

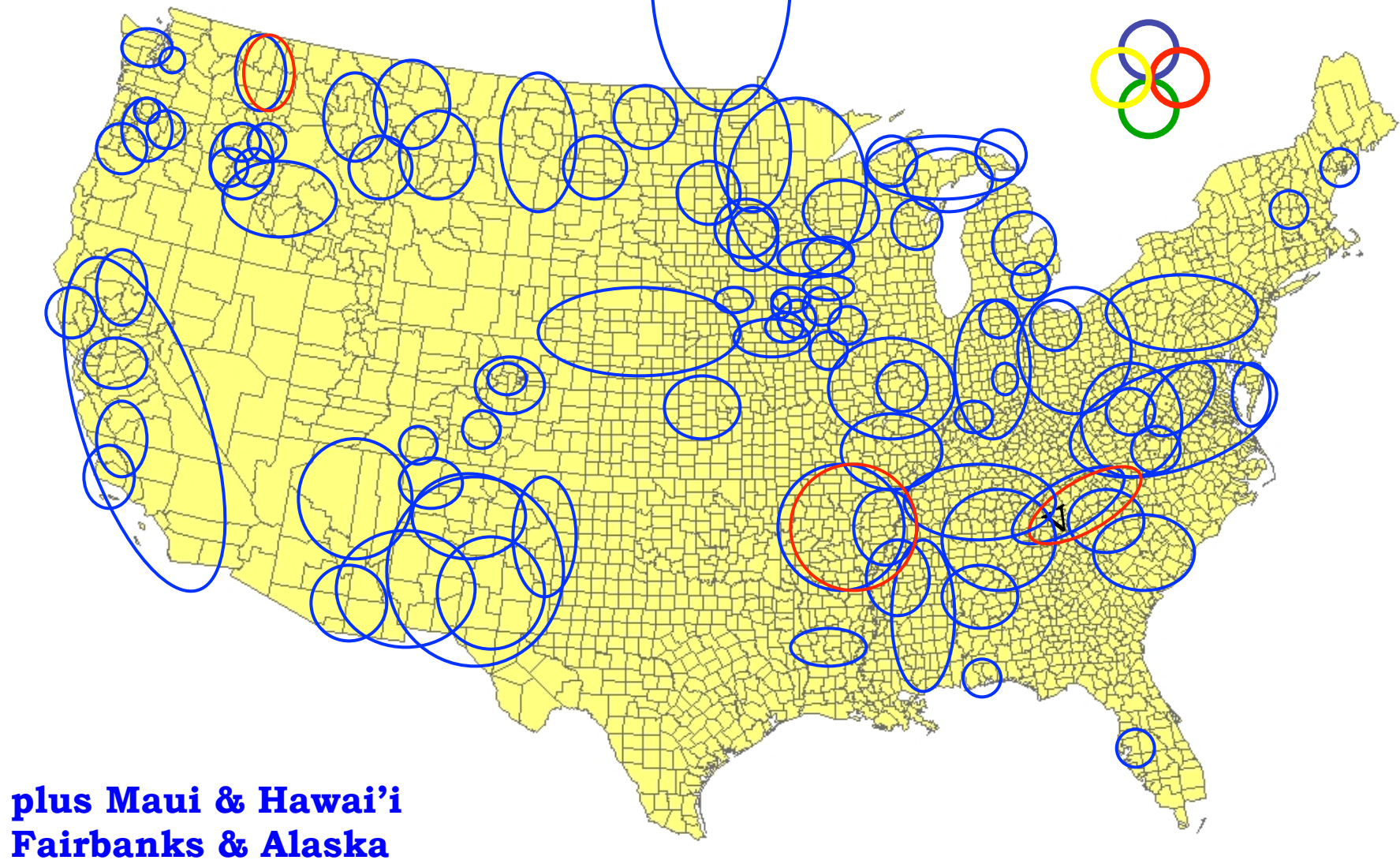


# **Farming & Food in Nashville and Tennessee**

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

**Tennessee Local Food  
Summit**  
Vanderbilt University  
**December 6, 2014**

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



**107 regions in 36 states & Manitoba**





**Sponsor for Tennessee Data**



**Heifer Project International**





# 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 Systems**

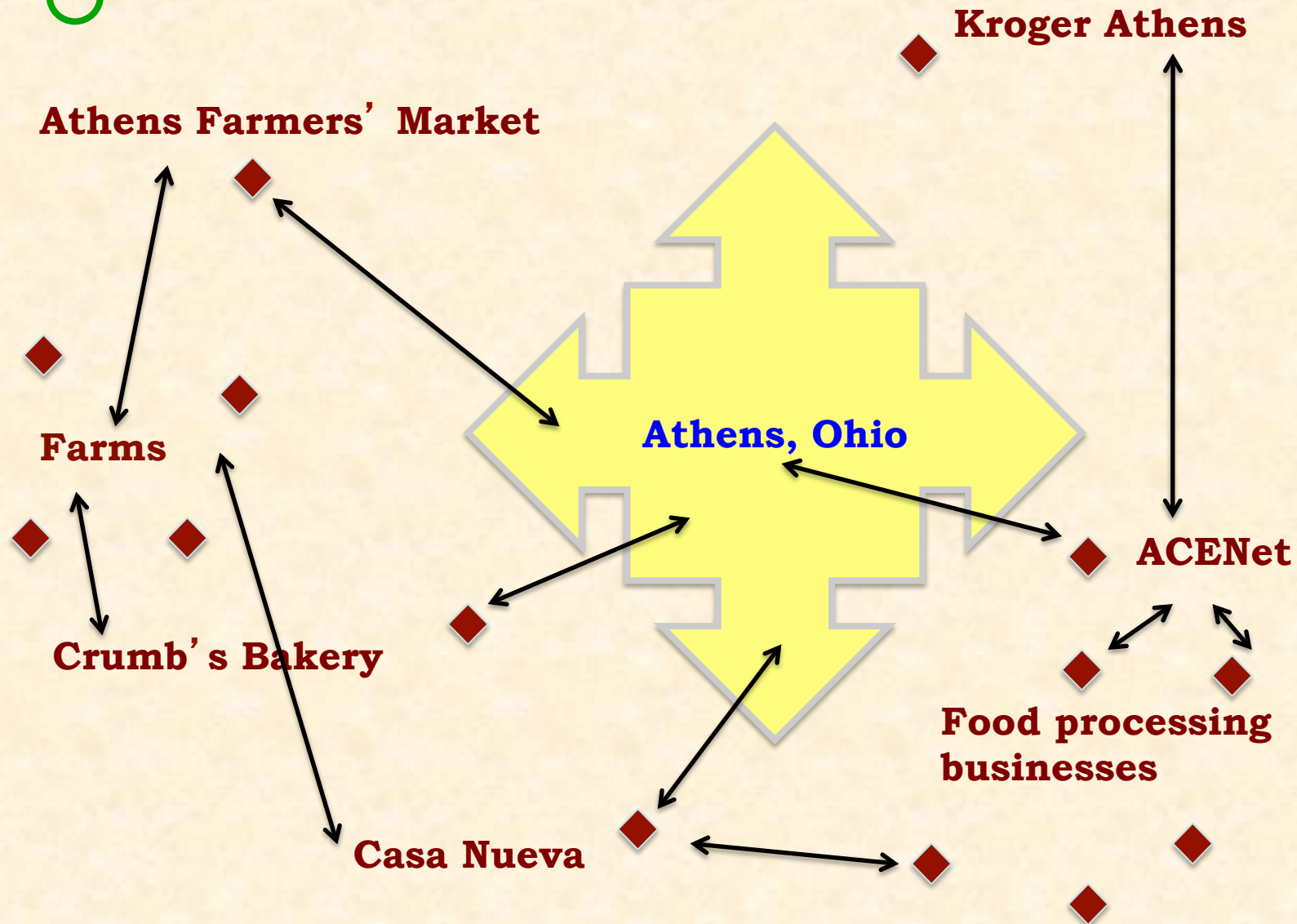


**Photo: DSC**





# Business Clusters





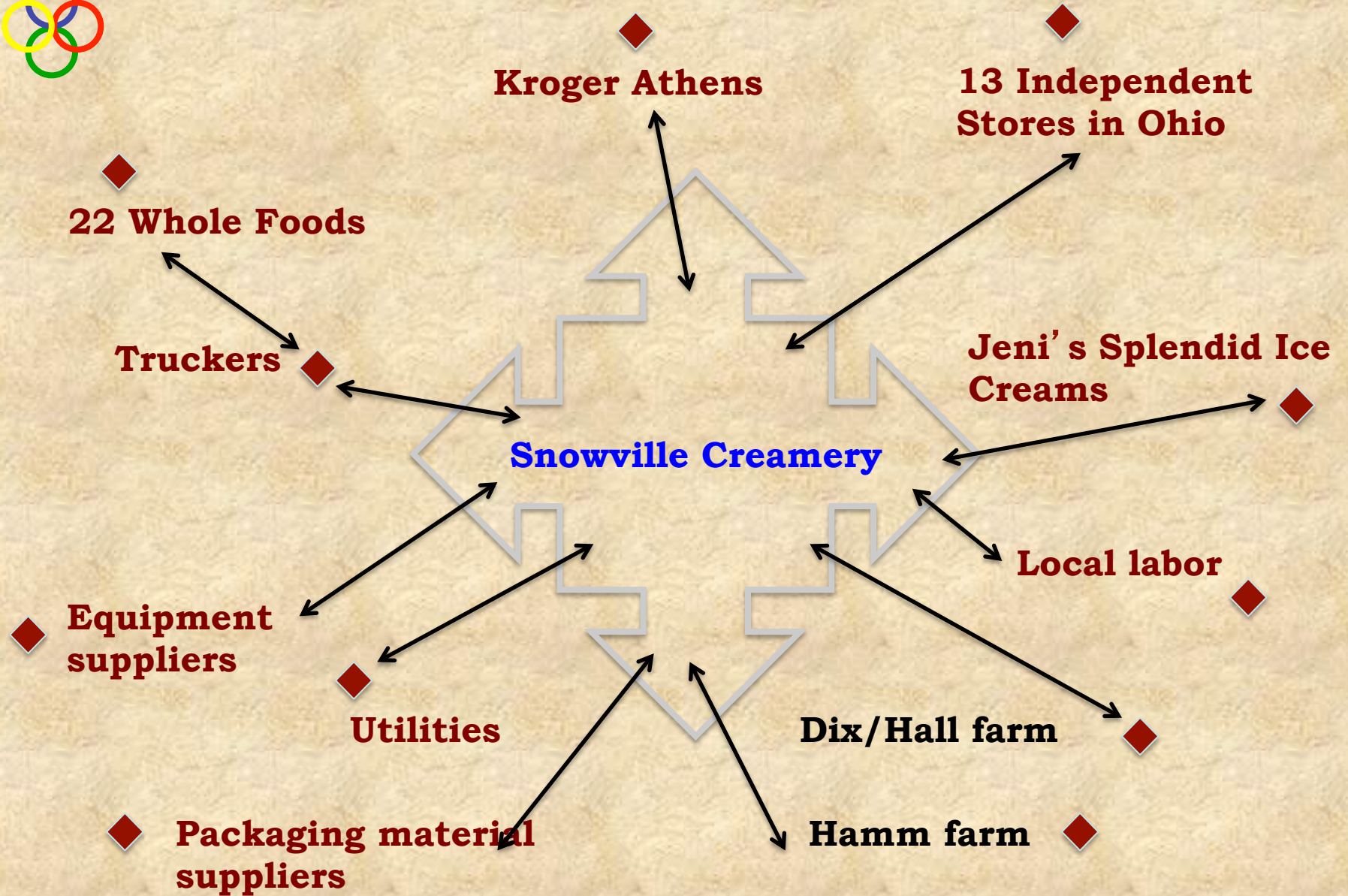
**Dix/Hall Farm — Pomeroy, Ohio**





**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**

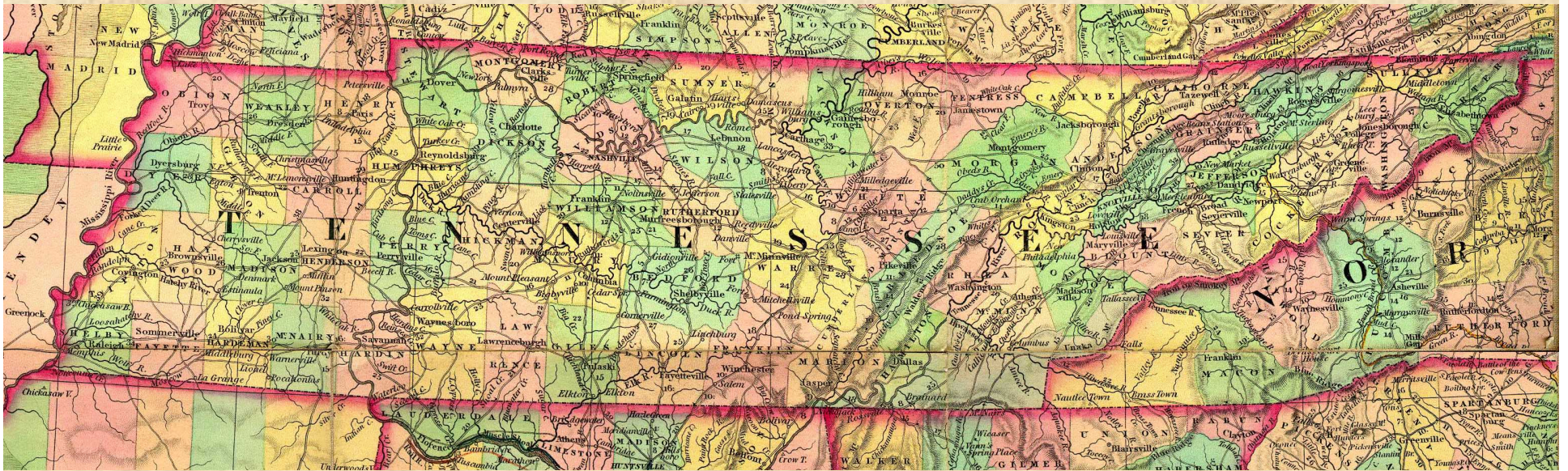








