



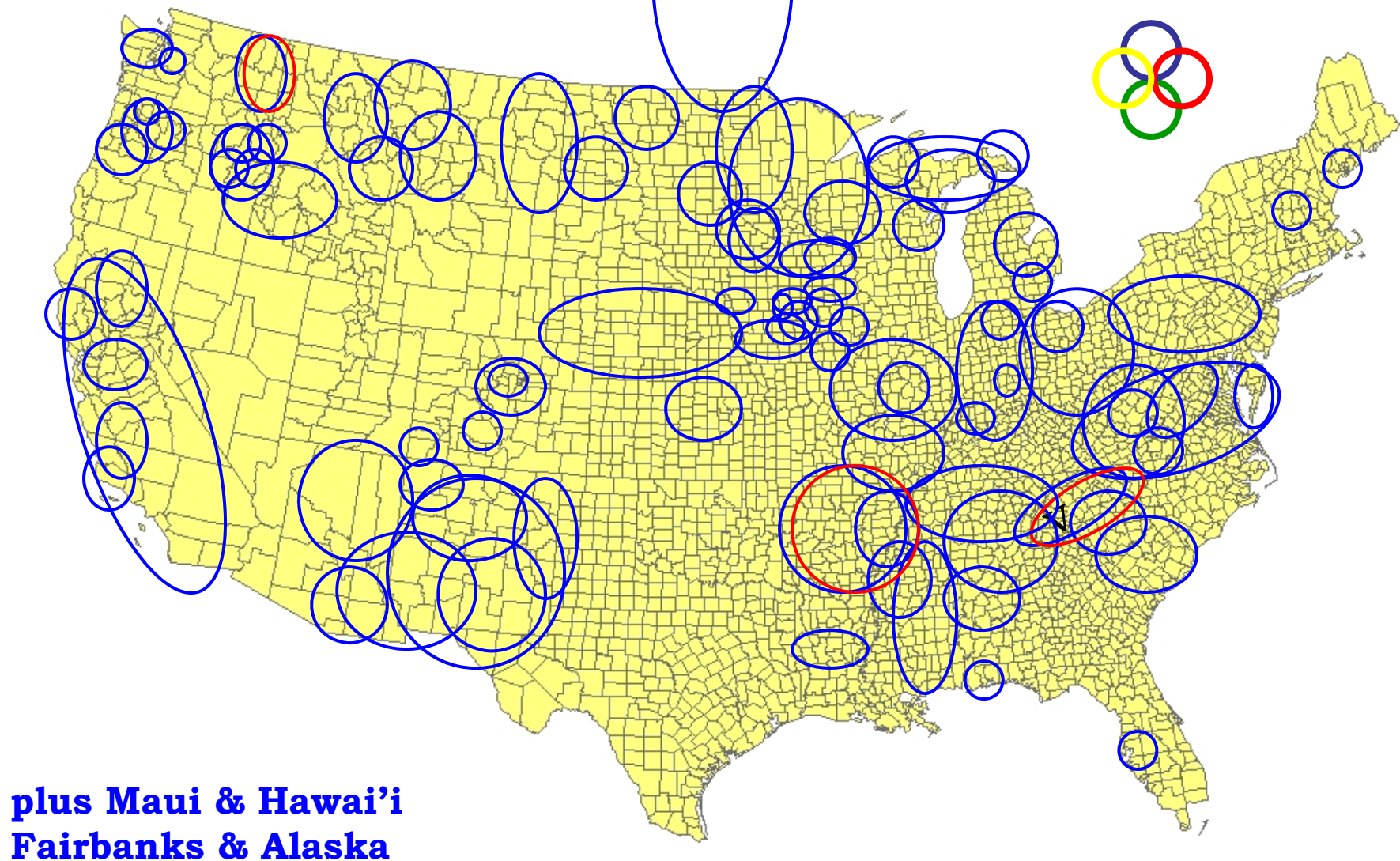
# **Building Local Food & Opportunity in the Northern Piedmont**

