



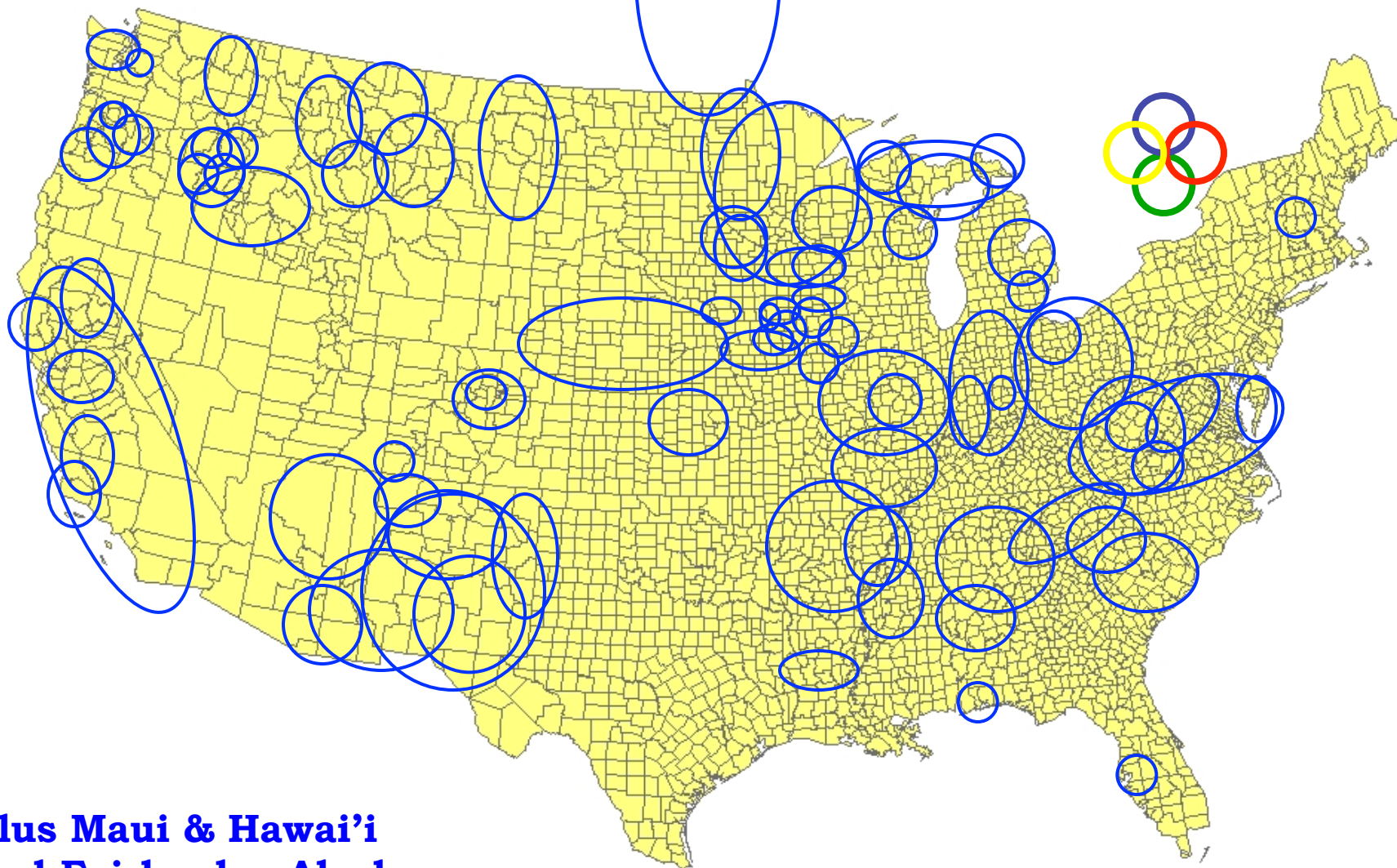
# The Economic Opportunity of Local Foods In Spokane Region

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

**City & County of Spokane**  
**September 26, 2013**

**Curt, Corinne, & Jed Bench -- Toledo, Ohio**

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



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

**96 regions in 32 states & Manitoba**



## **State and National Studies**

**Illinois Public Health Institute & CDC:**

***Health and Economic Impacts of Institutional Food Purchasing (forthcoming)***

**South Carolina Depts. of Commerce & Agriculture:**

***Making Small Farms Big Business (2013)***

**Indiana State Department of Health:**

***Hoosier Farmer? Emerging Food Systems in Indiana (2012)***

**University of Toledo:**

***Ohio's Food Systems: Family Farms at the Heart of it All (2011)***

**Minnesota: *Mapping the Minnesota Food Industry (2009)***



# 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





# **Food Clusters in Spokane Region**

## **Shepherd's Grain / ADM**

**National prominence; 40 farms + suppliers**

## **Green Bluff**

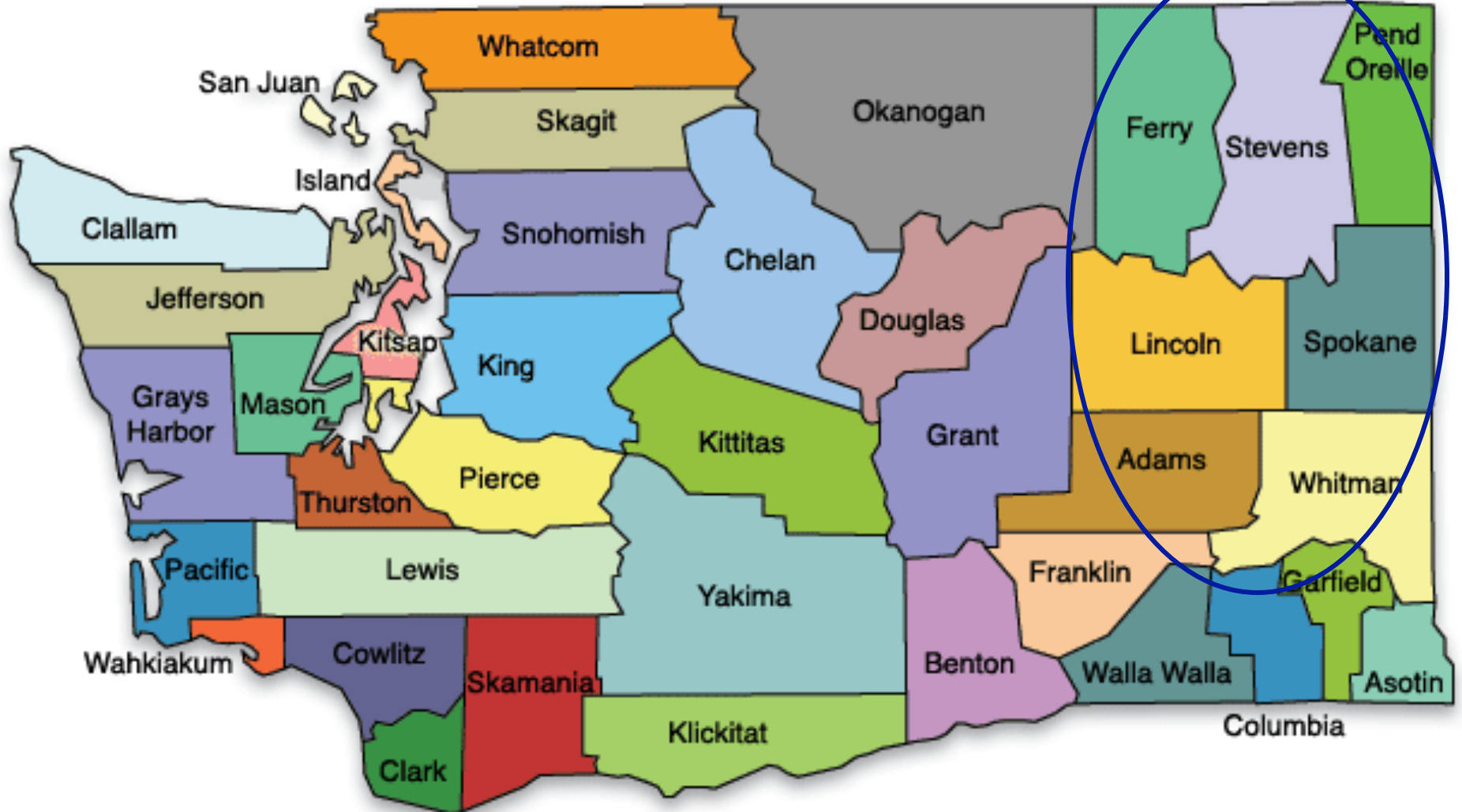
**Common elements: joint marketing and a map – (Brian Estes)**

