Diversification of Food Systems: Adding Local to the Mix

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Presentation and Discussion Topics

Local Food

Systems
Food Values
Policy
Investment
Impacts

Consumers
Producers
Definitions
Demand
Challenges
Opportunity
Consumer Food Values

Environment
Freshness
Quality
Health
Transparency
Trust
Local Farmers
Community Economy
Resiliency to natural or man-made disasters
Consumer Food Values

Which attributes are most important in the type of food you purchase?
(% of respondents)

Local is < 100 miles

Notes: Numbers do not add up to 100 percent as participants could choose multiple responses. GMO is genetically modified organism.
Source: A.T. Kearney analysis
Value vs. Food Values

General Consumer
- Low Prices
- Convenience

Millennial Food Consumer
- Savvy Customers – multiple shopping channels
- Less Disposable Income – price shoppers
- Quality – no compromise
- Authentic, hand-made, local
- Purchases have social impact - CSR
- Spending more for social responsibility - increasing

http://www.slideshare.net/recsportsmarketing/nielsen-millennial-report-2014?related=1
Value vs. Food Values

Social Responsibility:
“The obligation of an organization’s management towards the welfare and interests of the society in which it operates.”

Source: businessdictionary.com
Value vs. Food Values


Local: Community, Taste, Employees and Air Pollution

Community Solar Program

2007 – 2014
Renewable Energy Generation

62%

2014
Renewable = 9%
Solar
Wind
Geothermal
Hydropower
Energy Diversification

U.S. Electricity Generation by Fuel, All Sectors
thousand megawatthours per day

Coal Natural gas Petroleum Nuclear Hydropower Renewables Other sources

Note: Labels show percentage share of total generation provided by coal and natural gas.

Source: Short-Term Energy Outlook, November 2015.
Direct Sales - *farmer to consumer*

Farmers’ Market  
CSA  
Agritourism  
On-farm markets  
Roadside stand  
Food Hub

<table>
<thead>
<tr>
<th>2012 Data</th>
<th>National</th>
<th>Indiana</th>
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<td>Direct Sales Farms</td>
<td>144,530</td>
<td>3,600</td>
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<td>Direct Sales Dollars</td>
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<td>Farmers’ Markets</td>
<td>7,800</td>
<td>172</td>
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<td>CSA Farms</td>
<td>12,617</td>
<td>230</td>
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<td>Value-Added Products</td>
<td>94,799</td>
<td>1,791</td>
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</table>

2012 USDA Agricultural Census
Local Food System

Feedback Model
Pull by Consumer

Direct Sales
Intermediated Sales
Intermediated Sales  
*farmer to buyer to consumer*

Restaurant  
School, University, Hospital  
Grocer  
Food Hub

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Indiana</th>
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<tbody>
<tr>
<td>Farms</td>
<td>49,043</td>
<td>991</td>
</tr>
<tr>
<td>Schools</td>
<td>42,173</td>
<td>18%*</td>
</tr>
<tr>
<td>School Expenditures</td>
<td>$598 million</td>
<td>$7 million*</td>
</tr>
<tr>
<td>Hubs</td>
<td>434</td>
<td></td>
</tr>
<tr>
<td>Hub Revenue</td>
<td>$500 million</td>
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</tr>
</tbody>
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2012 USDA Agricultural Census  
2015 National Food Hub Survey  
2015 National Farm To School Census  
*2012 National Farm to School Census*
Intermediated Sales Channel: Food Hub

434 Food Hubs in U.S. buying from ~24,000 farms
92% buying from small, mid-sized farms (< $500,000)
29% sell to institutions, 20% to consumers, 52% both
$500 million in 2014 sales

2015 National Food Hub Study: http://foodsystems.msu.edu/activity/info/national_food_hub_survey#sub-resources
Intermediated Sales Channel: Food Hub

**Value to Farmer**
~ 69% retail price of goods
Less logistics and marketing

**Food Hub Expenses**
59% Product
23% Payroll

**Value to Buyer**
Value Chain
Local farmers
Local economy
Jobs

Employ an average of 17 people and buy from an average of 80 farms

2015 National Food Hub Study: http://foodsystms.msue.edu/activity/info/national_food_hub_survey#sub-resources
Food Value Chain

