

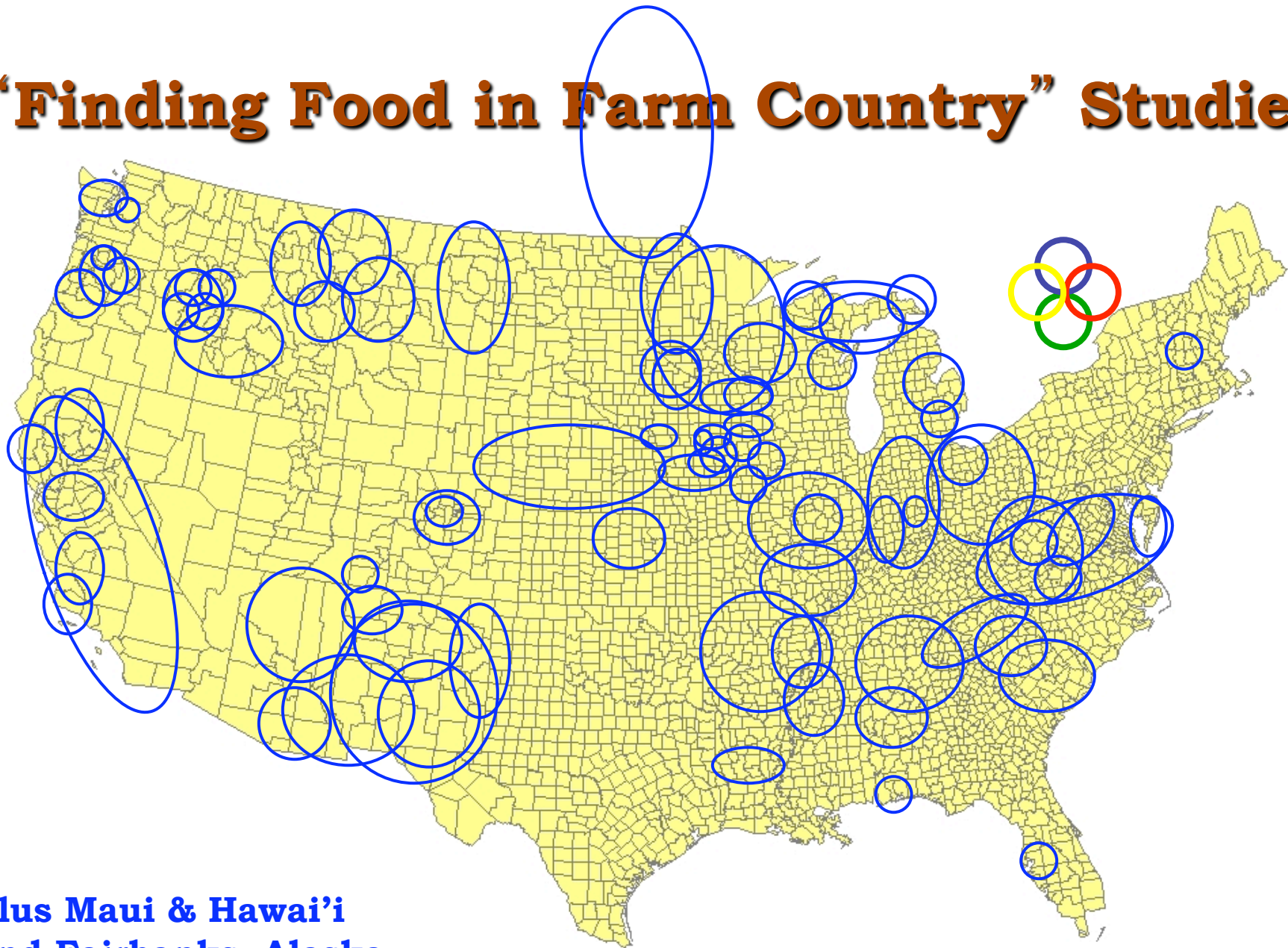


# **Building Health, Wealth, Connection, & Capacity with “local” foods**

**Ken Meter**  
Crossroads  
Resource Center  
(Minneapolis)

**The power of our regional  
food economy conference**  
Spokane, Washington  
**April 19, 2013**

# **“Finding Food in Farm Country” Studies**



**plus Maui & Hawai'i  
and Fairbanks, Alaska**

**95 regions in 32 states & Manitoba**



# 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 in U.S.**

**“Local”** is a shorthand....



**Photo: DSC**



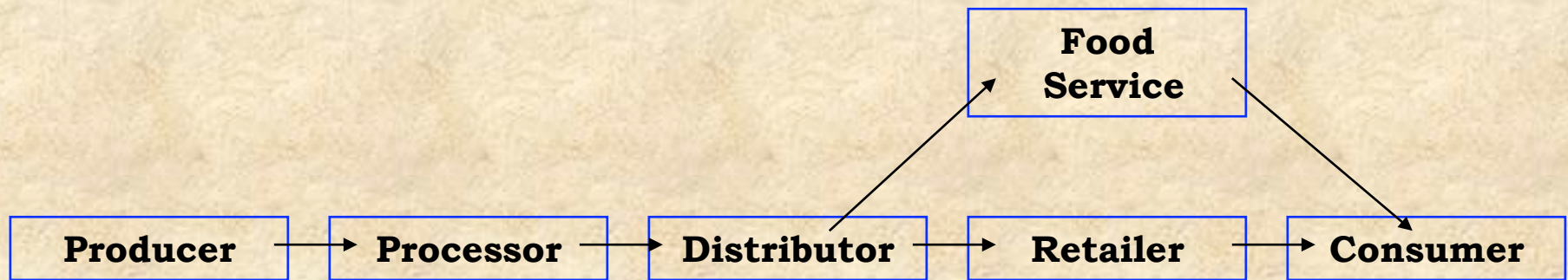
**Goal: to build  
Community-Based  
Food Webs**