## **Main Street Food Co-op**

**\$2.7 million in sales; 35 farmers; several distributors**

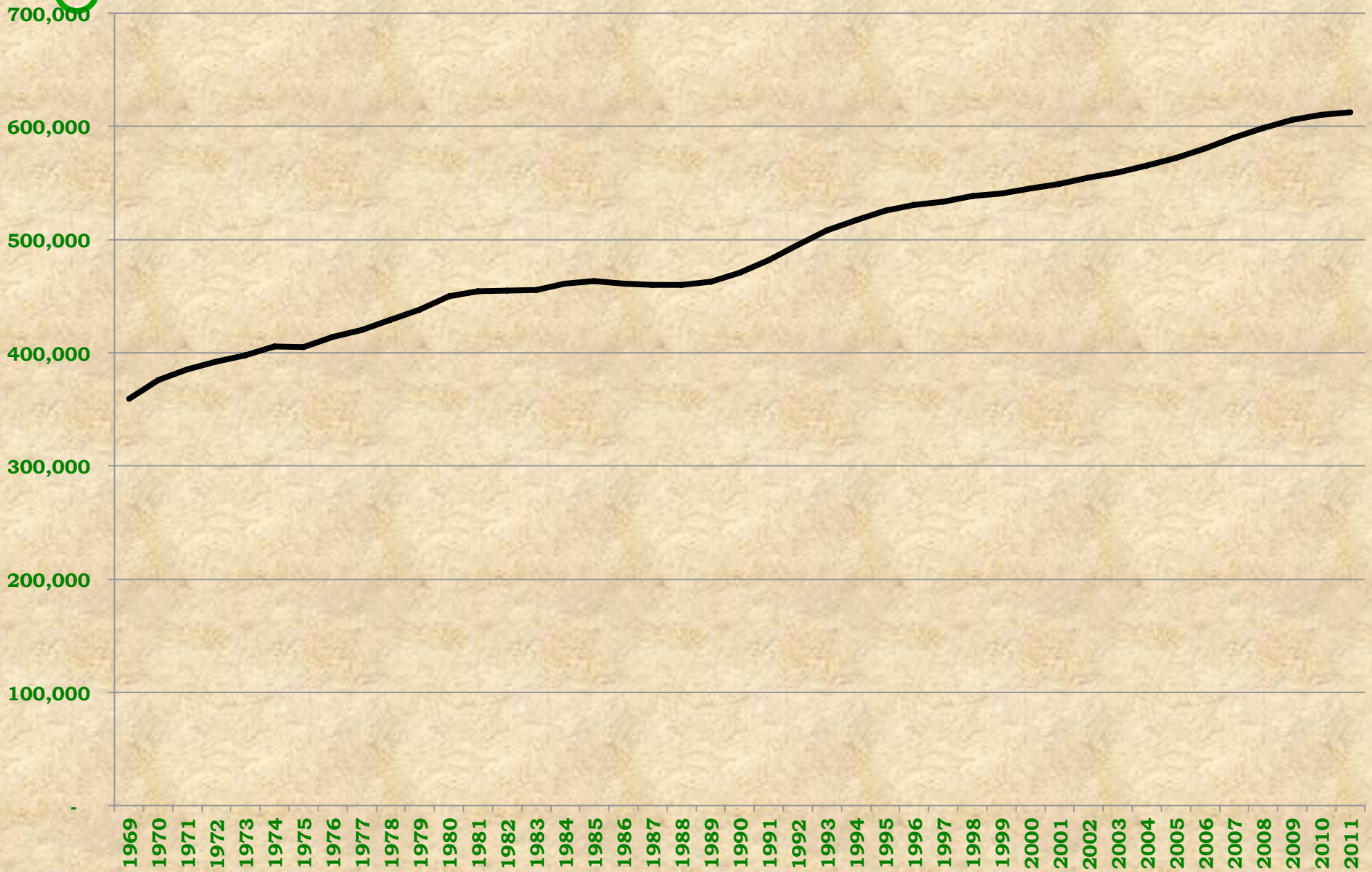


# Spokane Region



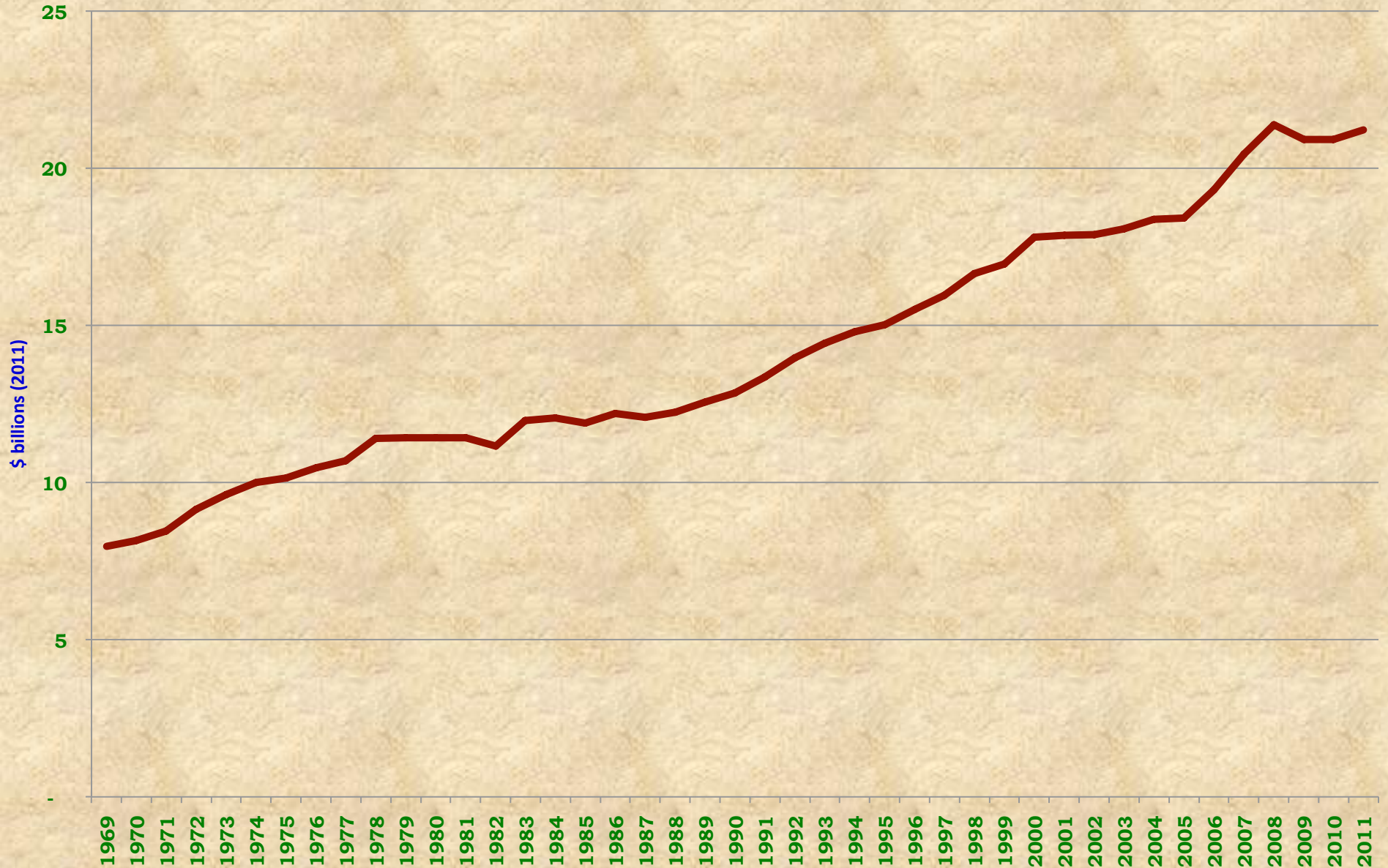


## Population in Spokane region, 1969 - 2011





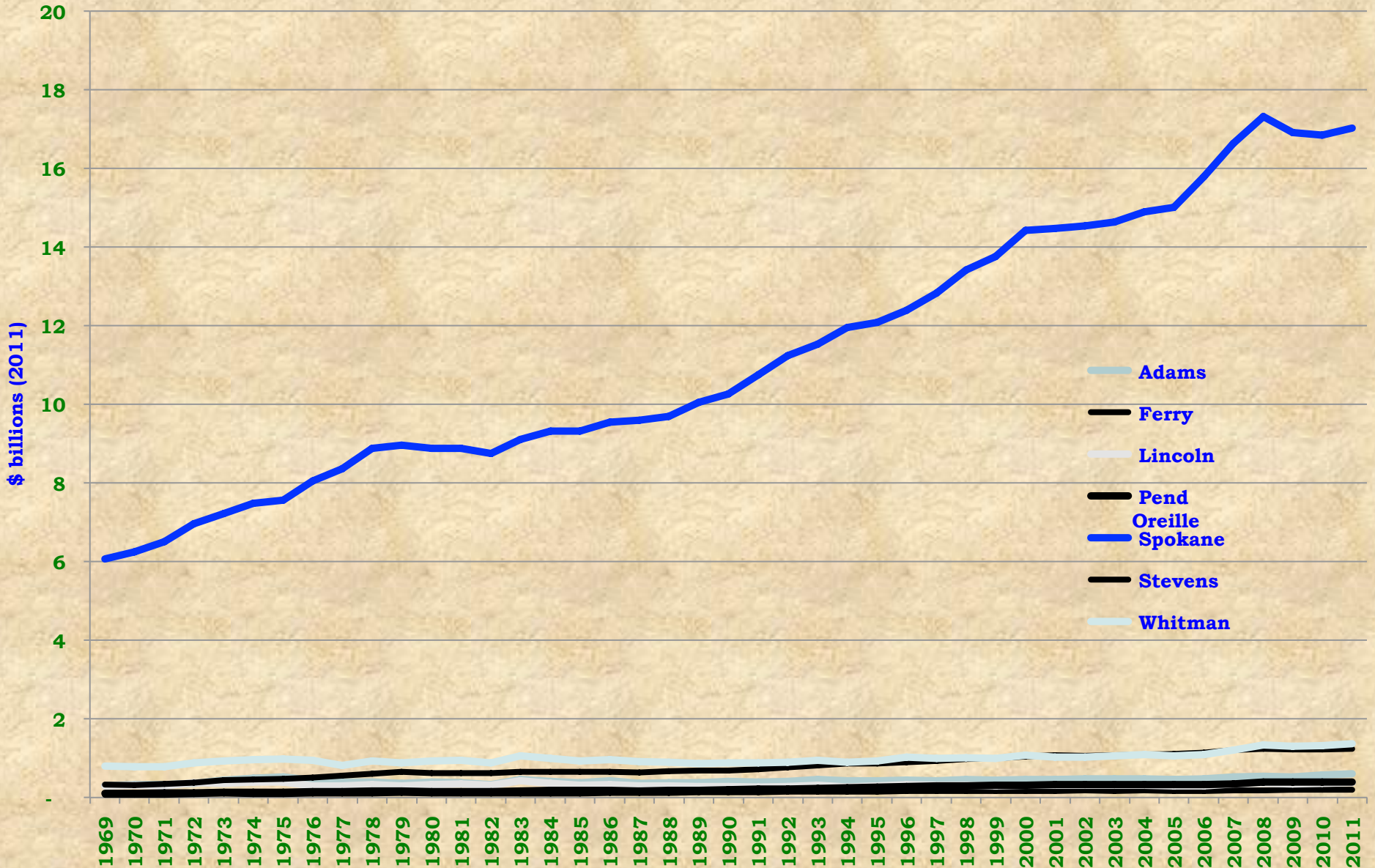
## Personal income in Spokane region, 1969 - 2011



**Bureau of Economic Analysis**



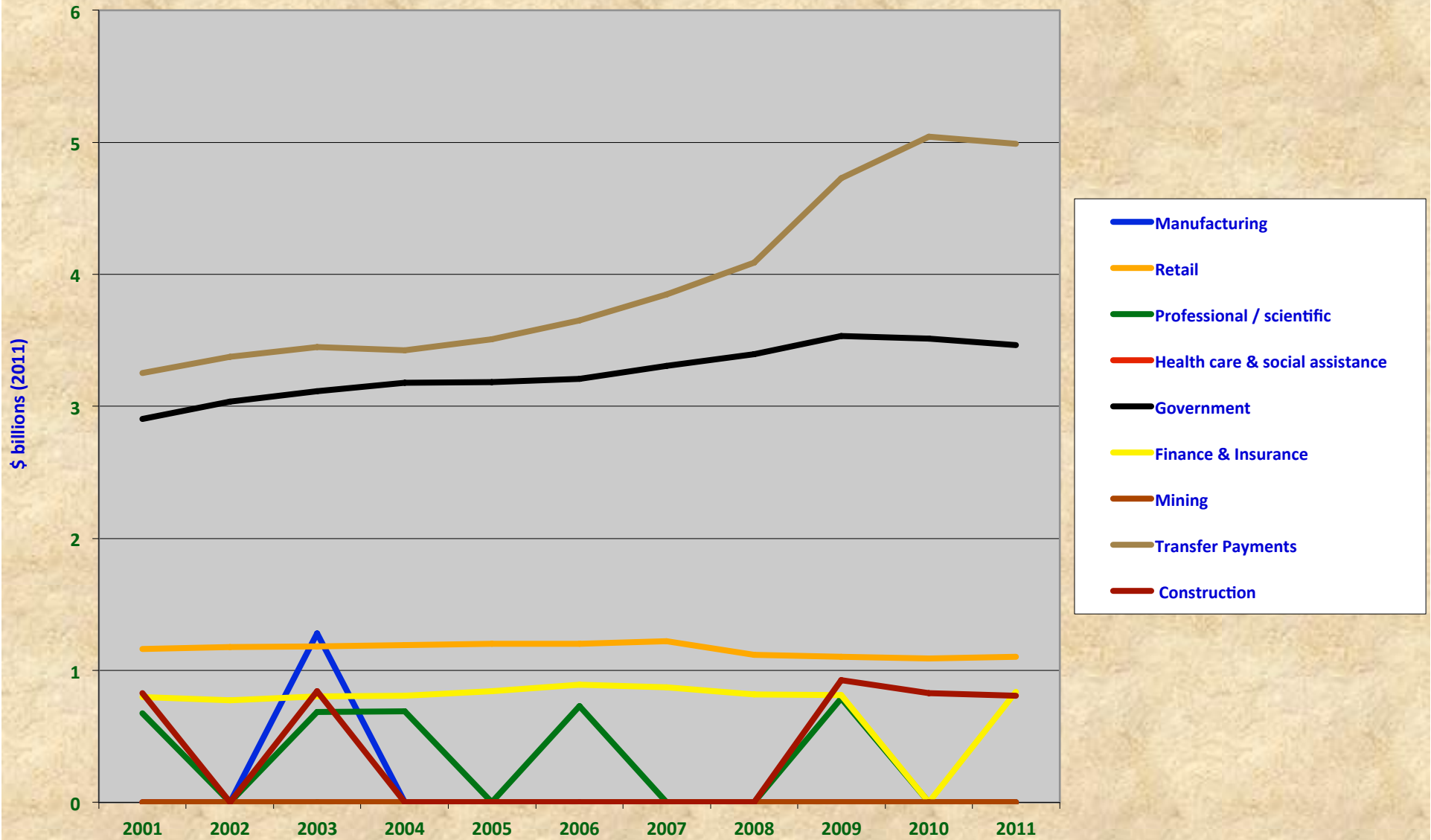
# Personal income in Spokane region by county, 1969 - 2011