FOOD VALUE CHAINS: Creating Shared Value To Enhance Marketing Success

Local Food Systems
Food Values
Policy
Investment
Impacts

Consumers
Producers
Definitions
Demand
Challenges
Opportunity
Policy changes for local food – 2014 Farm Bill

$500 million Investment

Food Access
Marketing and Production

Trends in U.S. Local and Regional Food Systems: A Report to Congress, AP-068 Economic Research Service/USDA
Policy changes for local food – 2014 Farm Bill

What's in the farm bill? (Costs from FY2014-2023)

- Food stamps and nutrition, $756 billion
- Crop insurance, $89.8 billion
- Conservation, $56 billion
- Commodity programs, $44.4 billion
- Everything else, $8.2 billion

$500 million Investment
$954 billion Farm Bill
USDA Policy impacts for local food

$800 million in 6 years for 29,000 local and regional food businesses and infrastructure

- 76% increase in Farmers’ Markets since 2008
- 260 food hubs operate in the U.S., an increase of 65% from 2009-2013
- 170 new market channels for local and regional distribution in FY13
- 42,173 schools purchased $598 million in 2013-14 school year
- 13,000 high tunnels have been constructed as part of NRCS EQIP
- More than 5,000 farmers markets roadside stands and pick-your-own operations accept SNAP, a 500% increase since 2008
- From 2011 to 2013, SNAP spending at Farmers’ Markets doubled to $21 million
Federal/State/Local institutions buying local
- Schools, state governments, city governments

Increasing Food Equity
- Creative solutions to hunger, food access, fresh food

Federal Food Assistance programs buying local
- SNAP, WIC, School Food Programs, Senior Nutrition Programs
State and Local Food Policy - Illinois

2008 Task Force commissioned by the Illinois State Legislature

- Illinois annual food expenditure of $48 billion = state government’s annual budget
- Grow farm and food economy
- 20% of food purchased by state-supported dollars must come from Illinois farmers by 2020!

Illinois Local Food, Farms and Jobs Act of 2009
State and Local Food Policy - Michigan

Michigan Food Policy Council

Michigan Good Food Charter

Good Food Definition
• Healthy
• Green
• Fair
• Affordable

Six Primary Goals for 2020

$30 million public/private loan and grant fund for “good food”
State and Local Food Policy - National

Over 50% States have a Food Policy Council
Over 150 local and regional Food Policy Councils in the U.S.

Bloomington Food Policy Council
Indy Food Council
Policy Council formation: NW Indiana, Fort Wayne, Elkhart County

NE Indiana Regional Food Network 2016 – study to focus on food network projects: regional food hubs, incubators, farm-to-fork initiatives, farmers markets, food festivals, cooking education, urban agricultural production, community kitchens and neighborhood spaces
Food Policy – Activities

- Increase linkages in local and regional food systems
- Address innovation and changes in food policies
- Increase access to locally grown food by all demographics
- Invest in entrepreneurs
- Quality of life
- Rural revitalization
- Needs of Beginning Farmers
- Consumer awareness
- Grassroots linkage between community and leadership
Local Food

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Investing in Local Food

Federal, State, Local Governments
Local Foundations
Healthcare Foundations
Non-Profits
Environmental Groups
Farmer Groups

Venture Capitalists!
Investing in Local Food

Venture Capitalists
- $500 million in 5 years
- Looking for optimum conditions
- Establishing Food Business Accelerators

Montgomery, Mike. 2015. “How the tools of venture capital are revolutionizing food.” Forbes Magazine accessed online.
Investing in Local Food

Invest Local
Access a new type of investment opportunity: invest in local businesses.

Access Investments  Start Fundraising
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Local Foods as I See the Issue from the Perspective of a Purdue Extension Educator in Central Indiana

But first a word (or two) about the topic of food in general...
Food For Thought

“Eating is an agricultural act . . .”
- Wendell Berry

“Eating is a political act . . .”
- Alice Waters

“Eating is an ecological act . . .”
- Michael Pollan
Food for Thought

Food is so much more than a safe source calories and protein...