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

**RRRC food system meetings**  
Warrenton, Culpeper, &  
Madison, Virginia  
**February 3-4, 2015**



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



**107 regions in 36 states & Manitoba**



# 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**

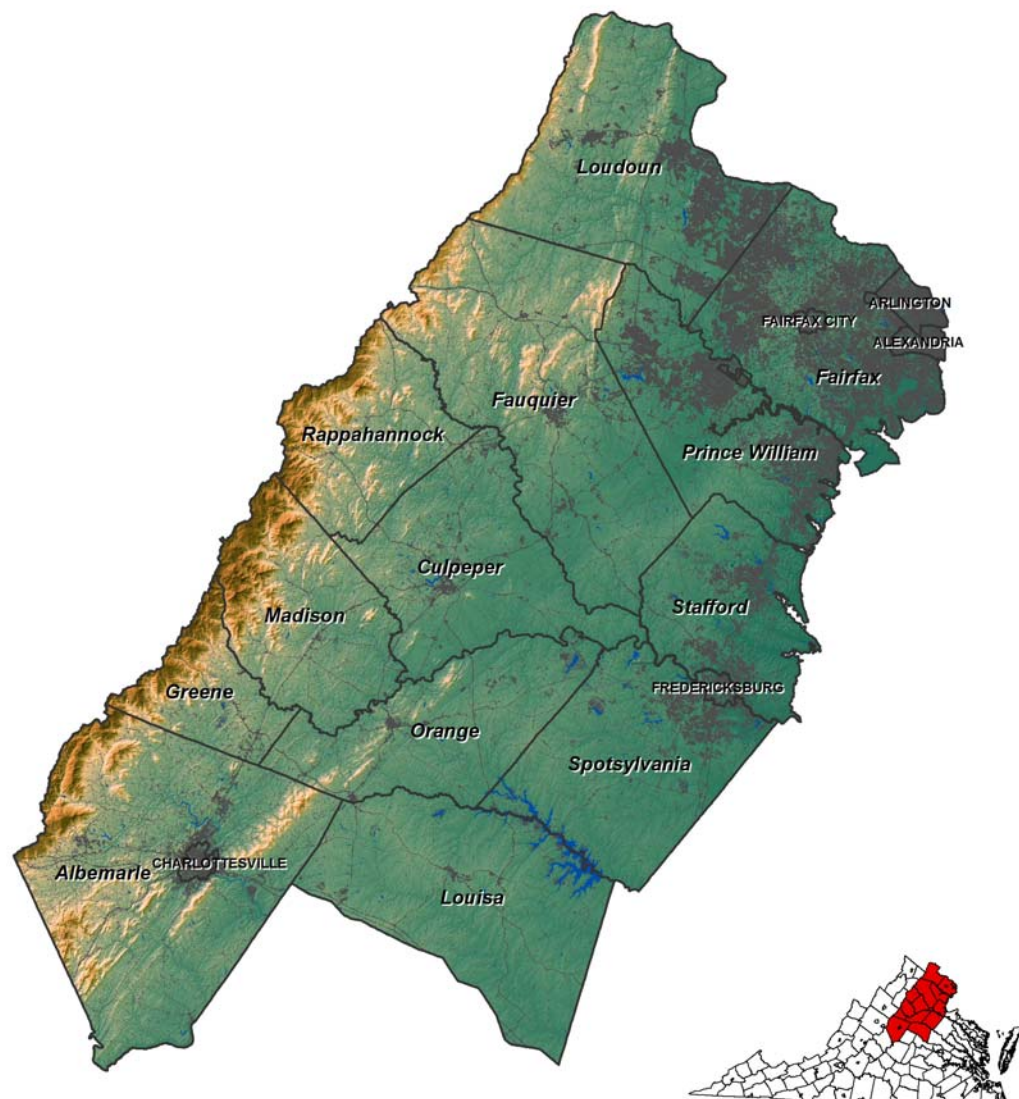




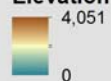




## Elevation and Urban Areas



Elevation (ft)



Water

Urban/Developed

**NOTE:** Land cover data has a resolution of 30m x 30m, isolated areas smaller than that will not be visible.

Sources: USDA National Land Cover Dataset (2011);