# Tennessee Data

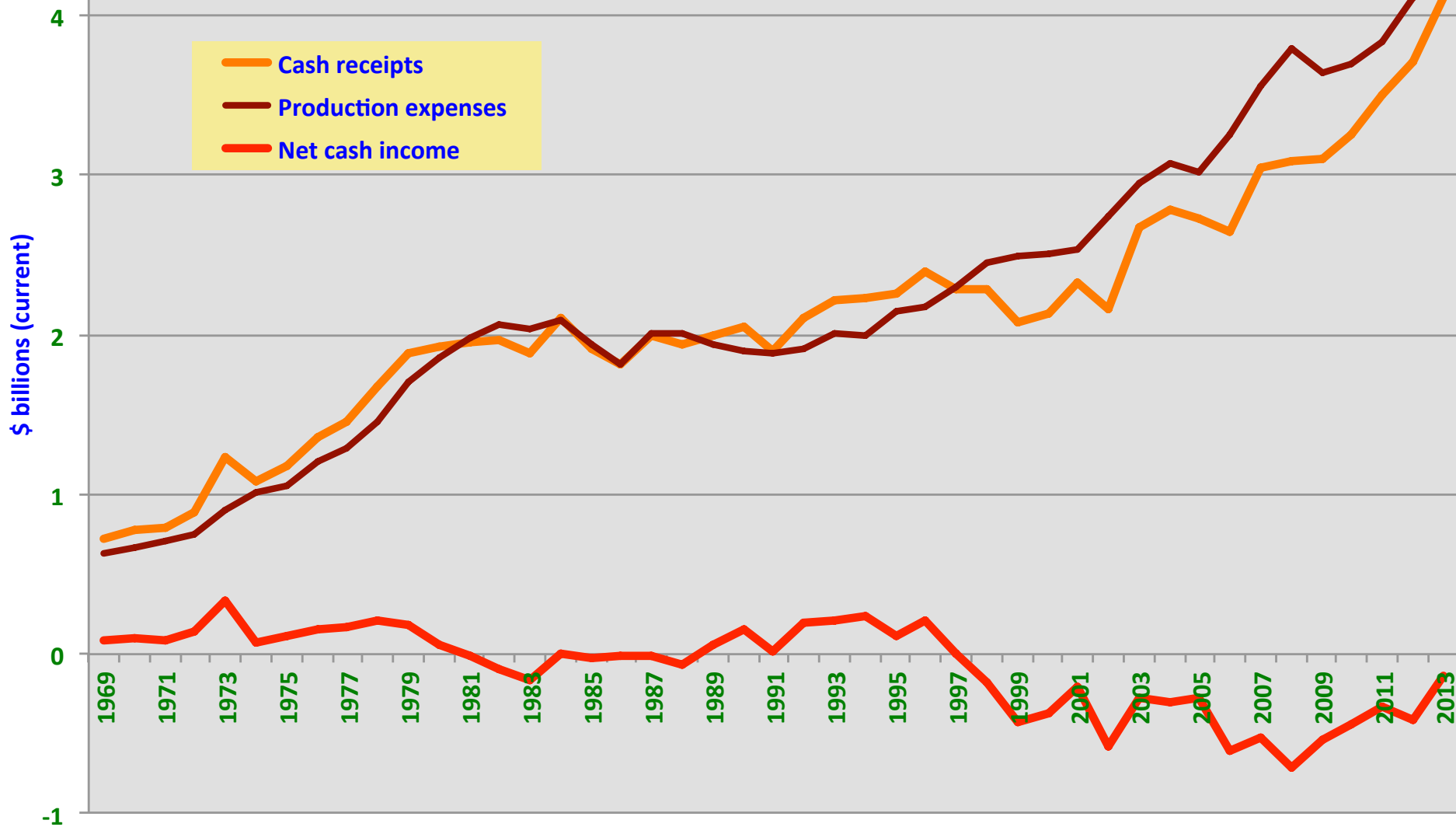




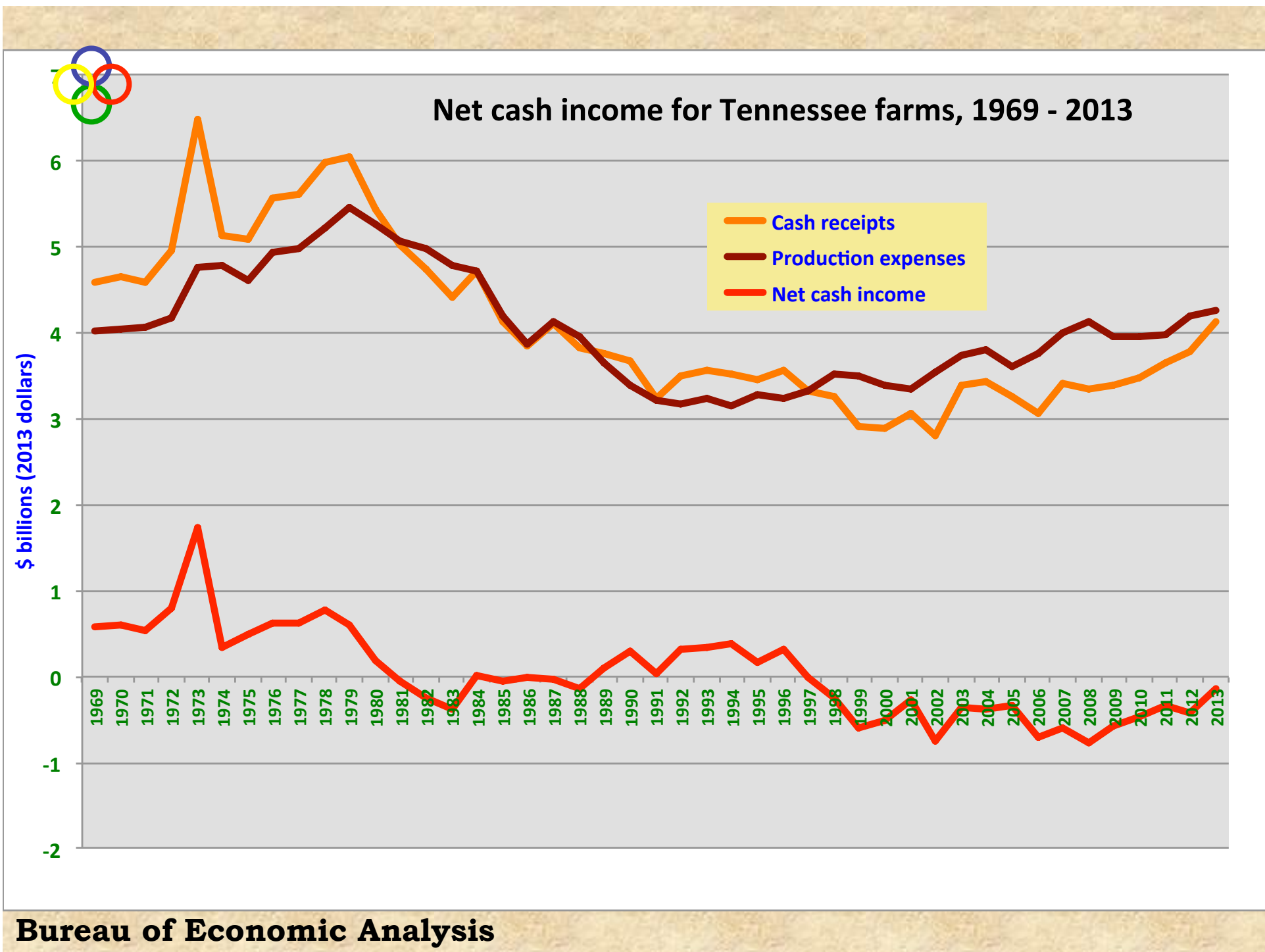


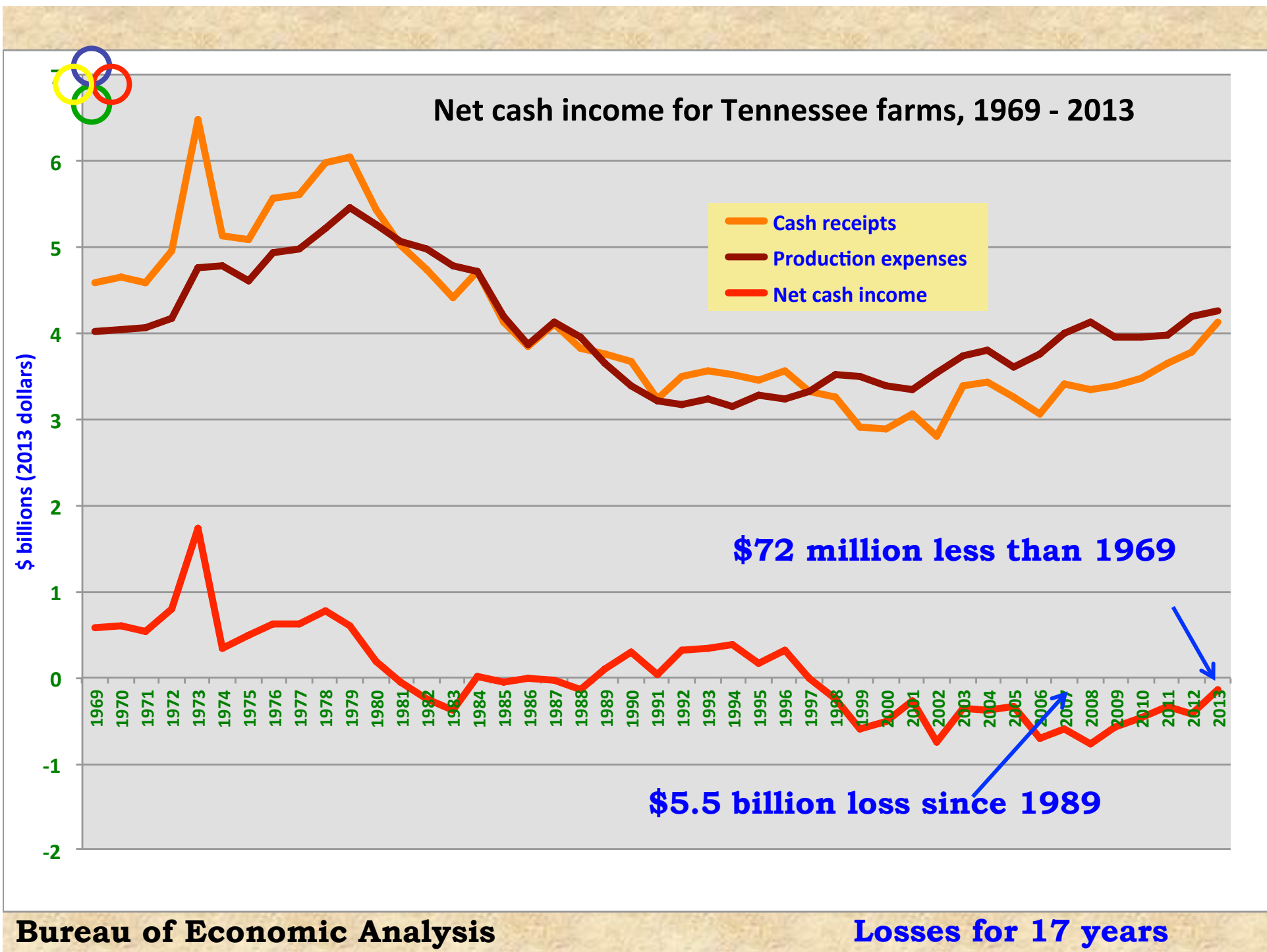


## Net cash income for Tennessee farms, 1969 - 2013













# **Food & Farm Economy**

- **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)**

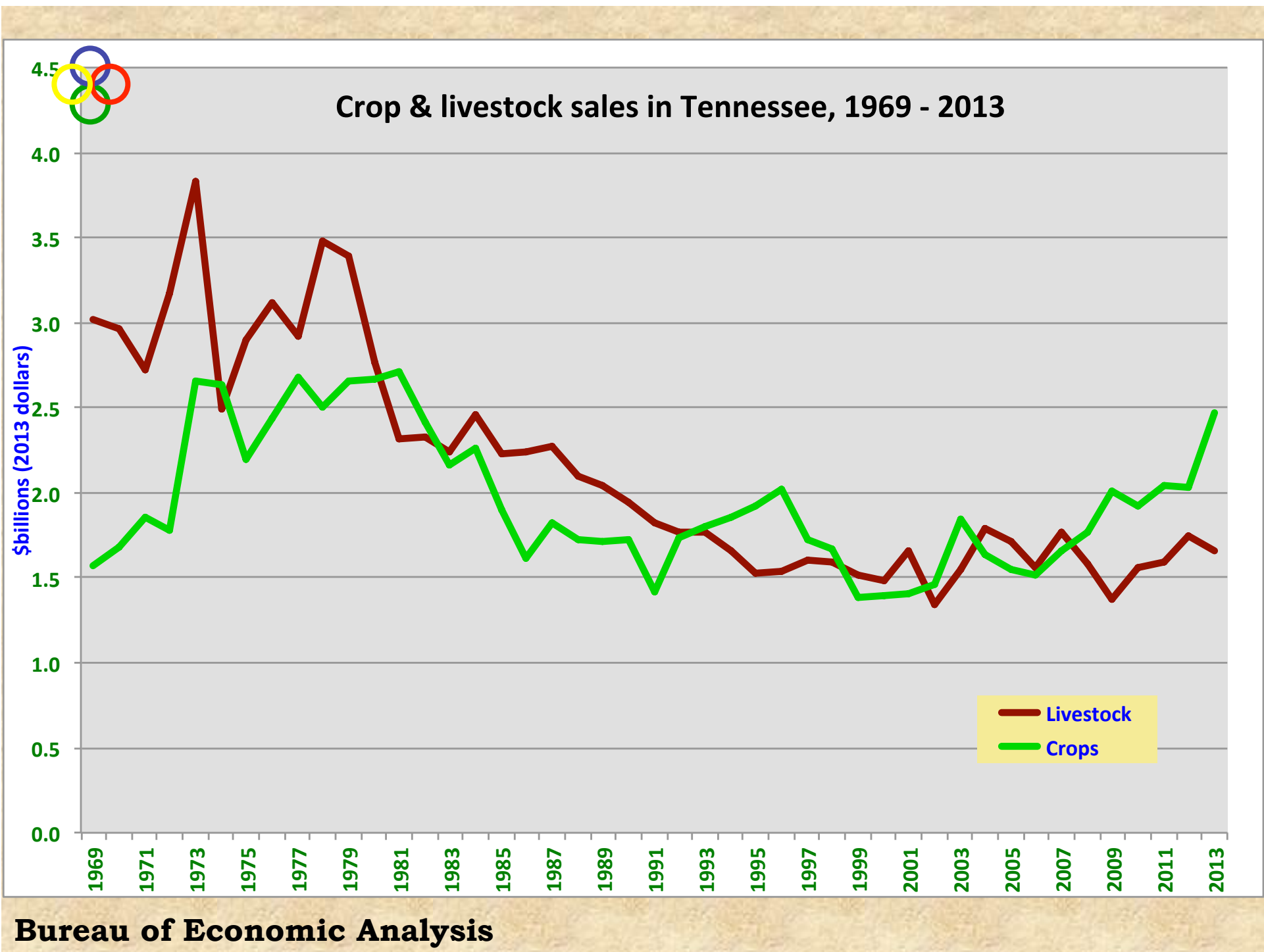




# **Food & Farm Economy**

**Average net loss  
is \$3,227 per farm**







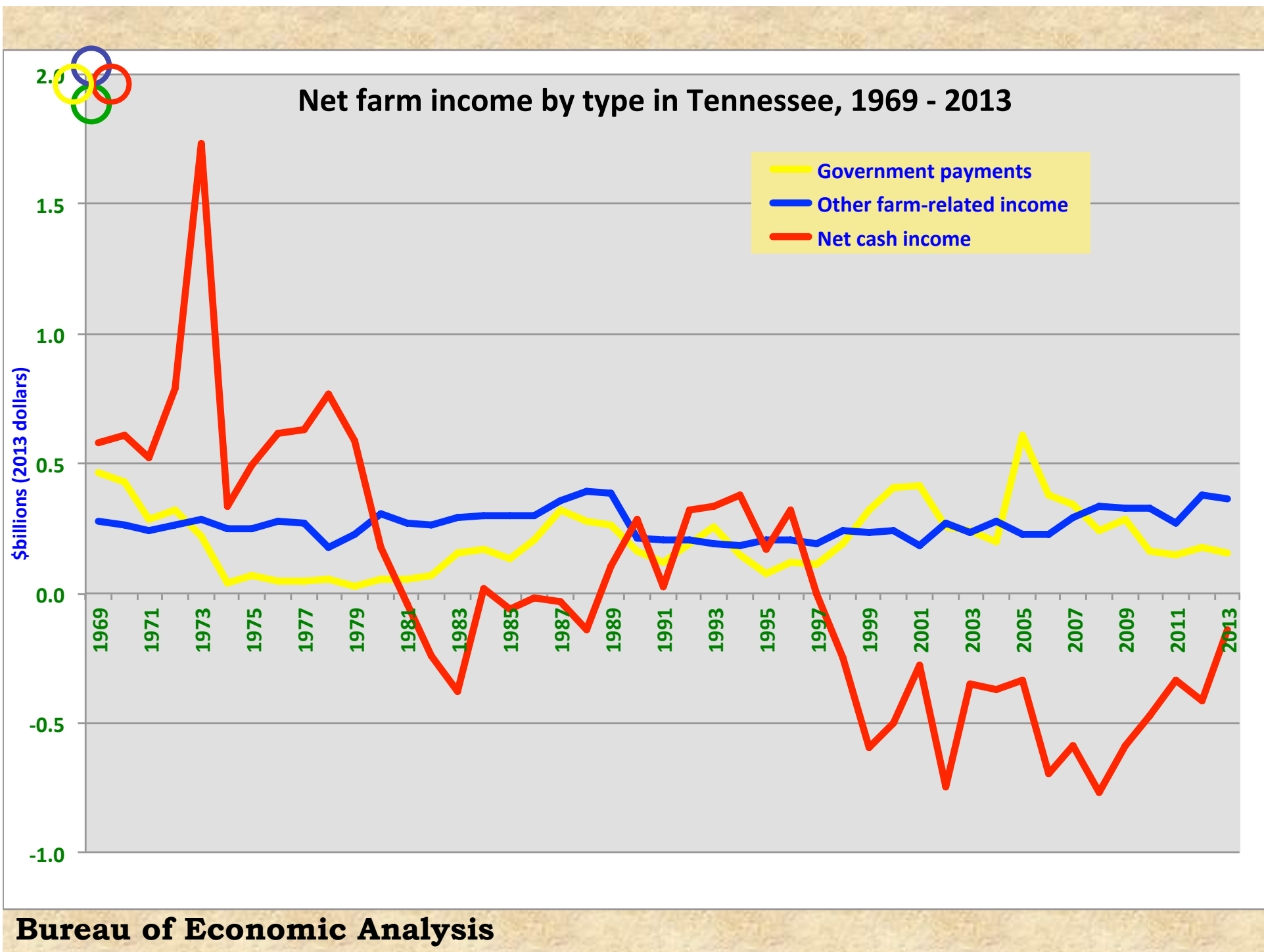
# **Food & Farm Economy**

**Plus...**

- **Farm families earn \$256 million of other farm-related income**
- **And receive \$239 million in federal supports each year**