It is about nutrition but also about values and philosophy, it offers a sense of place, a sense of season, a sense of wellbeing and security and it links us with family, and community, and helps us celebrate our cultures and traditions.

-Roy Ballard

Food is SO much more than safe, cheap human fuel!!!
Why Do Shoppers Care about Local Foods?
Local foods are becoming increasingly important to a diverse audience for a variety of reasons! Some may be “real” some may be “perceived”
Consumers are becoming more aware of the source of their food and the real and sometimes perceived impacts that it may have on their family.
Local Foods in the news and on the Best Seller List

The Way We Eat Why Our Food Choices Matter
Peter Singer
Jim Mason

Time Magazine
March 12, 2007

The Omnivore's Dilemma
A Natural History of Four Meals
Michael Pollan
Author of The Botany of Desire

The best food you can eat may be in your own backyard. Here is one man's quest for the perfect apple.

John Cloud
Insights from Consumers

This new study points to substantial changes in consumers’ perceptions about local food and the factors that affect purchasing decisions.

Local has been redefined. The meaning of local food is shifting. Almost all consumers have coalesced around a stricter definition: Ninety-six percent now describe local food as products grown or produced within 100 miles from the point of sale—up from 64 percent in our 2013 study and 58 percent in 2014.

Marketing is crucial. Access is no longer the primary roadblock to increasing local food sales; only 27 percent of consumers say products are not available. However, about half say they aren’t buying local because of a lack of clear advertising.

Local is fresh. Almost all consumers (93 percent) associate local with “fresh,” which is the primary purchasing factor for grocery consumers.

Most shoppers will pay extra. Regardless of the category, 78 percent are willing to pay a premium of 10 percent or more for local food, up from 70 percent in 2014.

Demand is expanding. The spotlight is no longer only on local produce, meat, and seafood. More consumers say local is also an important attribute for prepared foods and dry groceries. For canned and jarred products, local increased in importance from 5 percent in 2014 to 13 percent in 2015; for prepared foods, the jump was from 10 percent to 23 percent; in bread, the increase was from 9 percent to 18 percent.


About the 2015 Local Food Consumer Shopping Survey
A.T. Kearney’s online survey was conducted in May 2015 and included 1,519 U.S. respondents. Sixty percent of the respondents were women, and all were older than 18. Household, income, and urbanization characteristics were representative of the U.S. population as a whole.
Who are the innovators who are already taking advantage of this trend/evolution and leading the way?

Here are just a few!
A Few “Rock-Star” Local Producers

Traders Point Creamery
Zionsville

www.tpfororganics.com
Tyner Pond Farm
Greenfield

http://www.tynerpondfarm.com/
A Few “Rock-Star” Local Producers

Gunthorp Farms
Lagrange

http://www.gunthorpfarms.com/
A Few “Rock-Star” Local Producers

Caprini Creamery

Spiceland

www.capriolegoatcheese.com
A Few “Rock-Star” Local Producers

Burton’s Maplewood Farm
Medora

http://www.burtonsmaplewoodfarm.com/
A Few “Rock-Star” Local Producers

Russel Sheep Company

Eaton

http://www.russellsheepcompany.com/
A Few “Rock-Star” Local Producers

New Day Craft Mead and Cider

Indianapolis

http://newdaycraft.com/
A Growing List of Indiana Producers

- Turkey
- Geese
- Shitake Mushrooms
- Persimmons
- Mead
- Buffalo
- Elk
- Venison
- Lamb
- Herbs
- Beef
- Fruits and Vegetables
- Micro-Greens
- Dairy
So What Does this Term “Local” Mean?
Local

There is no generally accepted definition of “local” food. A few possibilities...

• Foods from your local food shed or food system
• Within a “day's leisurely drive” of our homes
• From within Indiana
• Foods from a determined radius from your home (50,100 miles)

According to the definition adopted by the U.S. Congress in the 2008 Food, Conservation, and Energy Act (2008 Farm Act), the total distance that a product can be transported and still be considered a “locally or regionally produced agricultural food product” is less than 400 miles from its origin, or within the State in which it is produced.
Is this LOCAL to You???
400 miles
How about this???
100 Miles

Approx. 100 miles
Defining Local Food

When you think of 'local food,' how do you define local?

