Farming & Food in Nashville and Tennessee

Ken Meter
Crossroads Resource Center
(Minneapolis)

Tennessee Local Food Summit
Vanderbilt University
December 6, 2014
“Finding Food in Farm Country” Studies

plus Maui & Hawai‘i
Fairbanks & Alaska

107 regions in 36 states & Manitoba
Heifer Project International

Sponsor for Tennessee Data
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....
Goal: to build Community-Based Food Systems

Photo: DSC
Athens, Ohio

Casa Nueva

Food processing businesses

ACENet

Kroger Athens

Farms

Crumb’s Bakery

Athens Farmers’ Market

Business Clusters
Dix/Hall Farm — Pomeroy, Ohio
Warren Taylor — Pomeroy, Ohio
Snowville Creamery

- Kroger Athens
- 13 Independent Stores in Ohio
- Jeni’s Splendid Ice Creams
- Local labor
- Dix/Hall farm
- Hamm farm
- Packaging material suppliers
- Utilities
- Equipment suppliers
- Truckers
- 22 Whole Foods

Snowville Creamery is connected to various retailers, suppliers, and farms, indicating a network of relationships necessary for its operations.
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
Jeni’s Splendid Ice Creams

Milk: Snowville Creamery

Local Employees

Employees buy local

green energy

electricity, fuel, water

nanofiltered skim milk

from various Ohio farms

Process own flavors in season

Strawberries
Raspberries
Blueberries
Peaches
Pears
Apricots
Sweet Corn
Basil
Honey
etc:
Tennessee Data
Net cash income for Tennessee farms, 1969 - 2013

- **Cash receipts**
- **Production expenses**
- **Net cash income**

Bureau of Economic Analysis
Net cash income for Tennessee farms, 1969 - 2013

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Net cash income for Tennessee farms, 1969 - 2013

- Cash receipts
- Production expenses
- Net cash income

$72 million less than 1969

$5.5 billion loss since 1989

Losses for 17 years
Farmers sell $3.4 billion of products per year and...

Spend $3.6 billion to raise them

lose $220 million in production costs

Averages for (1989 - 2013)
Food & Farm Economy

Average net loss is $3,227 per farm.
Crop & livestock sales in Tennessee, 1969 - 2013

Bureau of Economic Analysis
Food & Farm Economy

Plus...

• Farm families earn $256 million of other farm-related income

• And receive $239 million in federal supports each year

Source: Bureau of Economic Analysis
Net farm income by type in Tennessee, 1969 - 2013

- Government payments
- Other farm-related income
- Net cash income

Bureau of Economic Analysis
Farm production expenses in Tennessee, 1969 - 2013

- Feed purchased
- Livestock purchased
- Seed purchased
- Fertilizer & lime & chemicals
- Petroleum products
- Hired labor

Bureau of Economic Analysis
Farmers buy $1.9 billion of inputs each year that are sourced outside of Tennessee.
Using local inputs would reduce losses

Compost at Pleasantview Farm (Circleville, Ohio)
Also a region of food consumers...
Market for food in Tennessee

Consumers buy $16 billion of food each year...

$14 billion sourced outside of the state
• Farmers lose $220 million / year

• Farmers gain $239 million in subsidies

• Farmers buy $1.9 billion of inputs sourced outside of Tennessee...

• Consumers spend $14 billion outside of the state
Loss of potential wealth

Total loss is $16 billion per year...

Four times the value of all farm commodities sold in the state
Consumers make a difference

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

...farms would earn $1.7 billion of new farm income
Sales of livestock & products in Tennessee, 1969 - 2013

- Cattle & calves
- Hogs & pigs
- Sheep & other
- Dairy
- Poultry

Bureau of Economic Analysis
Sales of key grains in Tennessee, 1969 - 2013

- Corn
- Oats
- Sorghum
- Wheat
- Soybeans
- Other grains

Bureau of Economic Analysis
Sales of other crops in Tennessee, 1969 - 2013

- Forage
- Vegetables
- Fruits & nuts
- Greenhouse & ornamentals
- Forest & maple

Bureau of Economic Analysis
Tobacco, Cotton and other crops in Tennessee, 1969 - 2013

Bureau of Economic Analysis
Davidson County

Photo by Raj Hajari
Personal income in Davidson County, 1969 - 2013

Bureau of Economic Analysis
Consumers buy $4.2 billion of food each year...

