



Local Market Innovations

BACKGROUND

Background



- Current Conditions report and workshop in December, 2008
- Gathered input on opportunities and challenges facing local markets
- Developed a list of “Objectives”
- Researched examples of Innovations from within and beyond the region

The Current Food System



Total Production = 3.4 m tons/year

Total Consumption = 2.2 m tons/year

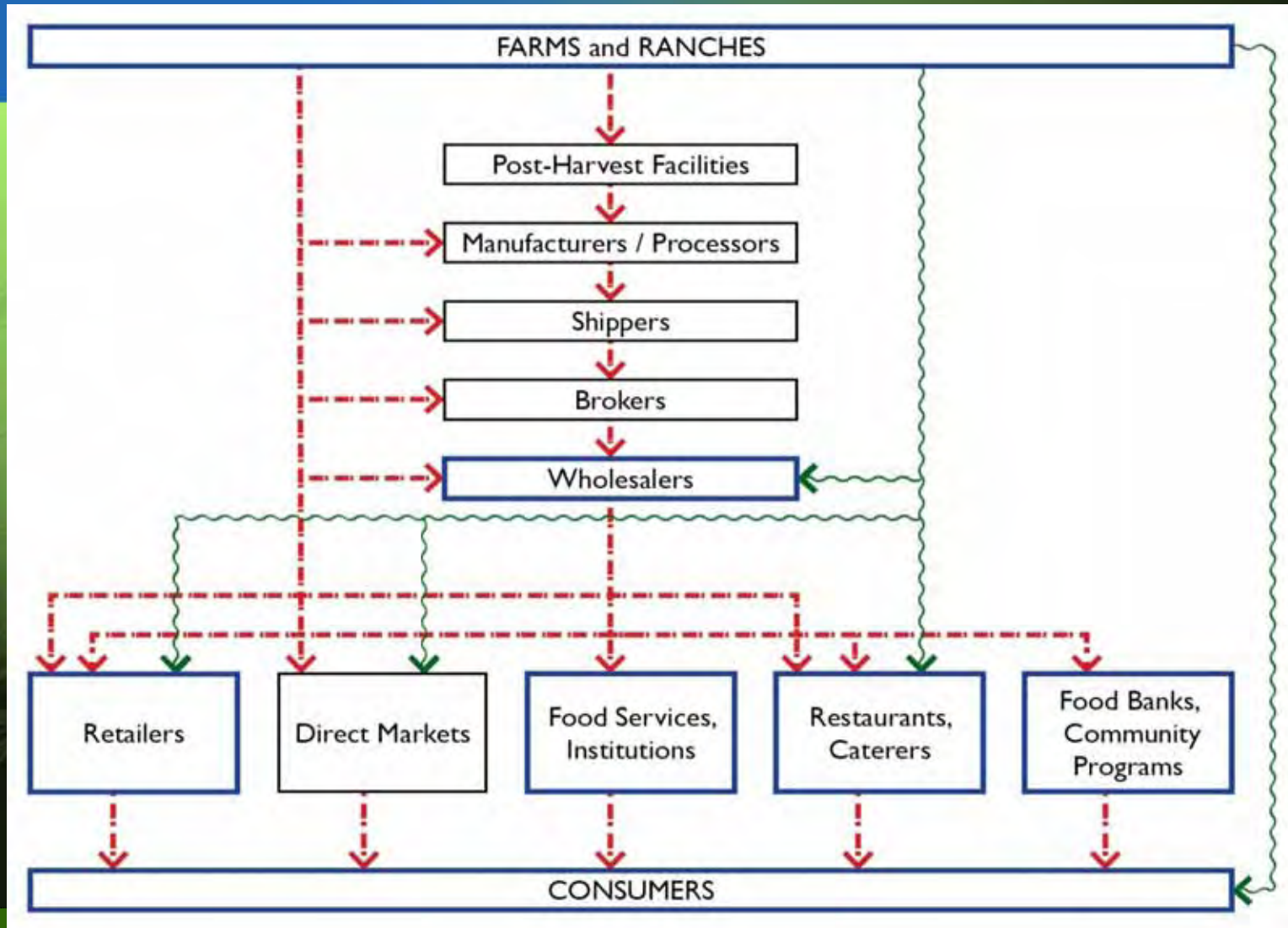
“Food Miles Travel” = 1,200-1,500 mi per meal