Bureau of Economic Analysis



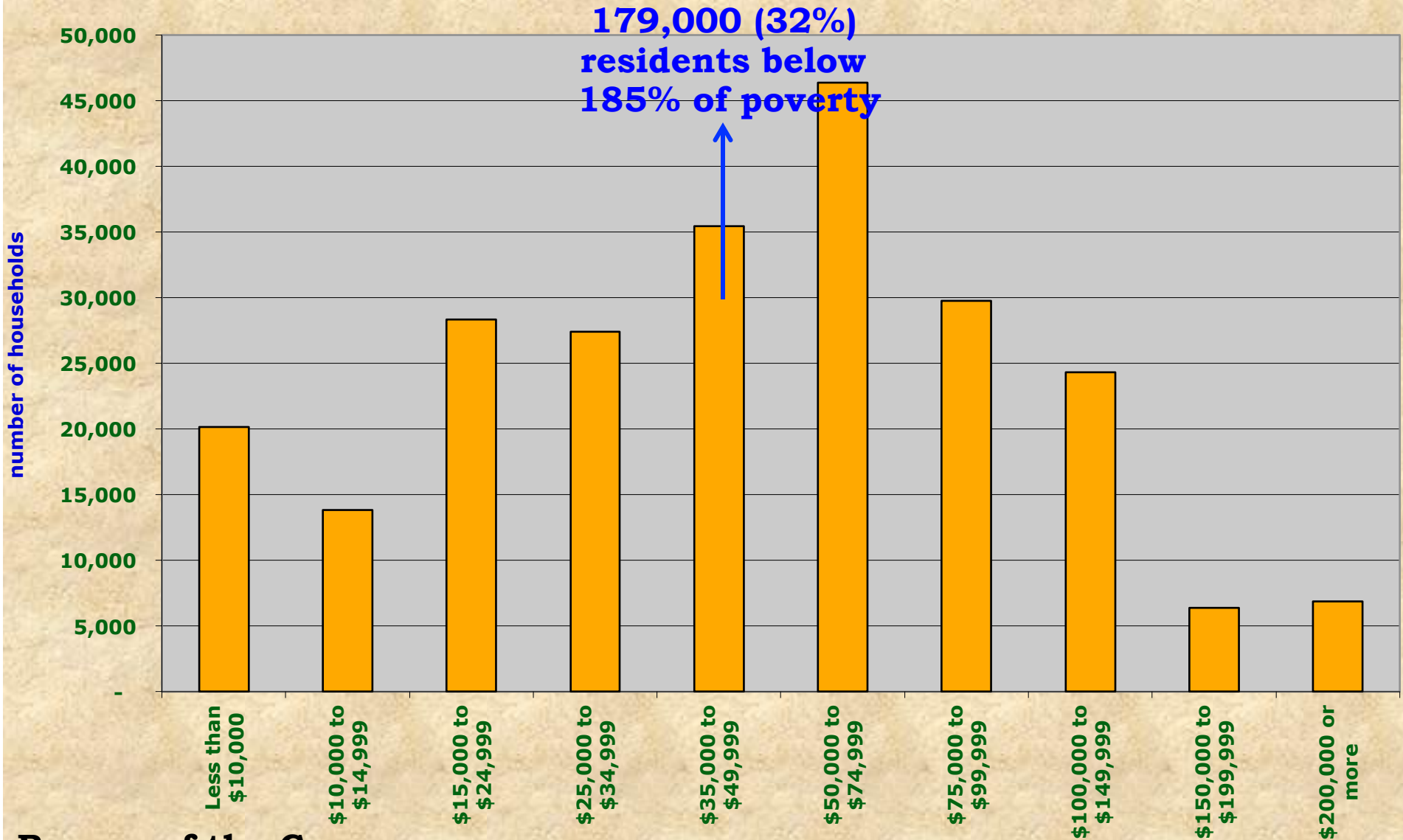
## Personal income in key industries in Spokane region, 2001-2011



**Census of Agriculture 2007**



# Household income in Spokane region, 2005-2011



Bureau of the Census



## **Food-related health conditions (2010)**

**64% of residents are  
overweight (40%)  
or obese (24%)**





# **Food-related health conditions (2010)**

**8% of residents  
diagnosed with diabetes**



# **Food-related health conditions (2010)**

**Estimated medical costs  
of overweightness &  
diabetes – per year**

**\$534 million**

**\$4 billion (Washington)**

**Calculated using American Diabetes Association cost calculator**



## **Food-related health conditions (2009)**

**22% of residents eat five  
fruits & vegetables  
per day**



# **Food-related health conditions (2009)**

**54% of residents get  
adequate exercise**



# **Food-related health conditions (2010)**

**17% of residents do not  
have health insurance**



## **Spokane Region**

**7,135 farms**  
**(18% of Washington's farms)**

**5.4 million acres**  
**(36% of Washington's farmland)**



## **Farm size in Spokane region**

**36% of farms are  
less than 50 acres**

**17% of farms are  
more than 1,000 acres**



# Top Ten Farm Products in Spokane Region (2007)

	\$ mlns
Wheat	**390
Vegetables	**101
Cattle & calves	67
Fruits, nuts & berries	**44
Barley	**41
Forage	**35
Ornamentals	**15
Corn	**11
Milk	**7
Direct	4