- 39.9% within 50 miles
- 23.6% within 100 miles
- 12.0% within 200 miles
- 5.1% within county
- 5.9% within state
- 13.6% other (please specify)

N = 800

Insights from Consumers

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**Marketing is crucial.** Access is no longer the primary roadblock to increasing local food sales; only 27 percent of consumers say products are not available. However, about half say they aren’t buying local because of a lack of clear advertising.

**Local is fresh.** Almost all consumers (93 percent) associate local with “fresh,” which is the primary purchasing factor for grocery consumers.

**Most shoppers will pay extra.** Regardless of the category, 78 percent are willing to pay a premium of 10 percent or more for local food, up from 70 percent in 2014.

**Demand is expanding.** The spotlight is no longer only on local produce, meat, and seafood. More consumers say local is also an important attribute for prepared foods and dry groceries. For canned and jarred products, local increased in importance from 5 percent in 2014 to 13 percent in 2015; for prepared foods, the jump was from 10 percent to 23 percent; in bread, the increase was from 9 percent to 18 percent.
Are food miles your only criteria for defining what is local?

What about the following criteria used to promote local economies?:
• **ownership** (e.g., local family farms)
• **labor force** (e.g., farm workers from local communities)
• **supply source** (e.g., farming inputs from local manufacturers and companies)

Is Demand for Local Growing?
Insights from Consumers

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Marketing is crucial. Although no barrier to the survey respondents, only 27 percent of consumers say they are not available. However, about half say they aren’t buying because the lack of availability, advertising.

Major mainline food distributors are clamoring to source products from within the state of production or some arbitrary geographic region to stock their stores.

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The number of farmers' markets rose to 8,476 in 2015 but the rate of increase is diminishing.

Many direct to consumer outlets are highly labor-intensive, not very profitable for farmers
Vogel and Low (2011):

- Small farms (those with less than $50,000 in gross annual sales) were more likely to rely exclusively on direct-to-consumer marketing channels, such as farmers’ markets and roadside stands. They averaged $7,800 in local food sales per farm in 2008
- High price per unit/relatively small volume of sales
- Many farmers looking to stabilize cash flow and scale up their production by combining direct to consumer sales with sales to foodservice, institutions and retail food markets (sacrificing maximum unit price for greater sales volume)
While sales at farmers markets declined, food hubs and farm-to-school programs **exploded**. From 2007 to 2012, the number of **food hubs** — local groups that connect farmers to food-using businesses — increased 288 percent. Here's an even more ridiculous number: Since 2006, the number of school districts with farm-to-school programs jumped 430 percent, according to the USDA.
Community Supported Agriculture (CSA) subscribers

- CSAs first established in U.S. in mid-1980s with 2 operations
- Director of Local Harvest (on-line portal) reported more than 4,500 active CSAs in their listings as of January 2012 – and likely more than 6,000 nationwide
- In the 2012 Census of Agriculture, 12,167 farms reported they had marketed products through CSAs
What’s HOT
2015 CULINARY FORECAST

TOP 10 FOOD TRENDS

1. Locally sourced meat and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids’ meals
5. Natural ingredients/minimally processed food
6. New cuts of meat
7. Hyper-local sourcing
8. Sustainable seafood
9. Food waste reduction/management
10. Farm/estate branded items
The Midwest Region states of Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin experienced a **64% increase in the number of farmers markets and direct marketing farmers accepting SNAP** and a **23% increase in SNAP redemptions from FY12-FY14**. Please see the chart below for details.