USGS National Elevation Dataset

Projection: Virginia State Plane North

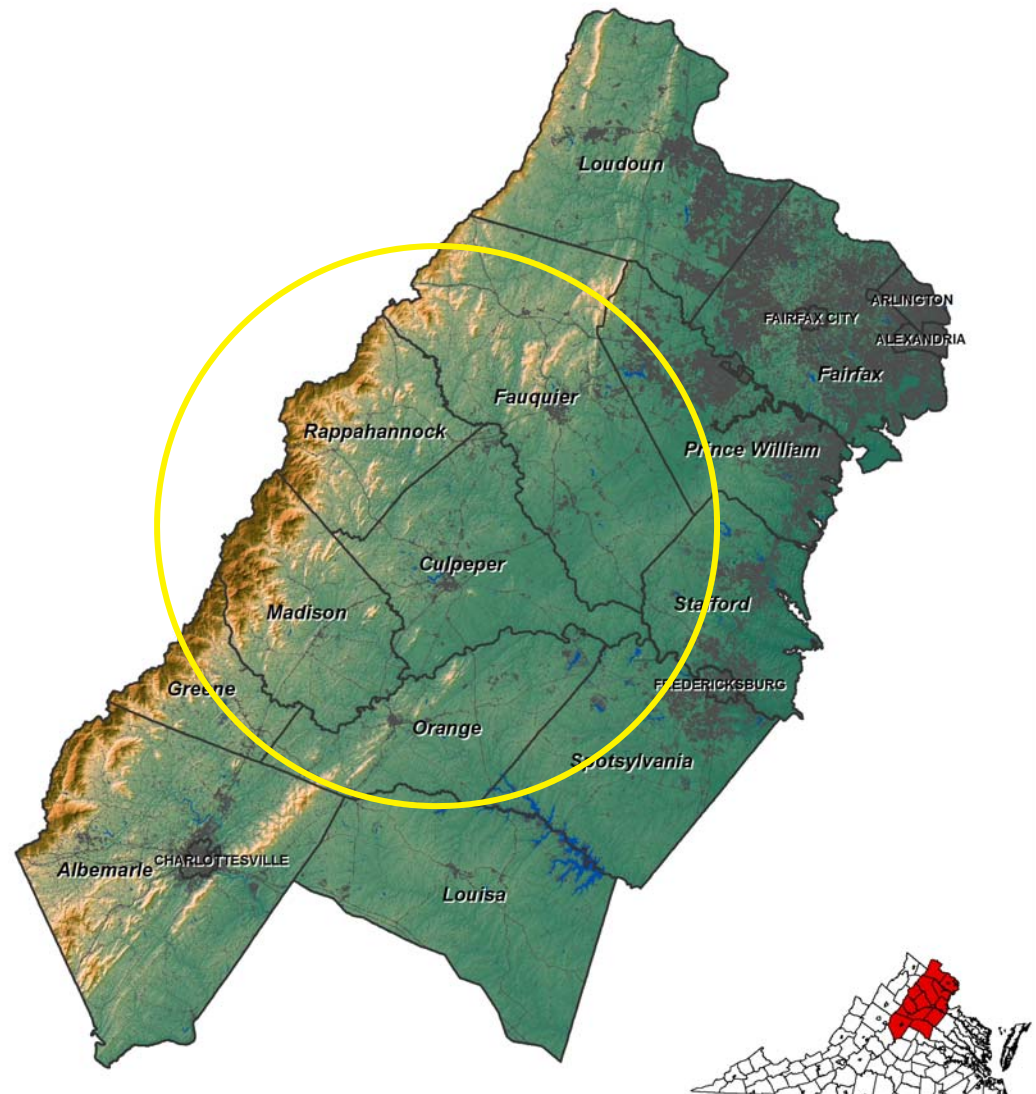
0 25 50 mi



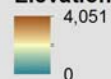
## Interviews cover:

- Culpeper
- Fauquier
- Madison
- Orange
- Rappahannock

## Elevation and Urban Areas



Elevation (ft)



Water

Urban/Developed

NOTE: Land cover data has a resolution of 30m x 30m, isolated areas smaller than that will not be visible.

Sources: USDA National Land Cover Dataset (2011);  
USGS National Elevation Dataset

Projection: Virginia State Plane North

0 25 50 mi





**Cool Lawn Dairy/MooThru, Remington**





Cool Lawn Dairy/MooThru, Remington





**Cool Lawn Dairy/MooThru, Remington**



**Francis Ngoh -- Rock Creek Farm, Goldvein**





**Wally Hudson**

**Moving Meadows Farm, Culpeper**





**Grain Mill**

**Moving Meadows Farm, Culpeper**





**Bread display**

**Moving Meadows Farm, Culpeper**





**Chef James Wedderburn**

**Fauquier Hospital, Warrenton**





WE CREATE

# Authentic Food

*from scratch*

using fresh, responsibly sourced, seasonal ingredients and culinary creativity. We are guided by environmentally responsible practices, avoid additives, chemicals and preservatives.