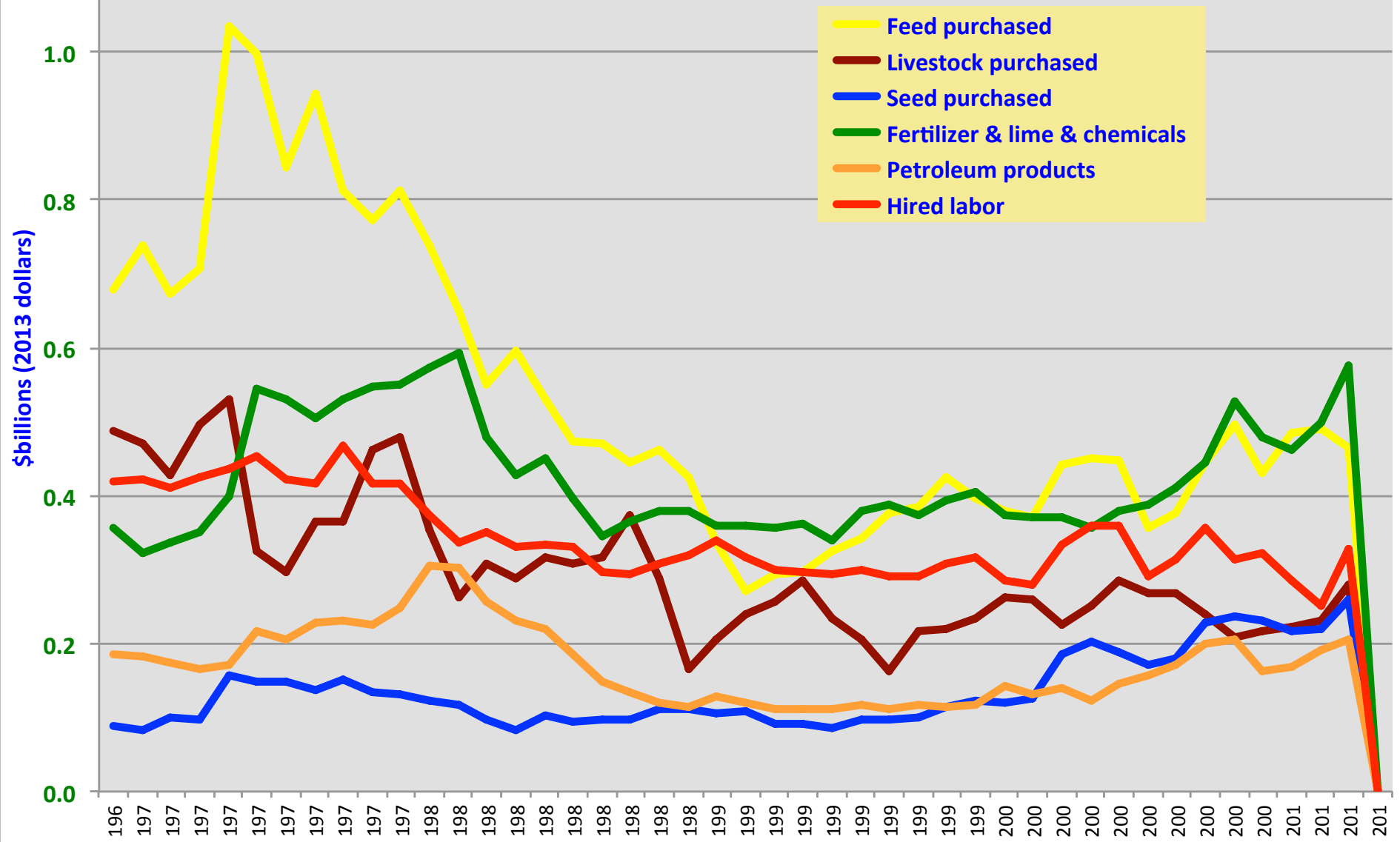
**Source: Bureau of Economic Analysis**







## Farm production expenses in Tennessee, 1969 - 2013







## **Farm inputs**

**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**





# Losses of Tennessee food economy

- **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**

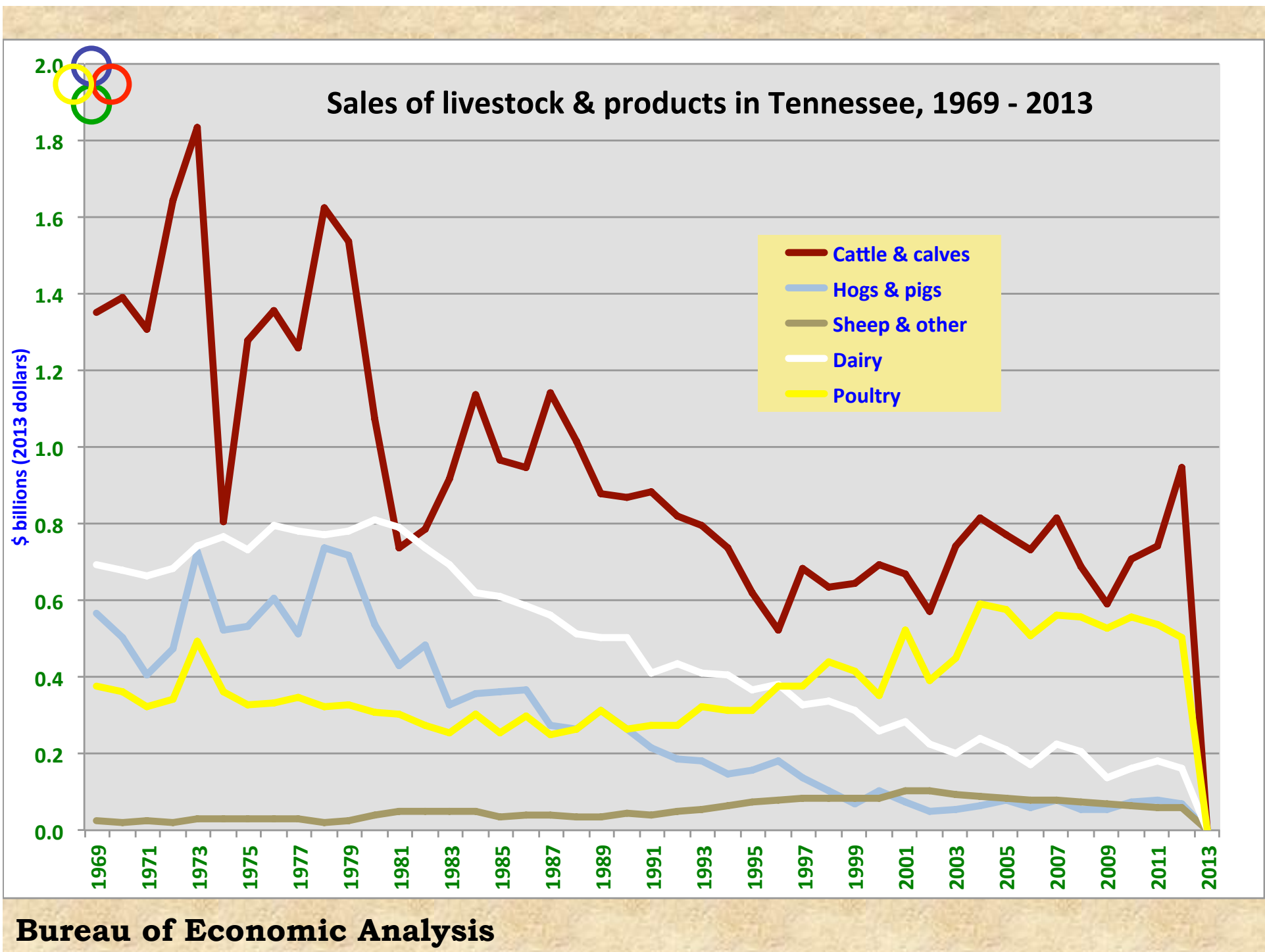




## Consumers make a difference

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

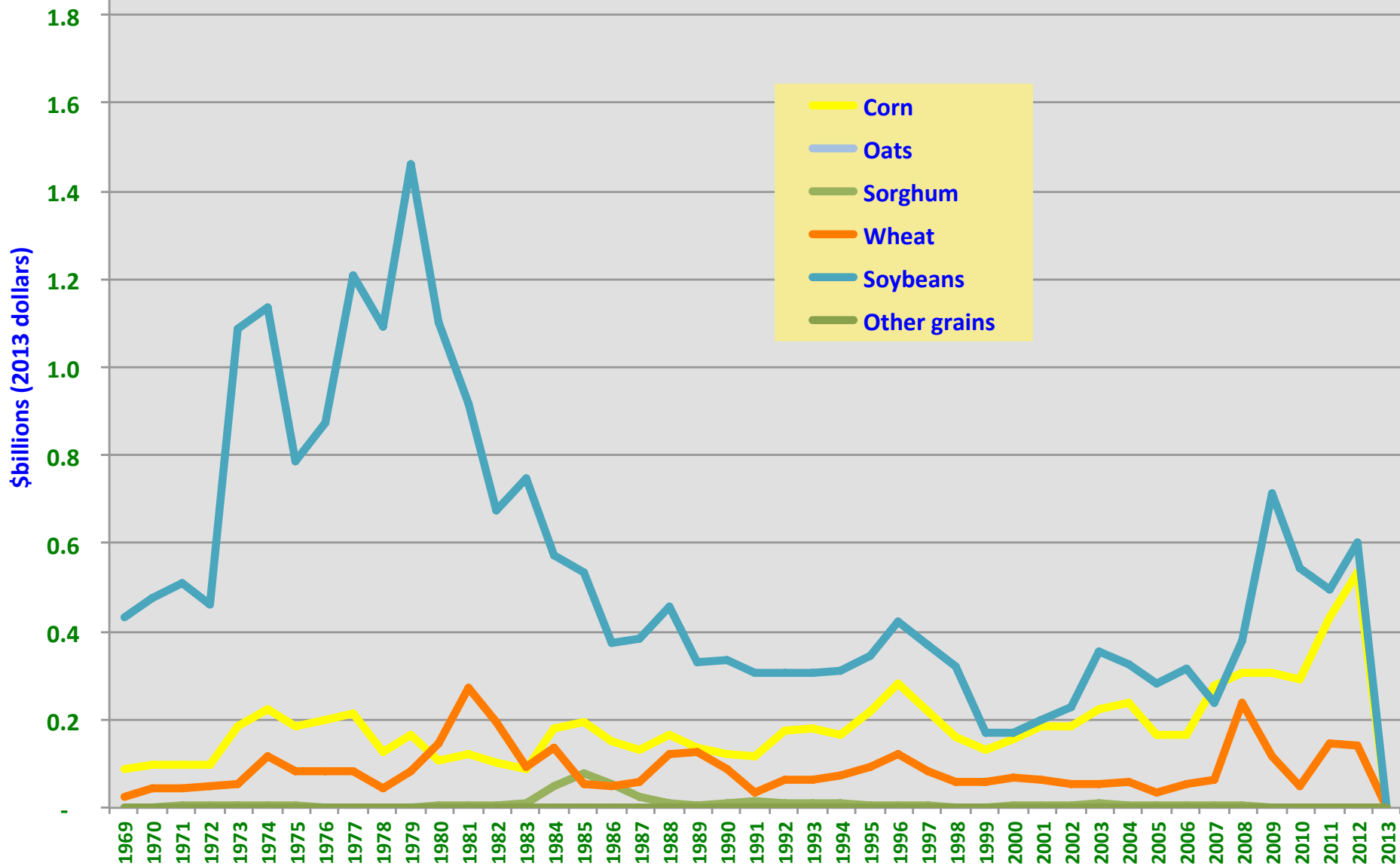
**...farms would earn \$1.7 billion  
of new farm income**