\*\* Denotes that some data suppressed





# Spokane Region Food & Farm Economy

**688 (10%) farms sell  
direct to consumers**

**\$4 million sales  
(0.5%)**

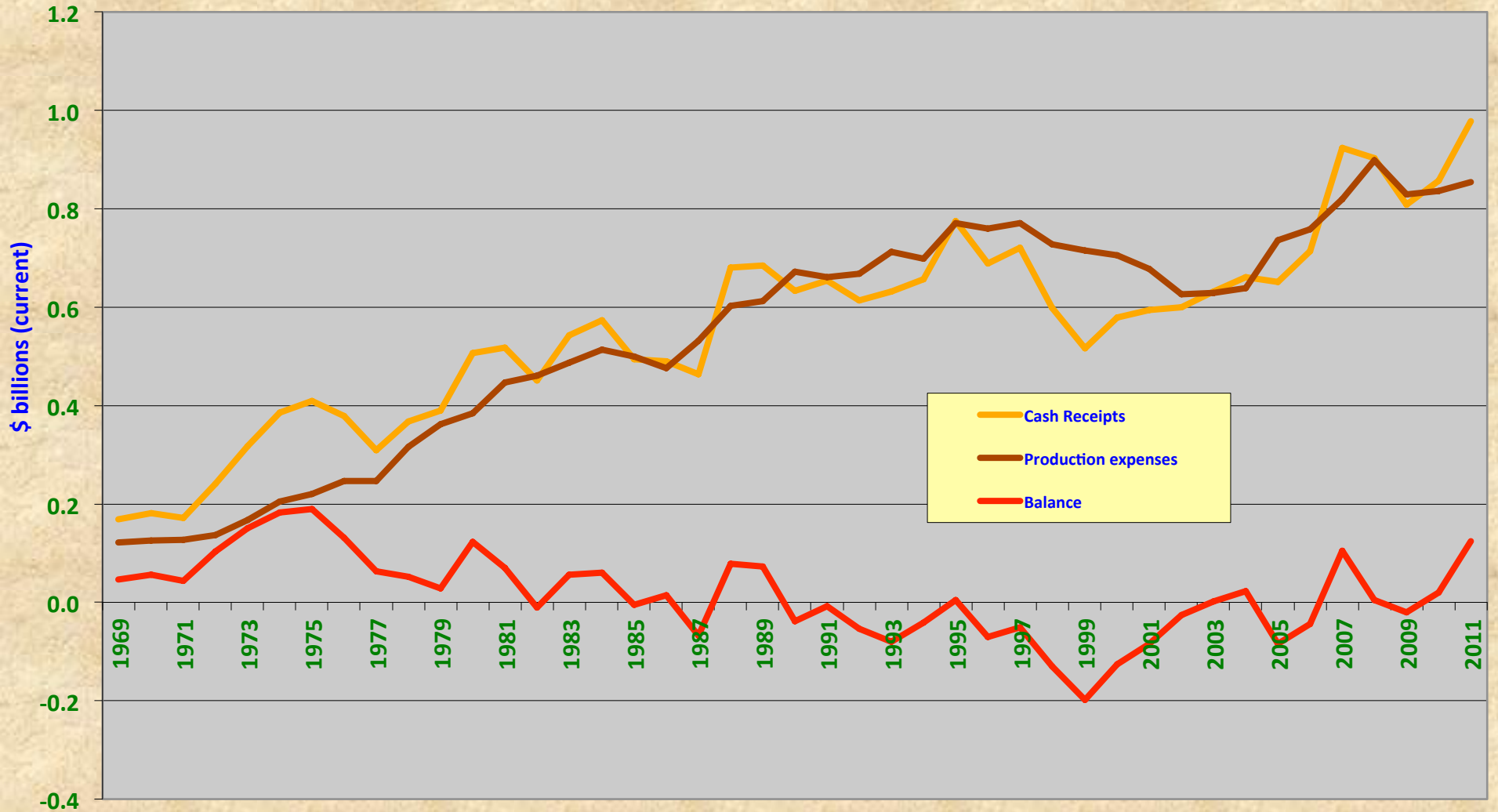
**Rising 10%/year**

Source: Census of Agriculture 2007



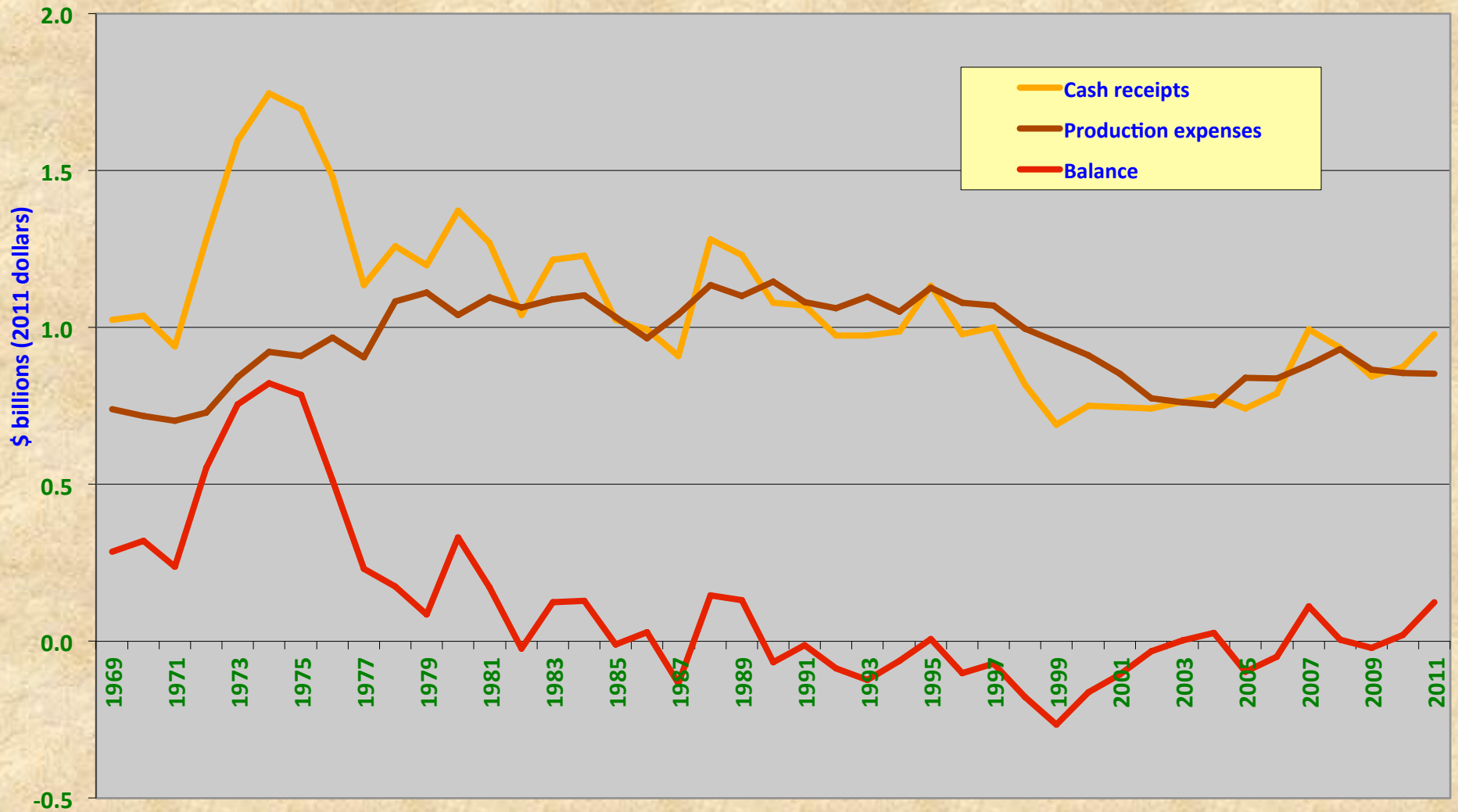


## Farm Production Balance in Spokane region, 1969-2011



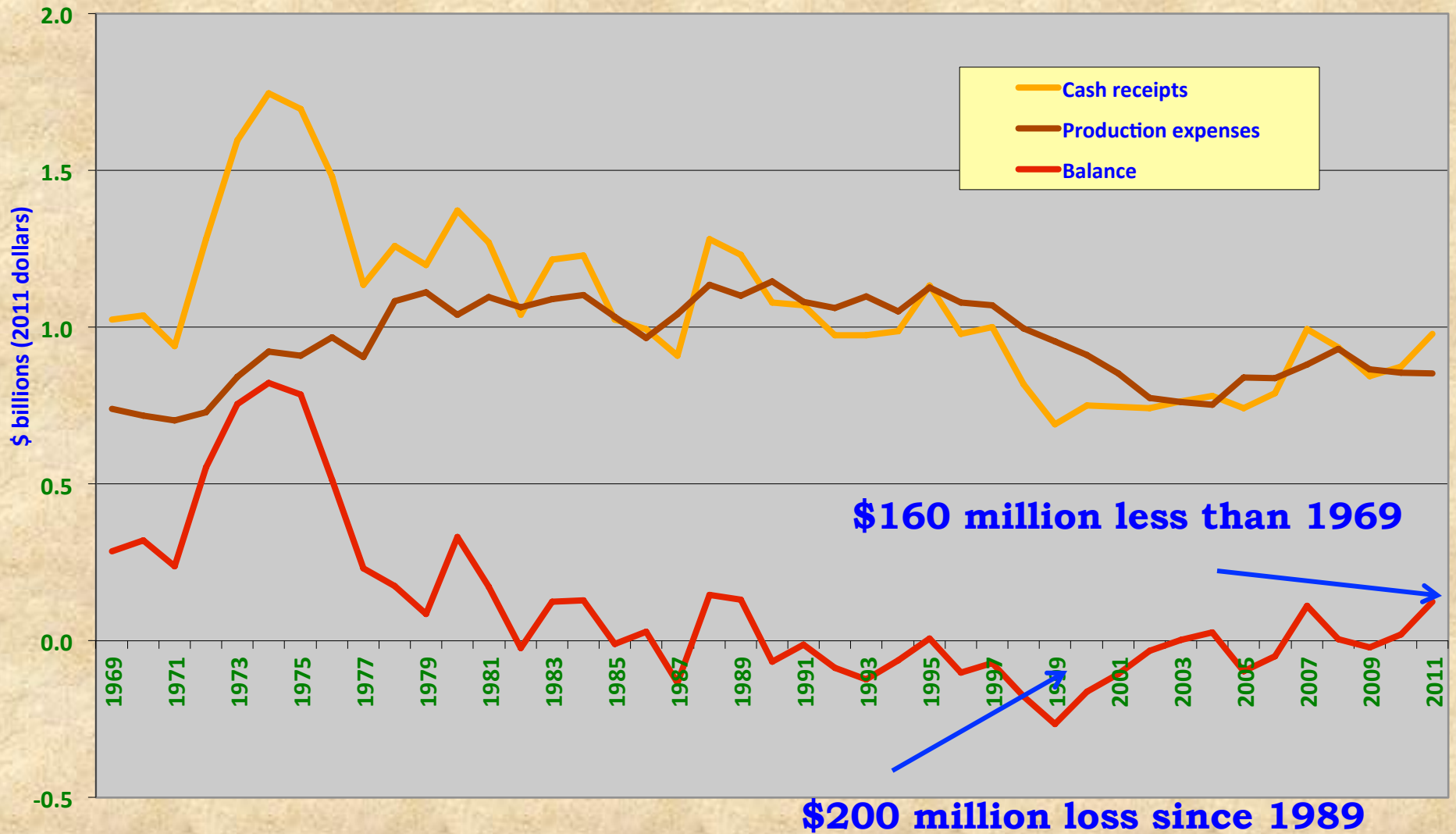


## Farm Production Balance in Spokane region, 1969-2011





## Farm Production Balance in Spokane region, 1969-2011





# Spokane Region Food & Farm Economy

- **Farmers produce \$908 million of commodities per year**  
**and...**
- **Spend \$951 million to raise them**  
**\$44 million loss in production costs**

**Averages for (1989-2011)**

**Source: Bureau of Economic Analysis**



# Spokane Region Food & Farm Economy

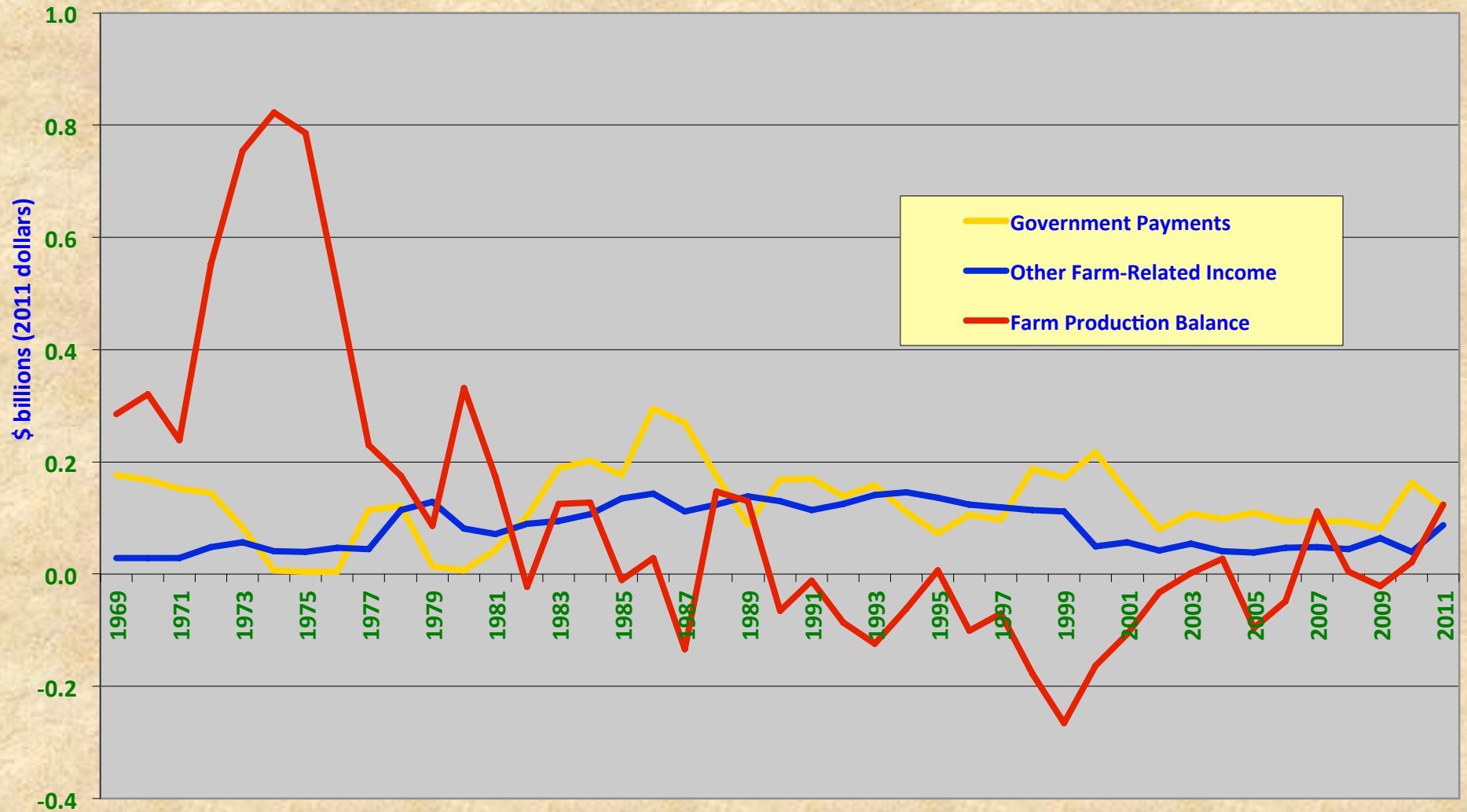
**So...**

- **Farm families earn \$87 million of other farm-related income**
- **And receive \$125 million in federal supports**

**Source: Bureau of Economic Analysis**



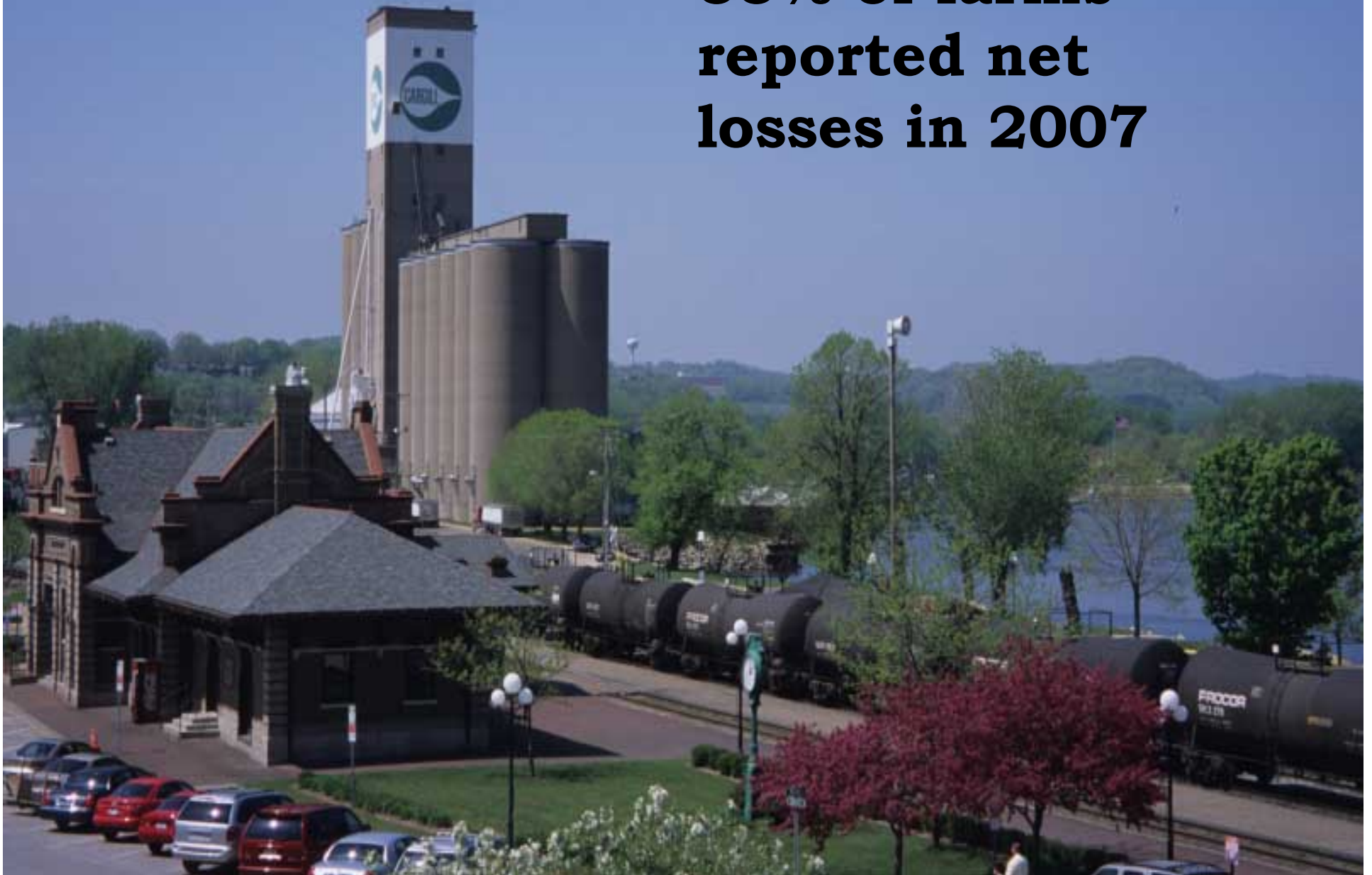
## Spokane region farm income by type, 1969-2011