experience the difference  
with Unidine

**Unidine food service**

**Fauquier Hospital, Warrenton**





**Unidine food service**

**Fauquier Hospital, Warrenton**





**Mark Seale**

**Blue Ridge Produce, Culpeper**





**Eric Plaskin**

**Waterpenny Farm, Sperryville**





**Blueberries**

**Waterpenny Farm, Sperryville**





**Clay Jackson**

**Senterfitt Farm, Madison**





**Jimmy Graves**

**Graves Mountain Lodge, Syria**





# Local Food Hub

Providing access to farm sourced food  for everyone

**Local Food Hub, Charlottesville**





**Matt Baer**

**Local Food Hub, Charlottesville**





**Matt Baer**

**Local Food Hub, Charlottesville**





**Kristen Suokko**

**Local Food Hub, Charlottesville**



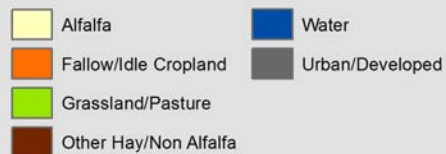
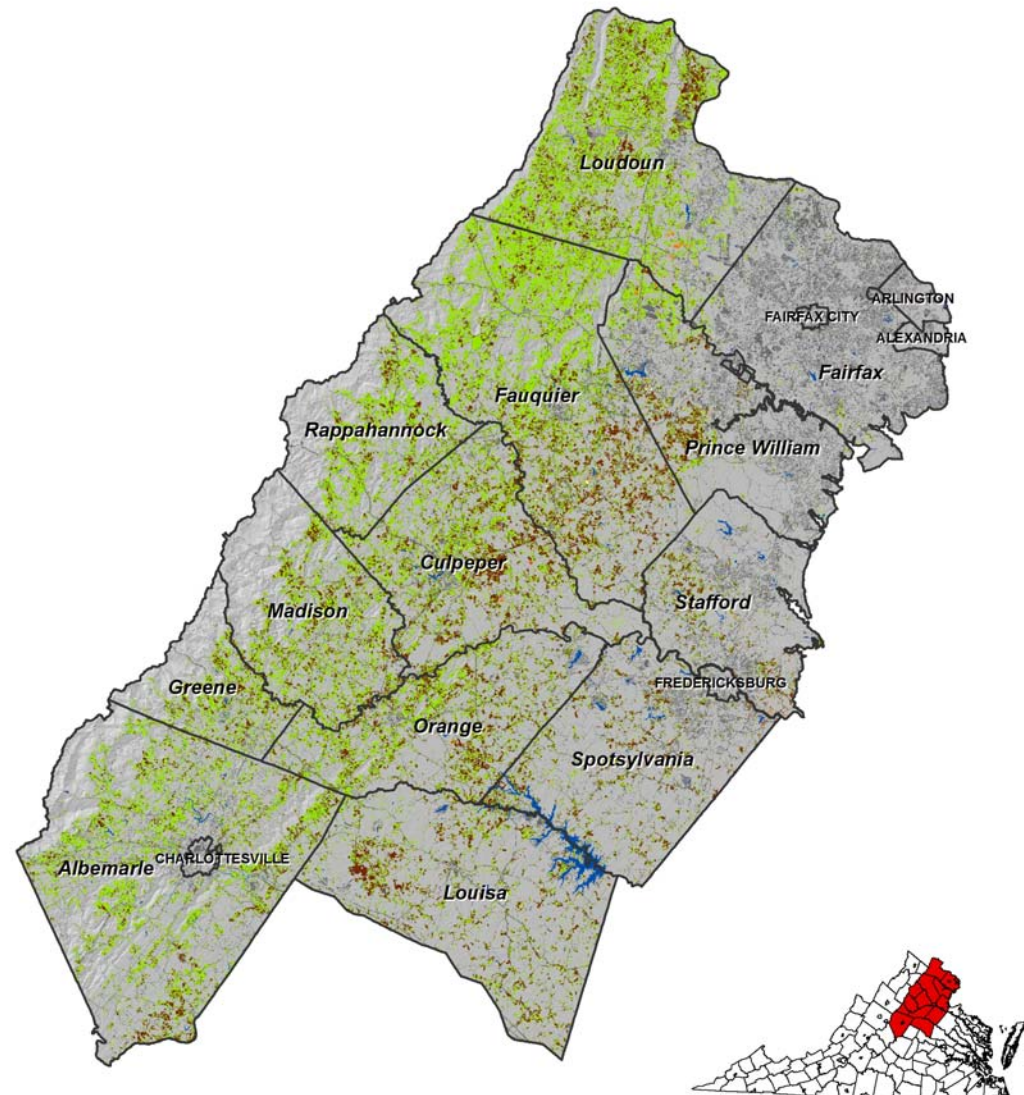