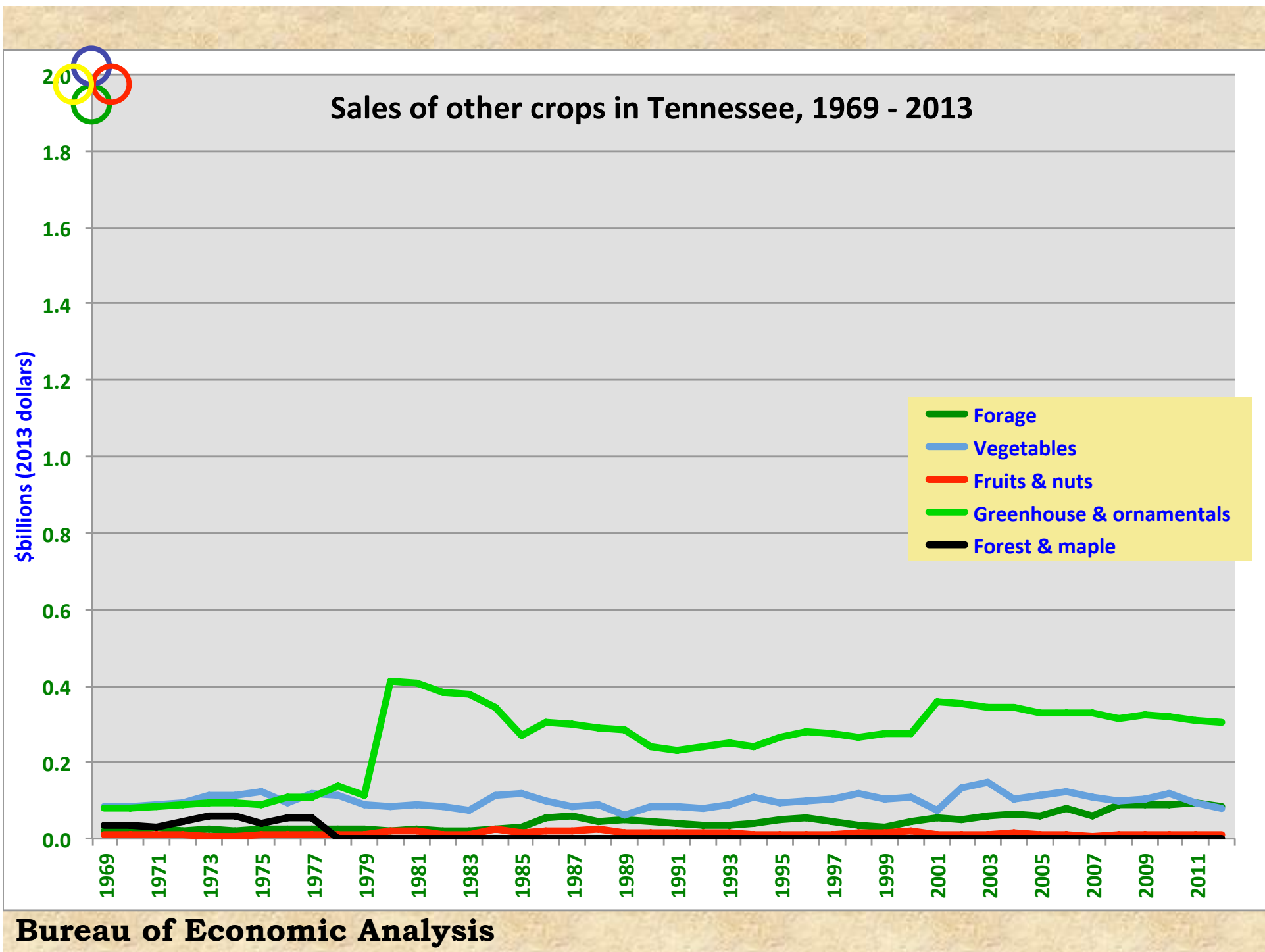






## Sales of key grains in Tennessee, 1969 - 2013

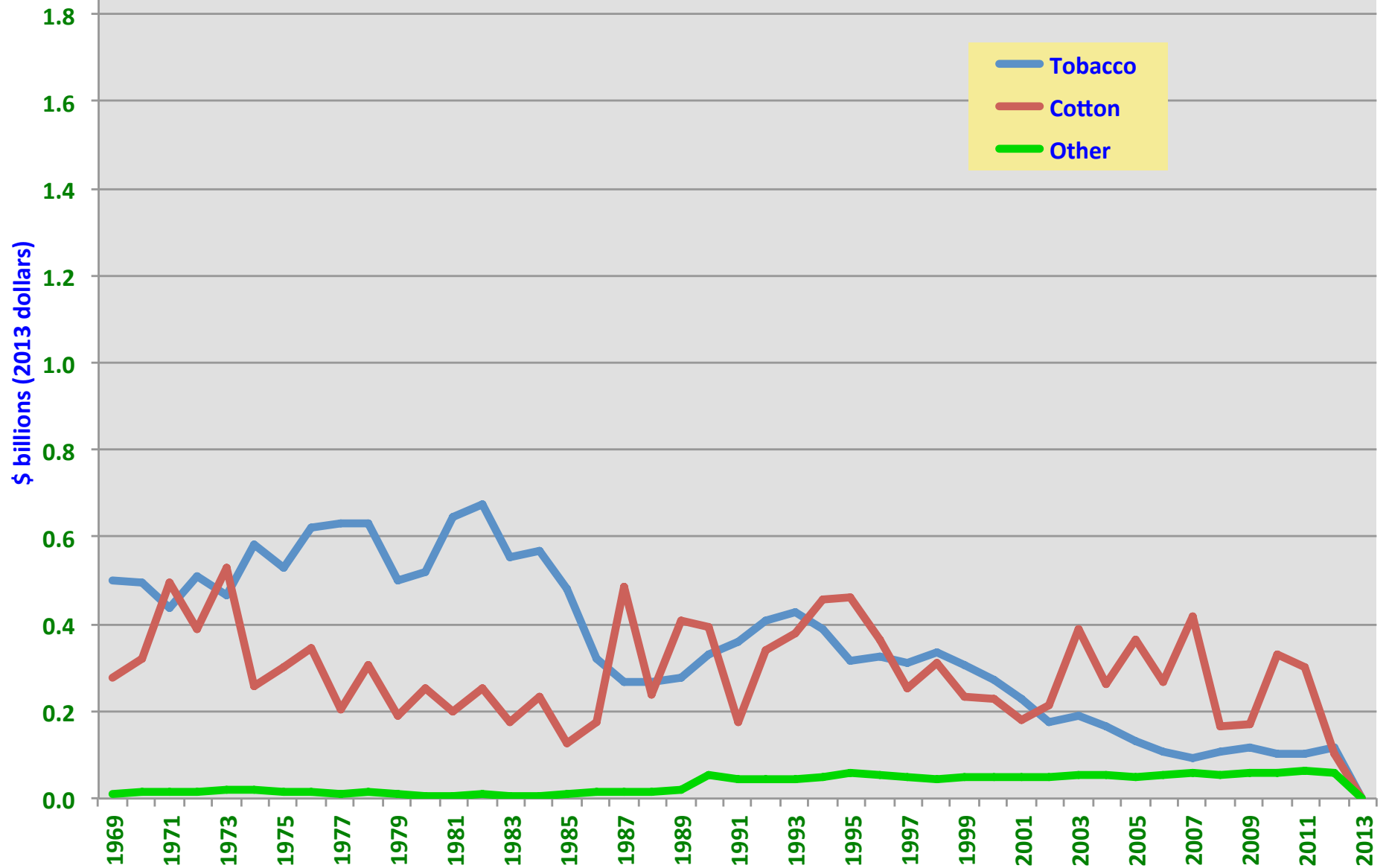








## Tobacco, Cotton and other crops in Tennessee, 1969 - 2013





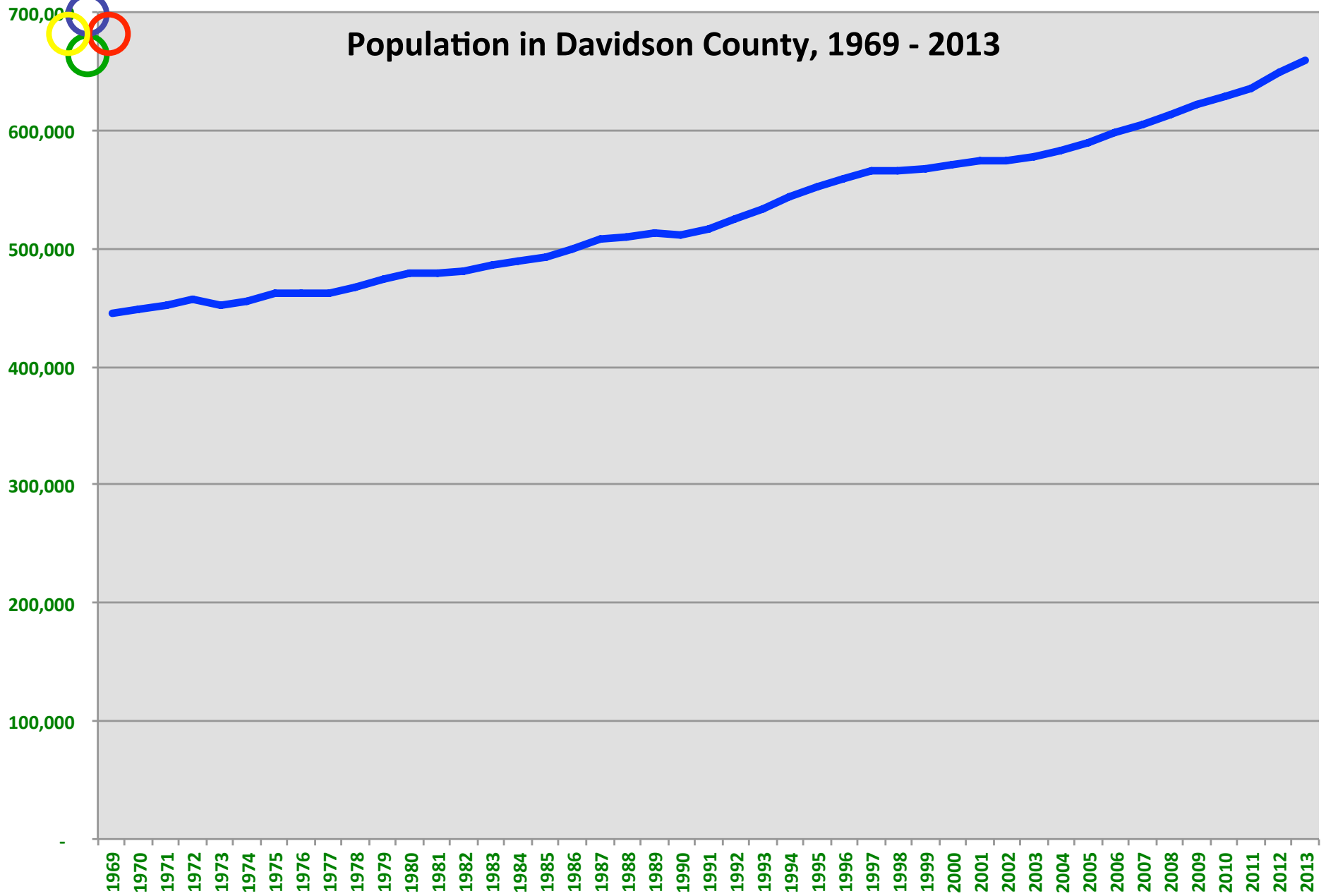
# Davidson County



**Photo by Raj Hajari** Analysis

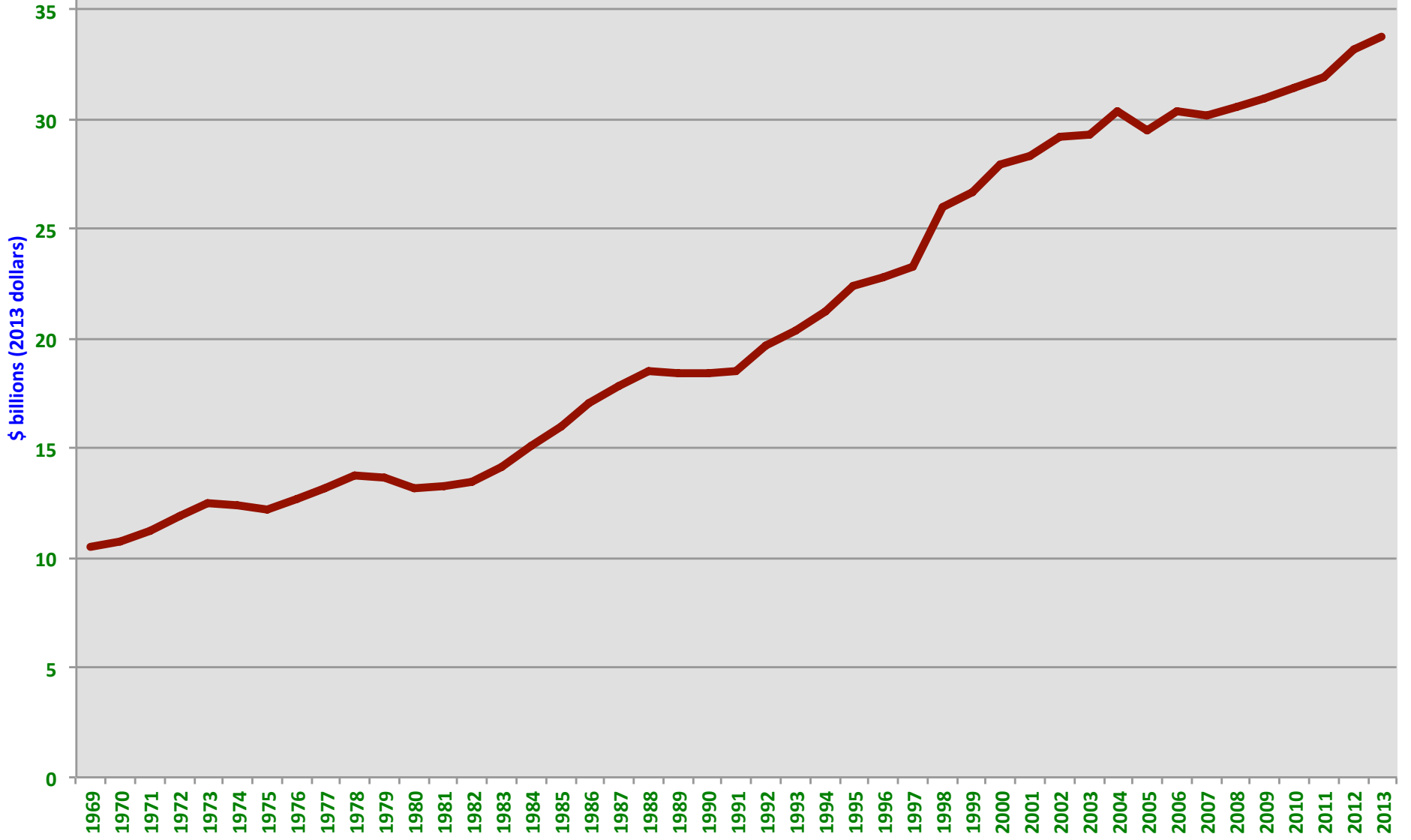


**Population in Davidson County, 1969 - 2013**





## Personal income in Davidson County, 1969 - 2013







# **Market for food in metro Nashville**

**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)**

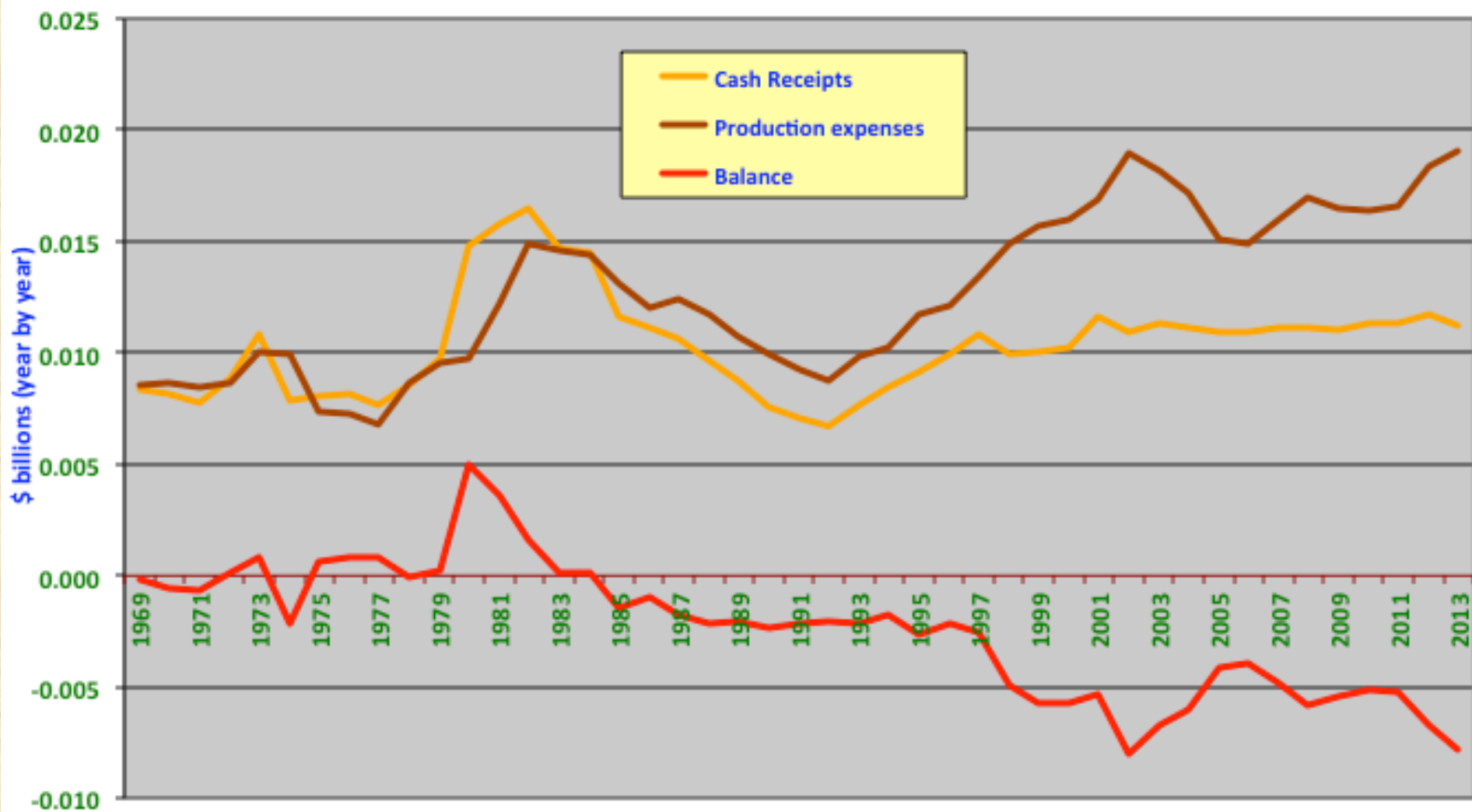
**Down 30 percent in five years**

**Farm acreage declined 16%**



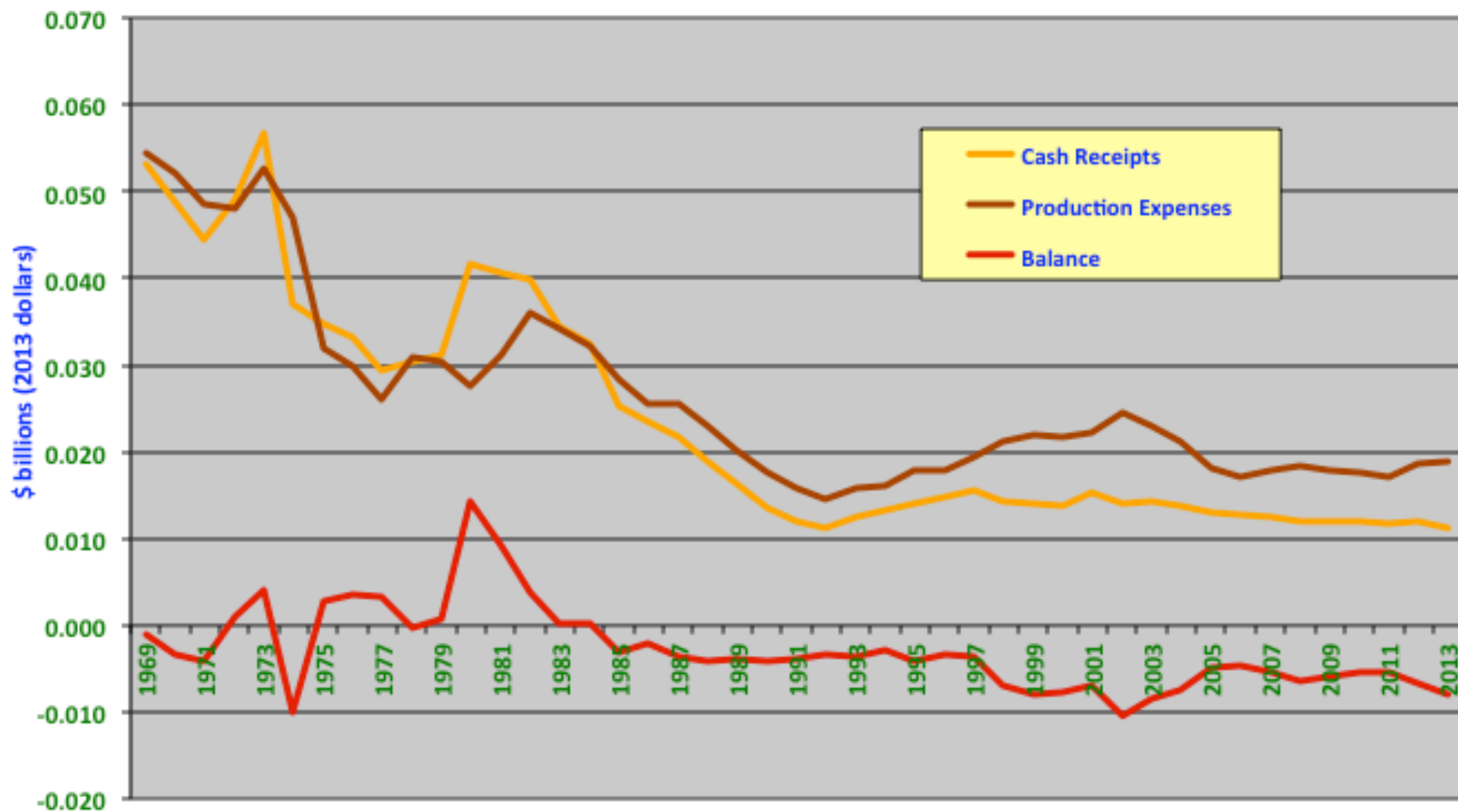


## Farm Production Balance in Davidson County, Tennessee, 1969-2013





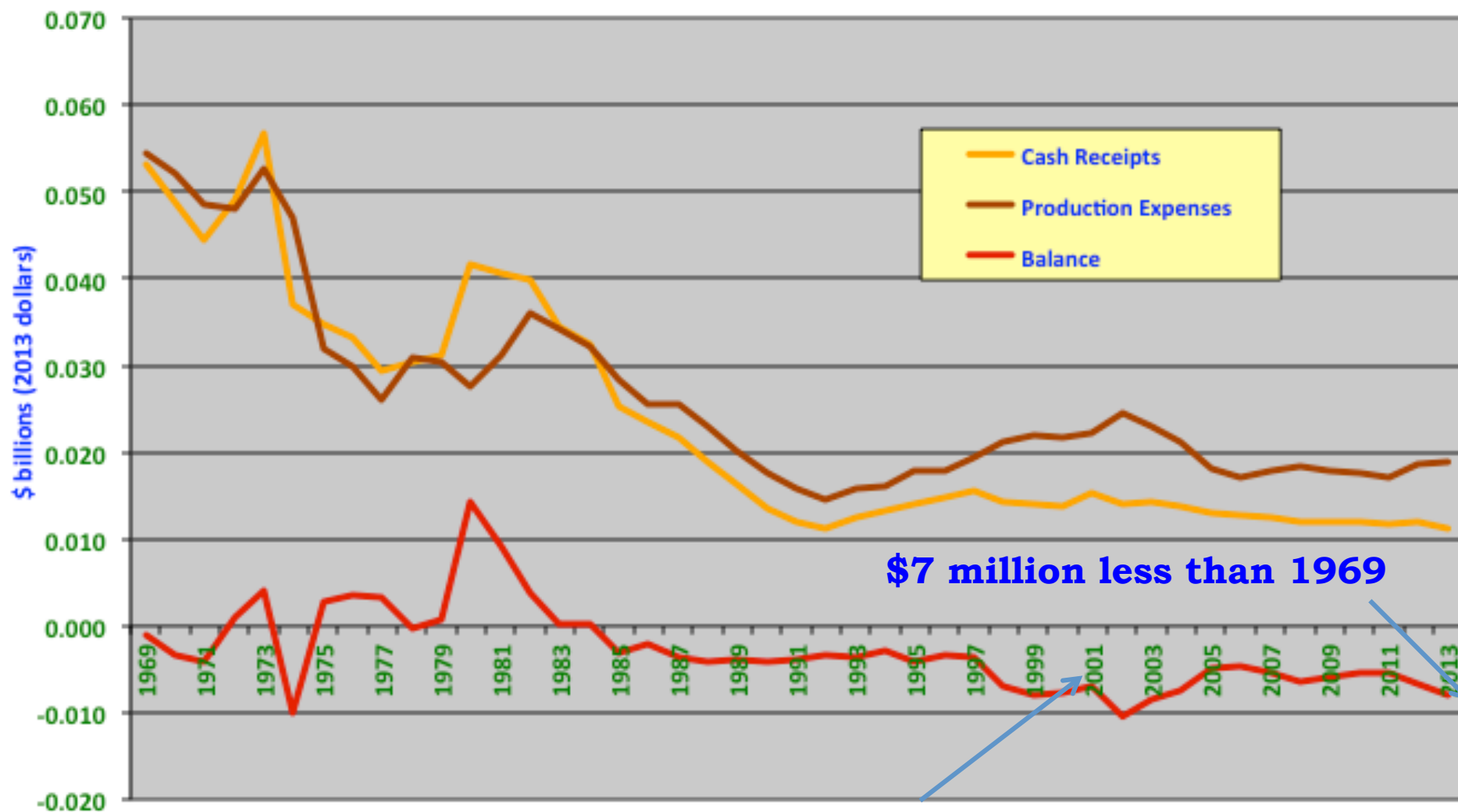
## Farm Production Balance in Davidson County, Tennessee, 1969 - 2013