Photo: DSC



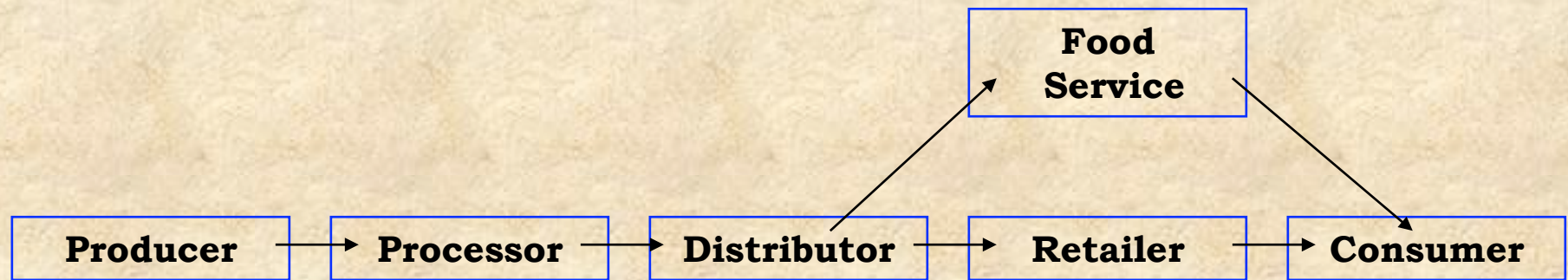
# Supply Chain





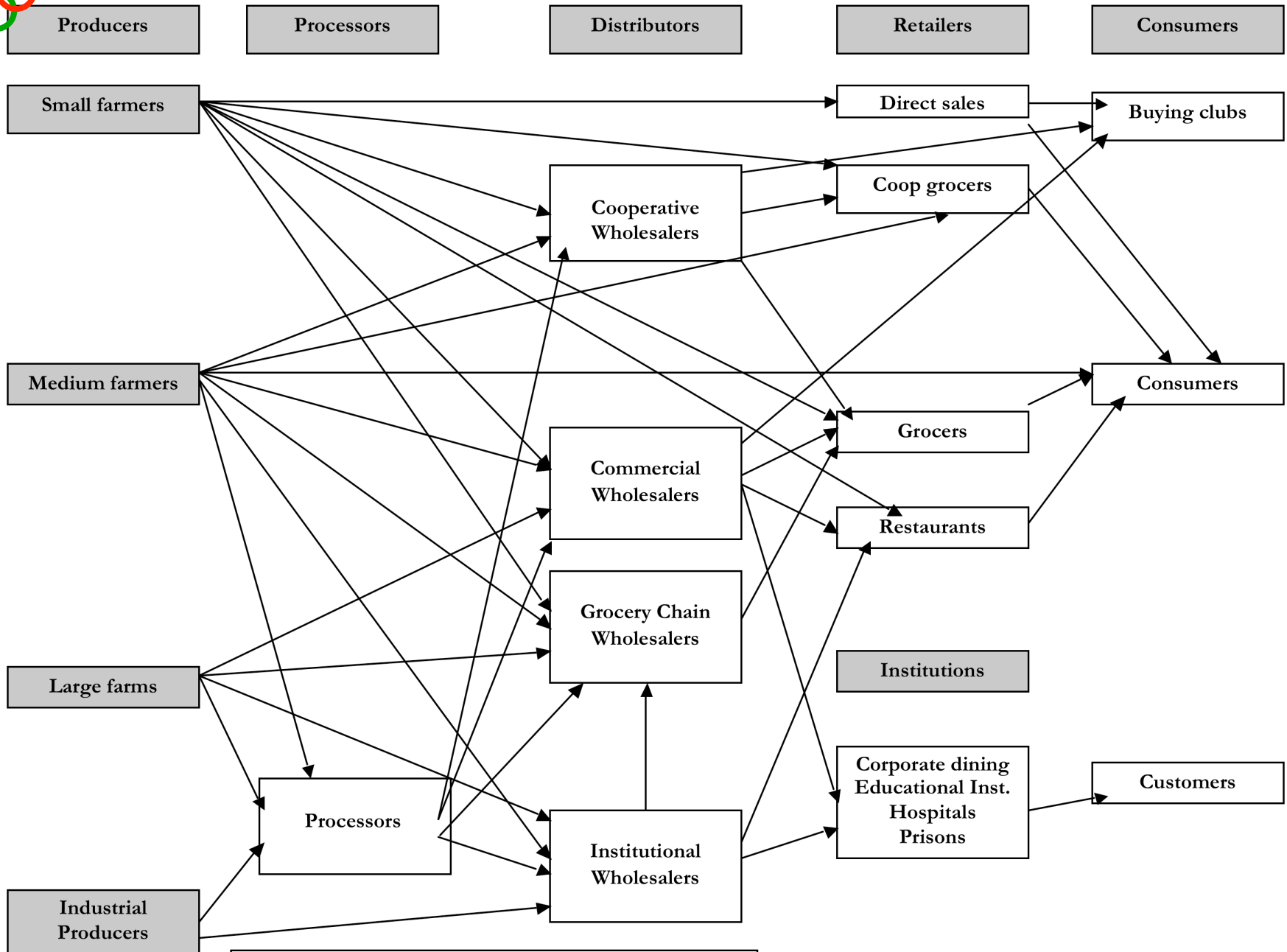


# Value Chain





# Value Structures in Minnesota's Food Industry

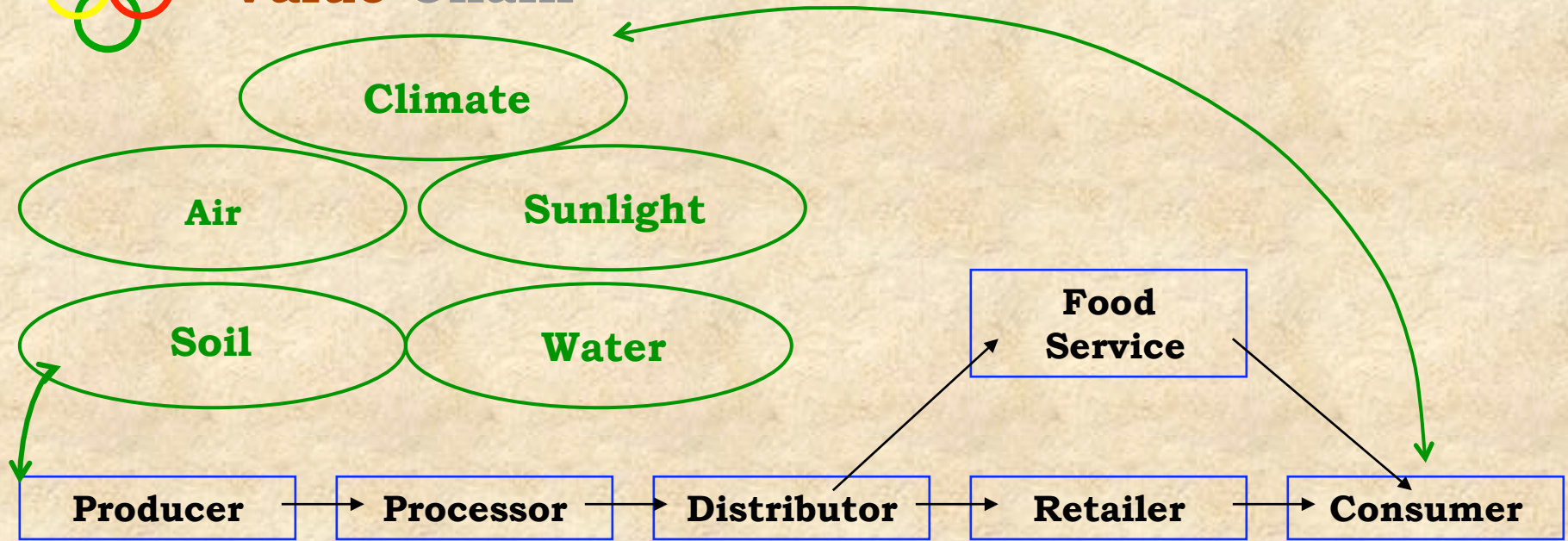


by Ken Meter, Crossroads Resource Center, October 2008

*Representative transactions only — not all are shown*

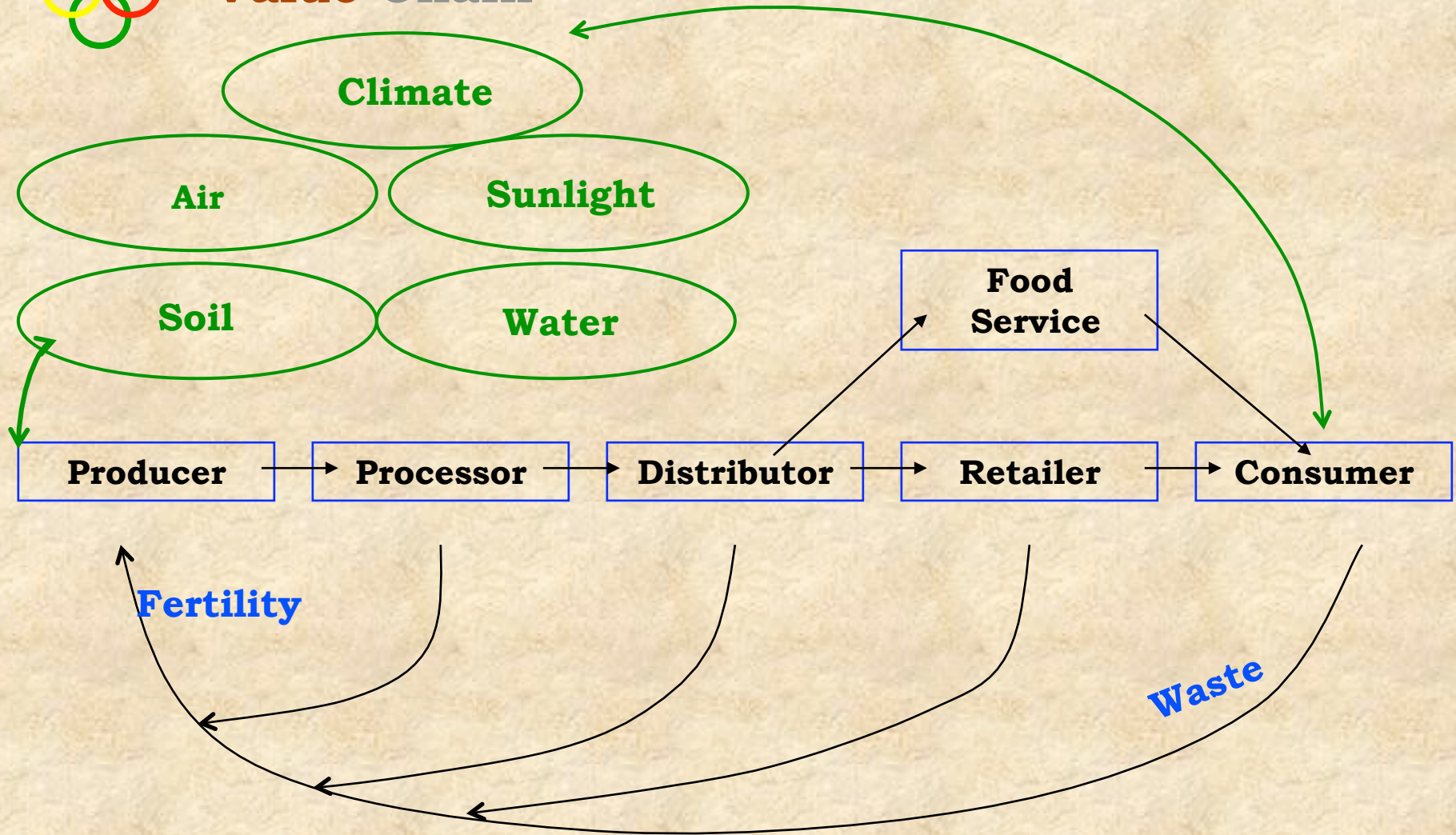


# Value Chain



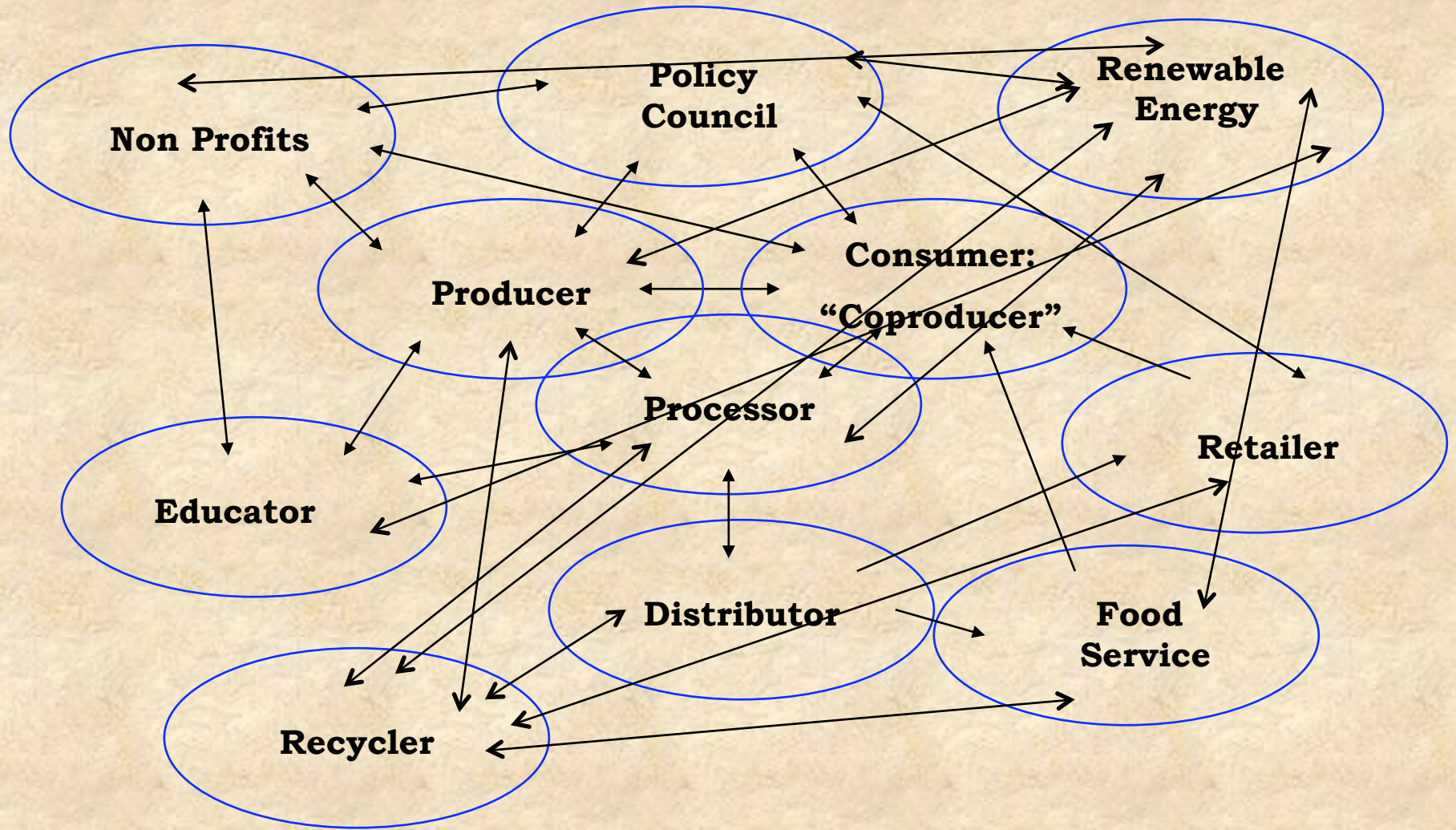


# Value Chain



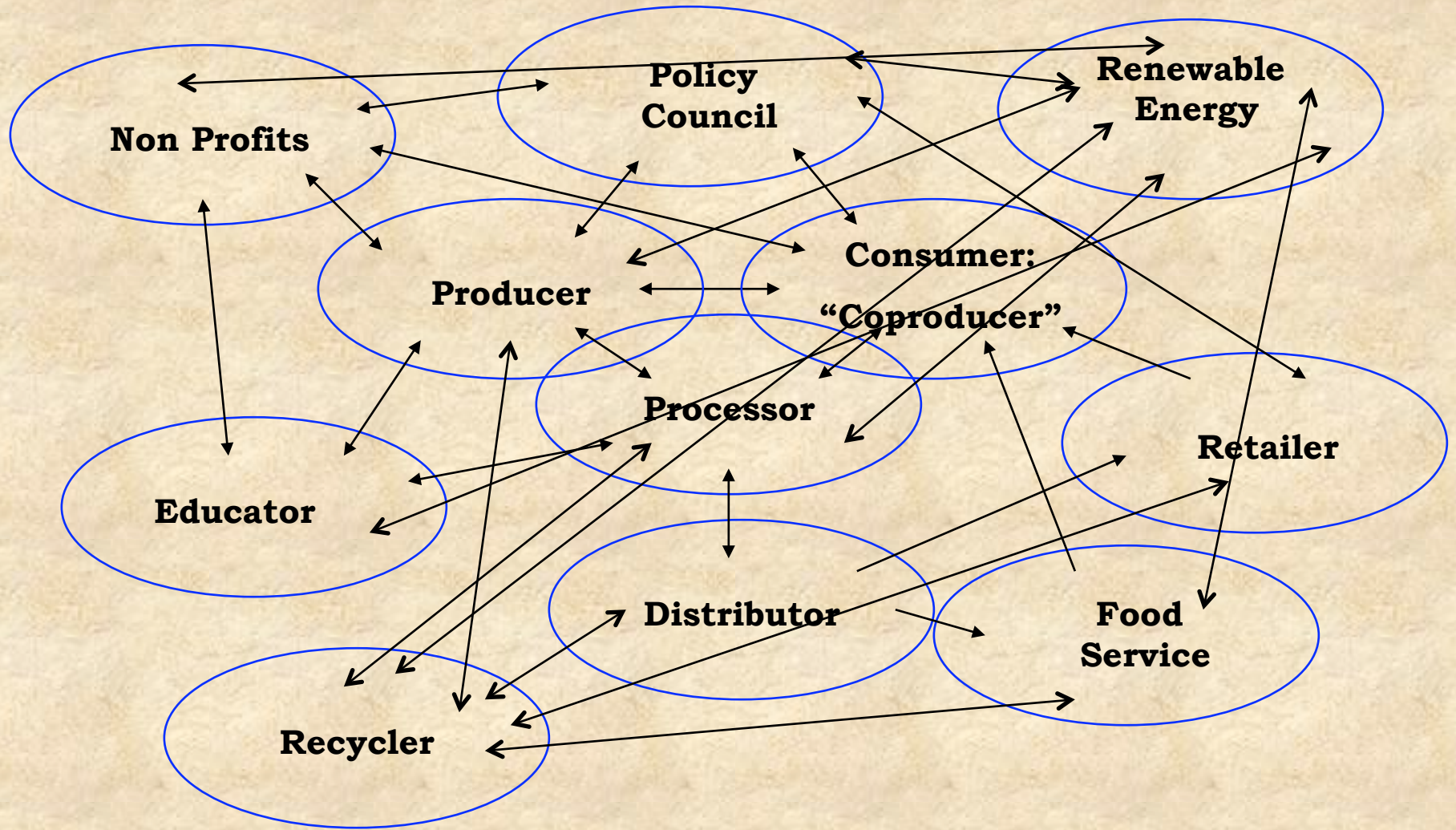


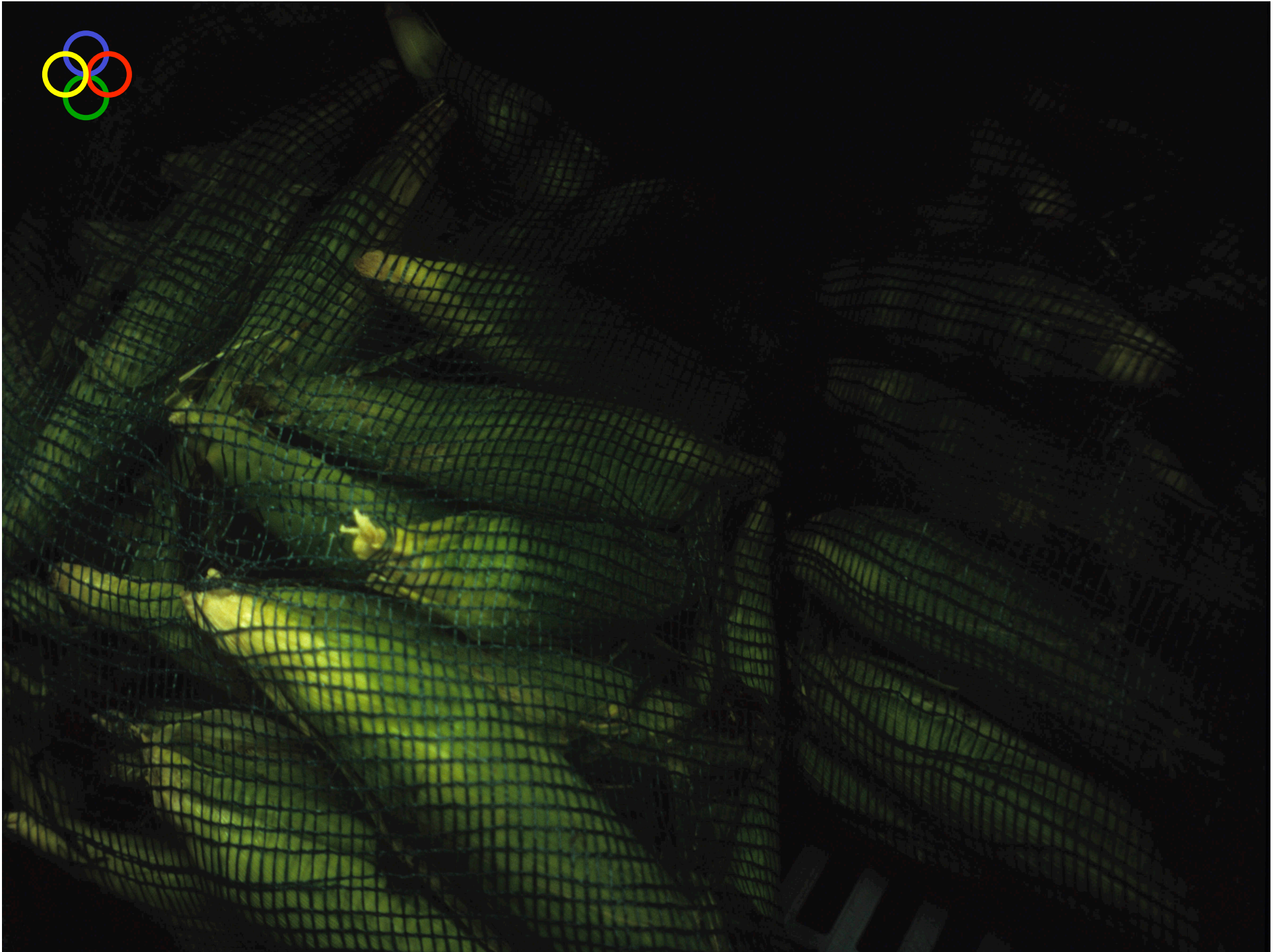
# Value Network





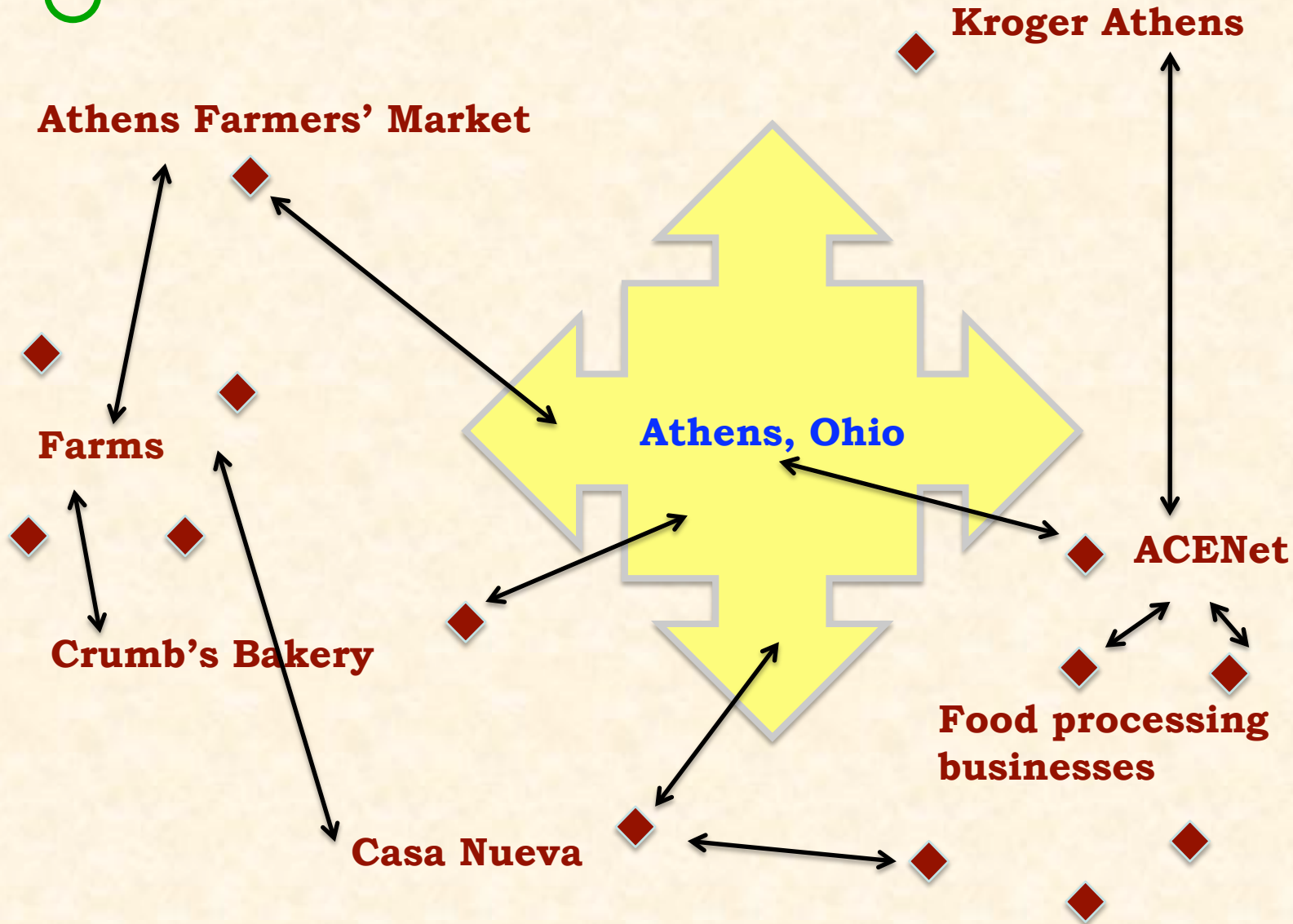