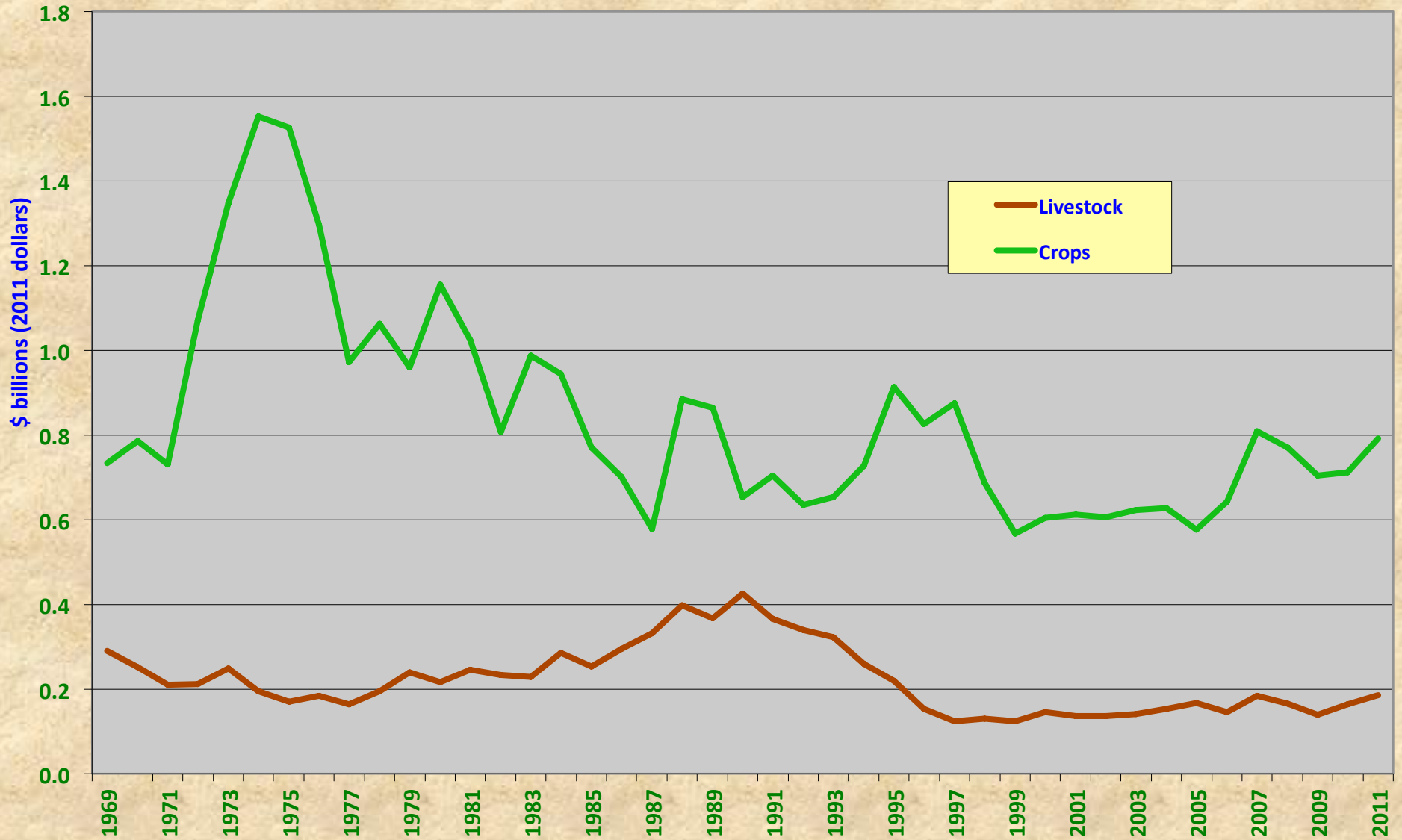


**55% of farms  
reported net  
losses in 2007**



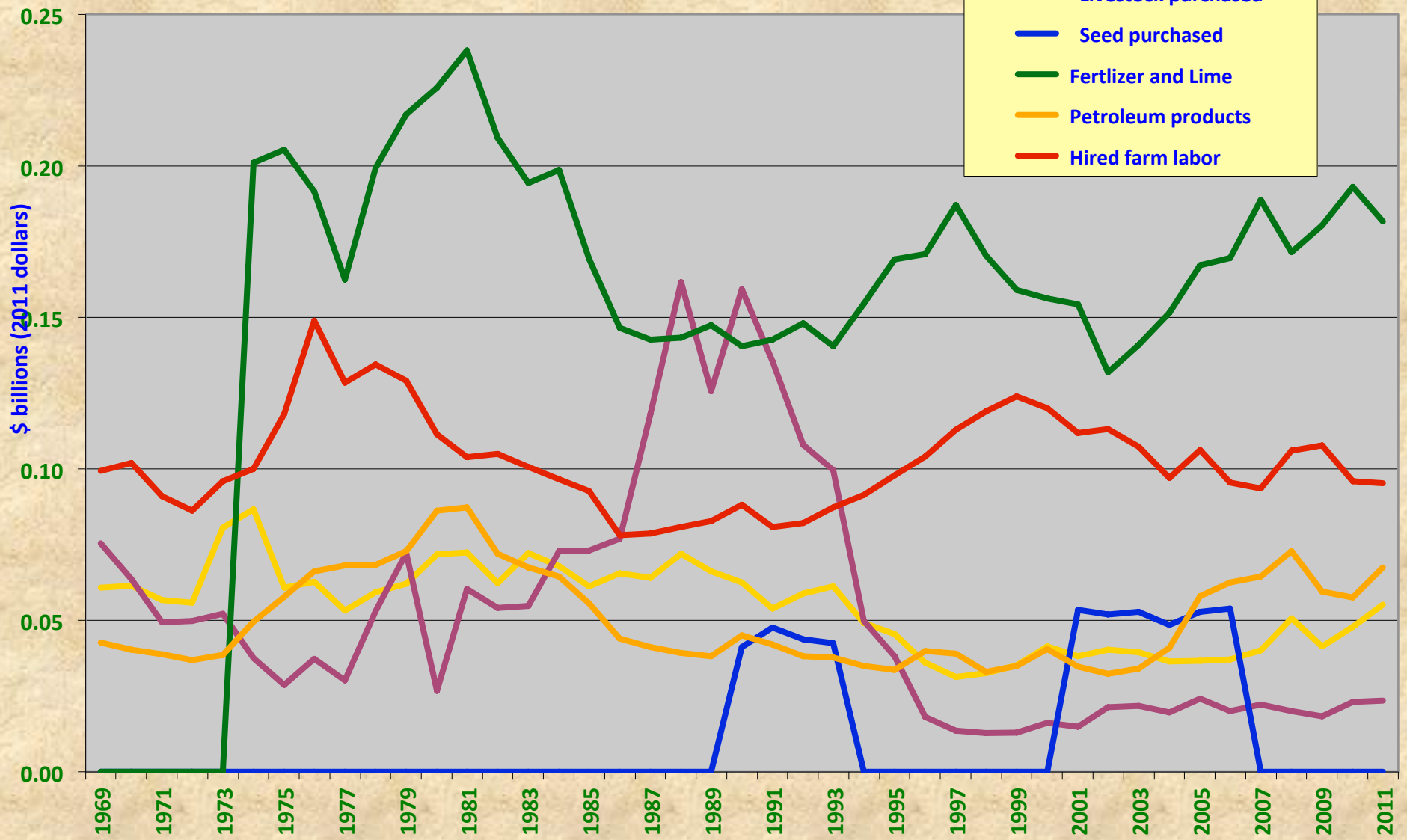


### Crop and livestock sales in Spokane region, 1969-2011





### Farm production expenses in Spokane region, 1969-2011





**\$425 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 region of food consumers...**



# Finding Food in Farm Country

As farmers struggle...

- **Consumers buy \$1.7 billion of food each year**

- **\$1.5 billion from outside region**

Source: Ken Meter using Bureau of Labor Statistics



# **Markets for Food Eaten at Home (2011)**

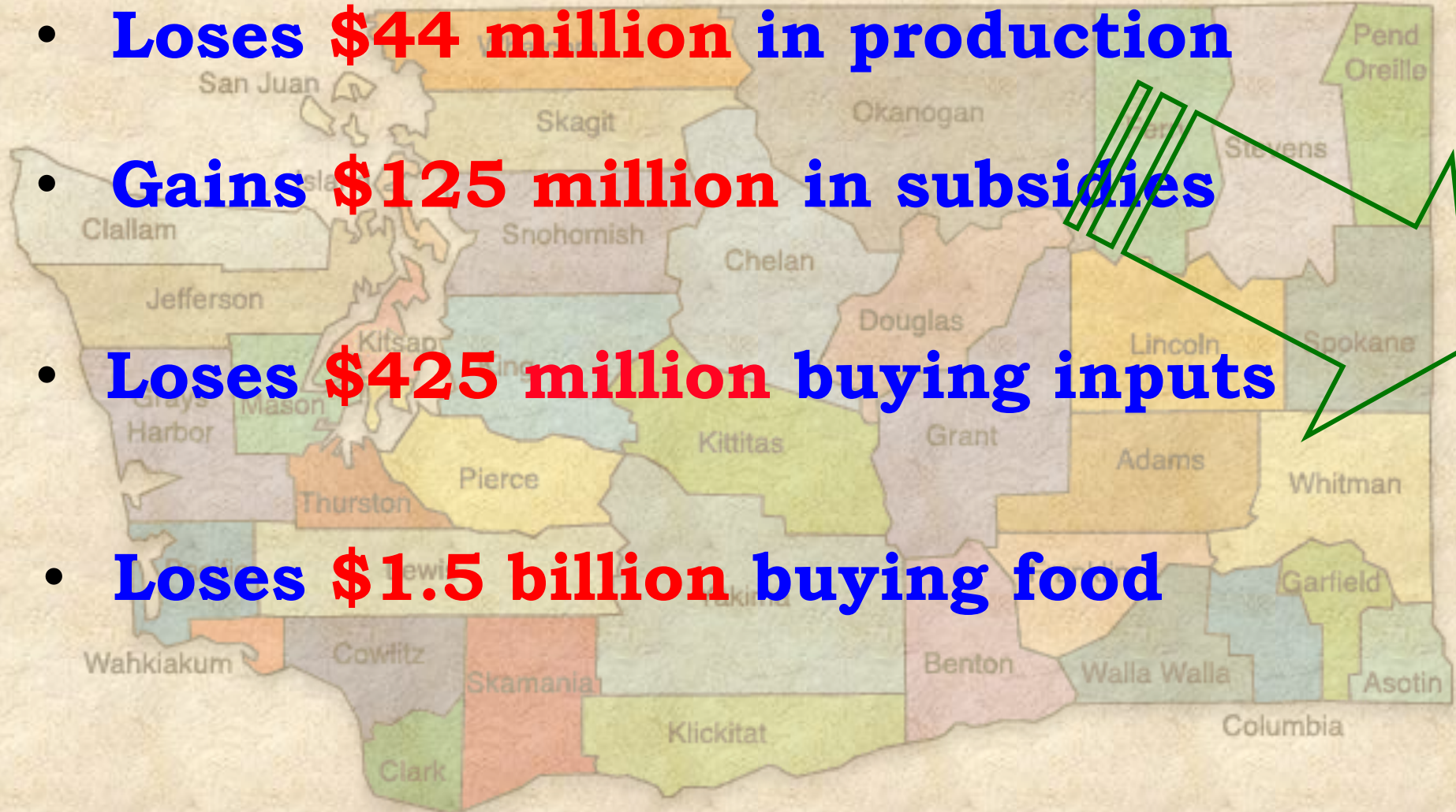
	<b>\$ millions</b>
<b>Meats, poultry, fish &amp; eggs</b>	<b>204</b>
<b>Fruits &amp; Vegetables</b>	<b>194</b>
<b>Cereals and Bakery</b>	<b>127</b>
<b>Dairy products</b>	<b>108</b>
<b>Other (incl. oils &amp; sweets)</b>	<b>349</b>





## All told, Spokane Region...

- **Loses \$44 million in production**
- **Gains \$125 million in subsidies**
- **Loses \$425 million buying inputs**
- **Loses \$1.5 billion buying food**



**Potential wealth lost each year**



## **Finding Food in Farm Country**

**Total loss is:**

- **\$1.8 billion each year!**
- **Twice the value of all food products raised in region**