$3.7 billion sourced outside of the metro area
Market for food in metro Nashville

360 farms in Davidson County (2012)

Down 30 percent in five years

Farm acreage declined 16%
Farm Production Balance in Davidson County, Tennessee, 1969-2013

- **Cash Receipts**
- **Production expenses**
- **Balance**

Bureau of Economic Analysis
Farm Production Balance in Davidson County, Tennessee, 1969 - 2013

- $110 million lost since 1989
- $7 million less than 1969

Bureau of Economic Analysis
Farm production balance for U.S. farms, 1929-2011

- **Cash receipts**
- **Production expenses**
- **Farm Production Balance**
U.S. Youth Who are Overweight
Percent by Age

≥95th percentile for BMI by age and sex, based on NHANES I reference data

Adults overweight, obese, & extremely obese in U.S., 1960-2010

Source: NHANES — National Health and Nutrition Examination Survey
Value of food reserved by U.S. farmers for home consumption, 1949 - 2009

U.S. Data

USDA / Economic Research Service
Direct Food Sales

Change in Direct Food Sales
1997 to 2002 (in $1,000s)

Agriculture Census - Map by Ken Meter 2006

Legend:
- 1,549 - 124
- 123 - 0
- 1 - 164
- 165 - 718
- 719 - 5,621
Direct sales from U.S. farms, 1992 - 2012

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
Chena Hot Springs
Indiana
Organic Sales

Organic Commodity Sales
2002 (in $1,000s)

Agriculture Census - Map by Ken Meter 2006

- Yellow: 0 - 15
- Light Orange: 16 - 149
- Orange: 150 - 499
- Medium Orange: 500 - 999
- Dark Orange: 1,000 - 25,852
Organic Valley
Organic Valley Sales, 1988 - 2013

$928 million sales

$ millions (2013 dollars)
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.
Viroqua, Wisconsin

Western Wisconsin Food Enterprise Center
(2009 to present: Advisor)
Viroqua, Wisconsin

- Economic Development Association buys building
- 100,000 square feet
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

• 14 producers

• 3 producer groups

• 4 processors

• 4 Class A buyers (Hospitals)

• 1 distributor (Reinhart Food Service)
Fifth Season Co-op

• Co-op provides liability insurance to members

• Provides QA/GAP/HAACP training

• Negotiated with USDA to consider raw meats as single “batch”

• Started with a small number of food items
Fifth Season Co-op

- Pricing is still an obstacle
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.
Huntsville, Alabama
The Food Bank is becoming a food aggregation hub.
South Carolina

Map by Adam Cox
“Making Small Farms Big Business”

Commissioned by State of South Carolina – Department of Commerce & Department of Agriculture

Key Partners
• Palmetto Agribusiness Council
• South Carolina Farm Bureau
• Clemson University Extension
• Bank of South Carolina
• Carolina Farm Stewardship Association
• Coastal Conservation League
We “feed the world”....

...But we don’t know about food
Kids lack work skills
Proposed “Food Web” in South Carolina

Greenville/Spartanburg
Columbia
Florence
Charleston

Food production “nodes” That feed Food Hubs

Land cover data developed by SC Department of Natural Resources, Technology Development Program
Incubator farm with packing shed
Incubator farm with packing shed

Packing shed

5 acres

5 acres

5 acres

5 acres

5 acres

5 acres

freshArc

Packhouse Prototype

August 26th, 2013

By PMH
One possible food production node
One possible food production node

- Distribution
- Commercial kitchen
- Washing & Storage
- Utilities
- Staging
- Offices
Eat 5 Buy $5
servings of fruit and vegetables per day
per week from a local producer

4,000 = households
X $5 per week
= $19 Million annually
for Montezuma County Producers

Adopt marketing campaign

Healthy food, people, economy
Eat 5 servings of fruit and vegetables per day and reduce your risk of:
Obesity  Create local jobs
Type 2 Diabetes  Support a farmer you know
Heart Disease  Promote self-reliance
Chronic Disease  Increase availability of farm-fresh food
Cancer  Boost local revenue

Artwork by Carrie Cline Cortez, Colorado
Vision for local food economies

Build:
- Health
- Wealth
- Connection
- Capacity
“Finding Food in Farm Country”

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