## Farm Production Balance in Davidson County, Tennessee, 1969 - 2013

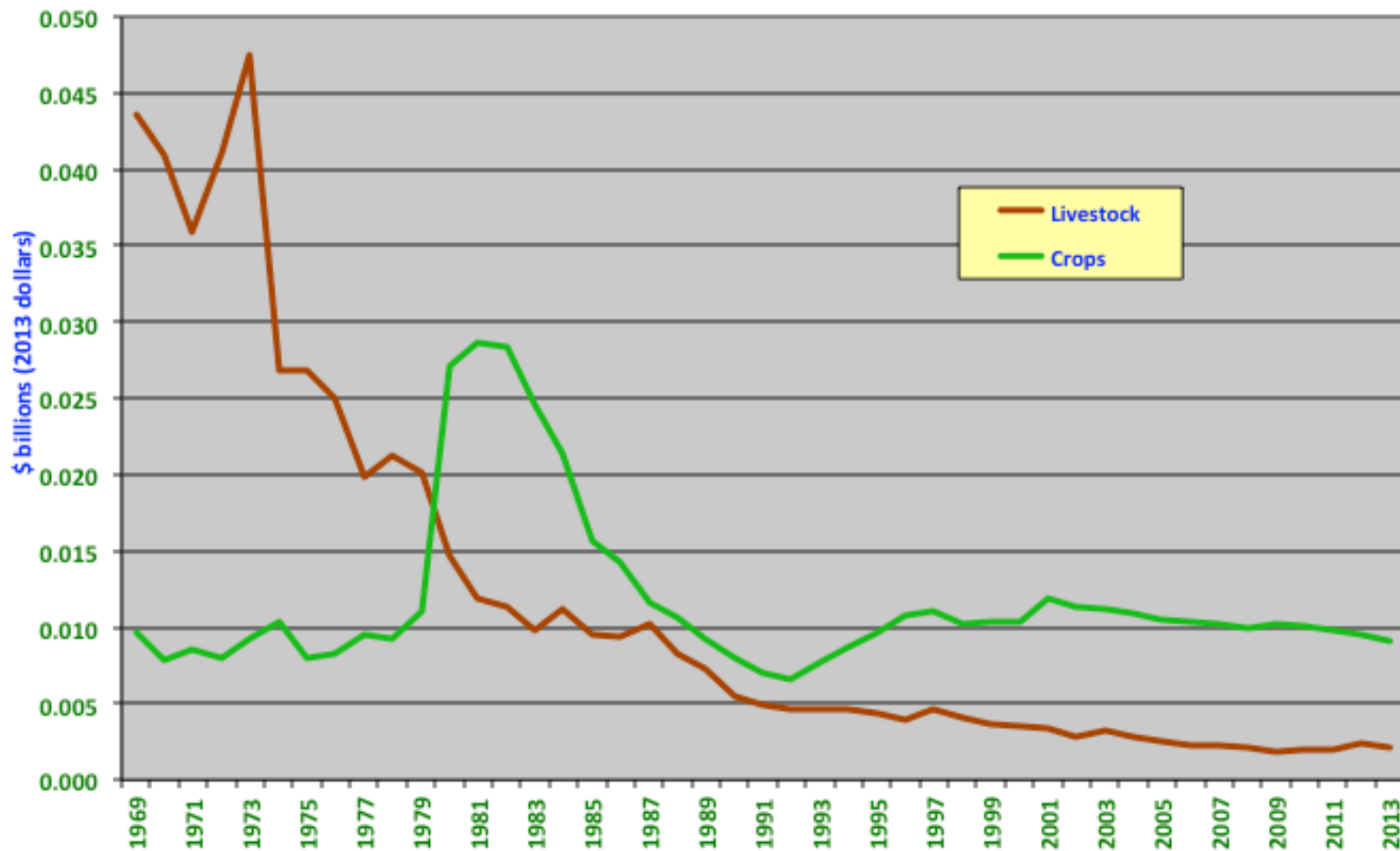


**\$7 million less than 1969**

**\$110 million lost since 1989**



## Crop and livestock sales in Davidson County, Tennessee, 1969-2013





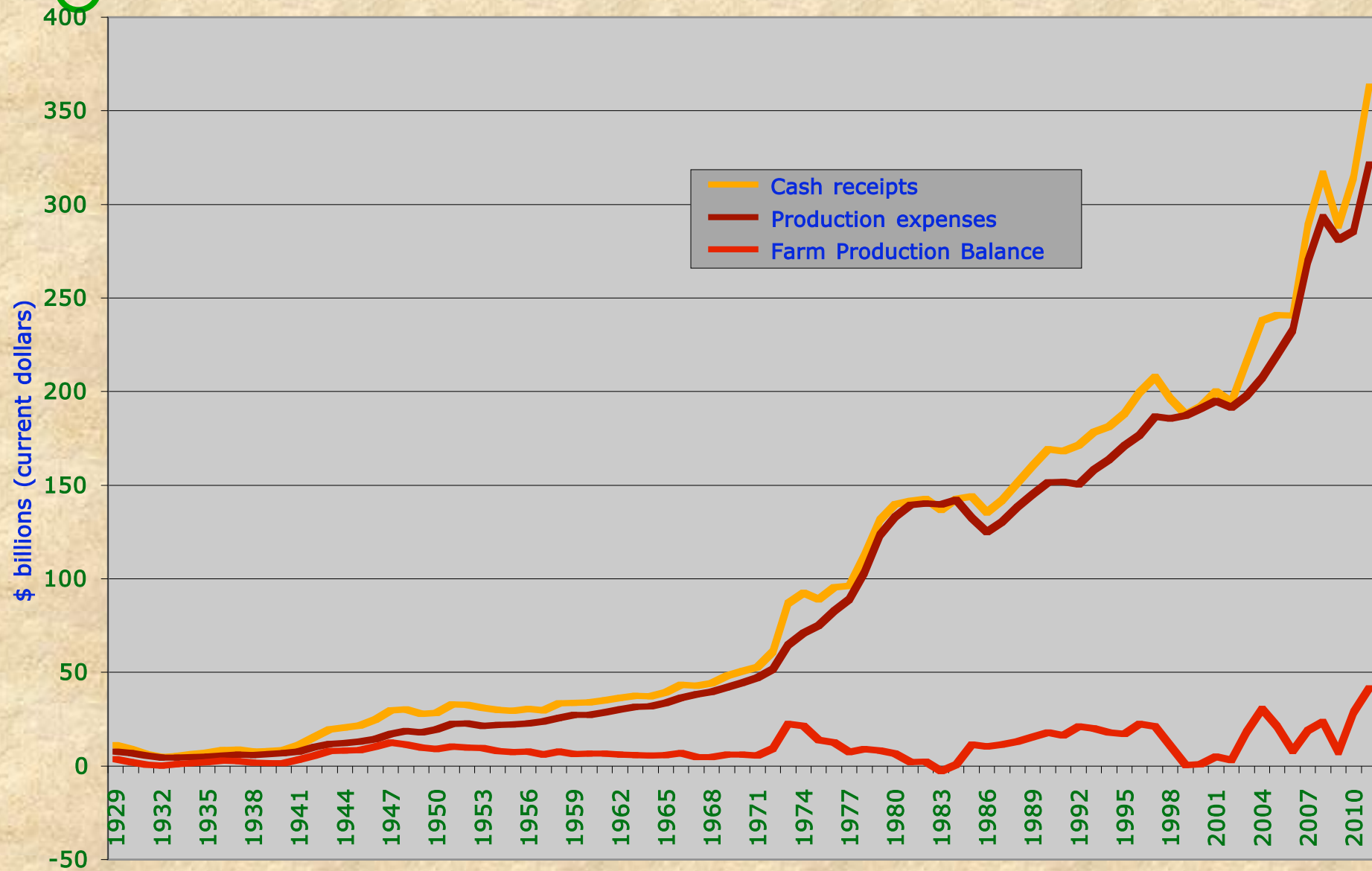


**U.S. data**





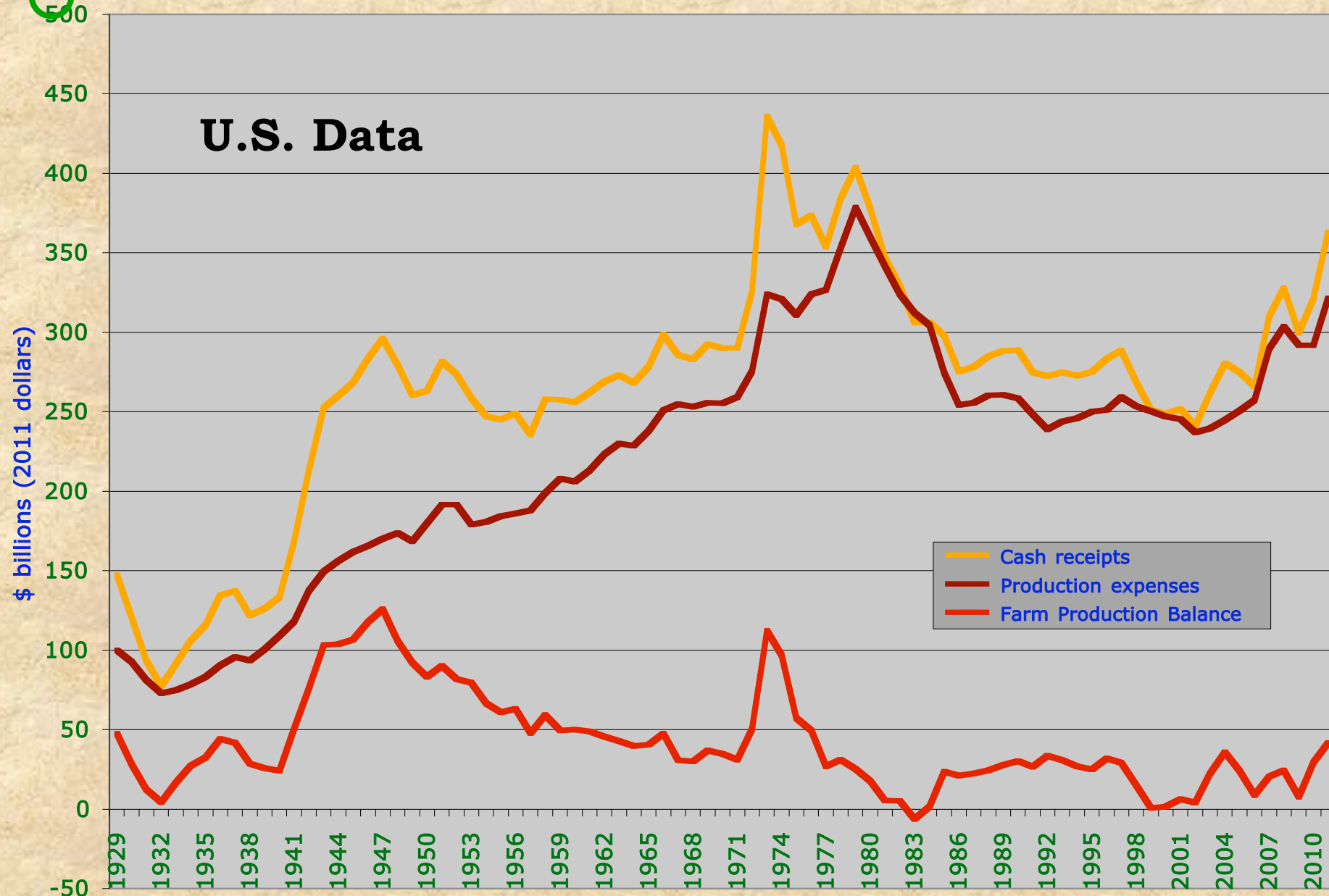
## Farm production balance for U.S. farms, 1929 -2011







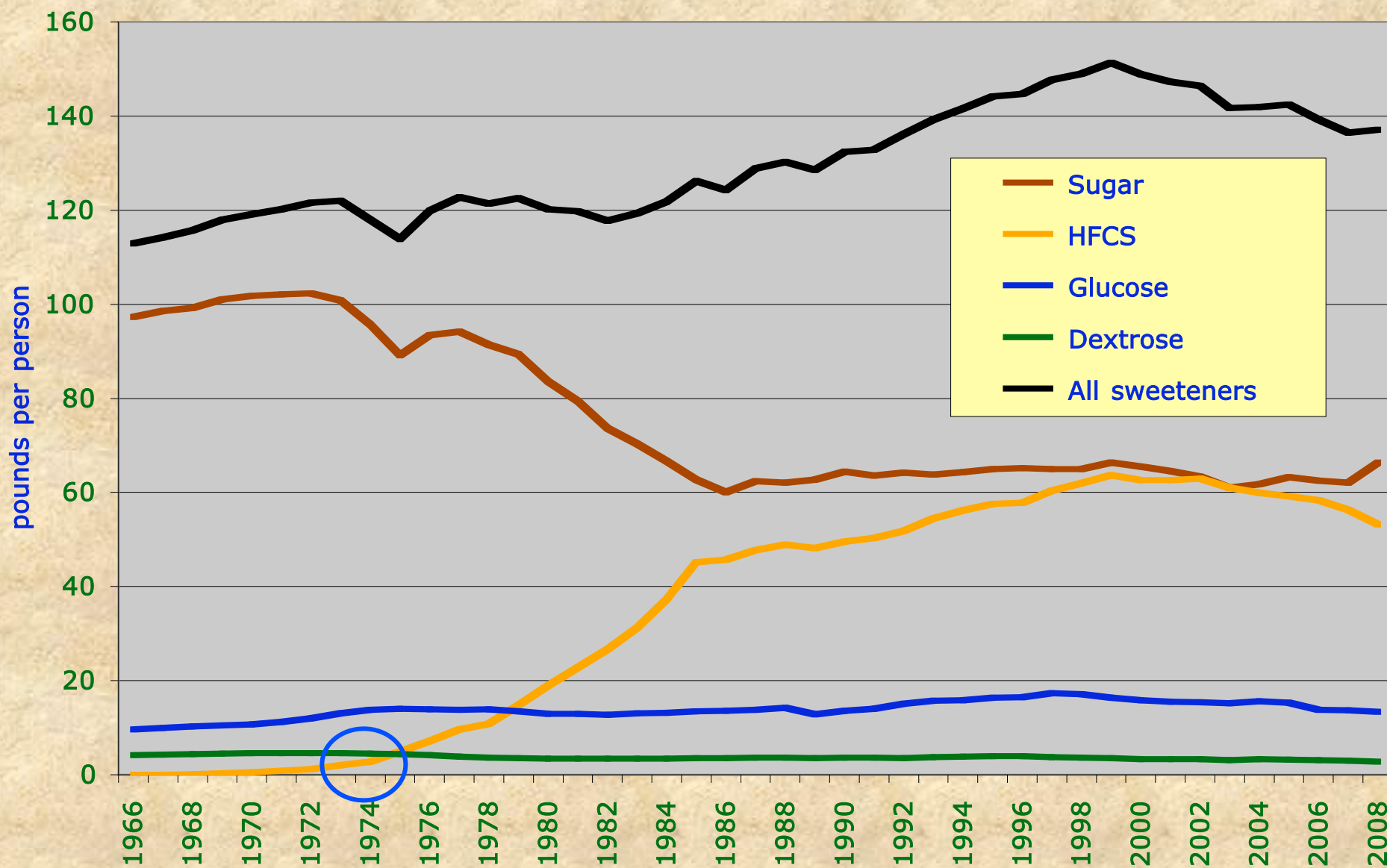
## Farm Production Balance for U.S. farms, 1929 - 2011



**USDA / Economic Research Service**



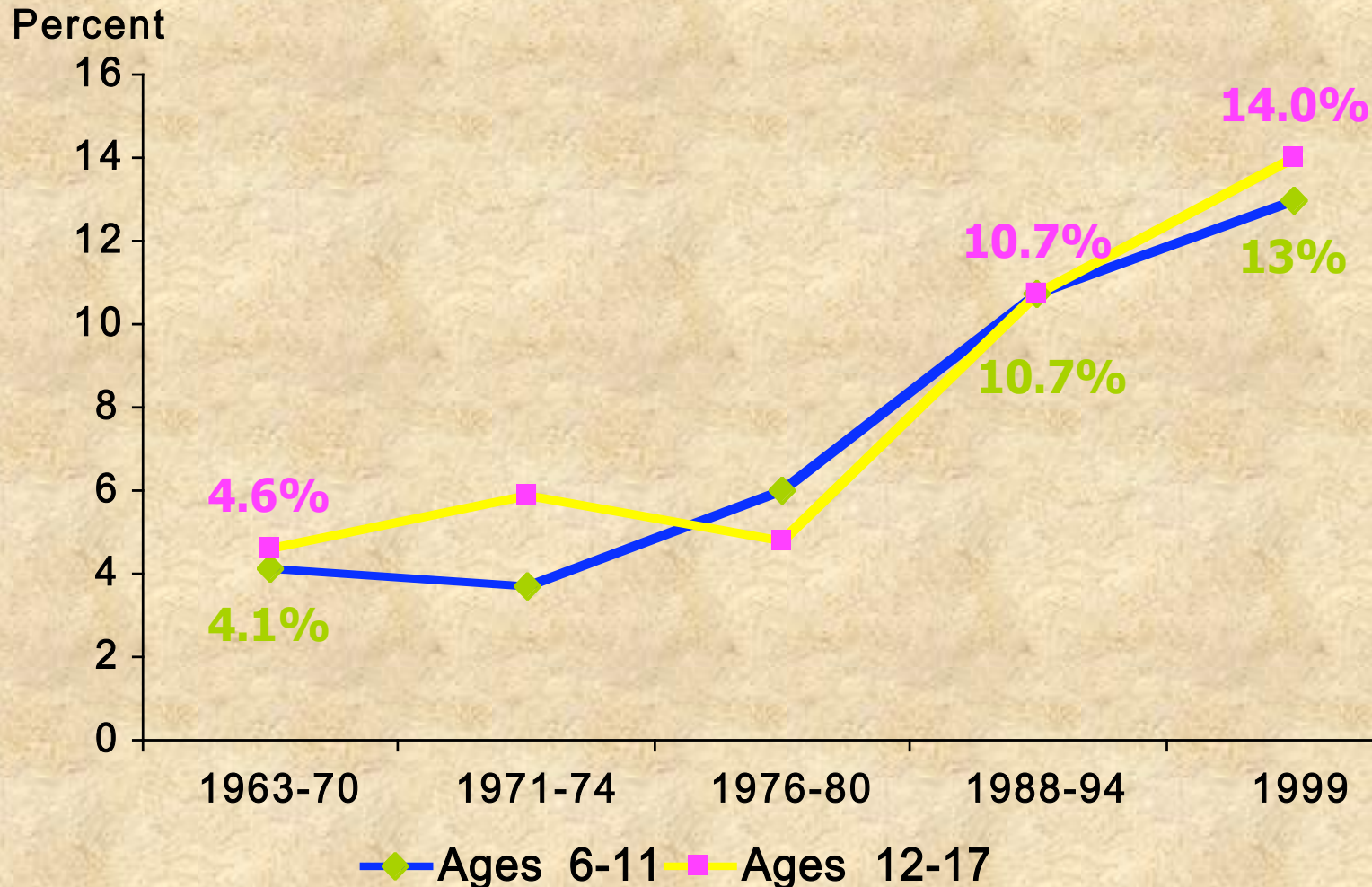
## Sugar and Corn Sweetener Use in U.S., 1966 - 2008