**Charlottesville Mall**





## Pasture, Hay, and Fallow Land



**NOTE:** Land cover data has a resolution of 30m x 30m, isolated areas smaller than that will not be visible.

Sources: USDA National Land Cover Dataset (2011);  
USGS National Elevation Dataset  
Projection: Virginia State Plane North

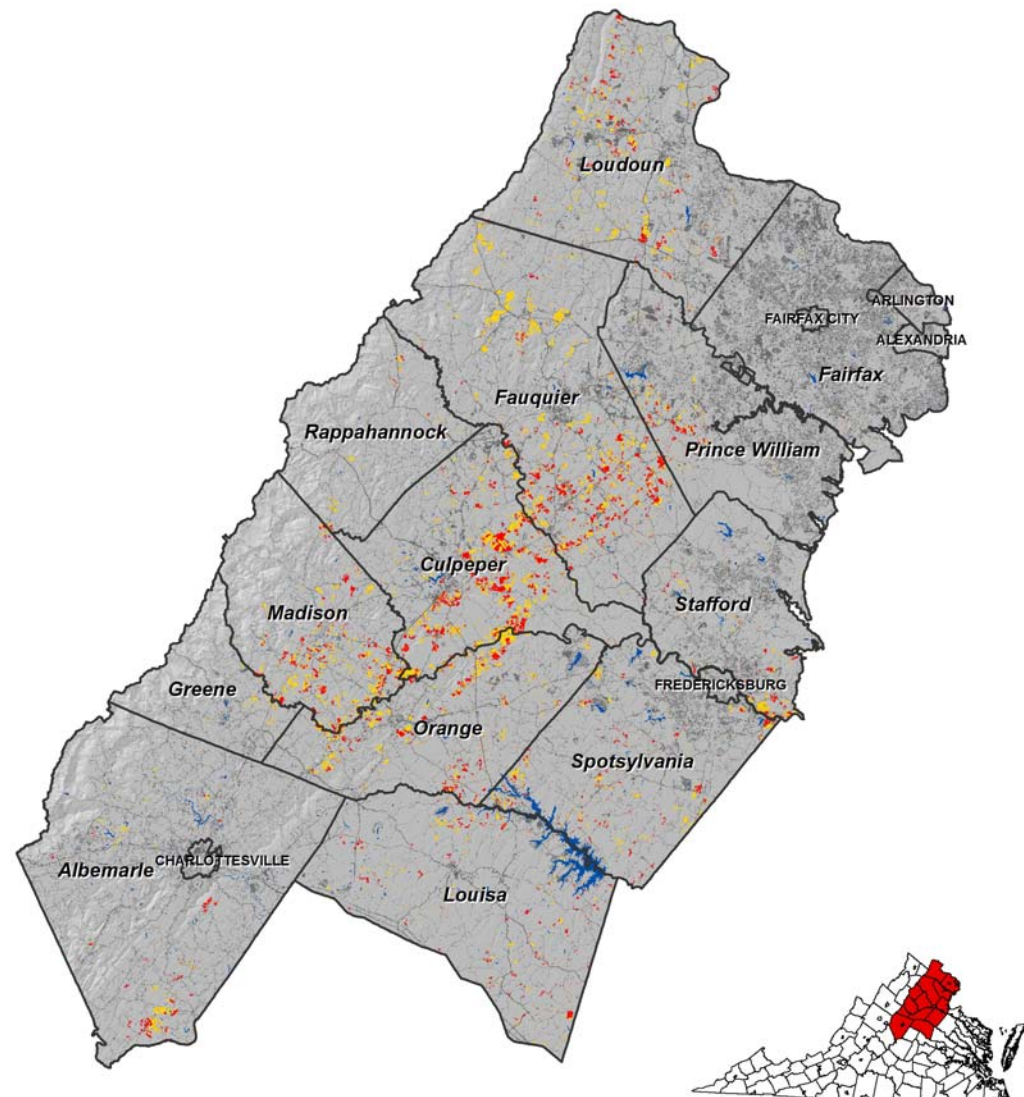
0 25 50 mi

Map by Adam Cox





## Corn and Soybeans



**NOTE:** Land cover data has a resolution of 30m x 30m, isolated areas smaller than that will not be visible.

Sources: USDA National Land Cover Dataset (2011);  
USGS National Elevation Dataset  
Projection: Virginia State Plane North