# Food Web







# Business Clusters



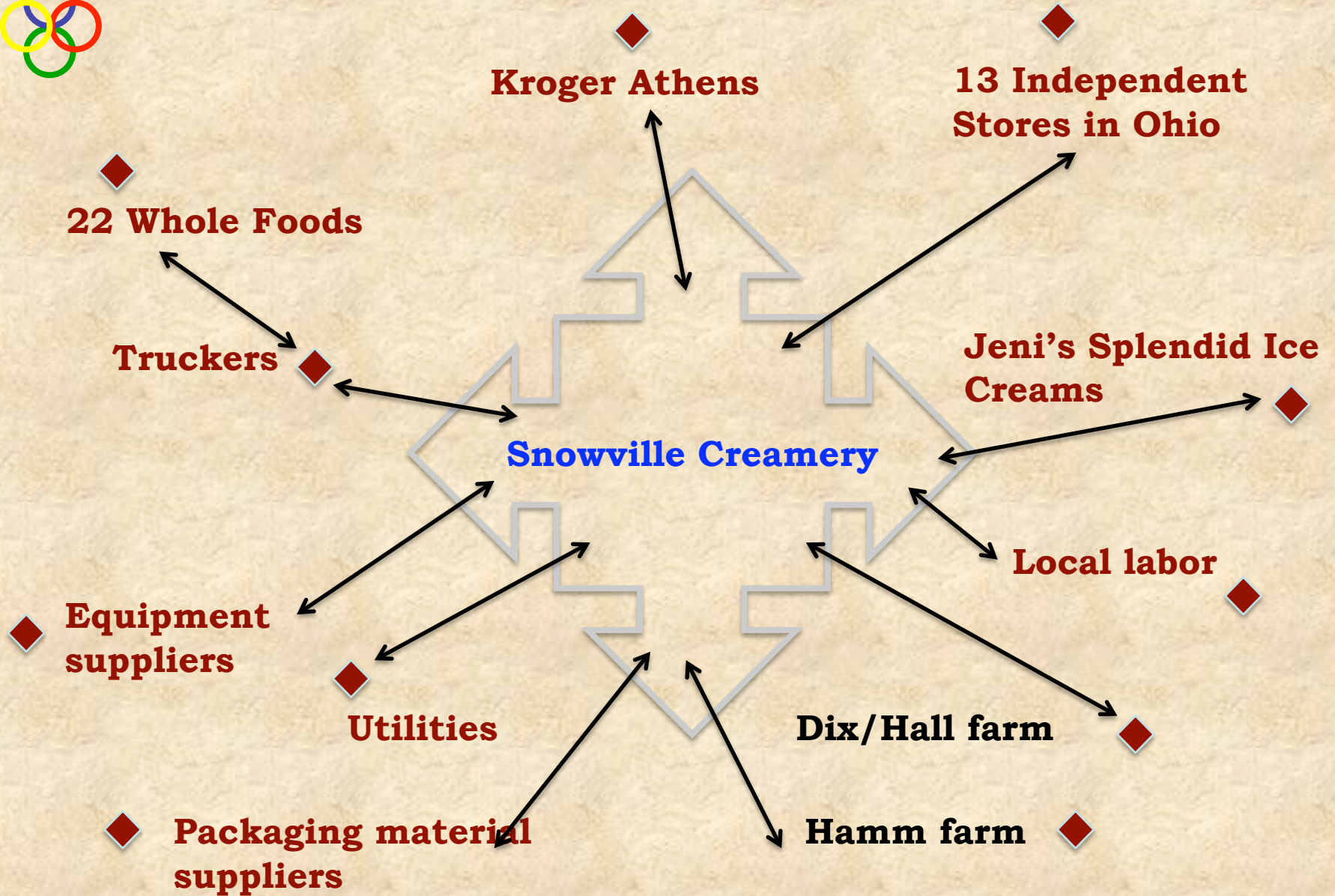




**Dix/Hall Farm — Pomeroy, Ohio**



**Warren Taylor — Pomeroy, Ohio**

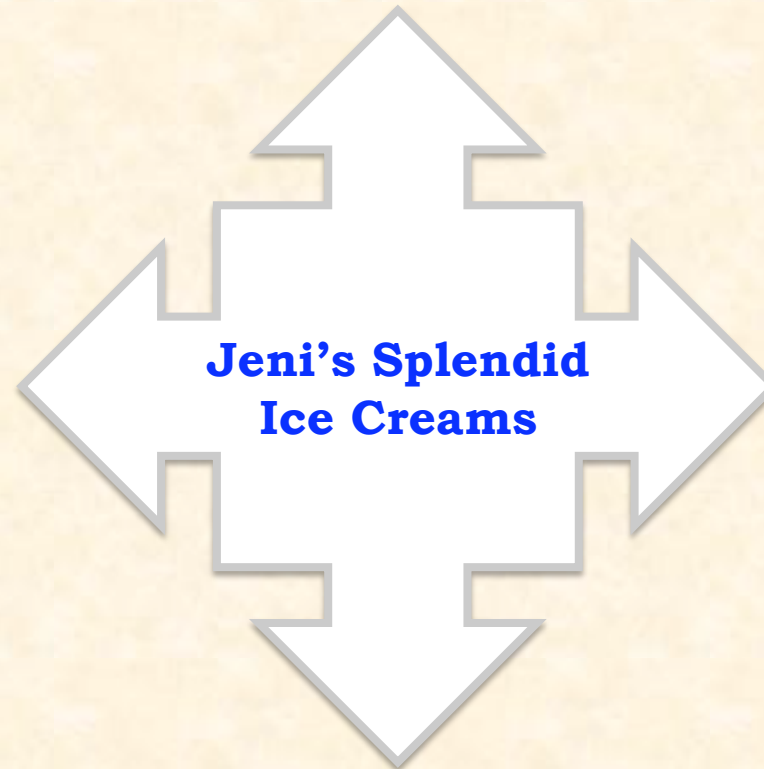




*Snowville at Paw Paw Fest*



# **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**



**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





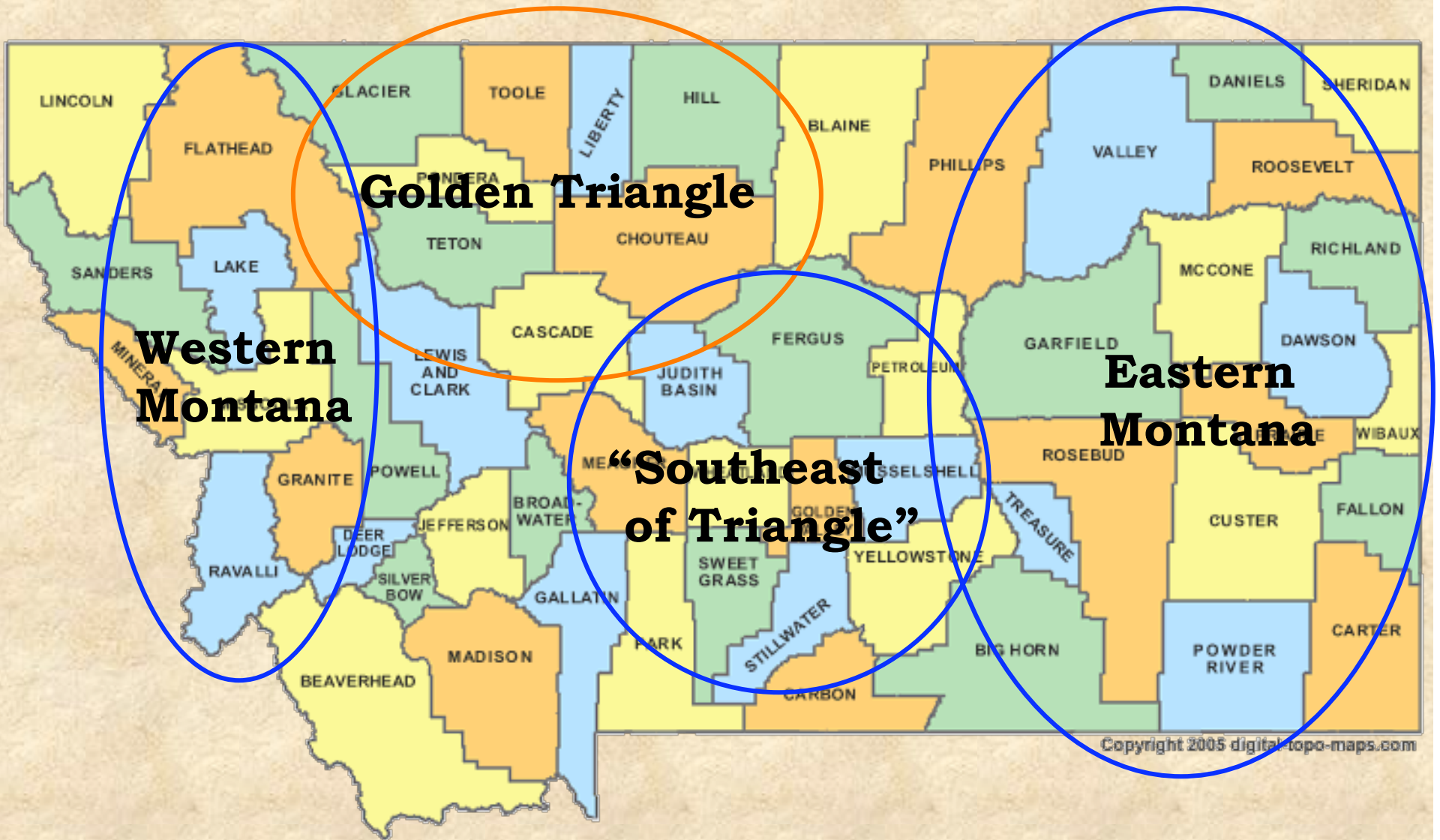
## **Next steps**

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





# Finding Food in Montana

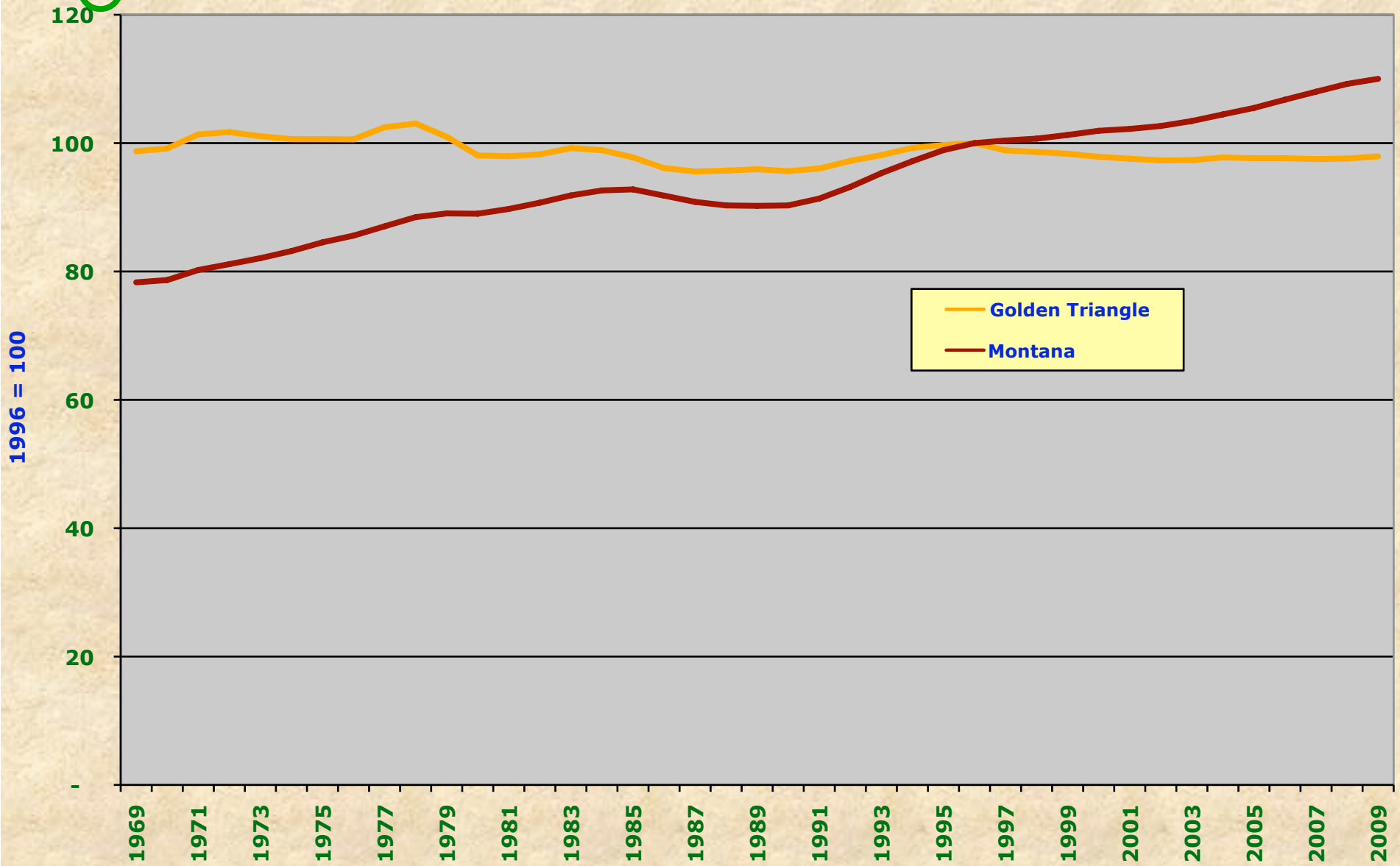


Copyright 2005 digital-topo-maps.com