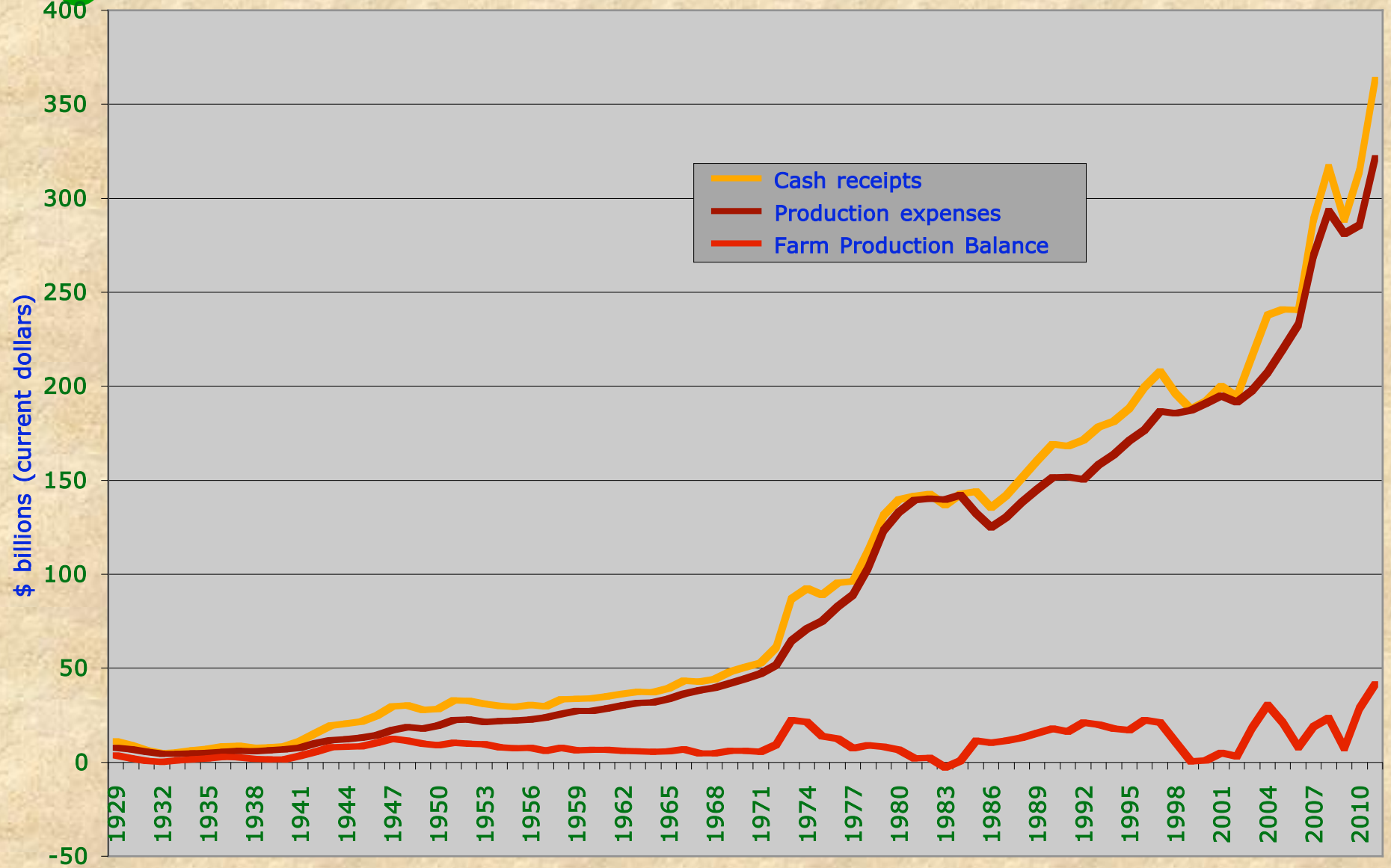


**U.S. data**



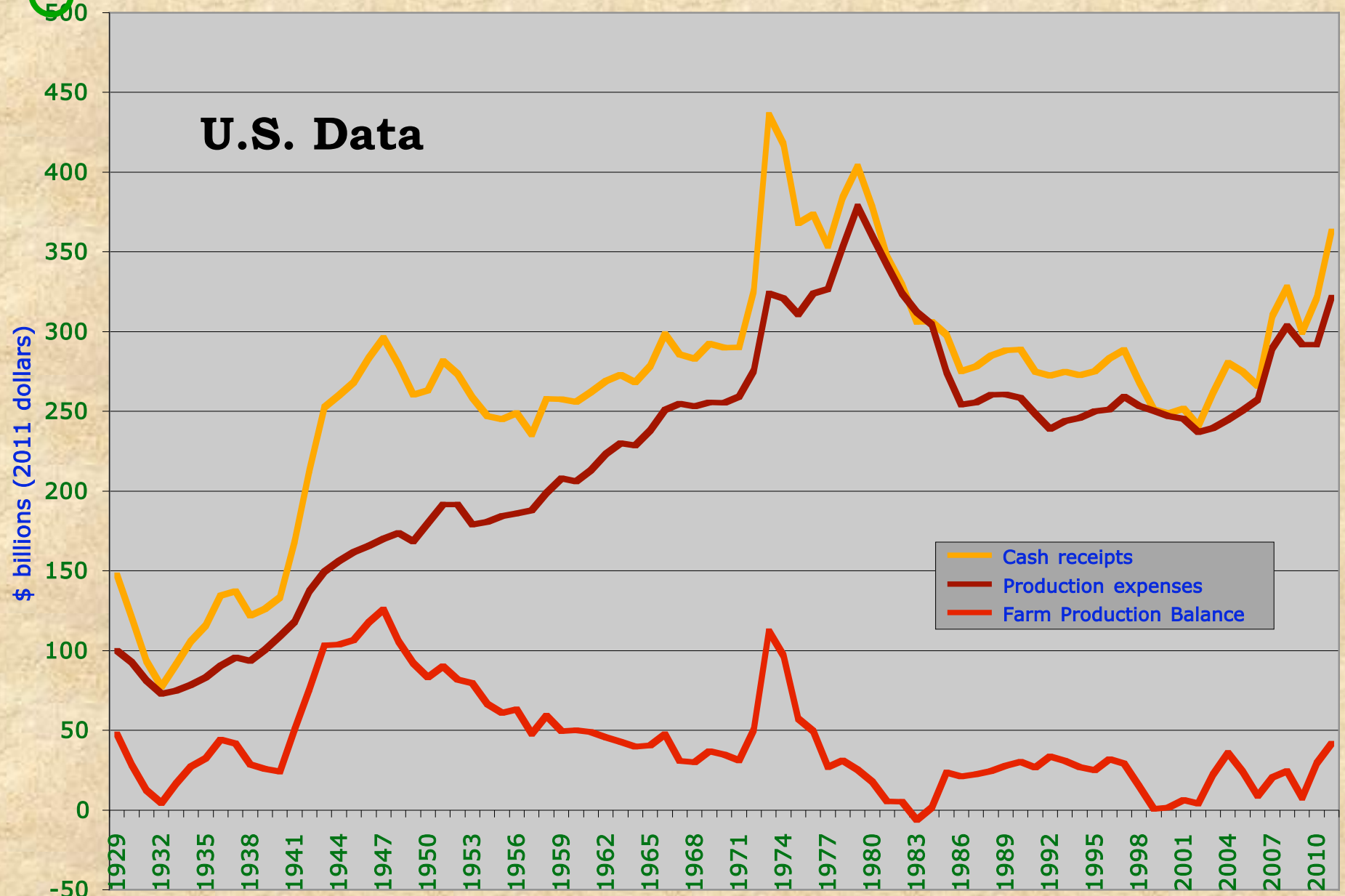


Farm production balance for U.S. farms, 1929 -2011



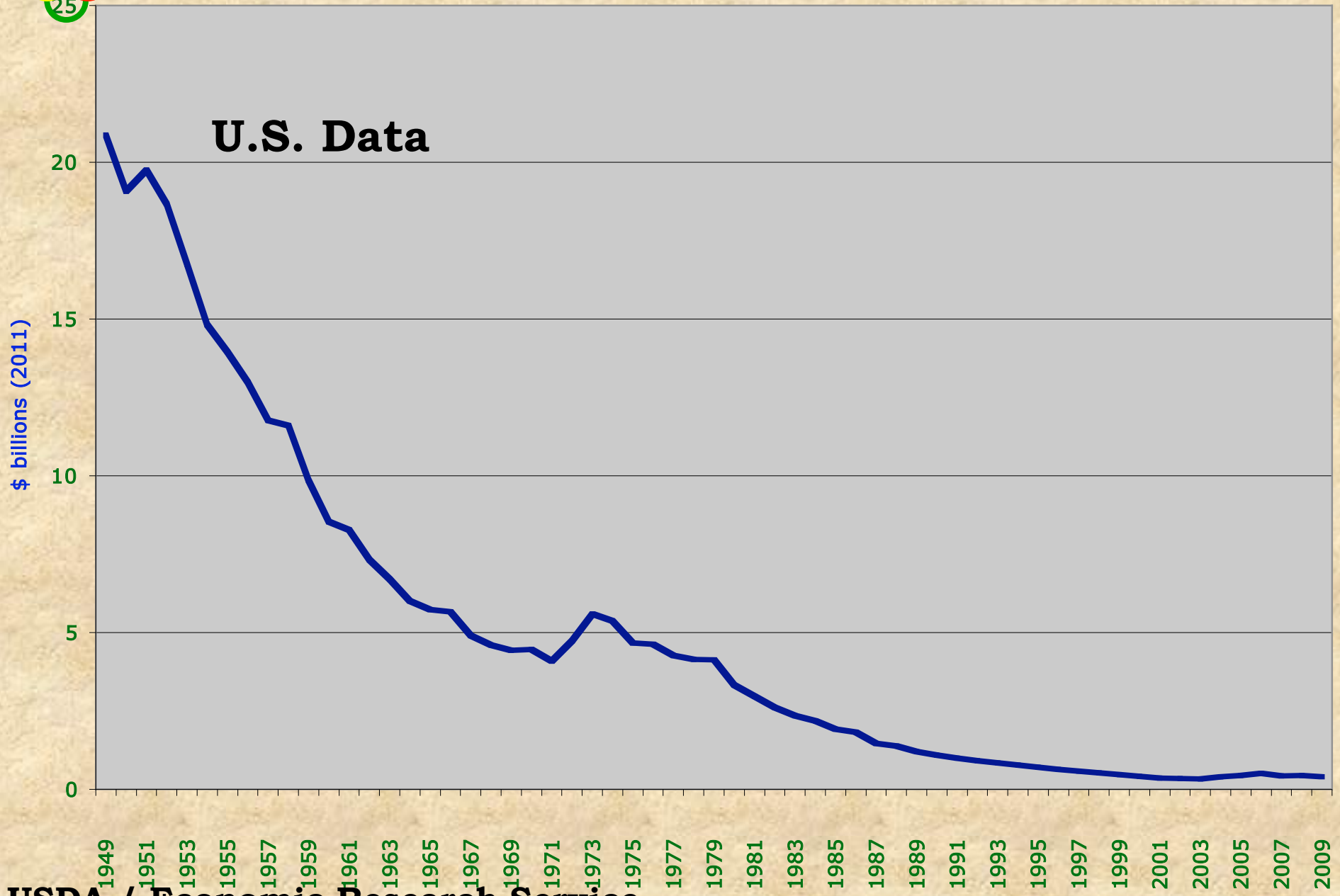


Farm Production Balance for U.S. farms, 1929 - 2011





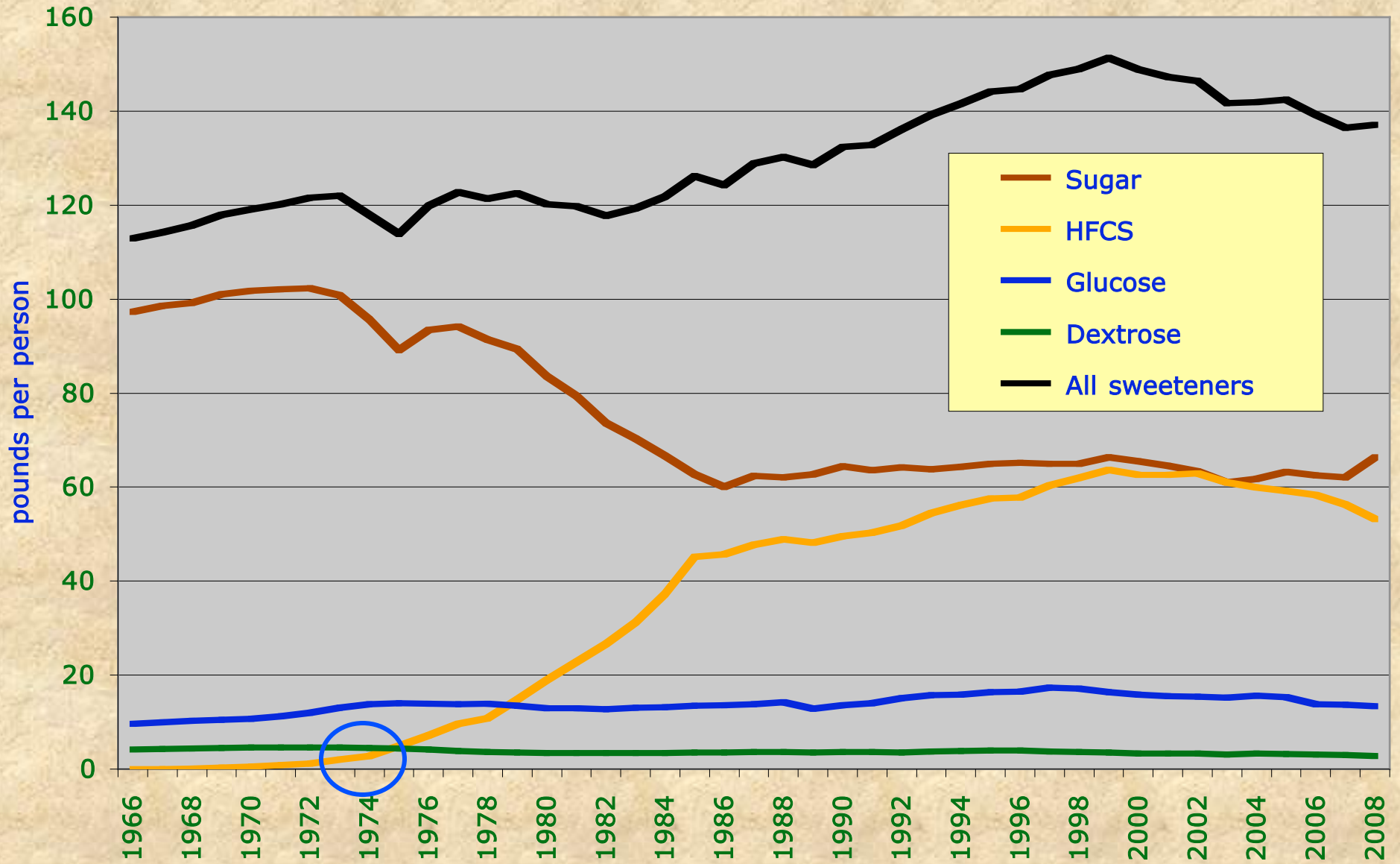
Value of food reserved by U.S. farmers for home consumption, 1949 - 2009



