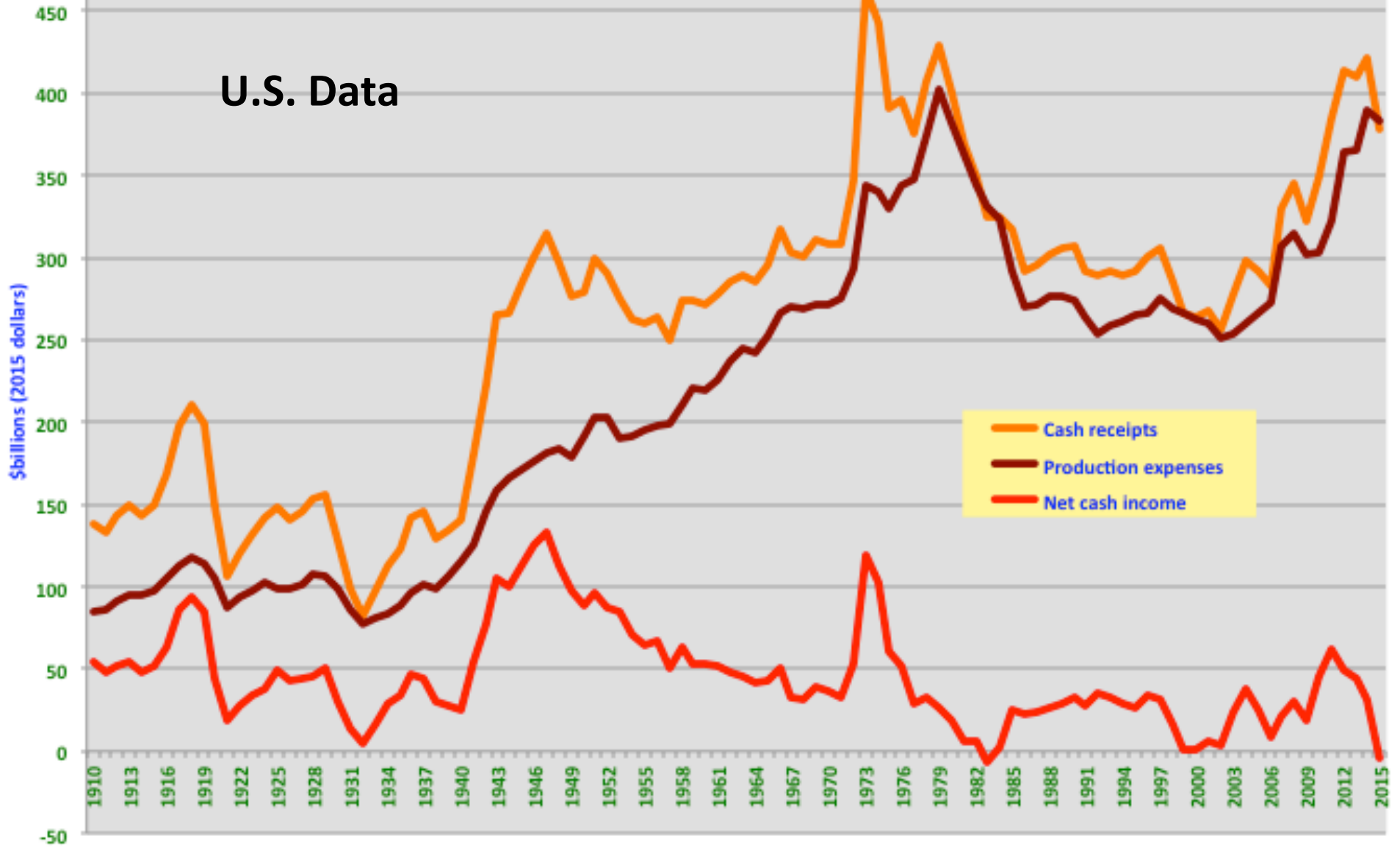






## Adjusted net cash income for U.S. farmers, 1910 - 2015

U.S. Data





# **Local Farm & Food Economy Studies**

**Ken Meter & Megan Phillips Goldenberg  
Crossroads Resource Center**

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**[kmeter@crcworks.org](mailto:kmeter@crcworks.org)**

**(612) 385-8664**