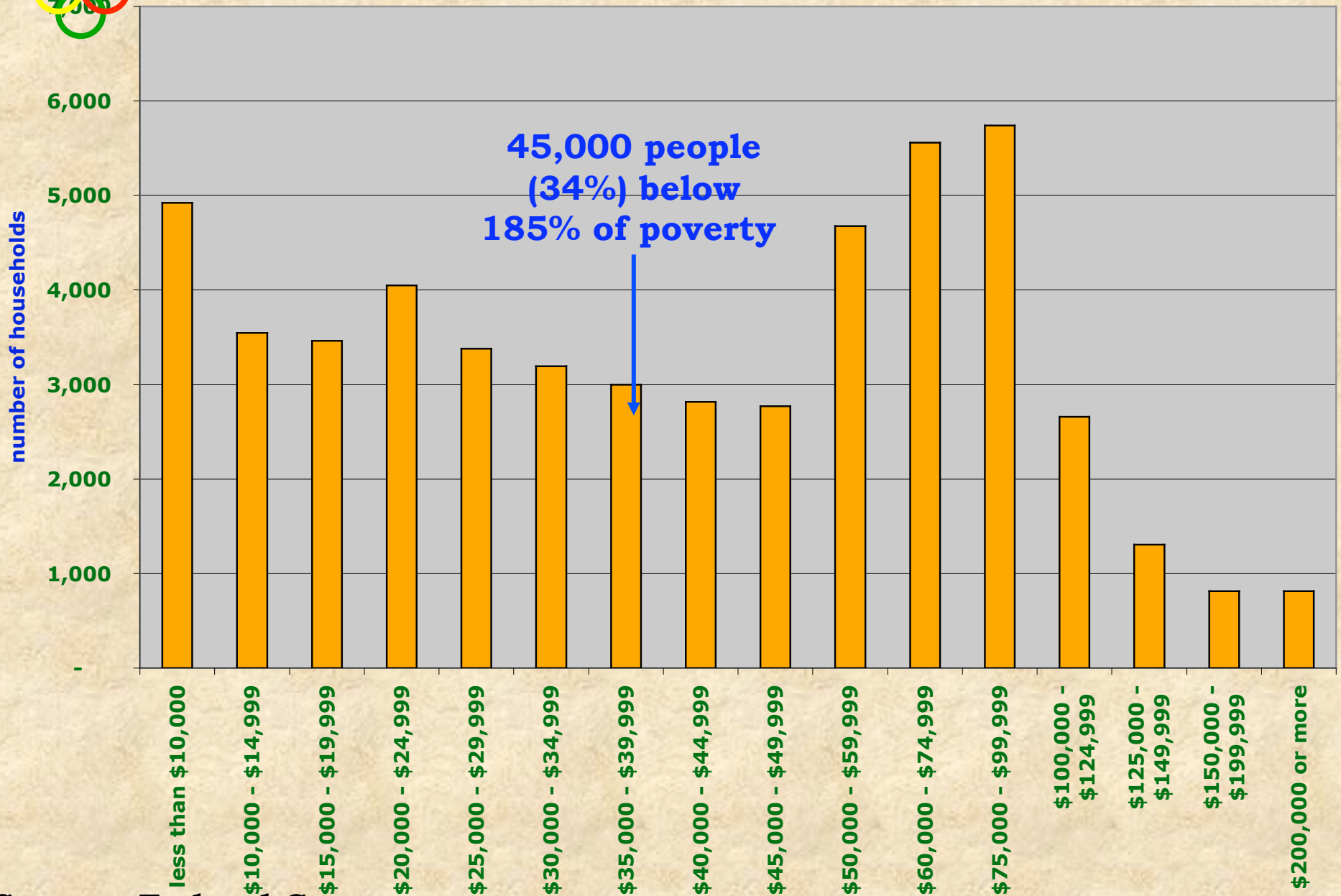
**32 Counties for MFU**



### Population in Golden Triangle of Montana, 1969 - 2009



# Household income in the Golden Triangle, 2005 - 2009

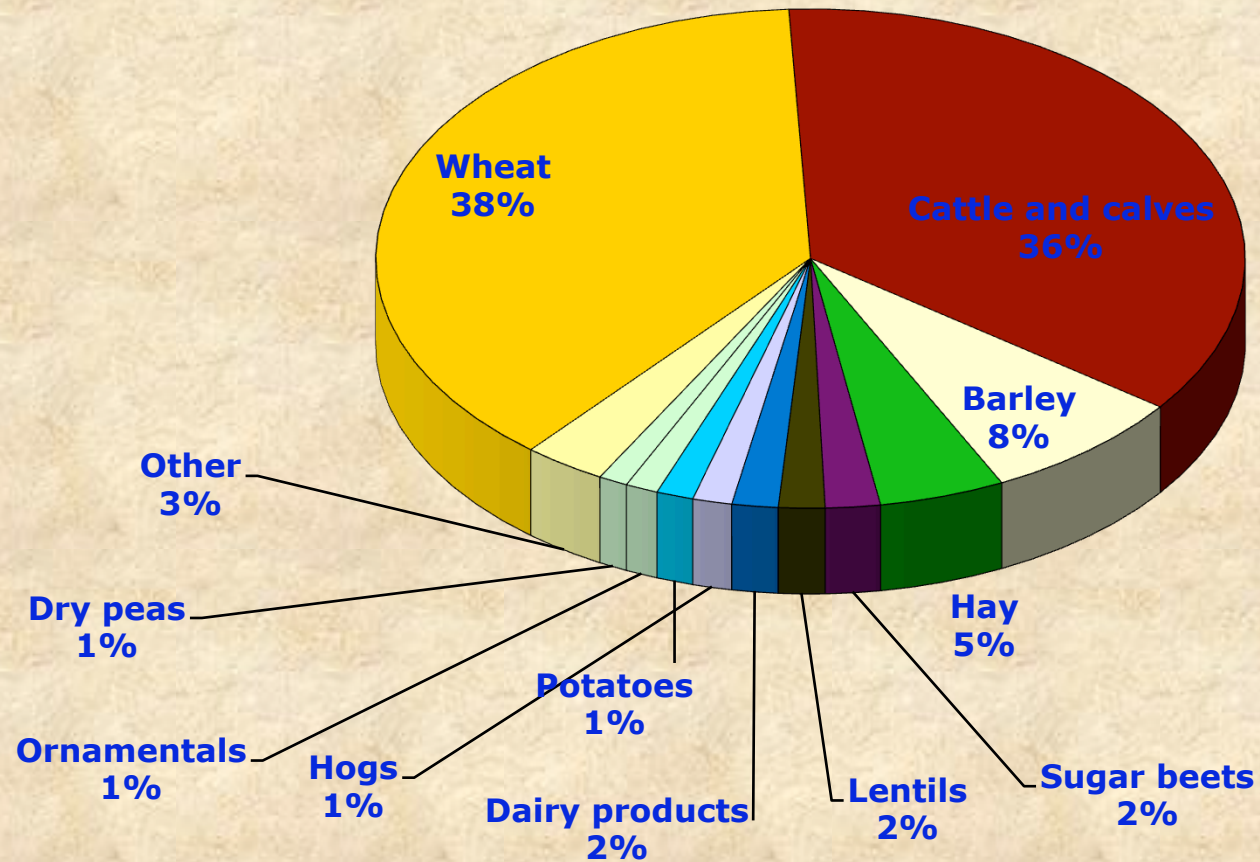


Source: Federal Census



## Top farm products sold by Montana farms, 2009

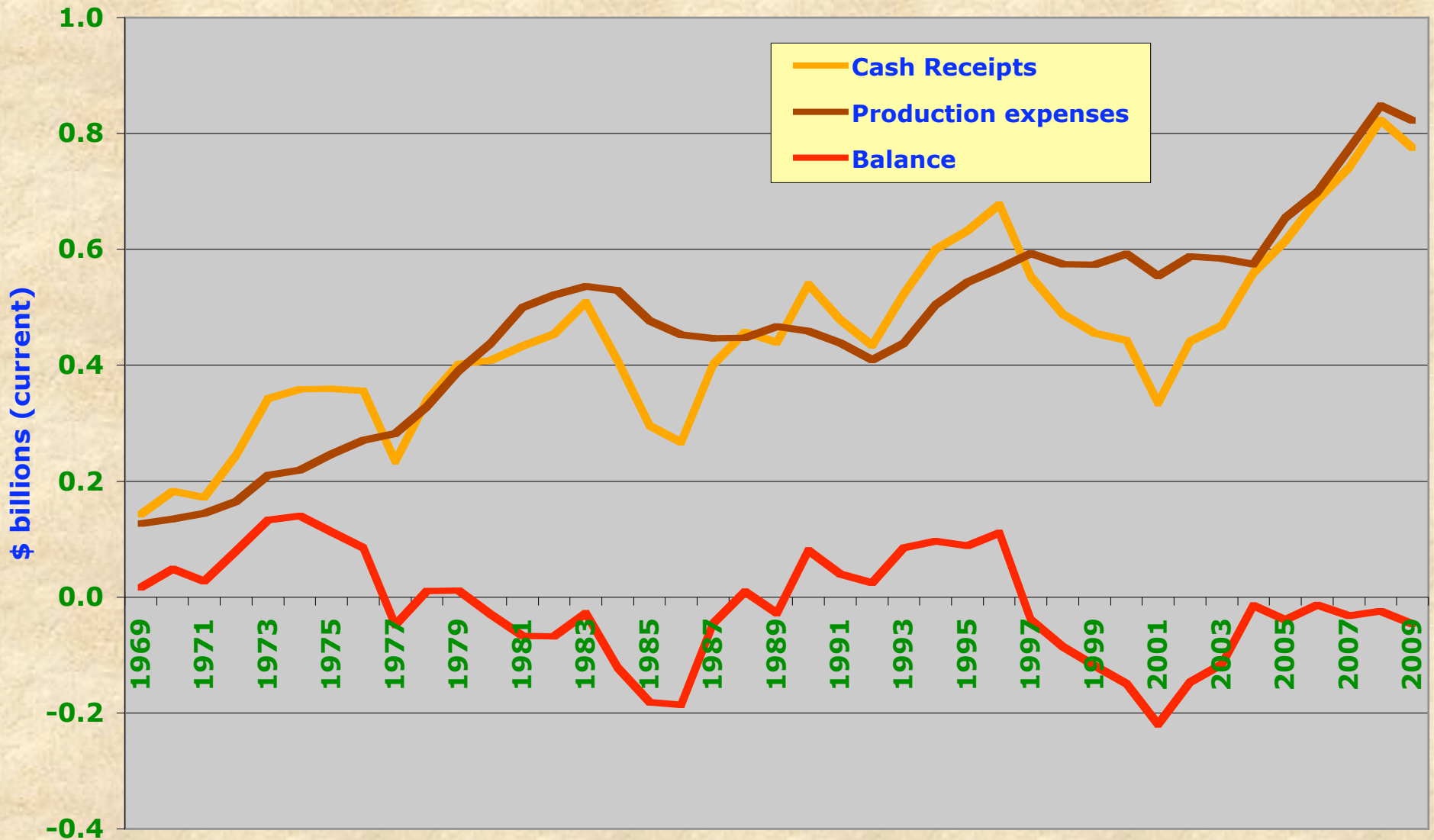
### Montana







## Farm Production Balance in the Golden Triangle, 1969-2009

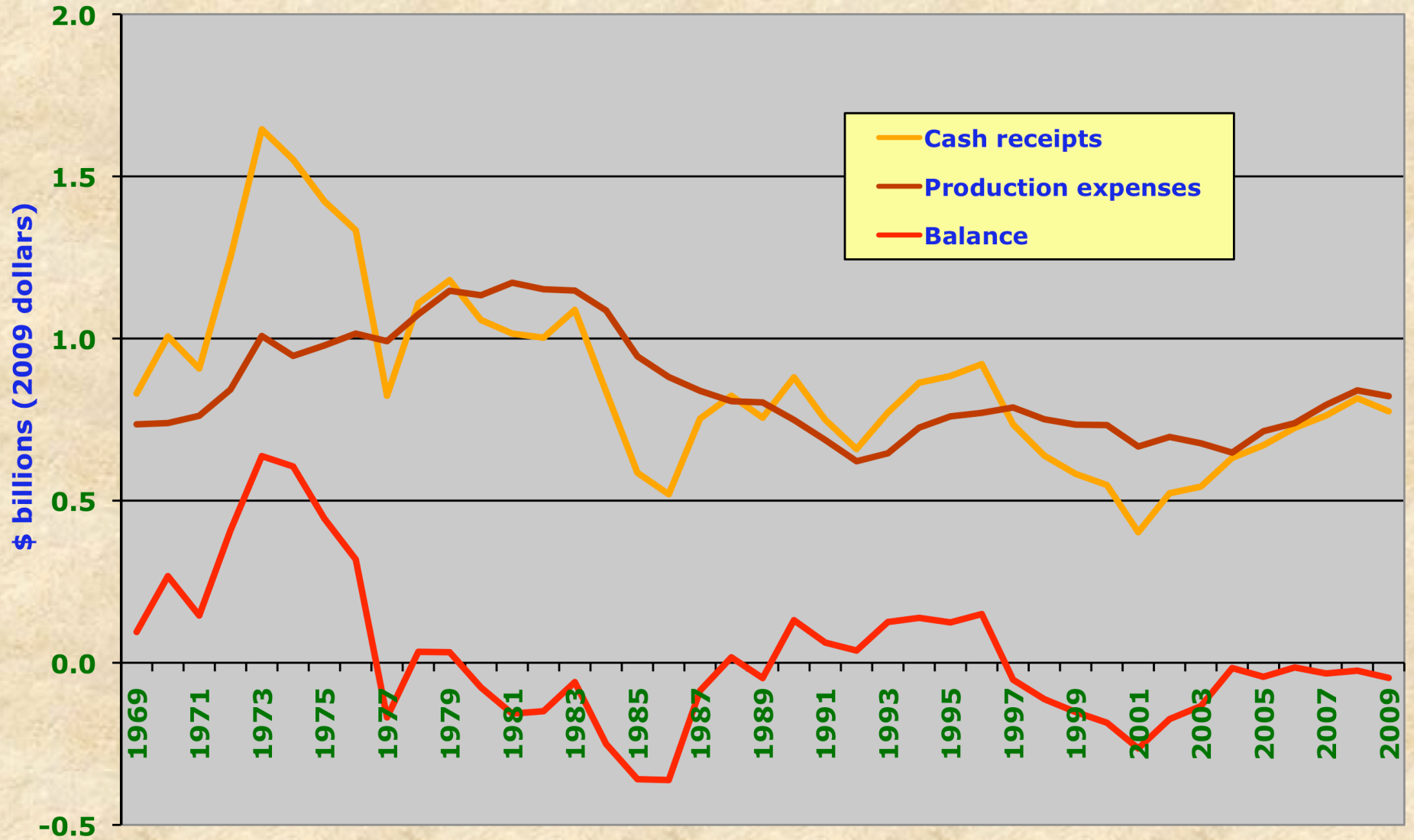


Source: Bureau of Economic Analysis





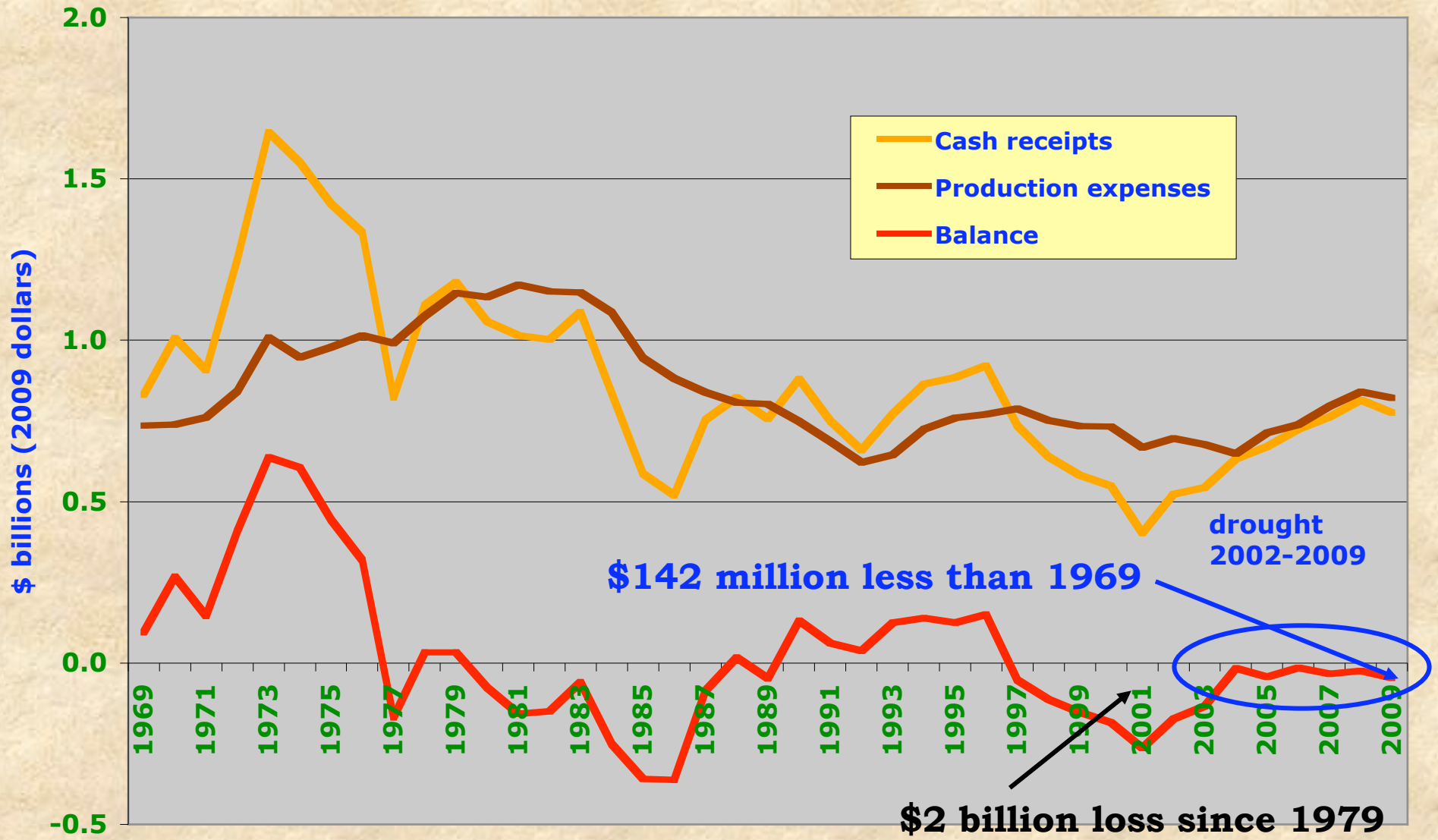
## Farm Production Balance in the Golden Triangle, 1969-2009