USDA / Economic Research Service

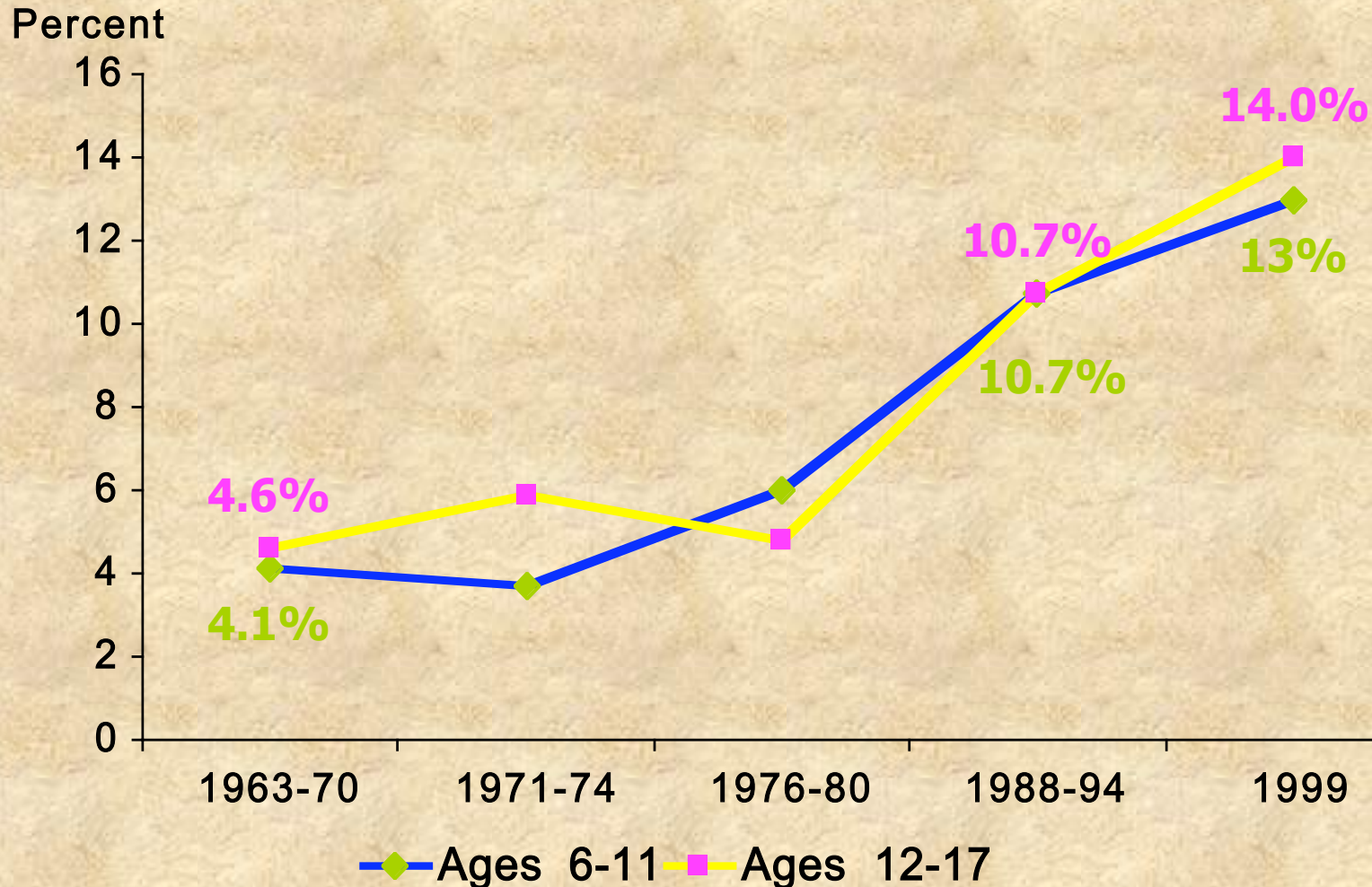


# Sugar and Corn Sweetener Use in U.S., 1966 - 2008



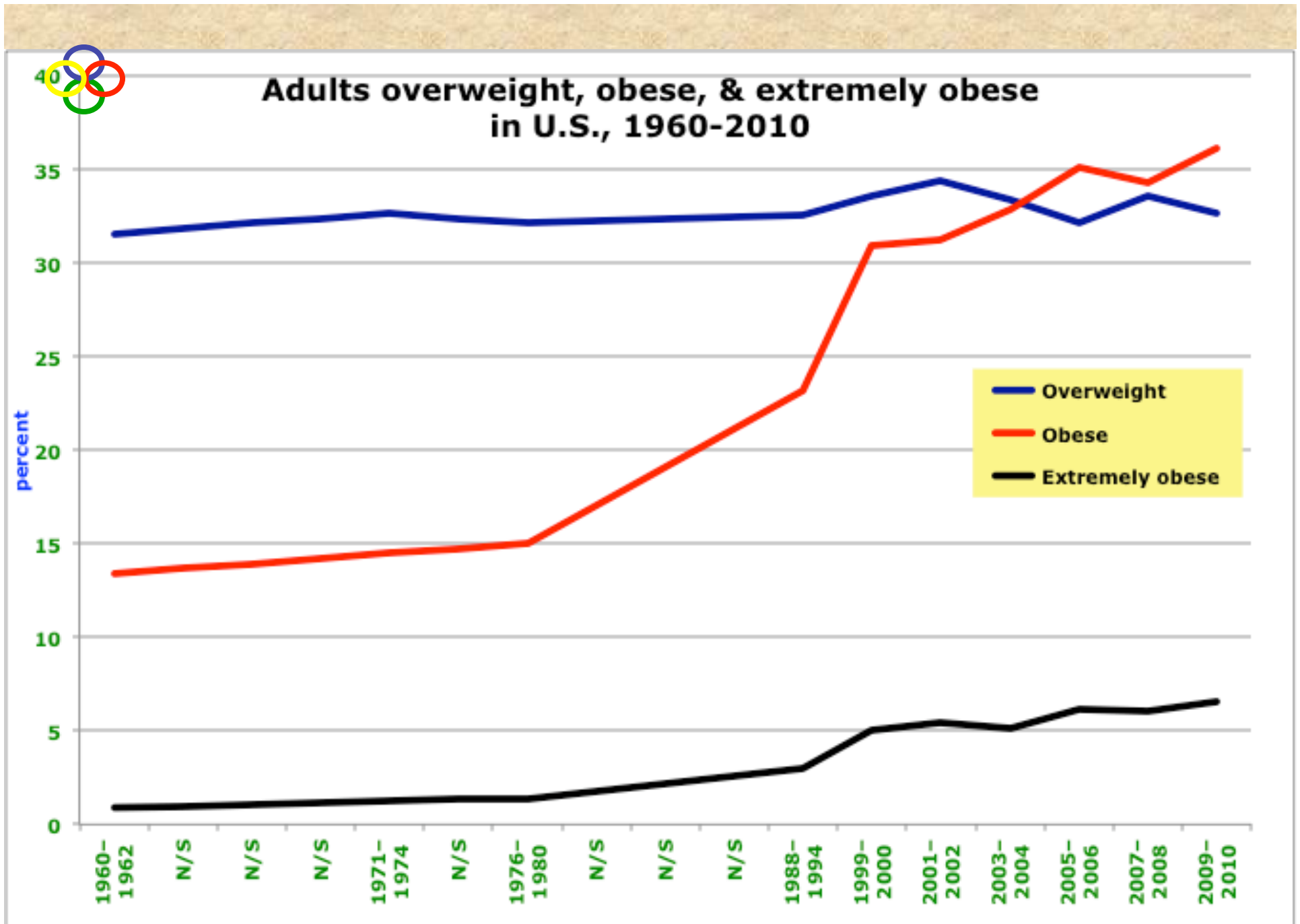


# U.S. Youth Who are Overweight Percent by Age



≥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**





# Southern Arizona





# Las Milpitas Farm (CFB)



*Photo: Nick Henry*



# Las Milpitas Farm (CFB)





## **Community Food Bank (Tucson)**

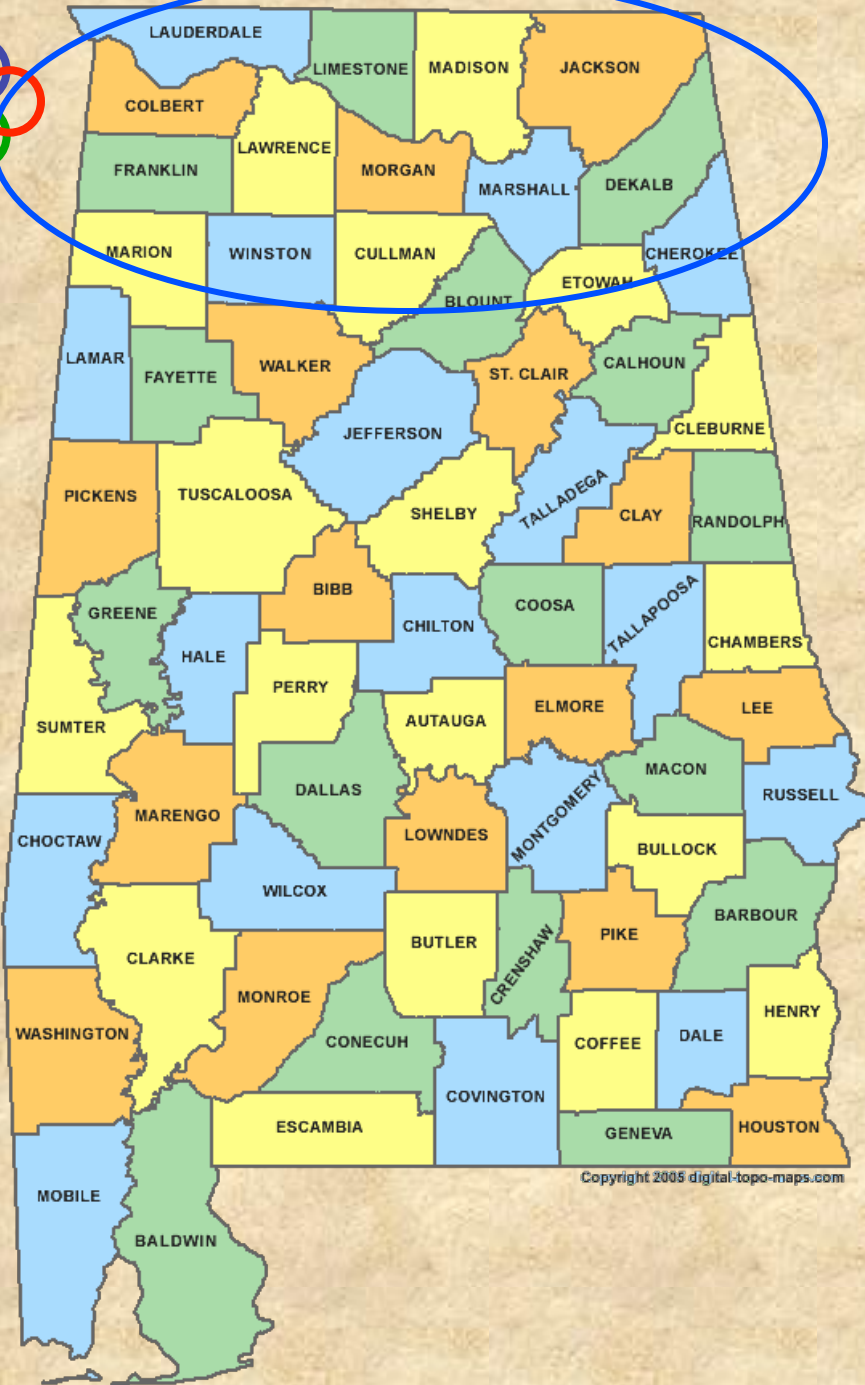
- **Engages constituents in productive networks**
- **Engages as co-learners**
- **Deeply respected as convener**
- **Builds economic opportunity among clients**
- **Assists in business development**
- **Builds responsive business networks**