Food Sales

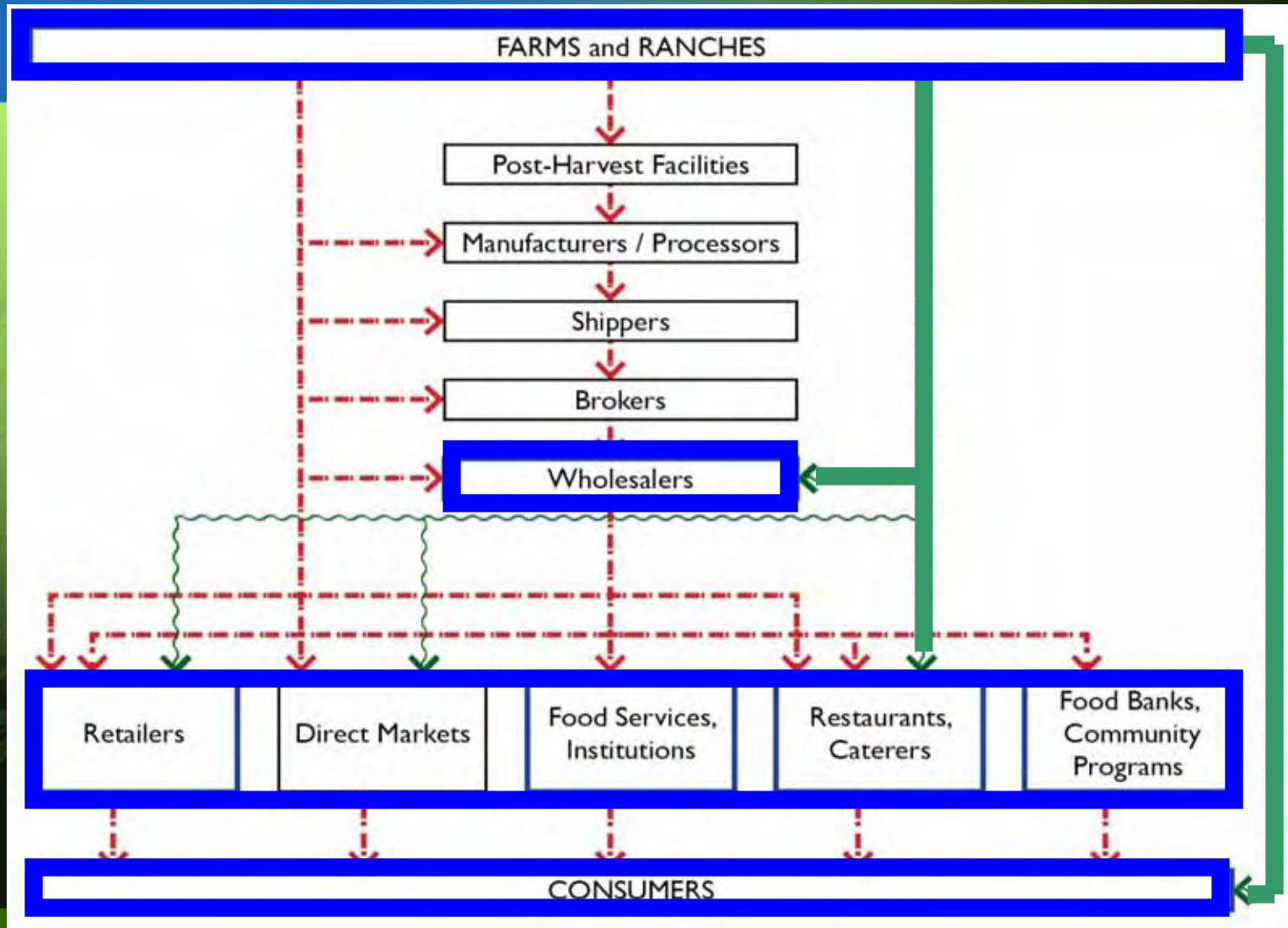


- Regional Farm Gate Value: ~ \$1.3 billion
- 182 wholesalers ~ \$2.5 billion
- 835 stores ~ \$3.8 billion
- 3,400 food service outlets ~ \$2.2 billion