Source: Bureau of Economic Analysis



## Farm Production Balance in the Golden Triangle, 1969-2009



Source: Bureau of Economic Analysis

22 losing years of 31



## **Golden Triangle Food & Farm Economy**

- **Farmers produce \$765 million of products per year**

**And...**

- **Spend \$828 million to raise them**

**Lose \$64 million in production costs**

**Averages for (1979-2009)**

**Source: Bureau of Economic Analysis**



# Golden Triangle

**Average net loss  
is \$12,000 per farm**



# Golden Triangle Food & Farm Economy

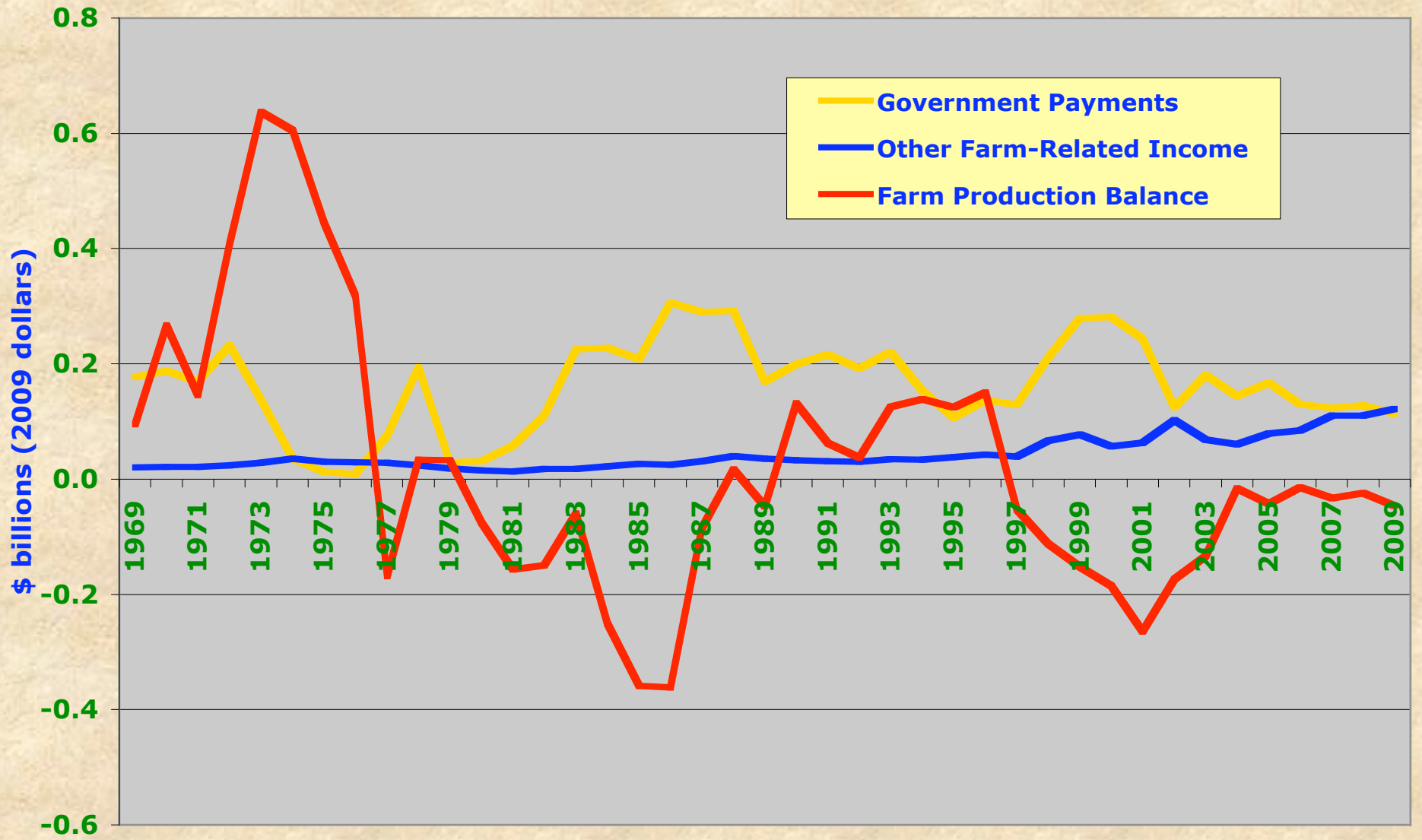
**Plus...**

- **Farm families earn \$50 million of other farm-related income**
- **And receive \$175 million in federal supports each year**

Source: Bureau of Economic Analysis



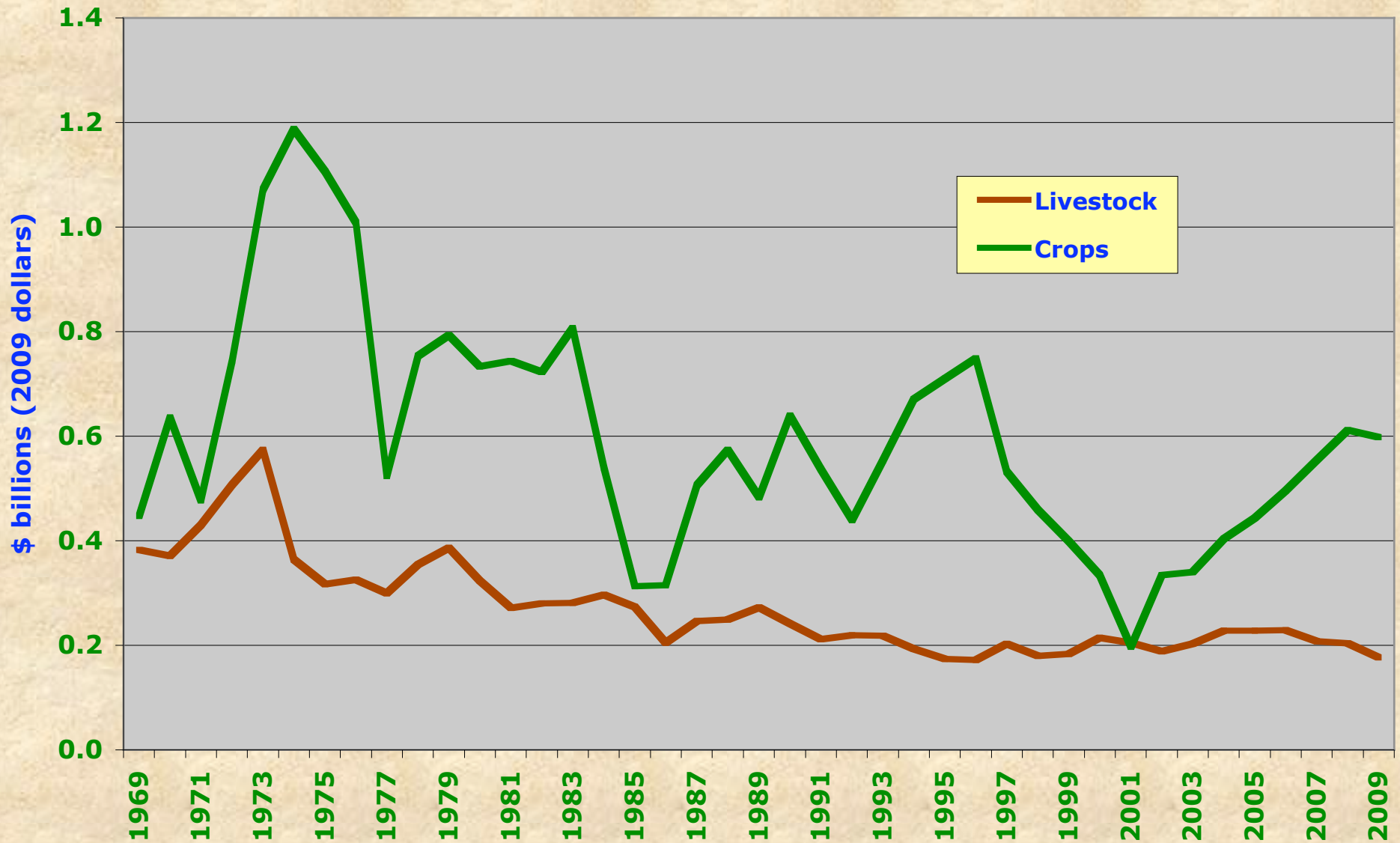
## Golden Triangle farm income by type, 1969-2009







## Crop and livestock sales in the Golden Triangle, 1969-2009

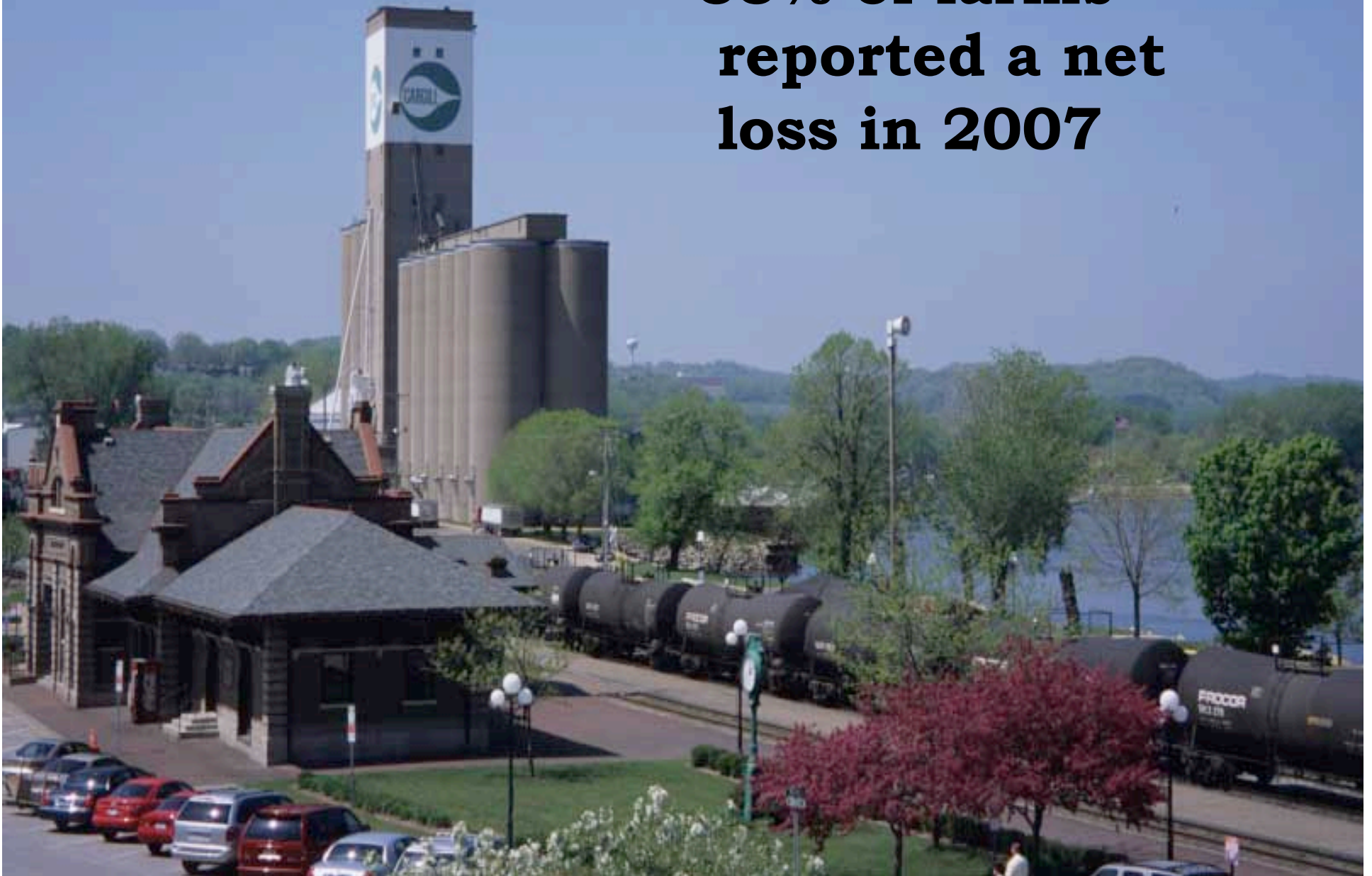


Source: Bureau of Economic Analysis



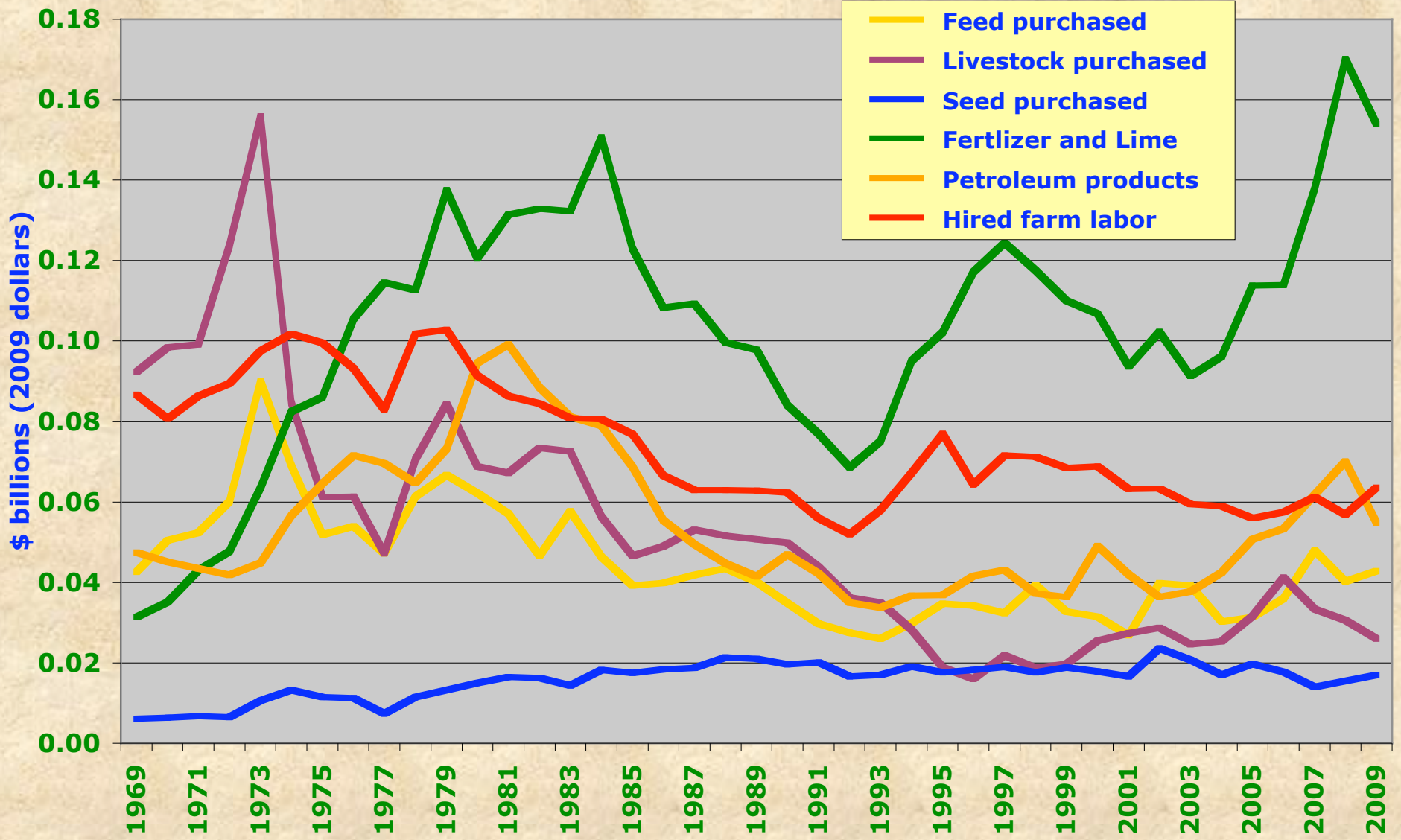


**38% of farms  
reported a net  
loss in 2007**





## Farm production expenses in the Golden Triangle, 1969-2009



Source: Bureau of Economic Analysis



**\$350 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, Ohio)*



**Also a state of food consumers...**



# **Finding Food in Farm Country**

**As farmers struggle...**

- **Consumers buy \$362 million of food each year**

- **\$325 million from outside region**

**Source: Ken Meter using Bureau of Labor Statistics**



## Finding Food in Golden Triangle

### Markets for food eaten at home

	millions
Meats, poultry, fish, and eggs	\$ 46
Fruits & vegetables	39
Cereals and bakery products	27
Dairy products	23
“Other,” incl. sweets, fats, & oils	77



## All told, Golden Triangle

- **Loses \$64 million in production**
- **Gains \$175 million in subsidies**
- **Loses \$350 million buying inputs**
- **Loses \$325 million buying food**

1979 - 2009 averages







## Finding Food in Farm Country

**Total loss is:**

- **\$560 million each year!**
- **73% of the value of all food products raised in region**