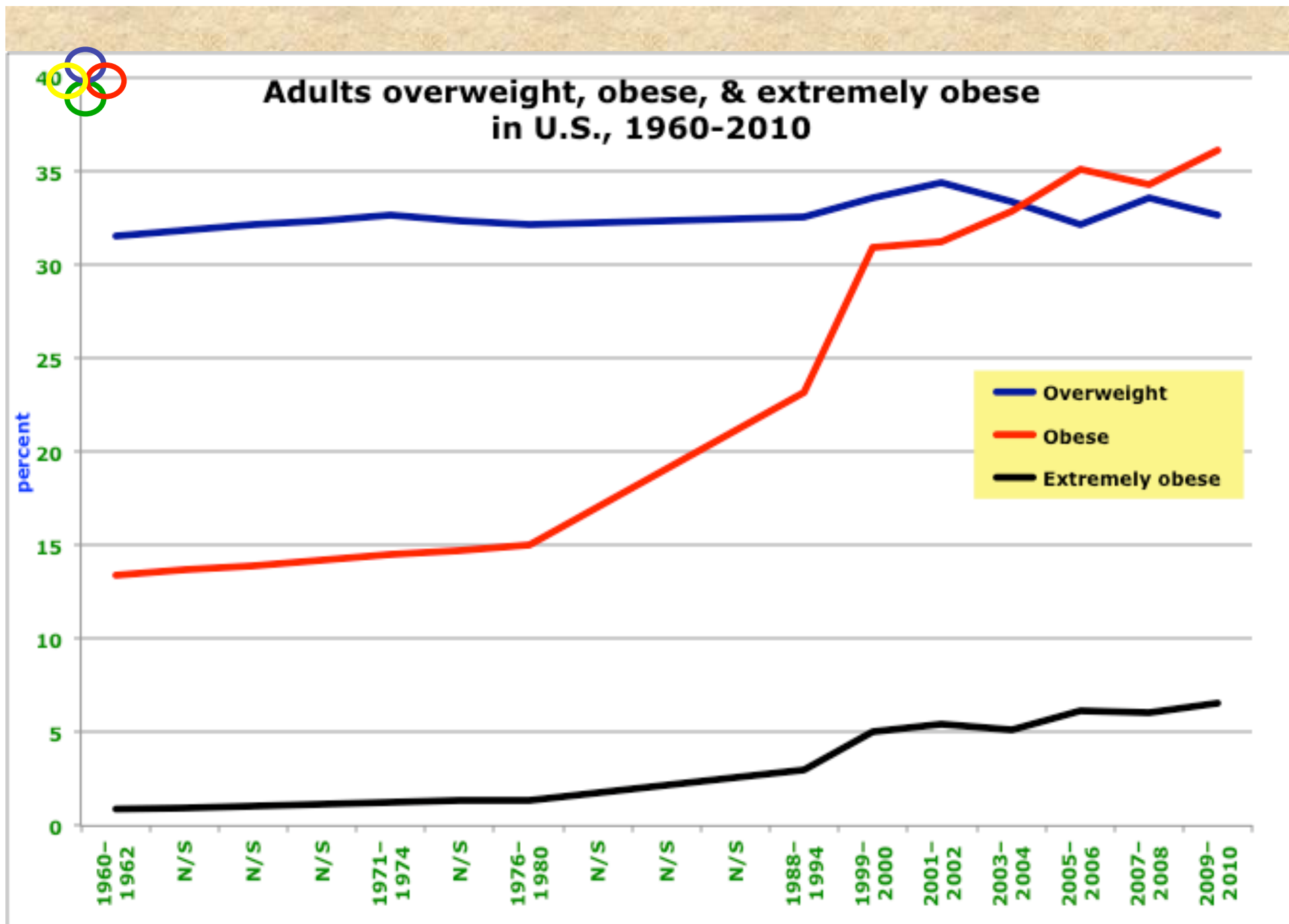




# U.S. Youth Who are Overweight Percent by Age



≥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

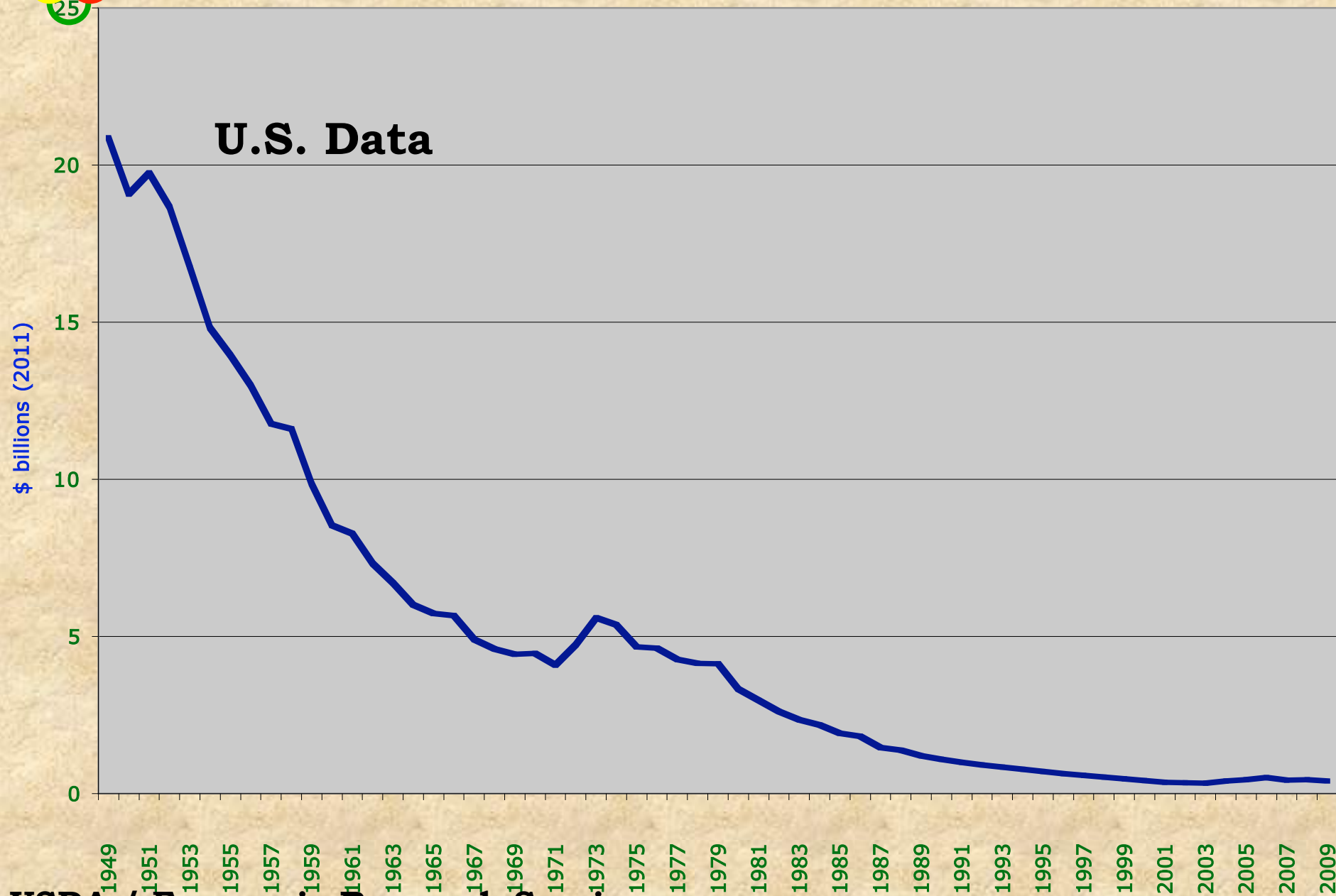


**Source: NHANES — National Health and Nutrition Examination Survey**





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







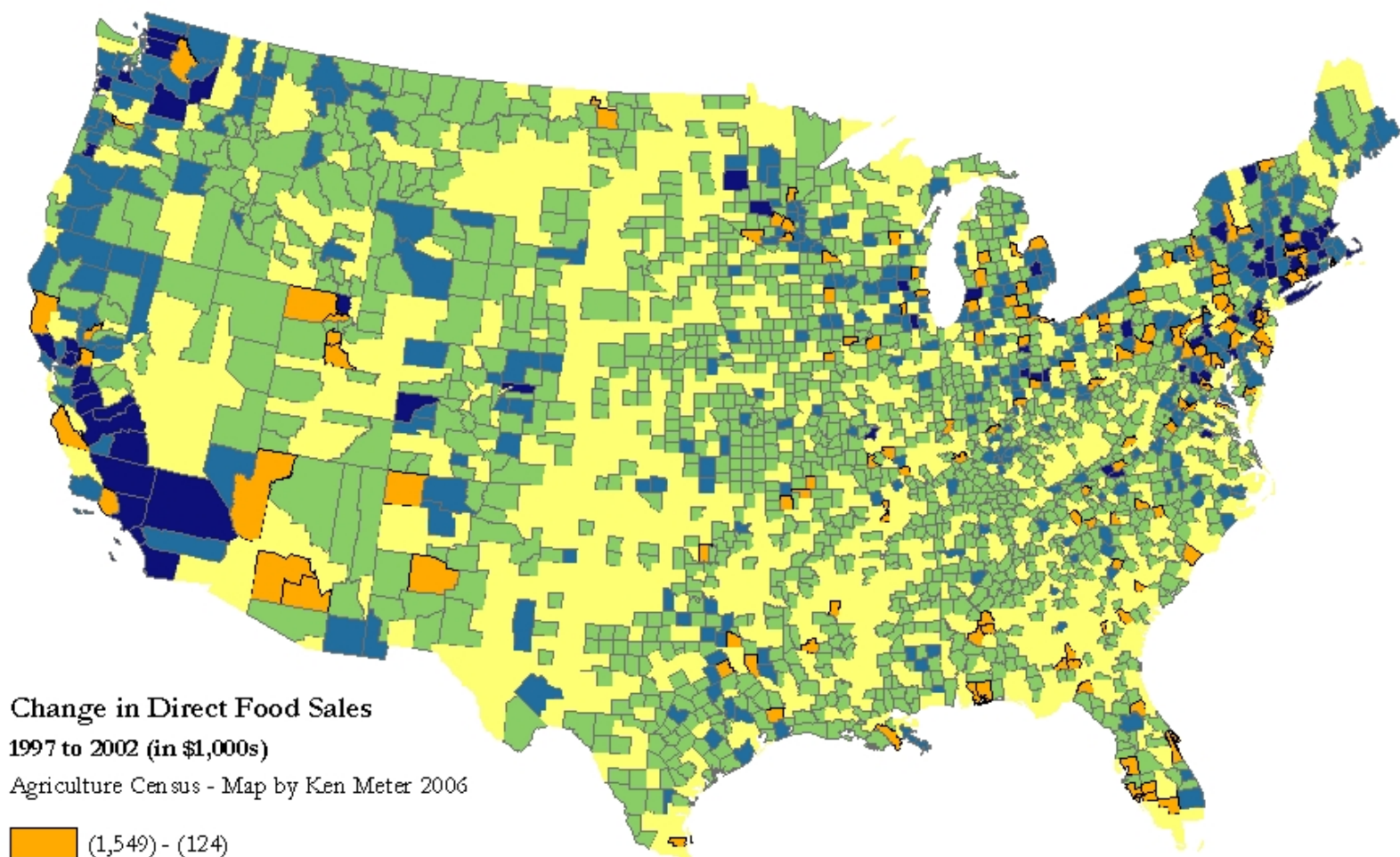
**Growing Power / Chicago**







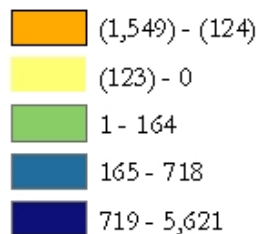
# Direct Food Sales



## Change in Direct Food Sales

1997 to 2002 (in \$1,000s)

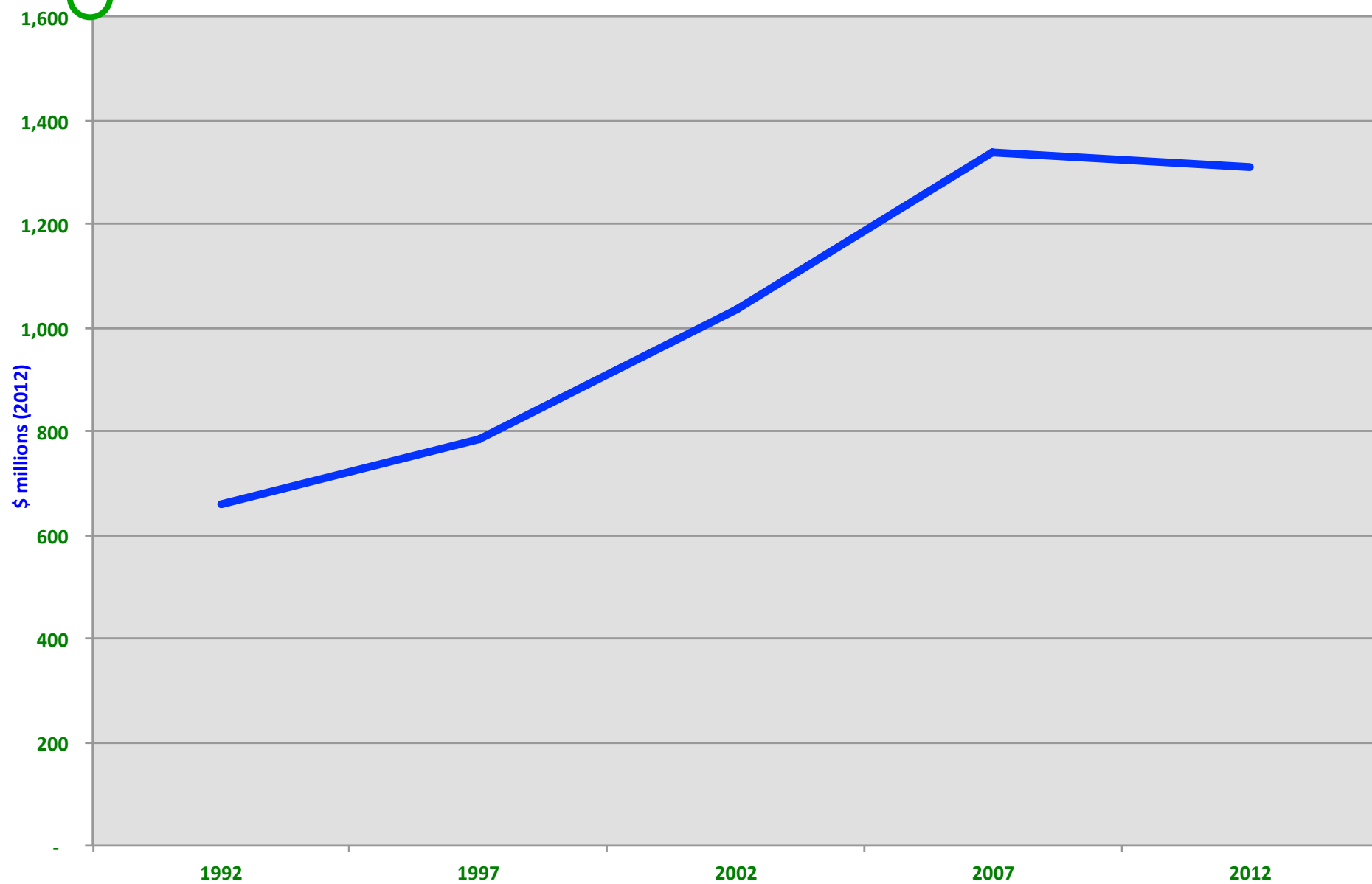
Agriculture Census - Map by Ken Meter 2006