Current Distribution



Local Distribution



Local Market Advantages



- Food Miles Travel reduced
- Direct sales and local processing increase profit, create jobs
- Local consumers connect to local producers
- International market fluctuations less disruptive

Goals for the Workshop



- Review the matrix and identify any missing Innovations that should be added to the menu
- Focus on the most important Innovations– offer the greatest ROI
- Provide input on how those Innovations should be implemented: Timeframe? Partners? Resources?



Local Market Innovations

WORKSHOP INTRODUCTIONS

Local Market Innovations

INNOVATIONS OVERVIEW



Objectives



1. Increase Consumer Awareness:
Education and Marketing Programs
2. Support Agritourism
3. Expand Farm to Institution
Opportunities and Programs
4. Increase Opportunities to Purchase
Local Food
5. Create a Regional Food Policy Council

Objectives



6. Business Training Programs for Farmers
7. Connect New Farmers to Available Farmland
8. Improve the Ability of Local Producers to Process Goods
9. Increase Distribution Opportunities

#1 Increase Consumer Awareness: Education and Marketing Programs



1. Support existing/new marketing and branding efforts in new areas
2. Support local market education efforts by food cooperatives and local grocers
3. Support participation in the slow food movement
4. Support educational efforts focused on chefs and restaurants

#1 Increase Consumer Awareness: Education and Marketing Programs



5. Local foods educational efforts for schools and low-income communities
6. Develop a place-based ag production calendar
7. General plan policies that support local market educational efforts
8. Develop a region-wide branding program
9. Develop a regional buyer's guide

#1 Increase Consumer Awareness: Education and Marketing Programs



10. Develop a regional food atlas
11. Develop local market education materials toolkit
12. Support zoning codes that support agricultural signage

#2 Supporting Agritourism



13. Supportive local policies and removal of regulatory barriers
14. Promote agritourism clusters
15. Link agritourism with other vacation packages
16. Region-wide agritourism events
17. Regional agritourism directory



#3 Expand Farm to Institution Opportunities and Programs



18. Expand farm-to-school programs
19. Support farm-to-hospital programs
20. Support school food programs, school gardens, agro-ecoliteracy
21. Local policies that encourage farm to institution opportunities
22. Policy changes at the state level

#4 Increase Opportunities to Purchase Local Food



23. Expansion of urban farm stands
24. Farmers Market Nutrition Program vouchers
25. Help farmers markets to take EBT (food stamps)
26. Meat buying clubs
27. Alternative CSA opportunities - coordination with farmers markets

#4 Increase Opportunities to Purchase Local Food



28. Develop local growers' cooperatives/partnerships
29. Expansion of local produce in grocery stores
30. General plan policies that facilitate the purchase of locally grown food
31. Sell produce at non-traditional locations
32. Create infrastructure for permanent farmers markets

#5 Create a Regional Food Policy Council



33. Create a regional food policy council to support the local food system, formalize partnerships among stakeholders and help guide supportive legislation



#6 Business Training Programs for Farmers



34. Increase business training programs as necessary
35. Develop ongoing workshops
36. Further develop online resources



#7 Connect New Farmers to Available Farmland



37. Foster connections between new farmers and available land
38. Connect land linking programs & business training
39. Map suitable agricultural land that could support expansion of local production
40. Land connection efforts that also help low income residents access local, healthy food
41. Urban Edge Agricultural Parks

#8 Improve the Ability of Local Producers to Process Goods



- 42. Create shared processing facilities
- 43. Increase local processing capacity to produce more value-added products
- 44. General plan and zoning policies that support local processing

#9 Increase Distribution Opportunities



45. Create a shared distribution facility or locally-focused distribution hub
46. Create and support cooperative distribution opportunities in the region
47. Establish an electronic broker to help partner growers with consumers