*Photo: Food Bank of North Alabama*





# 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**

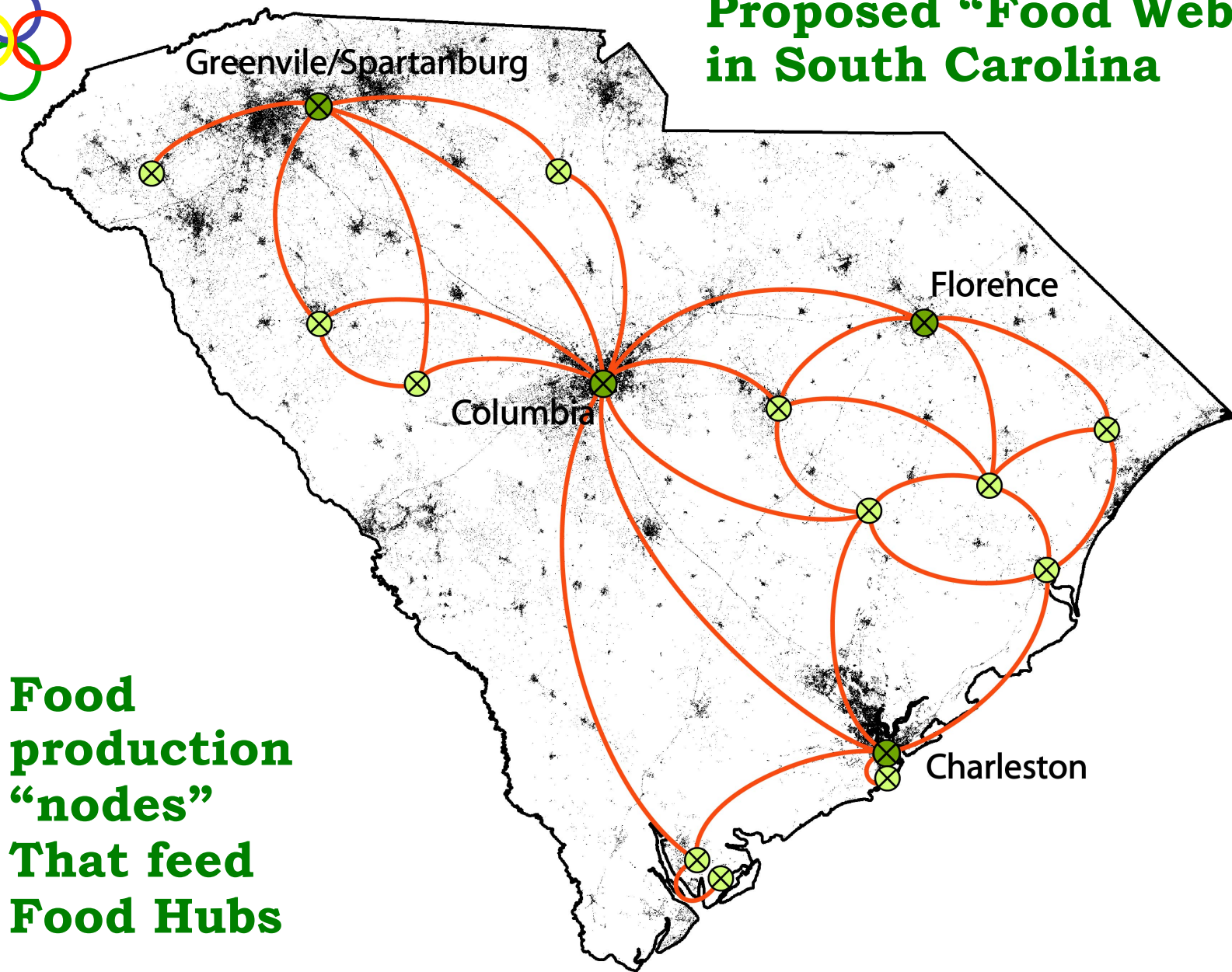


## **Food Bank of North Alabama**

- **Deeply respected as convenor**
- **Engaged in business development in low-income neighborhood**
- **Helped create loan fund for emerging businesses**
- **Brokering fresh food from local farms to grocers, restaurants, institutions, and consumers in North Alabama**
- **\$159,000 projected sales in 2013 [hurt by rain]**



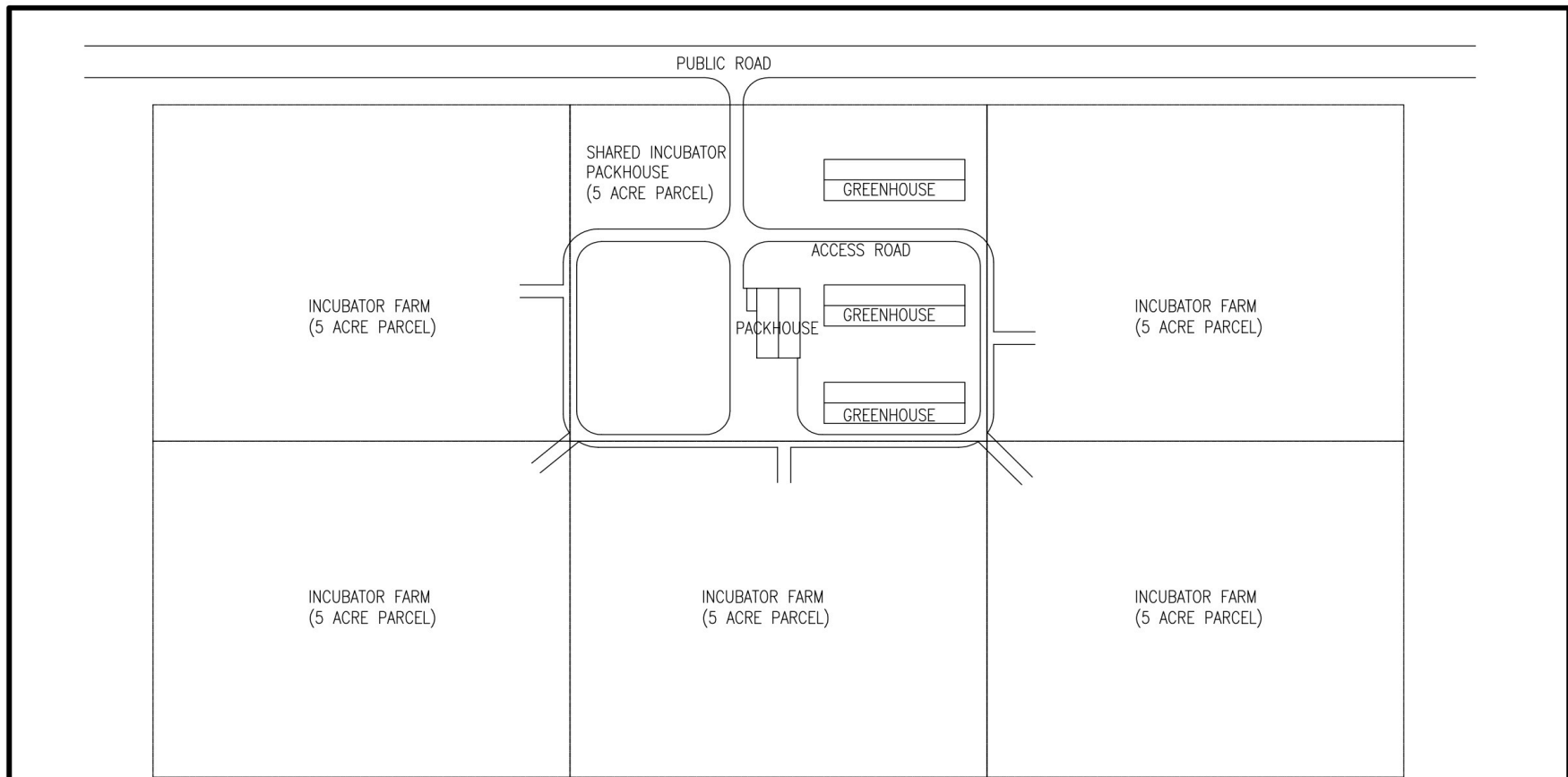
## Proposed “Food Web” in South Carolina



**Food  
production  
“nodes”  
That feed  
Food Hubs**



# Incubator farm with packing shed



**freshArc**

Packhouse Prototype

4021 Vernon Ave. S #306  
St. Louis Park, MN 55416  
952.270.8321 / 651.808.2015  
www.fresharc.com

August 26th, 2013

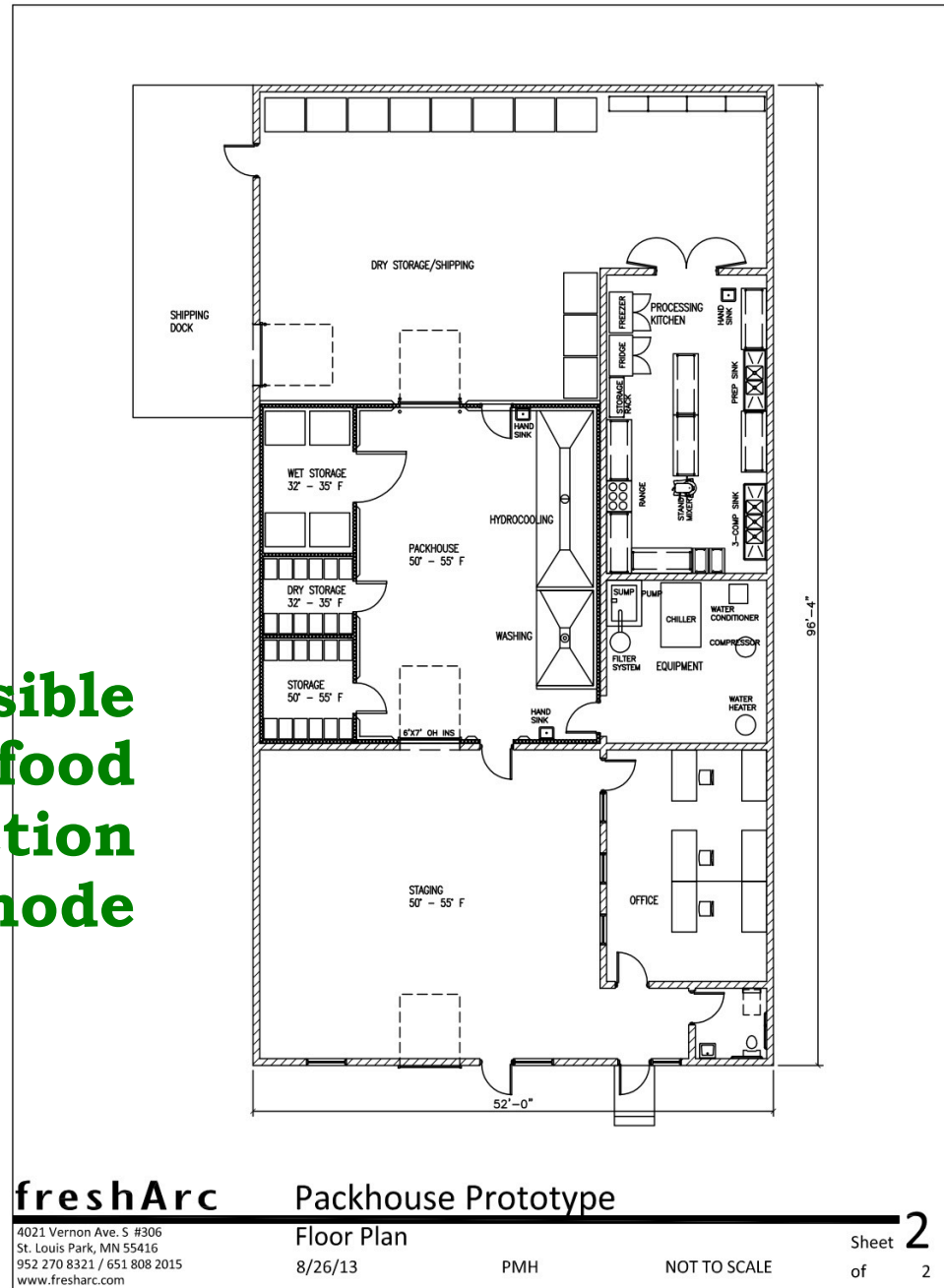
By PMH

Sheet  
of

1  
2



One possible  
food  
production  
node



**freshArc** Packhouse Prototype

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

Floor Plan

8/26/13

PMH

NOT TO SCALE

Sheet **2**  
of 2





# Vision for local food economies

**Build:**

**Health**

**Wealth**

**Connection**

**Capacity**

# **“Finding Food in Farm Country”**

**www.crcworks.org**

**(612) 869-8664**

**kmeter@crcworks.org**