## Direct sales from U.S. farms, 1992 - 2012





# **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







**Johnson Family Farm, Fairbanks**









**Chena Hot Springs**







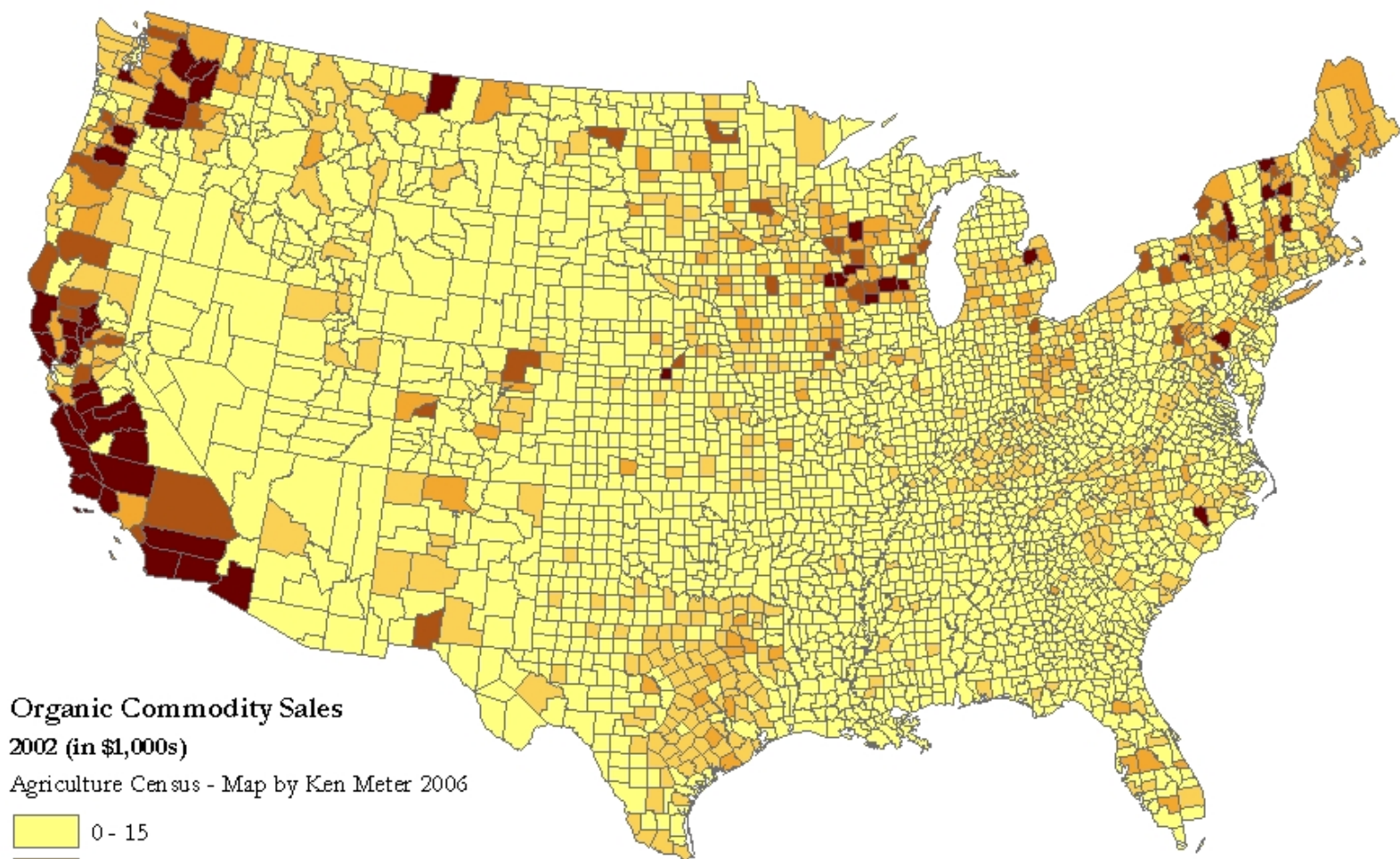


**Pete Scherf — Michigan City, Indiana**





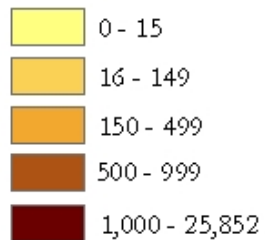
# Organic Sales



## Organic Commodity Sales

2002 (in \$1,000s)

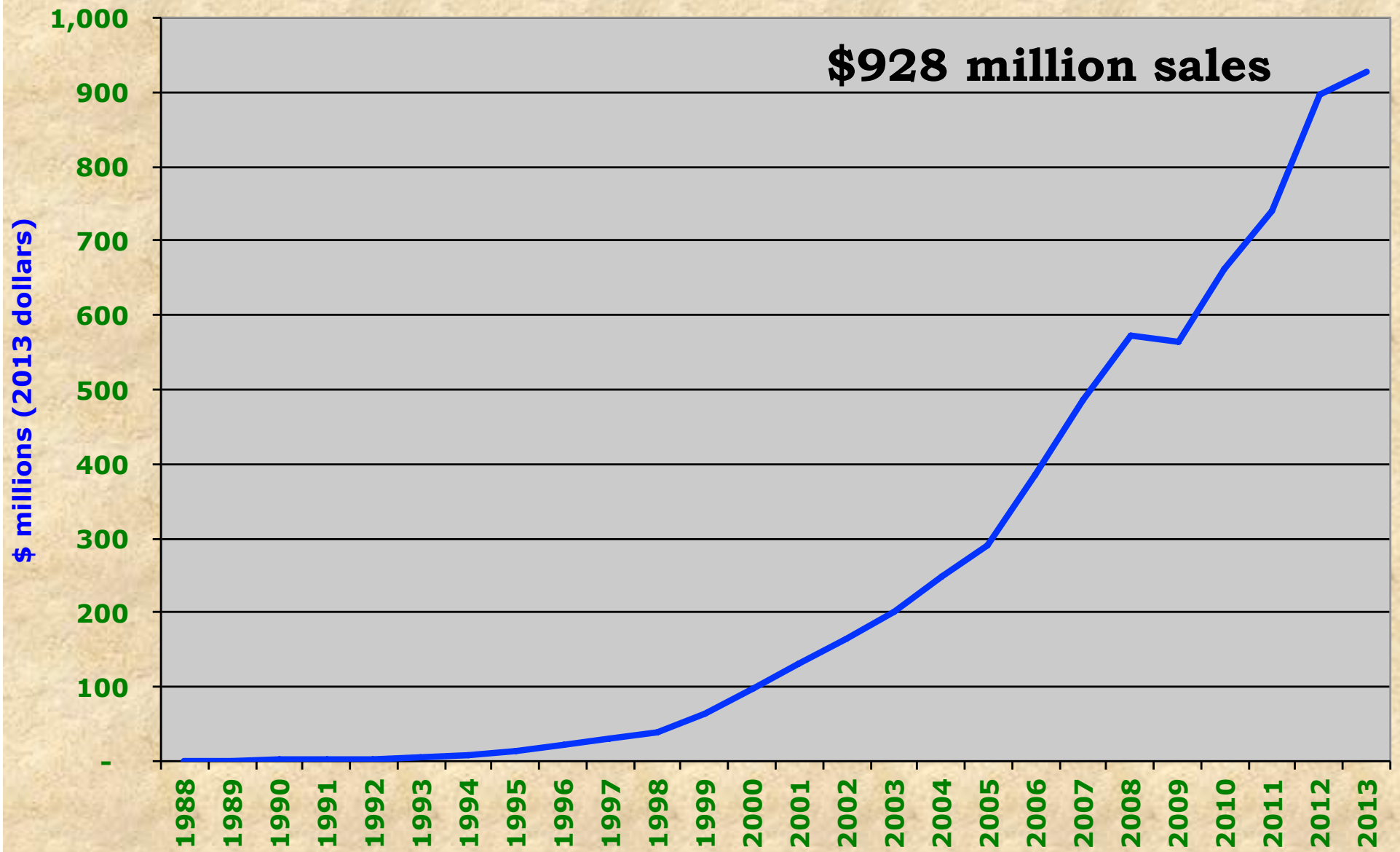
Agriculture Census - Map by Ken Meter 2006







**Organic Valley Sales, 1988 - 2013**







**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**



**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**

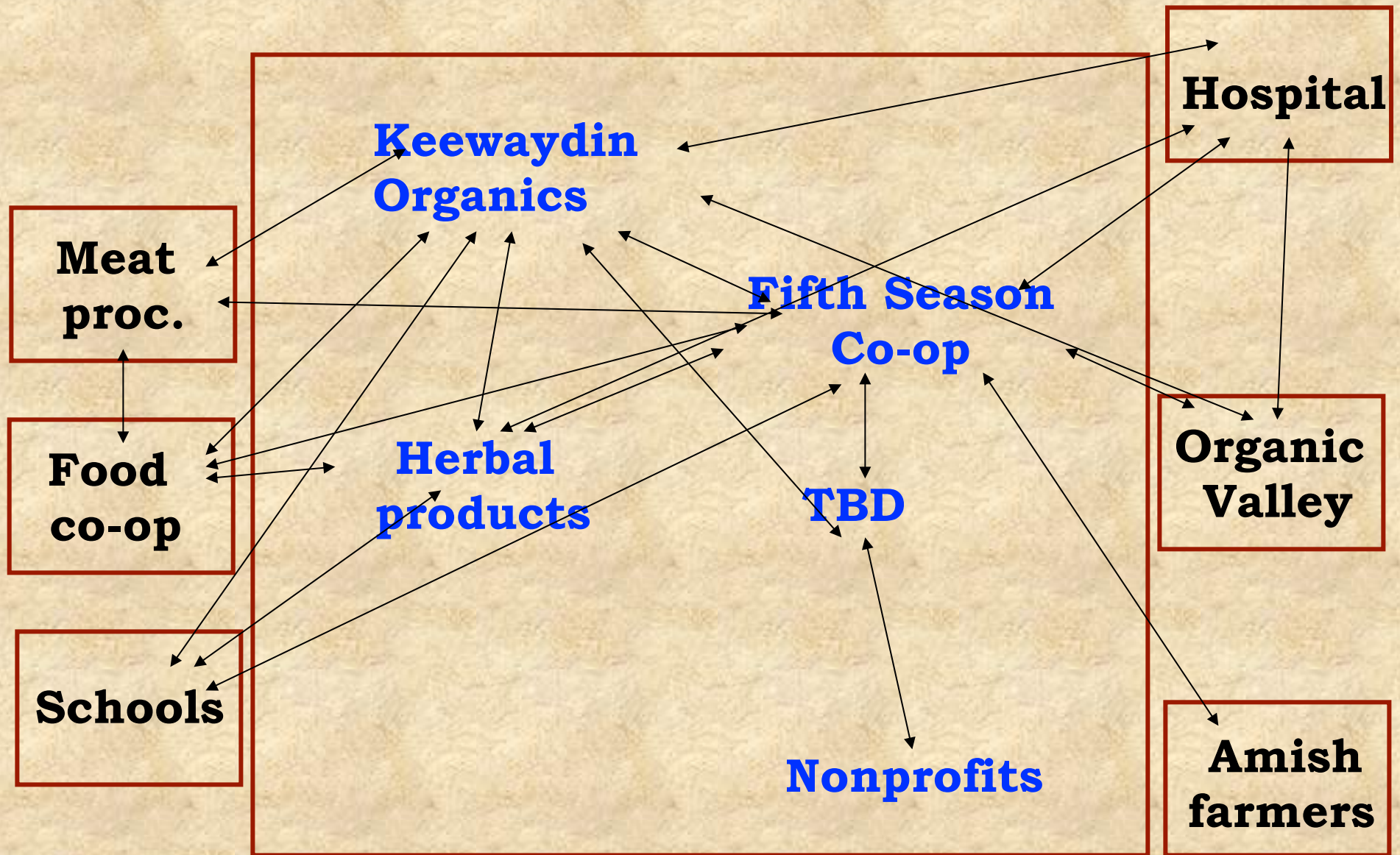
**Fifth Season  
Co-op**

**Organic  
herbal  
products**

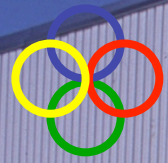
**TBD**

**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**

- **14 producers**
- **3 producer groups**
- **4 processors**
- **4 Class A buyers (Hospitals)**
- **1 distributor (Reinhart Food Service)**



## **Fifth Season Co-op**

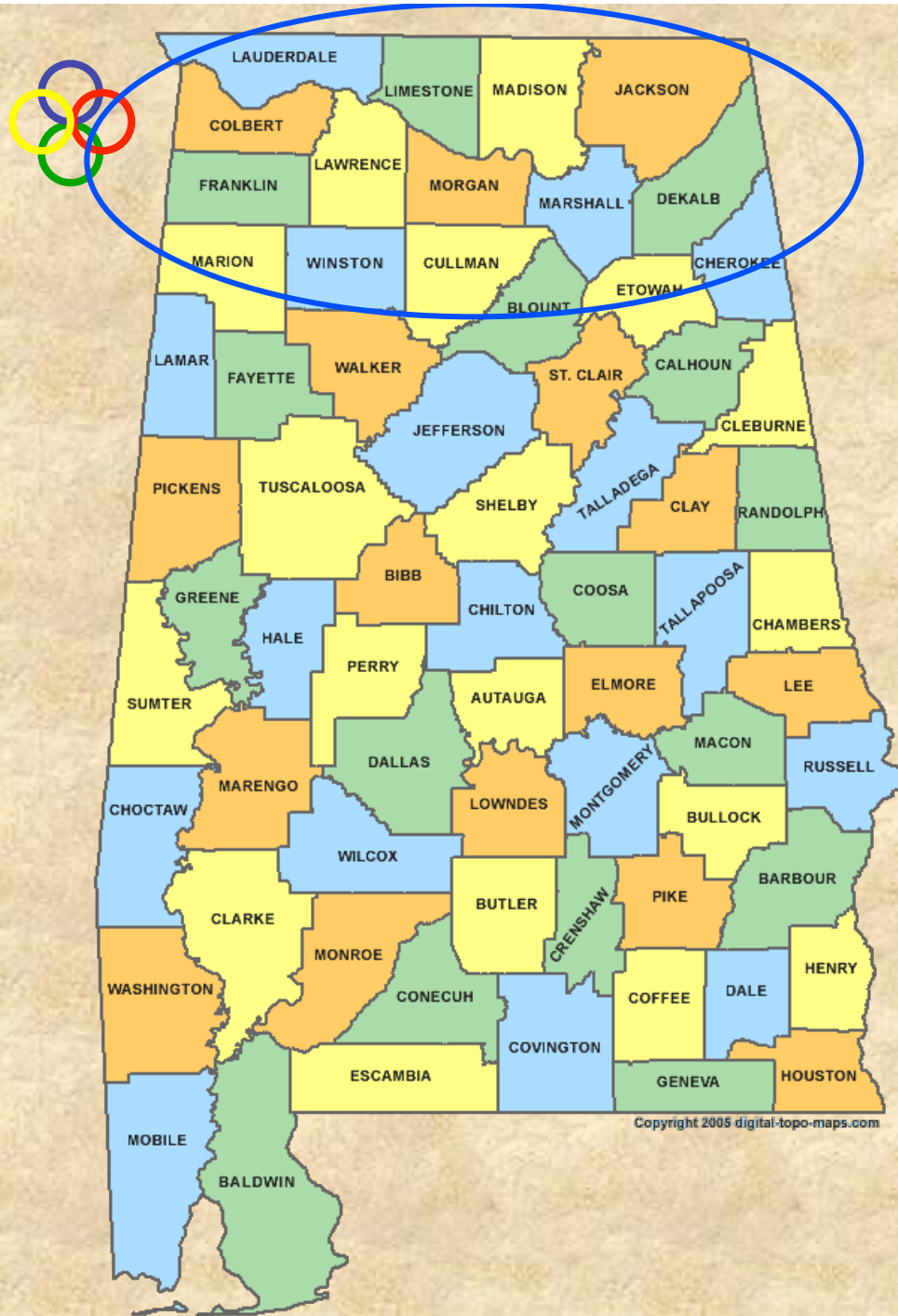
- **Co-op provides liability insurance to members**
- **Provides QA/GAP/HAACP training**
- **Negotiated with USDA to consider raw meats as single “batch”**
- **Started with a small number of food items**





## **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**



**Photo: Food Bank of North Alabama**





**Huntsville, Alabama**





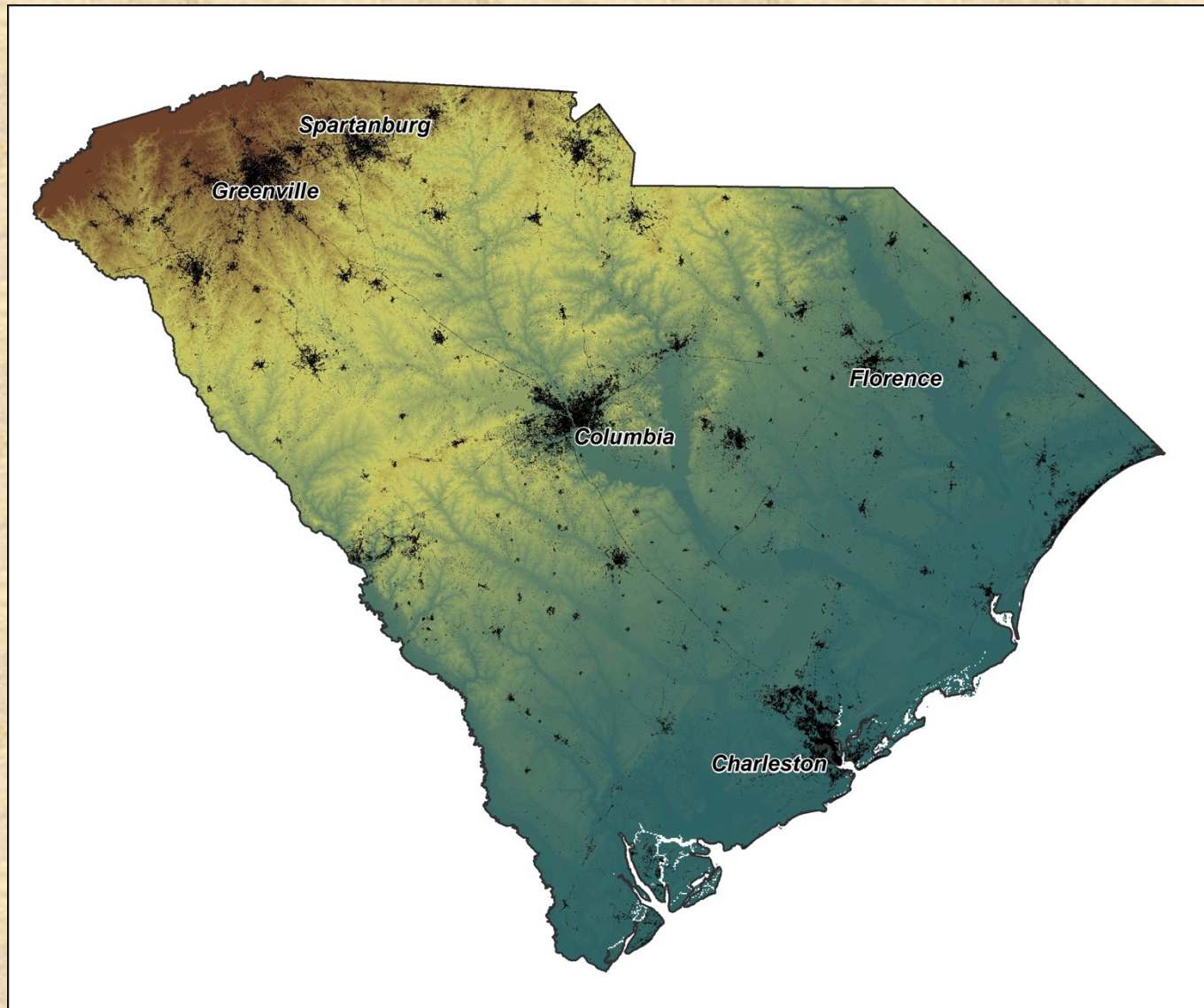
**The  
Food Bank  
is  
becoming  
a food  
aggregation  
hub**