## **Golden Triangle**

**If each resident bought \$5 of food  
directly from local farms each week...**

**...farms would earn \$35 million  
of new income**









**Also a region of food consumers...**

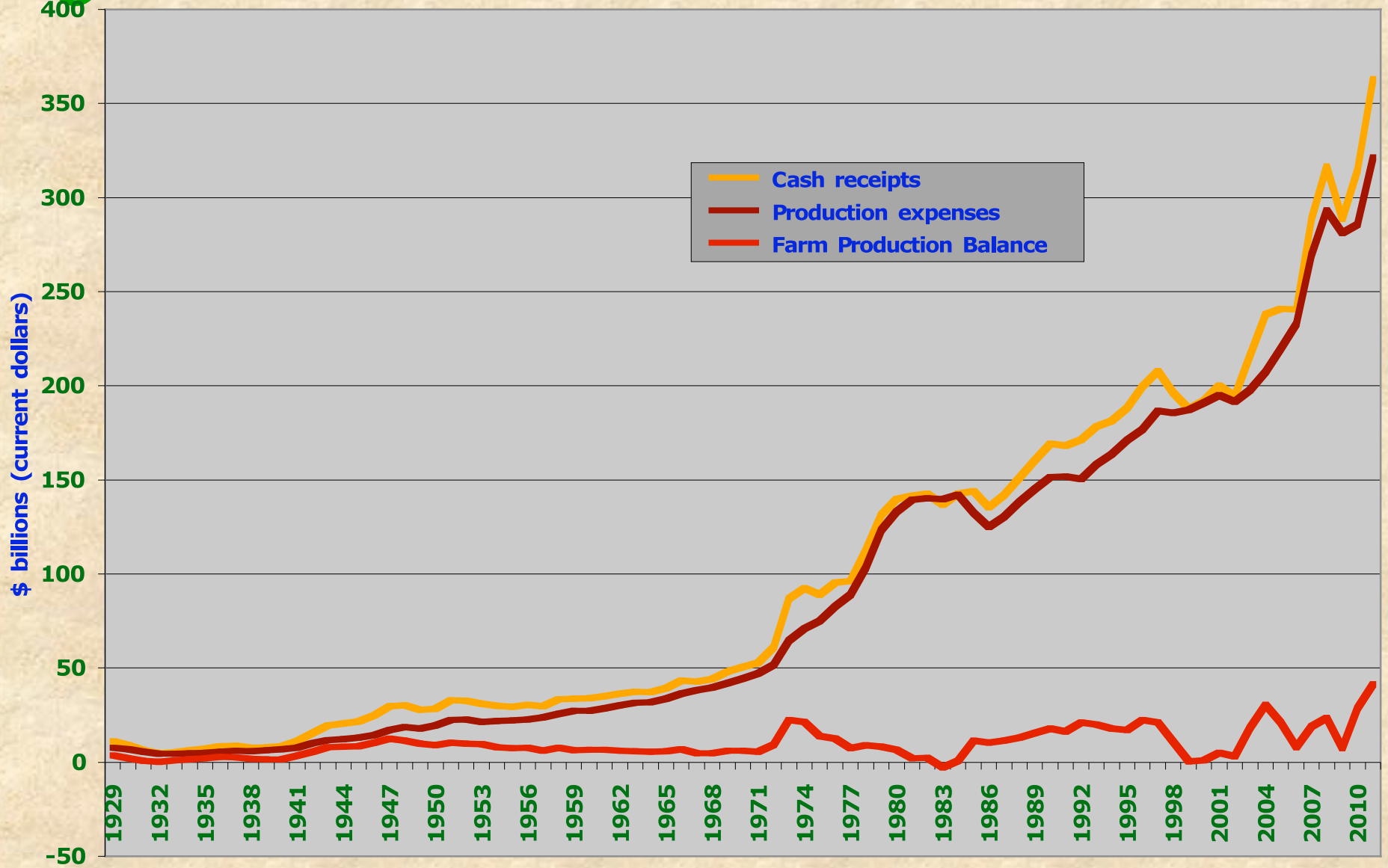


**U.S. data**





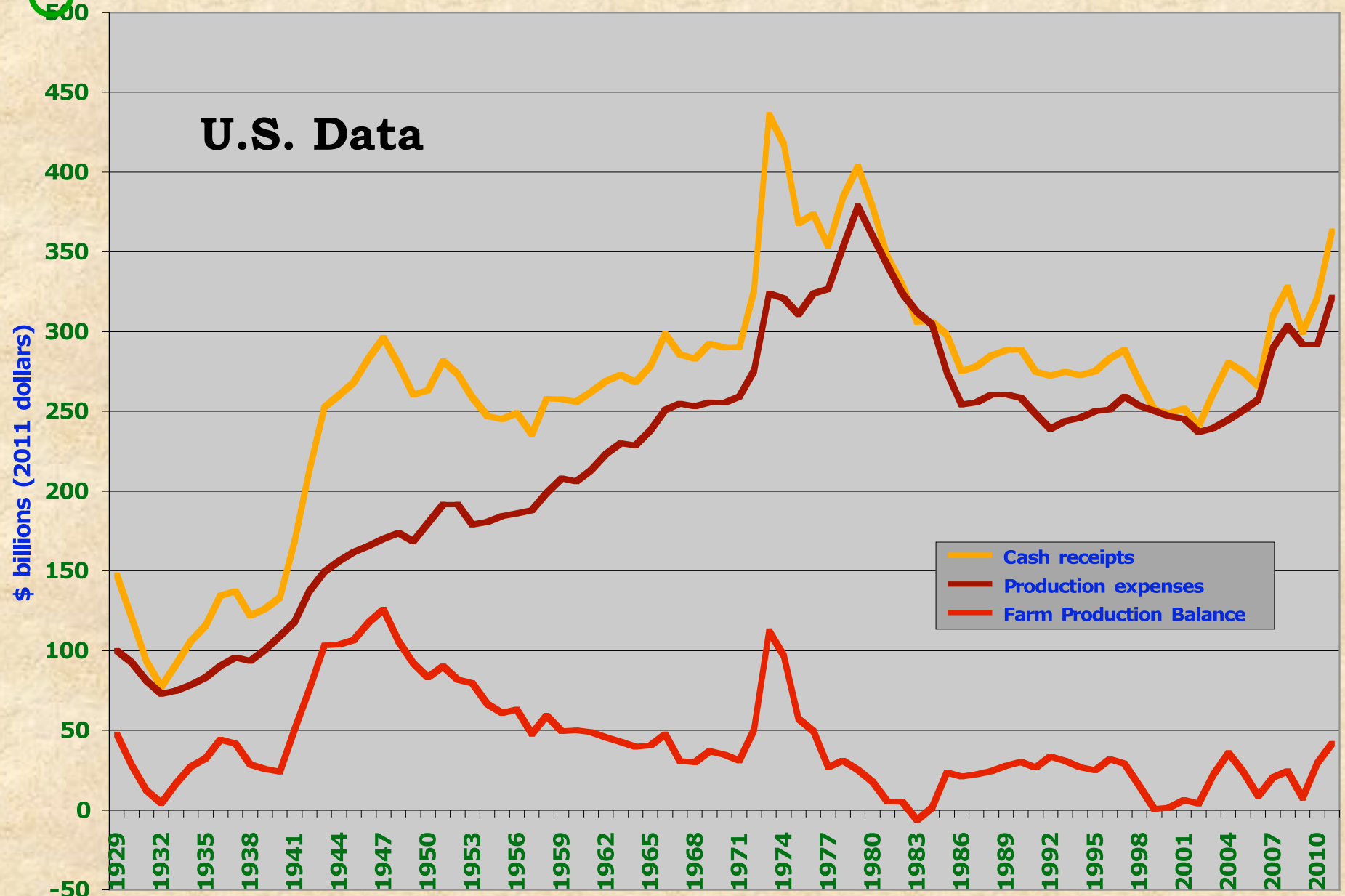
## Farm production balance for U.S. farms, 1929 -2011