Map by Adam Cox





# **Consumer Market for food**

	<i>millions</i>
<b>Meats, poultry, fish, and eggs</b>	<b>\$ 1,024</b>
<b>Fruits &amp; vegetables</b>	<b>778</b>
<b>Cereals and bakery products</b>	<b>596</b>
<b>Dairy products</b>	<b>468</b>
<b>“Other,” incl. Sweets, fats, &amp; oils</b>	<b>1,592</b>





## Top farm products

	\$ millions
Ornamentals	*87
Cattle & calves	79
Milk	*31
Corn	*30
Soybeans	*28
Forage	20
Fruits & tree nuts	*18
Poultry & eggs	*12
Horses	11

Census of Agriculture -- \* means data suppressed



**820 farms sold \$5.6 million of food products directly to consumers**

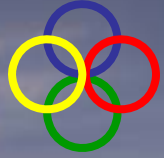
**This is a 28% increase of number of farms selling direct (2002-2007)**





**Direct sales account for at least  
1.6% of farm product sales**

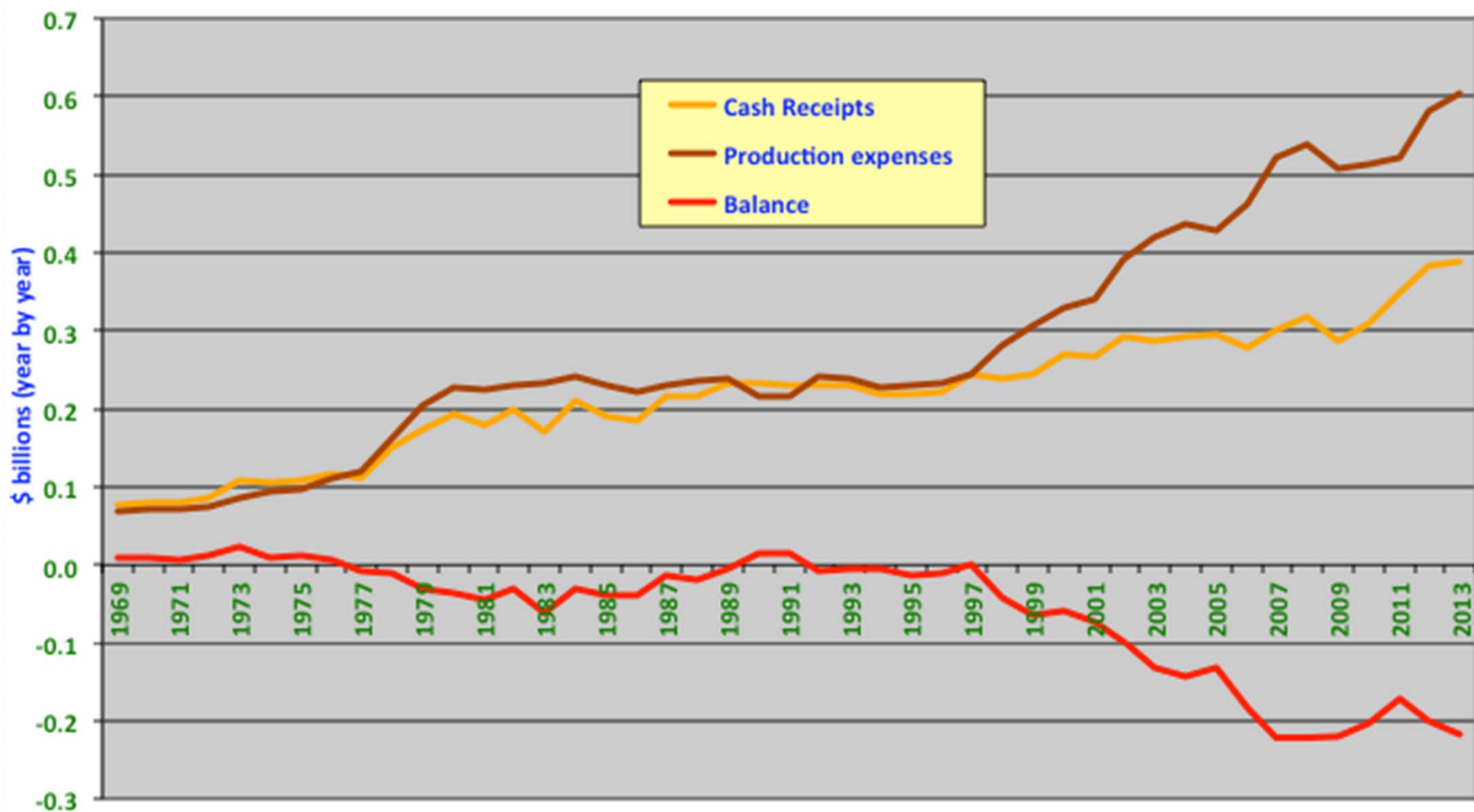
**This is more than 5 times the  
national average of 0.3%**