**Photo: FBNA**





# 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**





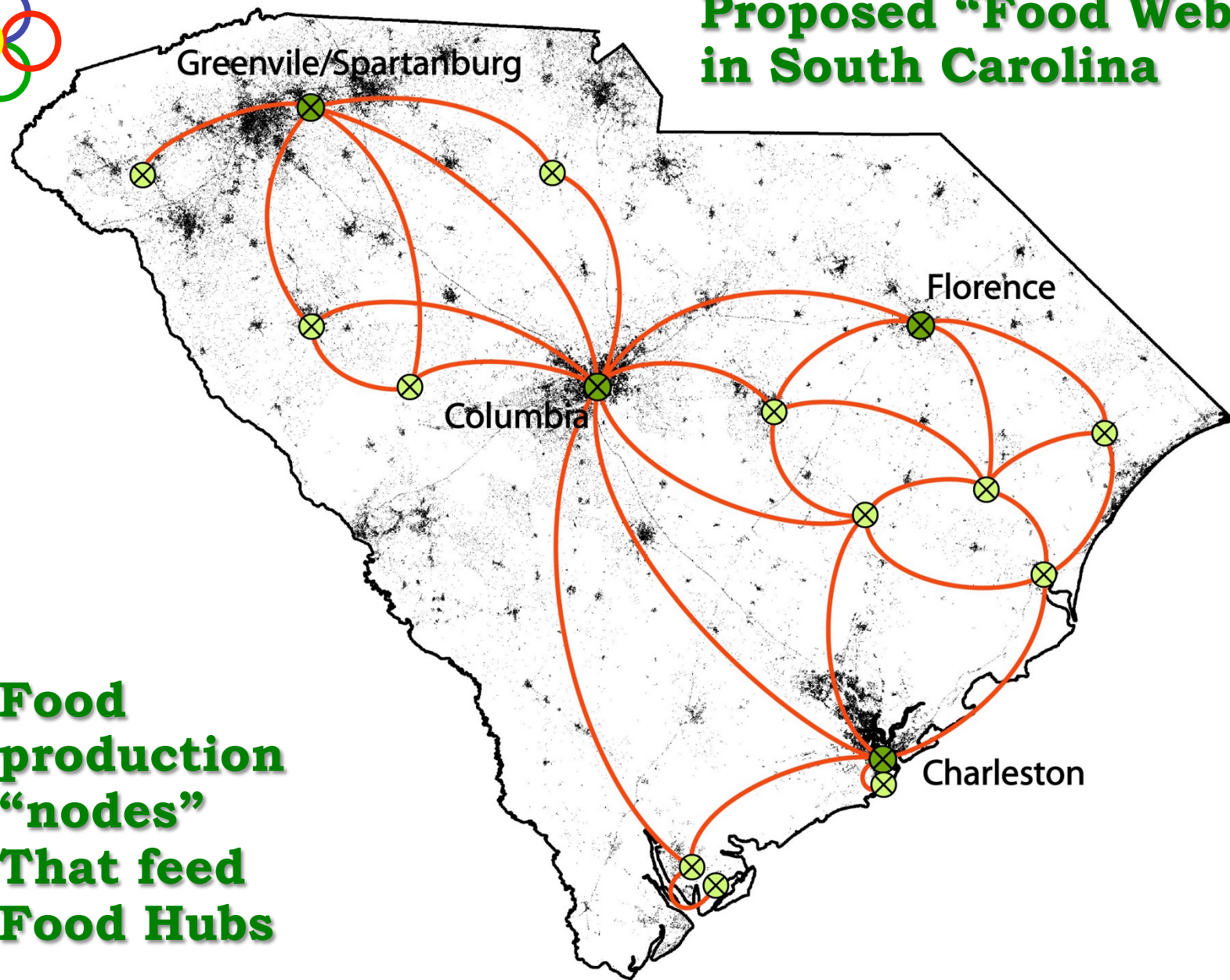
**Kids lack work skills**





## Proposed “Food Web” in South Carolina

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

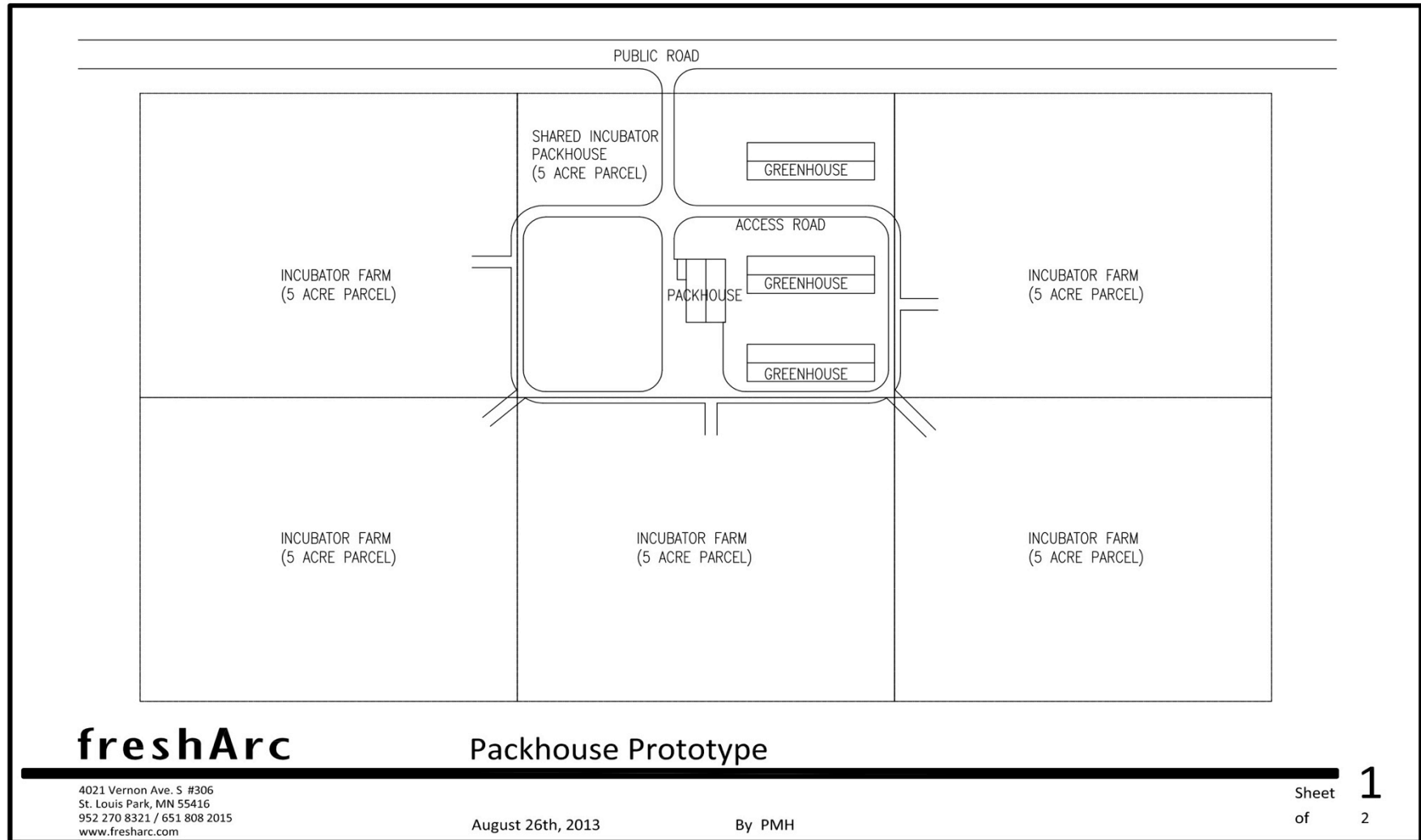


Land cover data developed by SC Department of Natural Resources, Technology Development Program



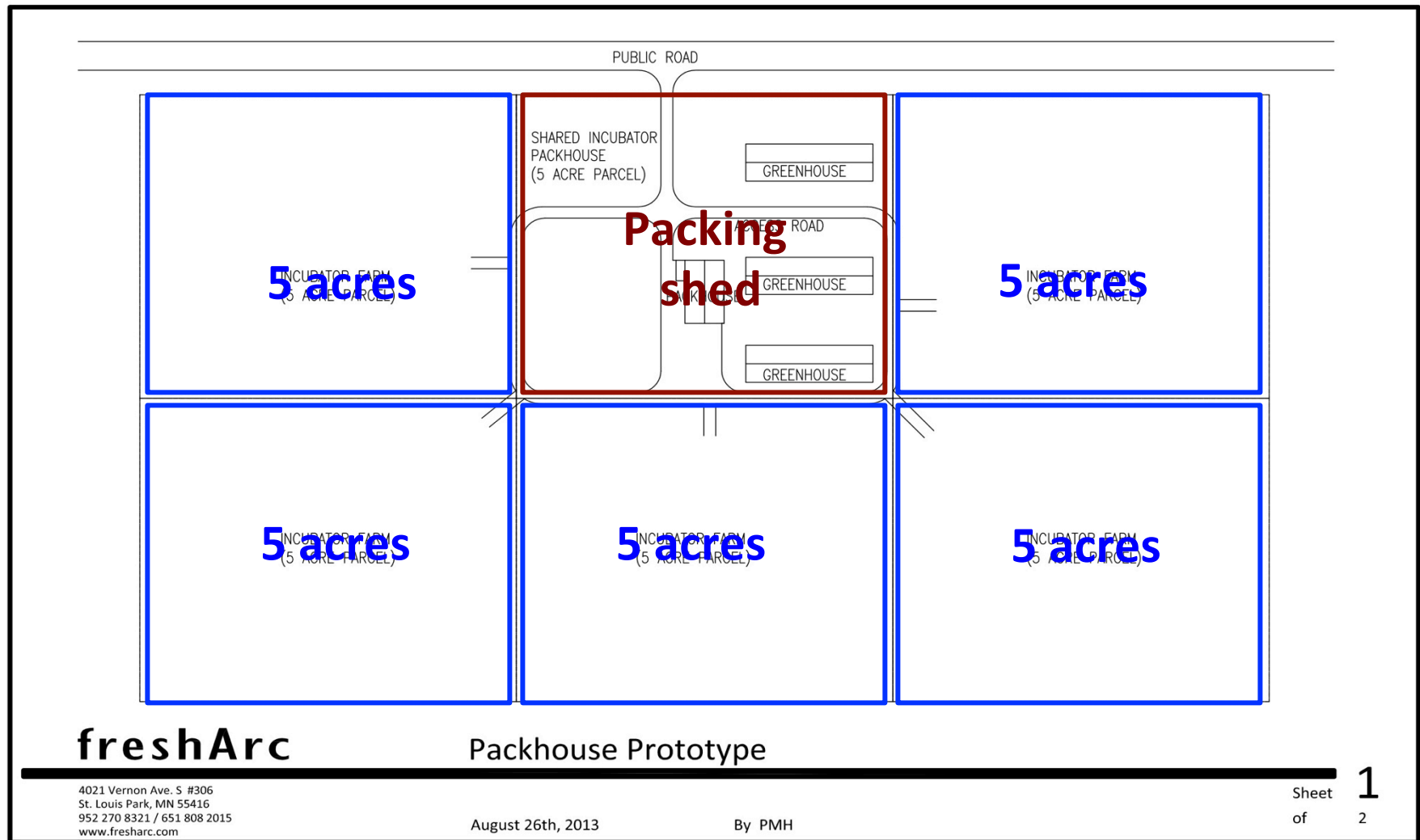


# Incubator farm with packing shed





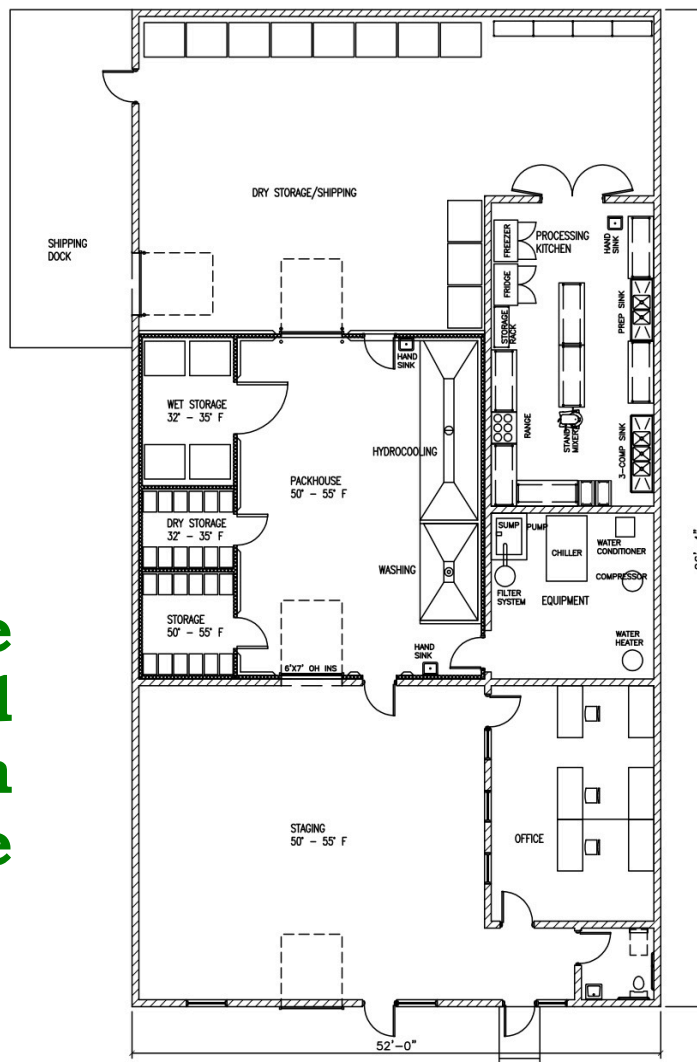
# Incubator farm with packing shed







# 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

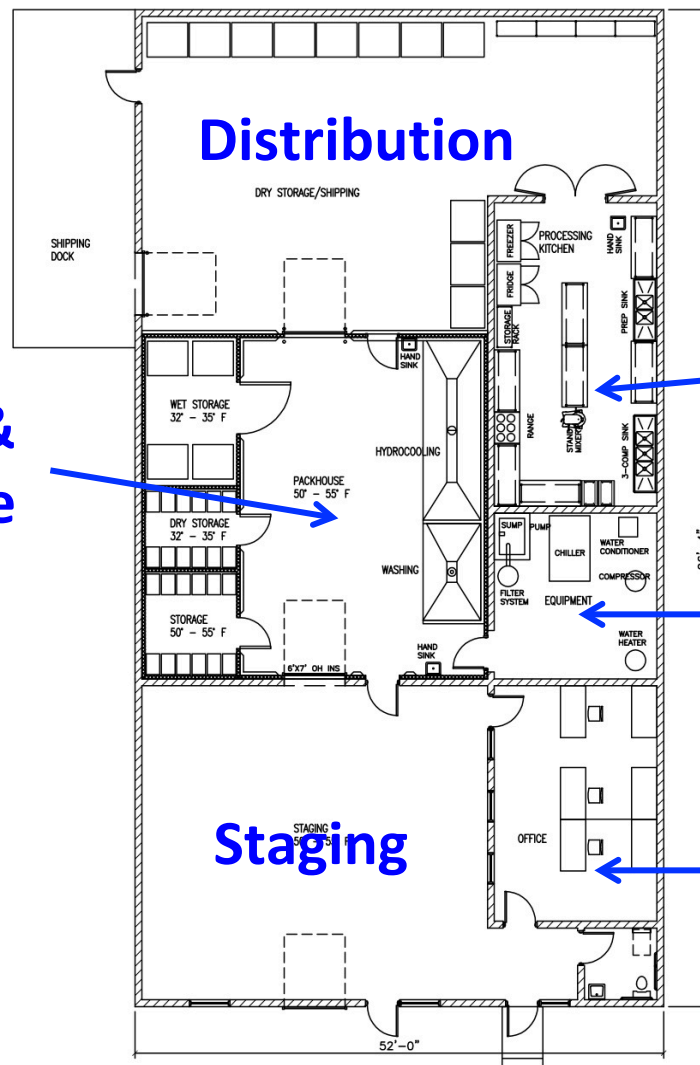
NOT TO SCALE

Sheet **2**  
of 2



Washing &  
Storage

One possible  
food  
production  
node



**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





## 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**



# Vision for local food economies

**Build:**

**Health**

**Wealth**

**Connection**

**Capacity**



# **“Finding Food in Farm Country”**

**www.crcworks.org**

**(612) 869-8664**

**kmeter@crcworks.org**