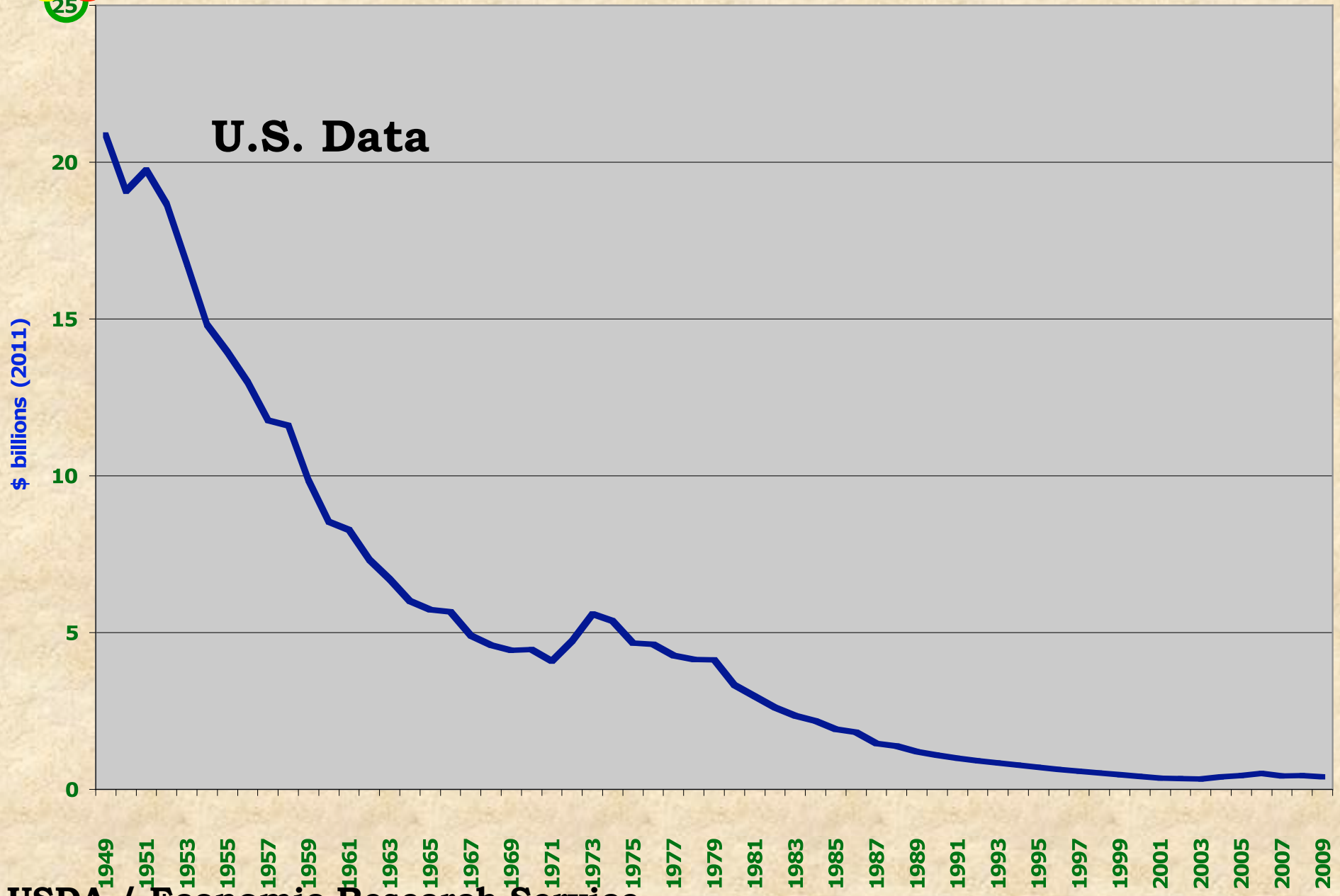


## Farm Production Balance for U.S. farms, 1929 - 2011



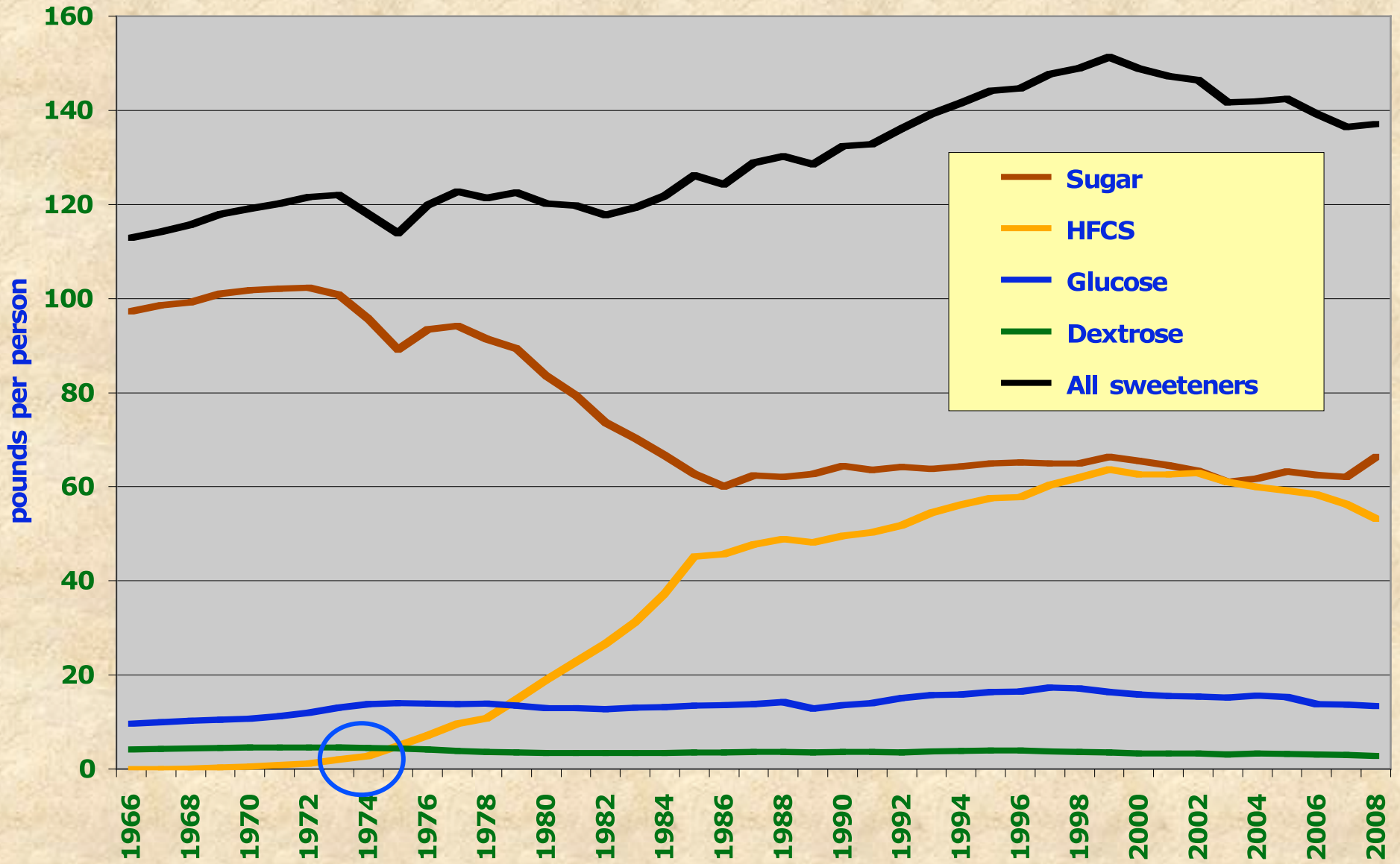


Value of food reserved by U.S. farmers for home consumption, 1949 - 2009



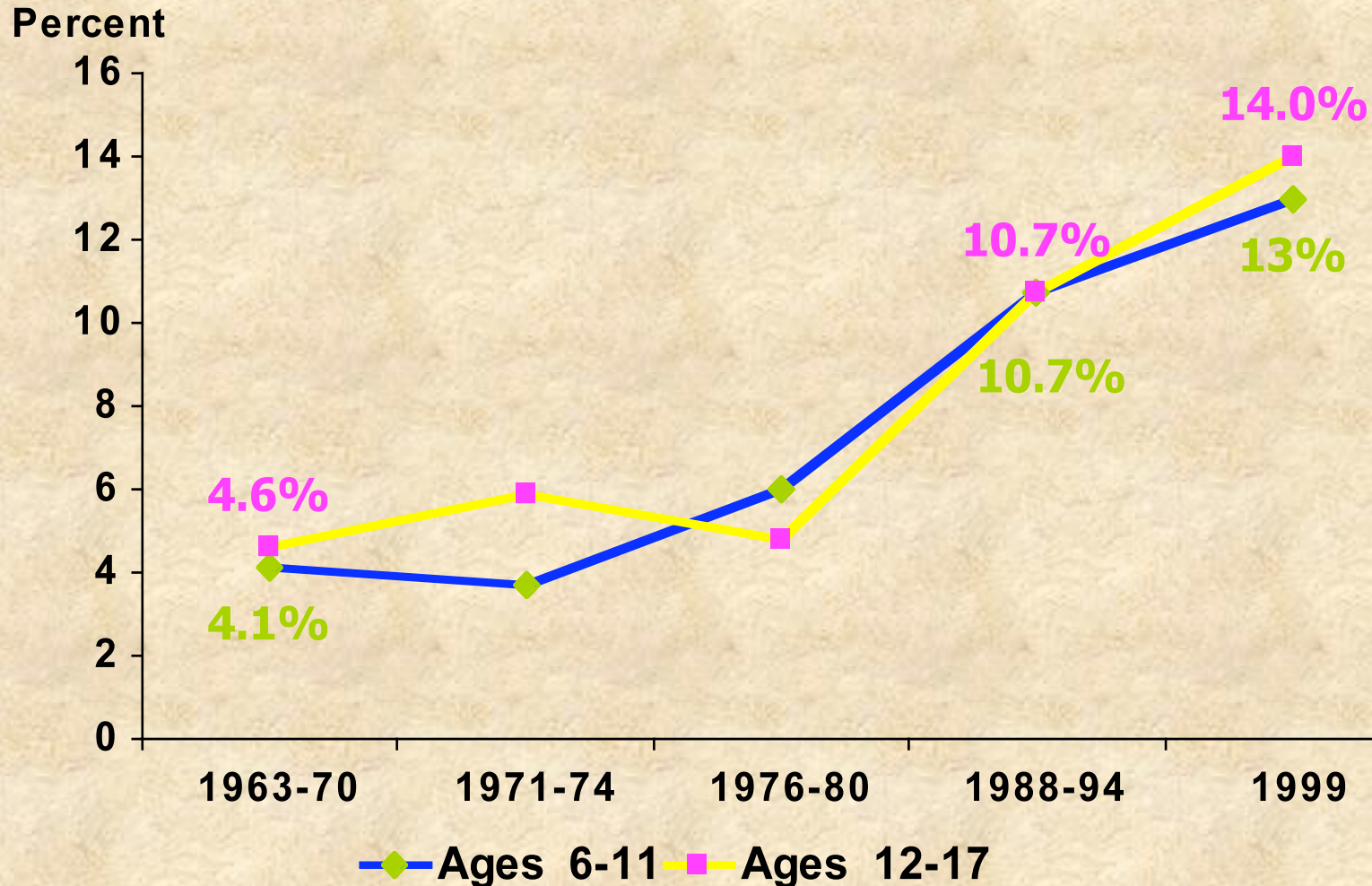


## Sugar and Corn Sweetener Use in U.S., 1966 - 2008

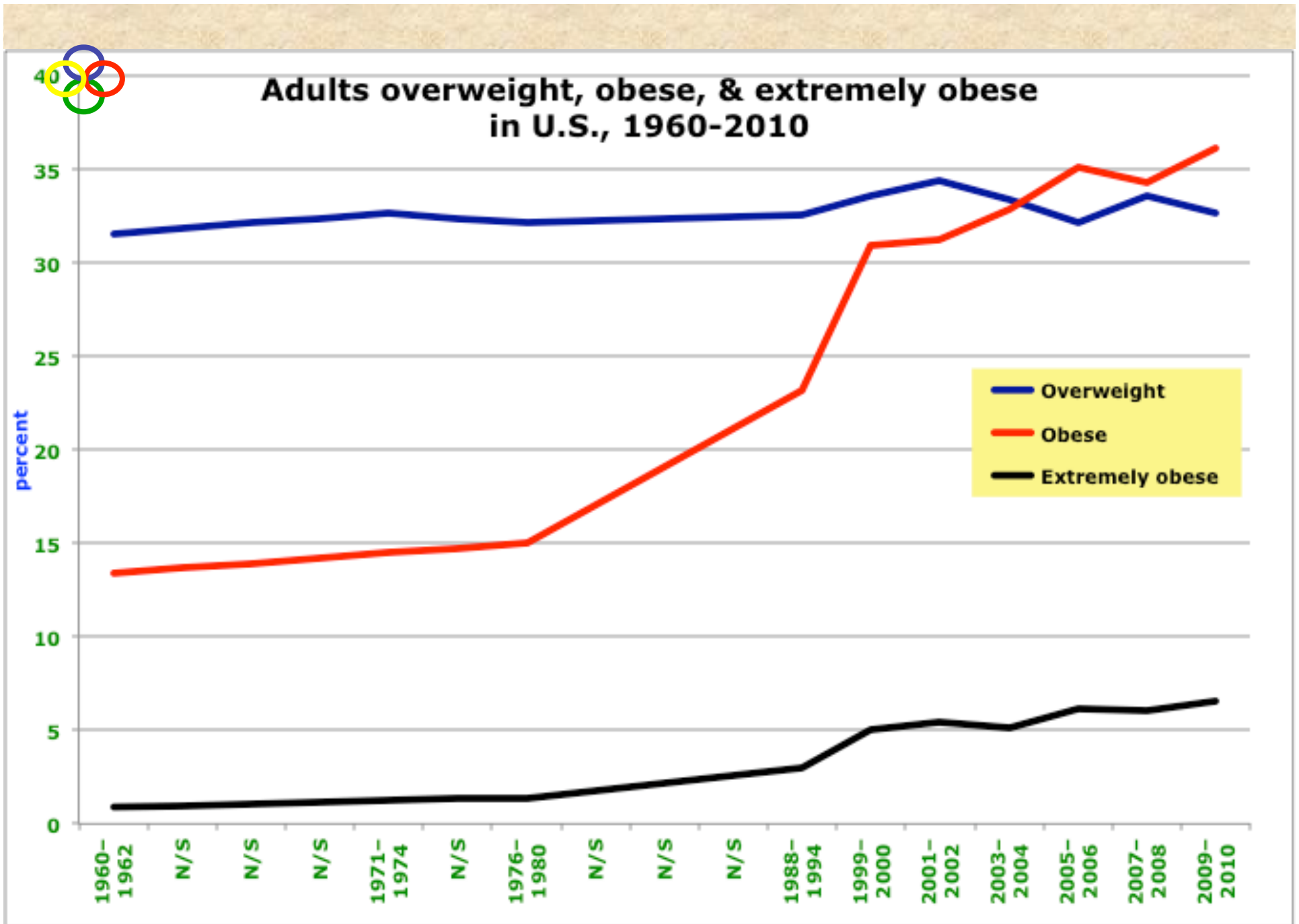




# U.S. Youth Who are Overweight Percent by Age



≥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**

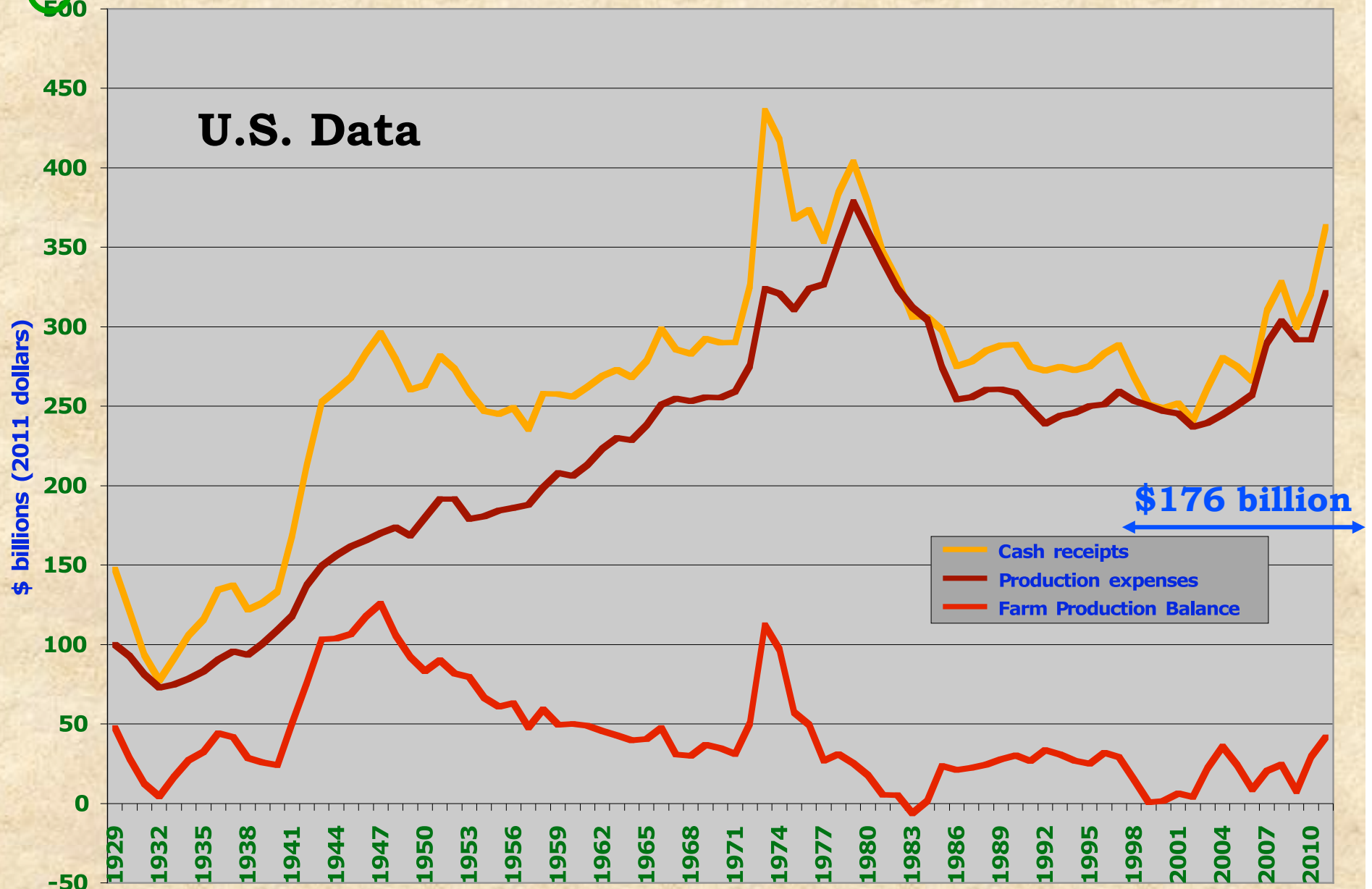
**Medical costs of obesity & diabetes  
\$176 billion**

**Source: CDC/Walters, Harvard Public Health/Colditz, ADA**





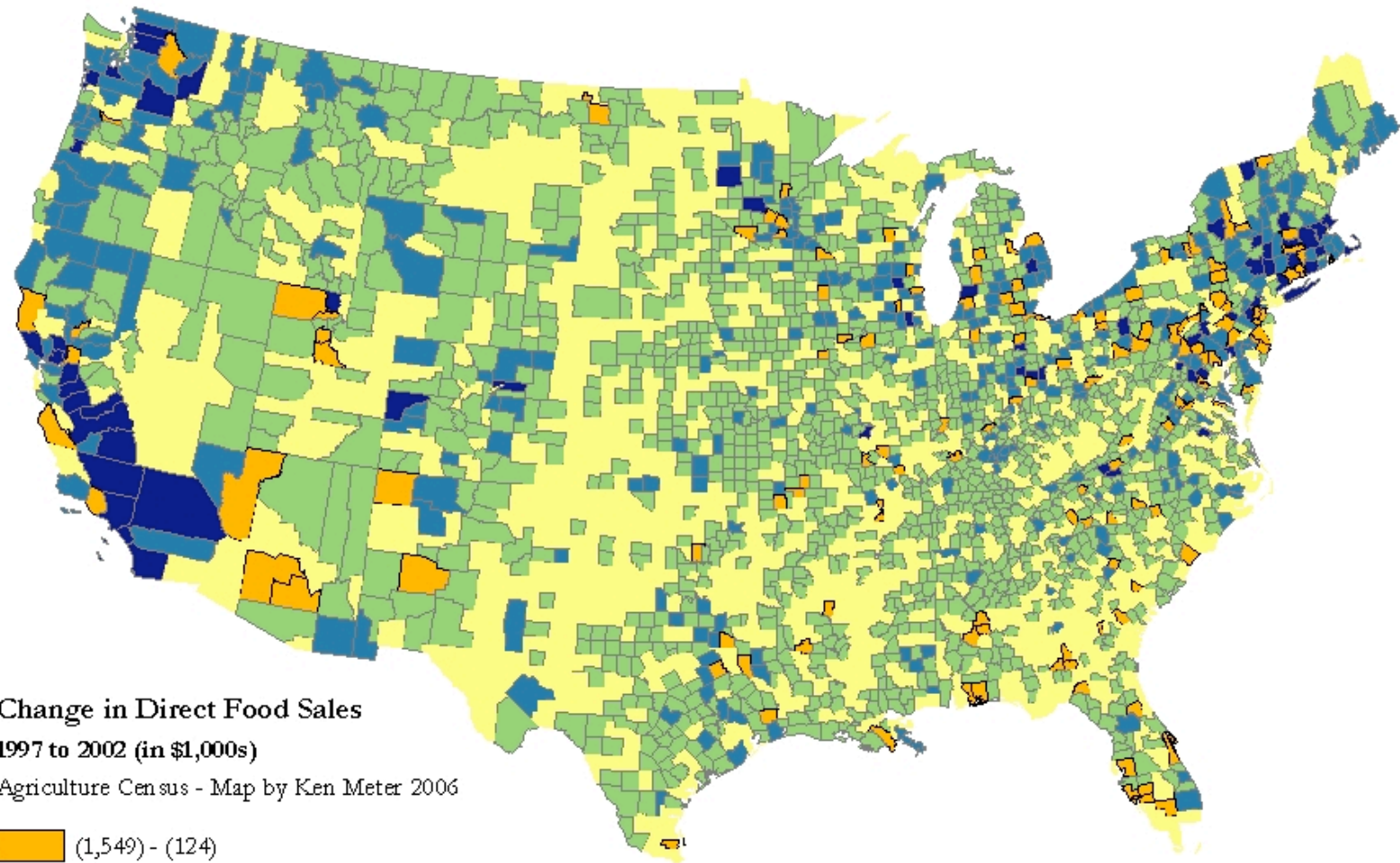
# Farm Production Balance for U.S. farms, 1929 - 2011