### SNAP Farmers’ Markets (FM) and Direct Marketing Farmers (DMF) Number Authorized and Redemptions

**December, 2014**

<table>
<thead>
<tr>
<th>State</th>
<th>FY 12 # of FM/DMF</th>
<th>FY13 # of FM/DMF</th>
<th>FY14 # of FM/DMF</th>
<th>FY2012 Redemptions</th>
<th>FY2013 Redemptions</th>
<th>FY2014 Redemptions</th>
<th>Redemption Increases FY12-FY14</th>
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<tr>
<td>IL</td>
<td>65</td>
<td>97</td>
<td>119</td>
<td>$191,721</td>
<td>$307,507</td>
<td>$383,585</td>
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<tr>
<td>IN</td>
<td>34</td>
<td>46</td>
<td>67</td>
<td>$30,323</td>
<td>$47,644</td>
<td>$78,171</td>
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<tr>
<td>MI</td>
<td>221</td>
<td>279</td>
<td>330</td>
<td>$1,530,319</td>
<td>$1,701,926</td>
<td>$1,605,811</td>
<td>5%</td>
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<tr>
<td>MN</td>
<td>53</td>
<td>80</td>
<td>95</td>
<td>$149,319</td>
<td>$226,877</td>
<td>$247,627</td>
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<tr>
<td>OH</td>
<td>98</td>
<td>116</td>
<td>153</td>
<td>$201,013</td>
<td>$224,395</td>
<td>$238,984</td>
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<tr>
<td>WI</td>
<td>64</td>
<td>85</td>
<td>116</td>
<td>$170,986</td>
<td>$215,708</td>
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<tr>
<td>TOTAL</td>
<td>535</td>
<td>703</td>
<td>880</td>
<td>$2,273,681</td>
<td>$2,724,057</td>
<td>$2,803,460</td>
<td>23%</td>
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</table>
Where does Local “Fit” in the mix of Our Current Food System?
Tiers of the Food System Framework

Tier 0
- Personal Production of Food
  - Backyard gardens, community gardens, canning, hunting, gathering, fishing

Tier 1
- Direct Producer to Consumer
  - Farmers’ markets, farm stands, Community Supported Agriculture (CSA)

Tier 2
- Strategic Partners
  - In Supply Chain Relationships
  - Organic Valley, Alsum Produce, food co-ops

Tier 3
- Large Volume
  - Aggregation and Distribution
  - Sysco, Reinhart, Kroger

Tier 4
- Global, Anonymous
  - Aggregation and Distribution
  - Archer Daniels Midland, Cargill, Ajinomoto
Are tier 3 and 4 marketers listening to the current trends???

• **You bet they are....** and LOCAL is not an easy thing for them to source and deliver...

• The current distribution system is not designed for this and sourcing locally and in season is extra challenging.

• The farmers and farm production infrastructure as well as aggregation systems are being built as we speak.
But also:

- City Foods
- Whole Foods Markets
- Market District
- Bloomingfoods
- Lucky’s Market
- Goose the Market
- GreenBEAN Delivery
- Trader Joes
- Others???
So Why Does Local Matter?

Because (some) shoppers care and they are voting with their dollars for the food system they desire!
Local food has made the next great leap. From a buzzed-about consumer trend to a central growth prospect for grocery retailers and restaurants alike, the “locavore” movement is now an established part of the U.S. food market—and it is still growing. **Retailers and restaurants have bought into the local food movement, estimated at $12 billion in 2014 with 9 percent annual growth expected at least through 2018.**
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78% Willing to Pay MORE for Local

Figure 3
Shoppers across all segments are willing to pay more for local

Are you willing to pay more for local food?
(\% of respondents responding yes)

- Single urban households: 95\%
- Young couples without kids: 78\%
- Affluent families: 71\%
- Senior citizens: 68\%
- Middle income families: 67\%
- Low income families: 57\%

Source: A.T. Kearney analysis
Billion dollar industry for Indiana

Households + 2.5 million
10% of food budget (at home) $458/year

$1.14 billion!!

Food Security?
Why Does Local Food Matter to Farmers?

- LF can provide an “on ramp” for beginning farmers
- LF can provide an opportunity to diversify existing conventional farms to make efficient use of labor and resources. (family)
- LF/AT typically offers a more positive (consumer friendly) face of agriculture. (Food Production vs commodity)
- LF allows the ability to preserve the identity of the farmer. *Avoids farmer anonymity.*
- LF typically provide economic opportunity to farmers …keeps $$$ within Indiana
Where does your food come from?
Does it make a difference?

If you want to buy or eat food from a more local source...*How would you do it?*
Possible ways to source local and increase the farmer/shopper connection...

What are the pros and cons of each?