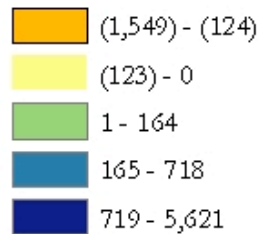




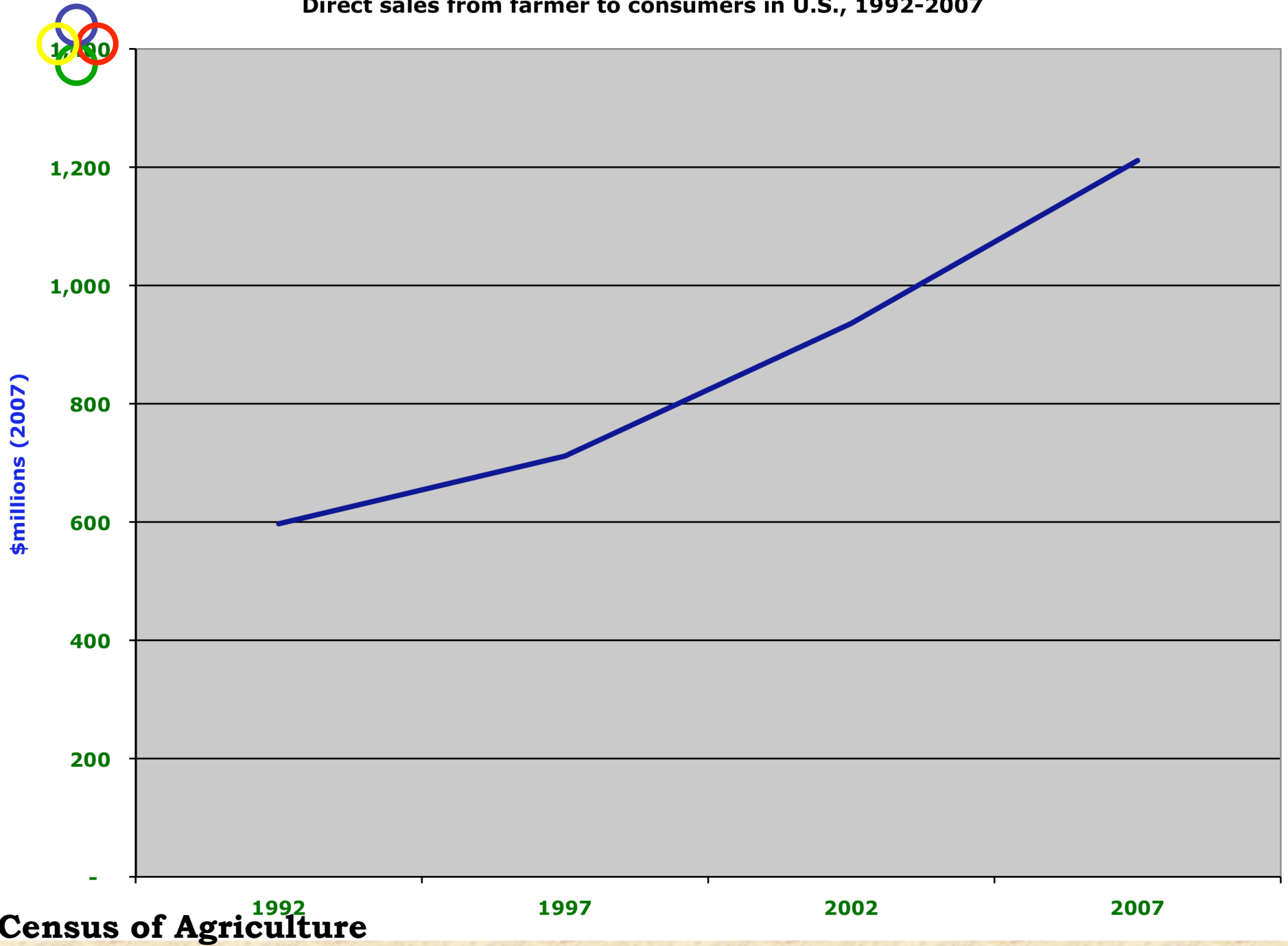
# Direct Food Sales



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







# **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



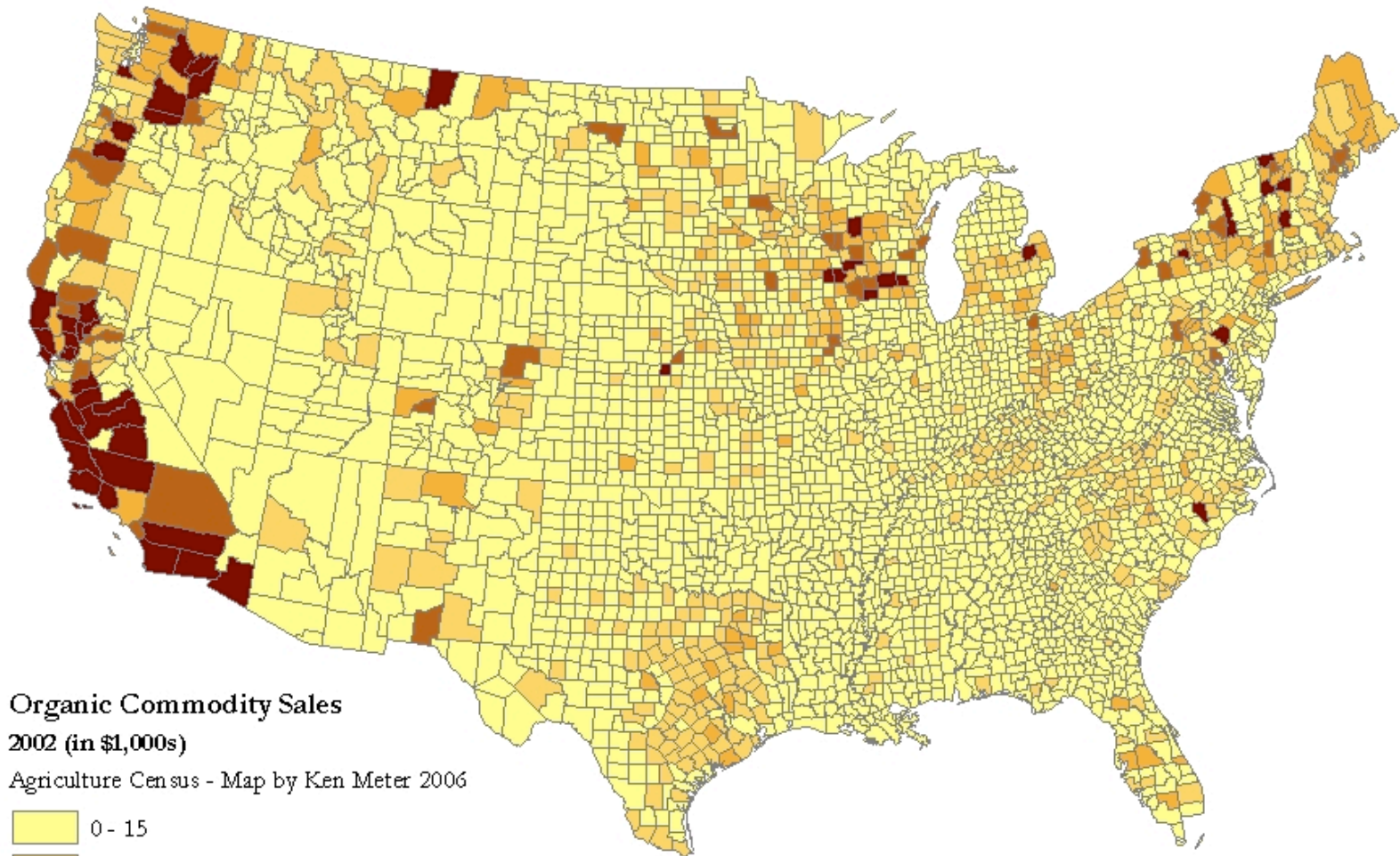




**Pete Scherf — Michigan City, Indiana**



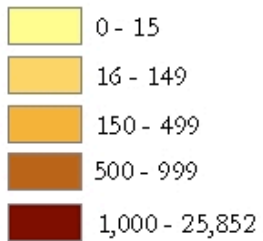
# Organic Sales



## Organic Commodity Sales

2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006

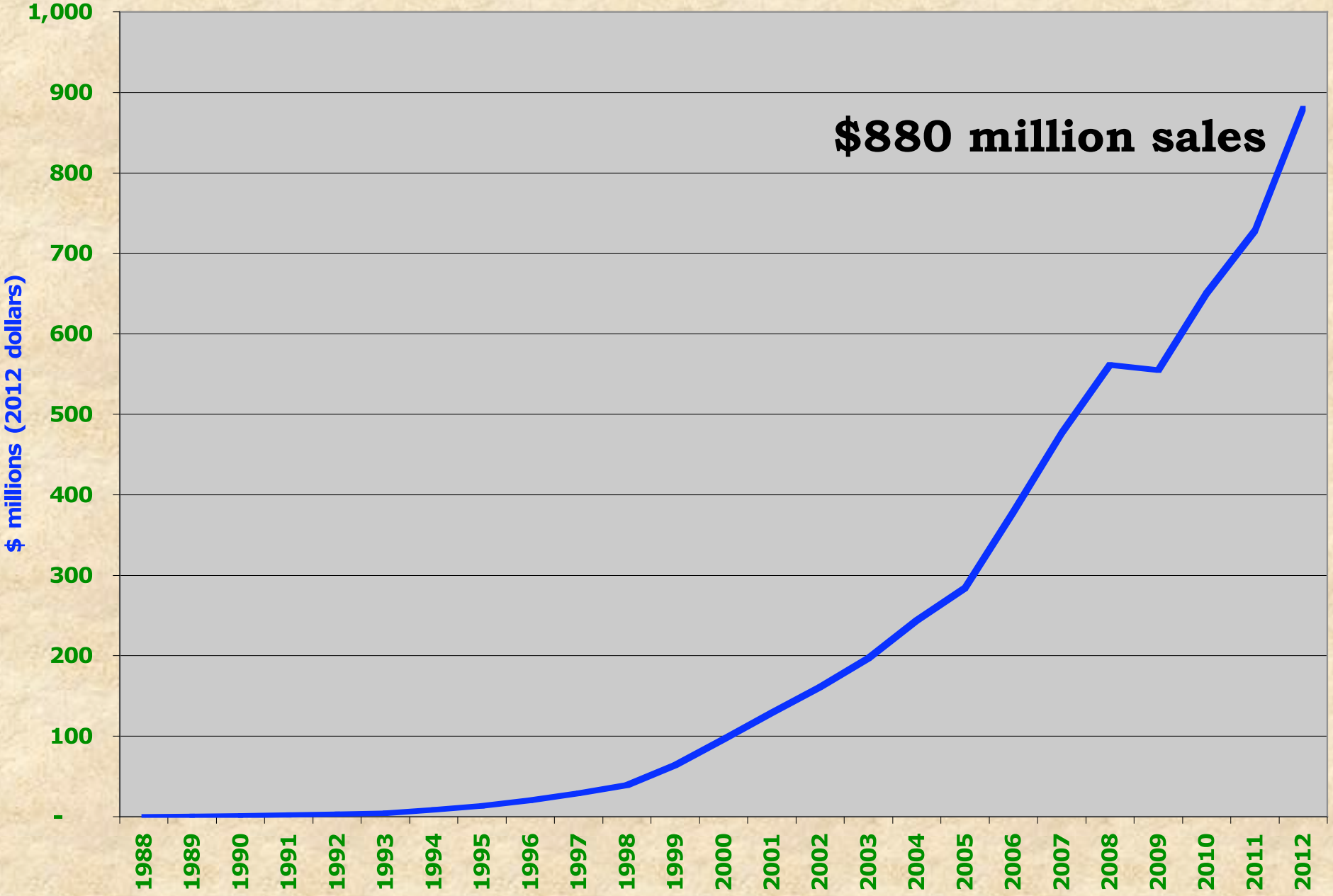




**Organic Valley**



**Organic Valley Sales, 1988 - 2012**





**Will Allen, Growing Power, Milwaukee**

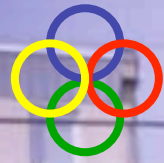




**Did you know:**  
Growing Power distributed over 2 million pounds of produce through the Market Basket program. Market Basket includes products from the Rainbow Farms Cooperative.



**Growing Power, Milwaukee**



# Greensgrow Gardens, Philadelphia







# **Greensgrow Gardens, Philadelphia**





# **Greensgrow Gardens, Philadelphia**



 **Greensgrow Gardens, Philadelphia**





**Viroqua, Wisconsin**

**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**

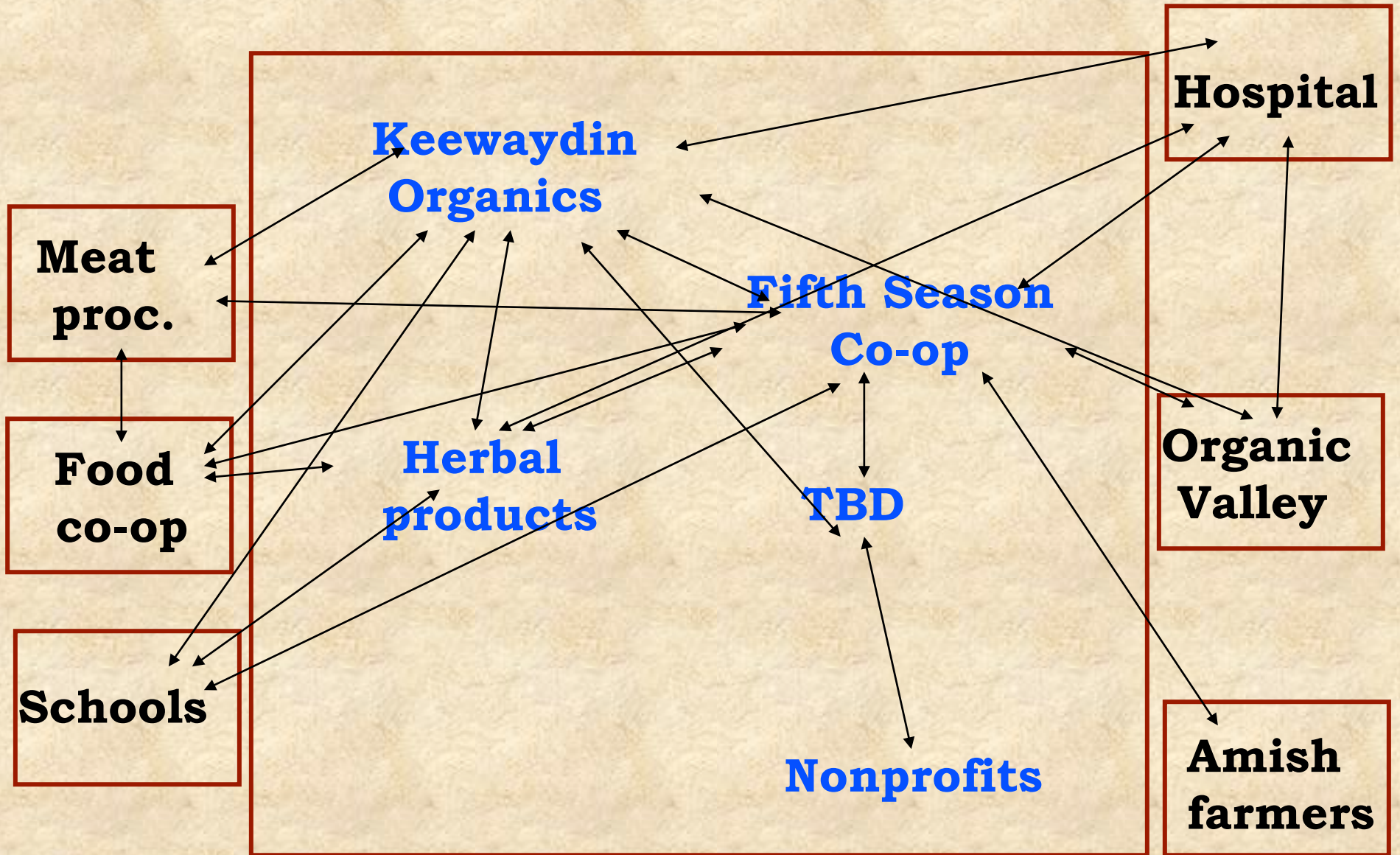
**Fifth Season  
Co-op**

**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)**



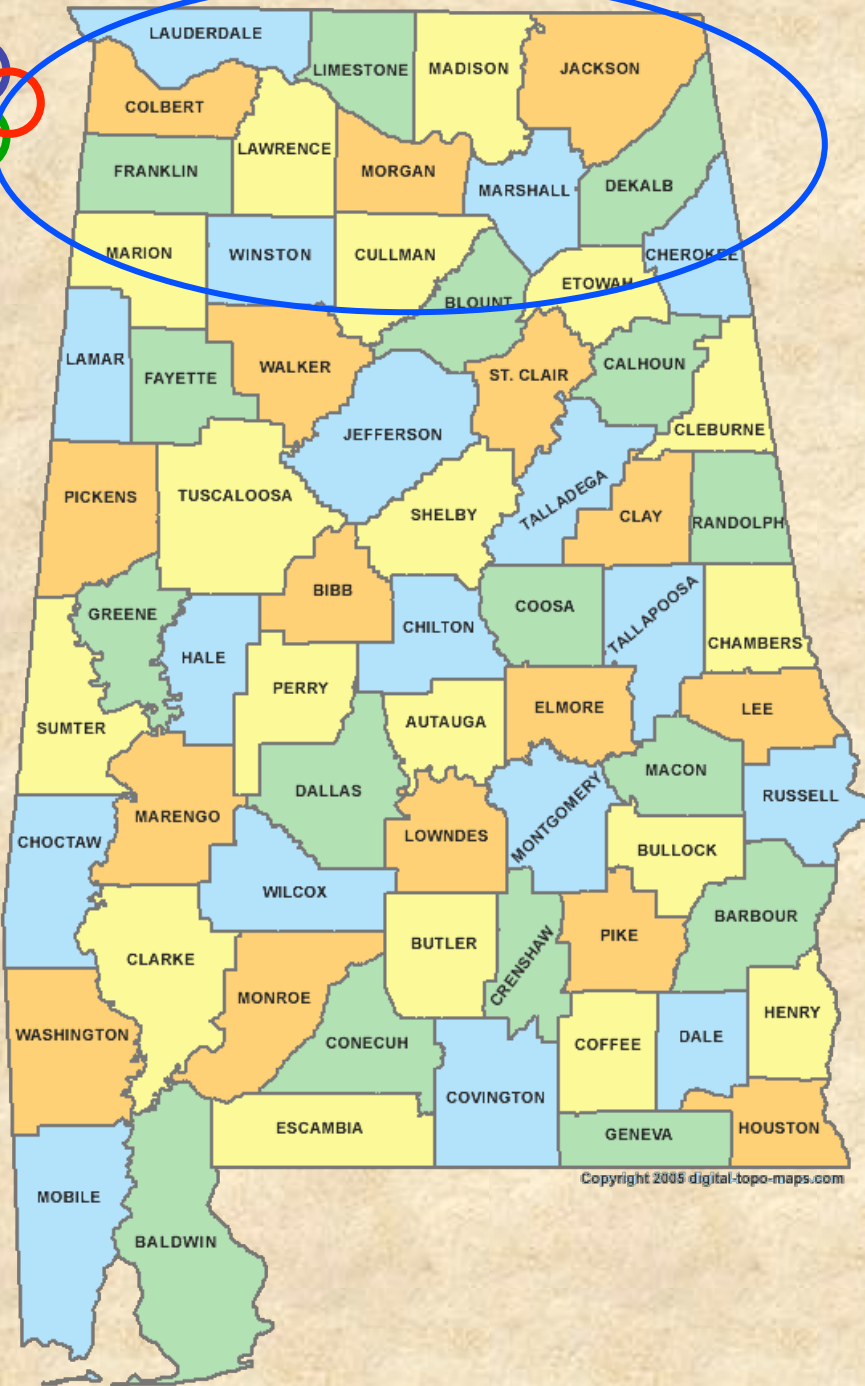
## **Fifth Season Co-op (2012)**

- **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**



# North Alabama

## 11 Counties:

**Colbert**  
**Cullman**  
**DeKalb**  
**Franklin**  
**Jackson**  
**Lauderdale**  
**Lawrence**  
**Limestone**  
**Madison**  
**Marshall**  
**Morgan**



## Food Banks explore wider roles

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



**Photo: Food Bank of North 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”**

**[www.crcworks.org](http://www.crcworks.org)**

**(612) 869-8664**

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