• Growing all your own
• Travelling to individual local farms to pick up farm products
• Farmers’ Markets
• Community Supported Agriculture
• Local auctions
• Other?
What are the Challenges Ahead in Developing Local Food Systems?
Challenges to Making the Local Food Connection

- Seasonality of product availability
- Access to mainstream marketing channels
- Value adding processing capacity
- Scale of available farmer production—consistency of quality, type and supply
- Access to startup funding—for individuals and cooperatives.
- Health and food safety regulation uncertainty and inconsistency.
- Lack of knowledge of some farmers of varieties, cultural practices, season extension, timing, harvest and post harvest care.
Not always so easy for local farmers to access larger-volume marketing channels

- Individual farm operators often lack individual capacity to meet buyer requirements for product volume, quality, consistency, variety, or extended availability.

- Farmers continue to be challenged by the lack of distribution, processing and marketing infrastructure that would give them wider market access to larger volume customers.
Traceback mechanisms and recordkeeping

- Many commercial, institutional and retail buyers are not just looking to procure food products that are locally/regional grown, but can be *traced back to the originating farm* in the event of a foodborne illness outbreak.
- Smaller and mid-scale farmers often lack capacity to establish adequate recordkeeping or product monitoring systems.

Food safety

- Commercial and institutional customers are increasingly demanding *third-party certifications* of production/handling processes, a marketing requirement that many smaller farmers have not had to address in the past.
- **Food Safety Modernization Act** is now in effect which will result in new requirements and expectations.

Market preparation

- Smaller and mid-scale producers may not find it economically feasible to pack/label/sort product in accordance with commercial buyer standards on their own.
USDA believes *regional food hubs can play an important role* in supporting/retaining these “ag-of-the middle” farmers and encouraging smaller farmers to scale up their operations.
Q: How can we keep our food dollars more local and meet the changing needs/wants of both farmers and consumers?

A: Food “Hubs” are one more possibility!
Food Hubs

- USDA working definition
  - A business or organization that actively manages the aggregation, distribution, and marketing of source-identified local and regional food products primarily from small to mid-sized producers to wholesalers, retailers, and/or institutional buyers.

- Needs to focus on helping farmer capture more of the food dollar
DISCLAIMER...

There is no “one size” fits all” model of a food hub that can serve as a “template” for any community or region…sorry… I have looked!

Here is an example of one new food hub that seems to be working…
Indiana Farms, Indiana Foods, Indiana Success: Hoosier Harvest Market

Mission:
“The Hoosier Harvest Market connects Indiana food producers with Indiana consumers for locally grown food products.”
## Aggregation Centers

<table>
<thead>
<tr>
<th>Service/Function</th>
<th>Aggregation Facility</th>
<th>Packing House</th>
<th>Web-Based Aggregator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Washing</td>
<td></td>
<td>✓</td>
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</tr>
<tr>
<td>Cooling</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Grading, Sorting &amp; Packing</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Re-Packing</td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>Sales &amp; Marketing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Distribution</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Products

- Specialty and Non-Specialty Crops
- Vegetables – a 12 month market!
- Fruit
- Value Added Products
- The “sweet stuff” – honey, syrup, sorghum, etc.
- Meats-beef, pork, lamb, chicken
- Eggs-chicken, quail, duck
- Mushrooms
- Grains/livestock feed
- Nuts
- Baked goods
- Cheese
- Many more.....

www.hoosierharvestmarket.com
http://hoosierharvestmarket.com/

COME ON IN, WE’RE OPEN!

SHOP NOW

YOU MIGHT ASK, HOW DOES THIS WORK?

SHOP ONLINE ➔ ORDER COMPLETE ➔ DELIVER GOODS ➔ PICK-UP
Note: The current ordering period closes on Wednesday, September 17 at 12:00 PM.
Weekly Market Cycle

Day 1:
Farmers enter week's availability.

Day 2-6:
Customers shop online.

Day 6:
Software provides delivery list to farmers.

Day 7 (am):
Farmers deliver to distribution location.

Day 7 (pm):
Pick up and delivery of orders.

Day 7:
Settle up accounts and calculate producer payments.
Now with 15 Pick UP Locations... And more to come as we grow supply and demand
Our Thanks to USDA Rural Development
Mobile App—Now Available

Announcing Hoosier Harvest Market's Mobile App

“NO NEED TO WAIT...IT’S HERE!!!!

“HHM BASKET”
Now Serving 5 Counties

• Hancock
• Henry
• Hamilton
• Marion
• Johnson
“Like Us” on Facebook

www.facebook.com/HoosierHarvestMarket
Opportunities (for consumers)

• Access to fresh seasonal produce from local (known) regional sources.
• Access to pick up point or home delivery (less time at farmers’ market and better access than FM)
• Pricing similar to FM or Grocery store (in season)
• Increased product quality (maturity)
• Celebrates local, seasonal farm products that offer a sense of place and season and connects them with the place (and the people) where it is produced.
• Availability of gleanings and excess production to food pantries
Opportunities (for farmers)

• Increased farmer income (decreased marketing time)

• Access to new consumers- those who can’t or won’t shop at a FM and restaurants who don’t want to deal directly with multiple farmers, also institutions, schools, hospitals etc… who need consistency and product liability/GAPS

• Efficiency of delivery- drop and go…

• Access to value added processing including use of off grade product for processing and storage.
Tools and Techniques to Extend the Season and Add Value
Innovations in local food distribution

purple porch co-op

THIS OLD FARM

HUSK FARM LEAGUE

Green BEAN Delivery

Hoosier Harvest MARKET

Purdue University Cooperative Extension Service is an Affirmative Action, equal opportunity institution.
WARNING: NAKED CORN
Marketing Tools for Local Food

*Indiana Grown Initiative - ISDA*

*Grower Associations — Regional, cooperatives, non-profit, casual*

*Dig-IN- A Taste of Indiana- Non-Profit*

*Indiana Artisan — Non-profit*
Introducing...

FoodLink

Making Fresh Foods Decisions Fast and Recipes with Flavor

www.purdue.edu/FoodLink
Making food decisions for our families on the go...It's not for the unprepared!

Q: Is there a way that our food can tell us more about itself at the point of sale?

A: Now there is!!!

FoodLink!
Point of Sale

FoodLink
Making Fresh Foods Decisions Fast and Recipes with Flavor

Apples

www.purdue.edu/FoodLink

FoodLink
Making Fresh Foods Decisions Fast and Recipes with Flavor

Apples

www.purdue.edu/FoodLink
The Cell Phone View

• It is the “compressed” view as seen from the consumer’s Smart Phone that is the focus of this effort.

• It is thought that this will be the typical point of information access.
With *FoodLink* now your fresh Indiana Specialty Crops (all common fruits and vegetables) can instantly share with you:

- Specialty Crop Name(s)- Common and Latin,
- Nutritional Content
- Varieties/types
- Photos as harvested
- Seasonal availability
- Relevant selection information
- Initial basic preparation/general cooking/storage tips
- Possible pairings with other seasonally available foods
- Food safety tips
- Recipes for home and institutional use-Simple and more advanced
- Links to You-Tube videos to illustrate basic use, preparation and storage techniques
ENROLL IN FoodLink ON LINE
WWW.PURDUE.EDU/FOODLINKSUPPORT
E-NEWSLETTER- FREQUENT UPDATES

Enrolling is NOT required to use FoodLink!

Questions? foodlink@purdue.edu
Introducing…

Instant shopper access to expert reviewed information on over 50 Indiana fruits and vegetables at the point of purchase!!!
- SARE, grant programs
- Professional development, farmer grants, on-farm research
- Hort Congress

- Urban Farmer Certificate
- Urban Farm Incubator
- Food Council Development

- Sustainable Agriculture
- Local Food Program

- Beginning Farmer Program
- Farmer Networks, Veterans
- Mentors, Curriculum, Workshops, Travel

- Community Wellness
- Food Access
- SNAP, WIC, School workplace wellness

- Small Farms Team
- Rebuilding Your Local Food System
  - Shared-Use Kitchens
  - Farmers’ Market
  - Food Hub Network
  - Farm to School
  - Indiana Grown
  - FoodLink

- Farmers’ Market
- Indiana Small Farms Conference
- Poultry Branding Project

- Purdue Extension Diversified Food and Farming Systems