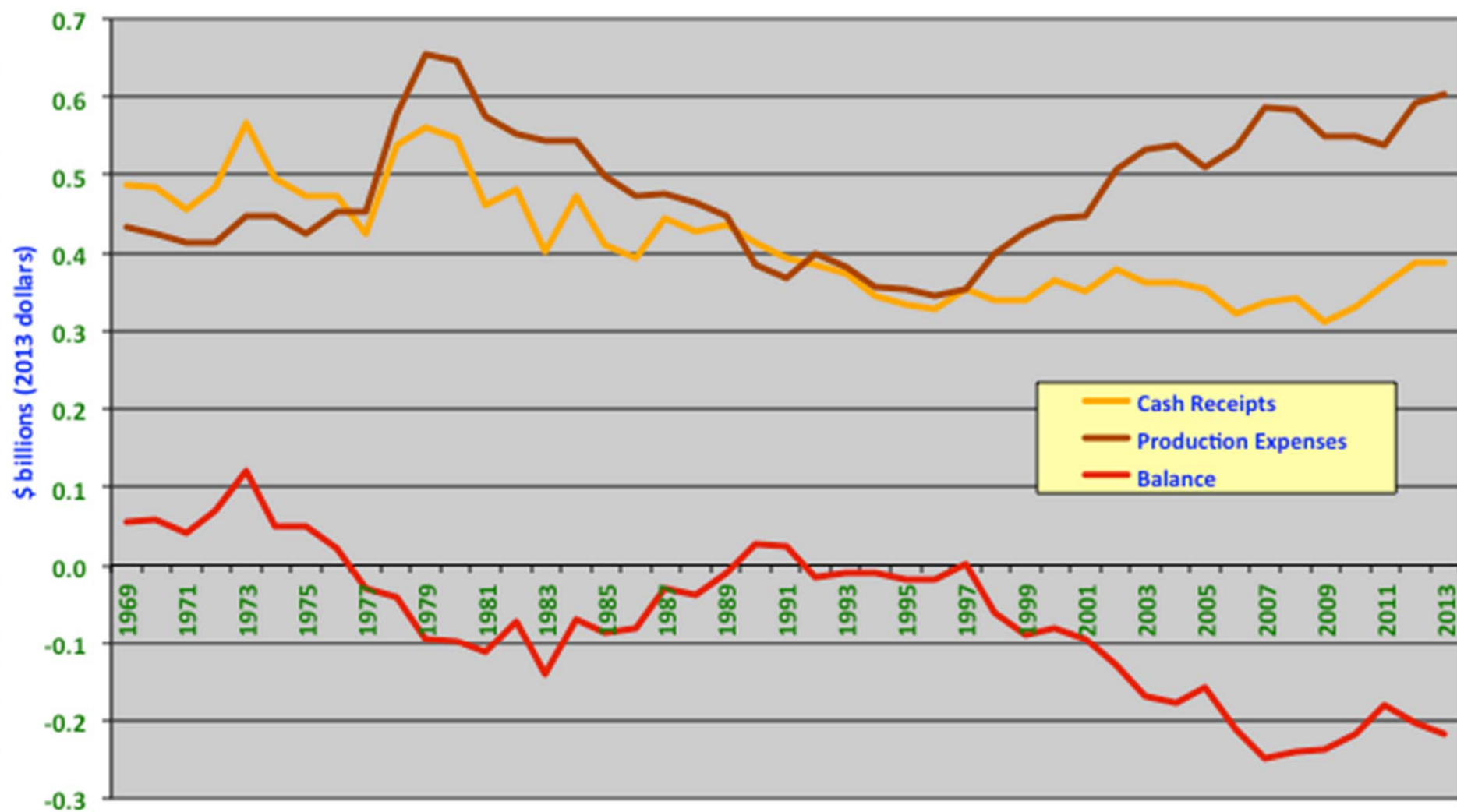


## Farm Production Balance in RRRC region, 1969-2013





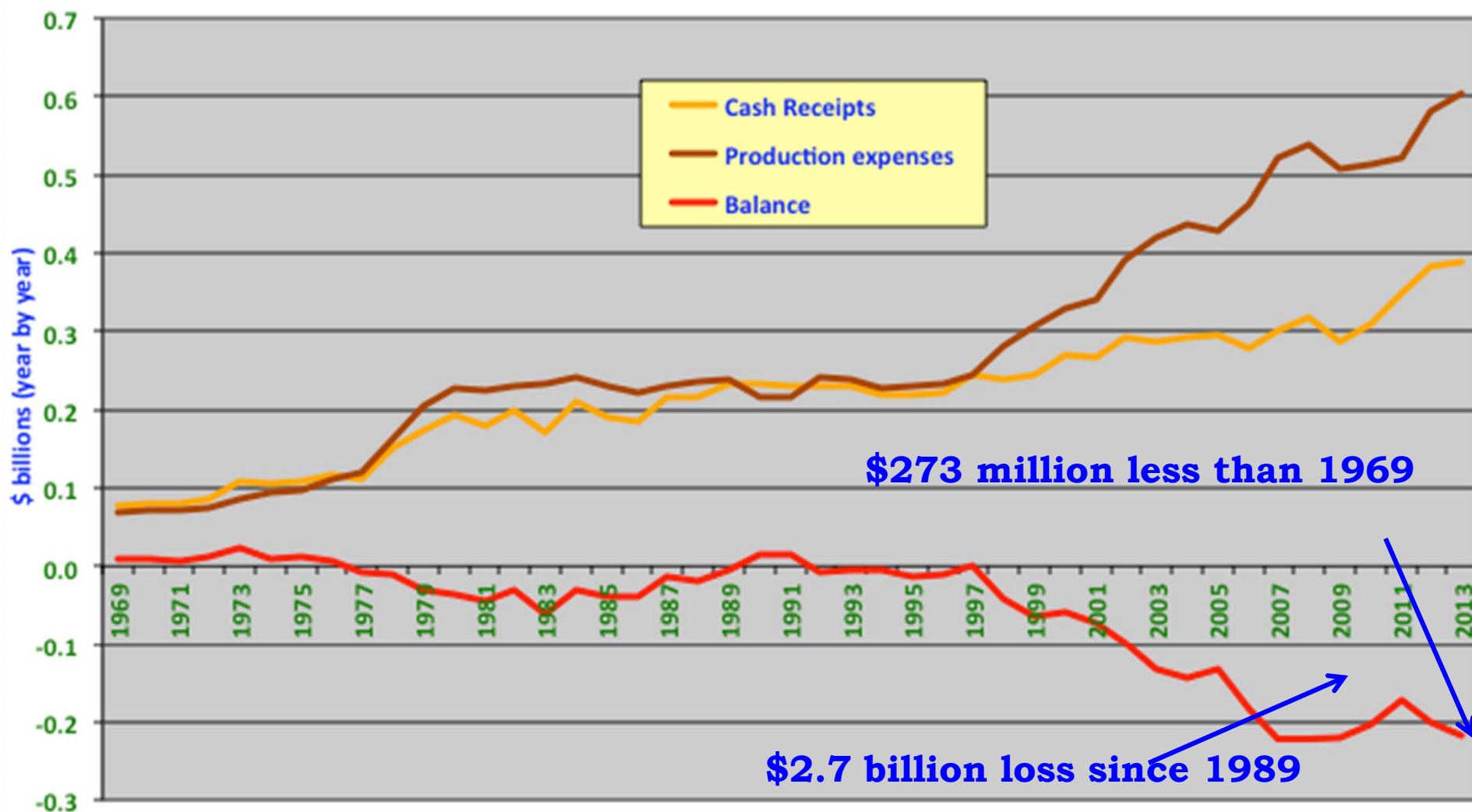
## Farm Production Balance in RRRC region, 1969 - 2013



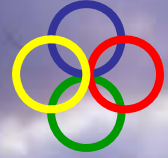




## Farm Production Balance in RRRC region, 1969-2013



**Losses for 34 of last 37 years**



# **Food & Farm Economy**

- **Farmers sell \$360 million of products per year**  
**and...**
- **Spend \$469 million to raise them**  
**lose \$110 million (30%) in production**

**Averages for (1989 - 2013)**



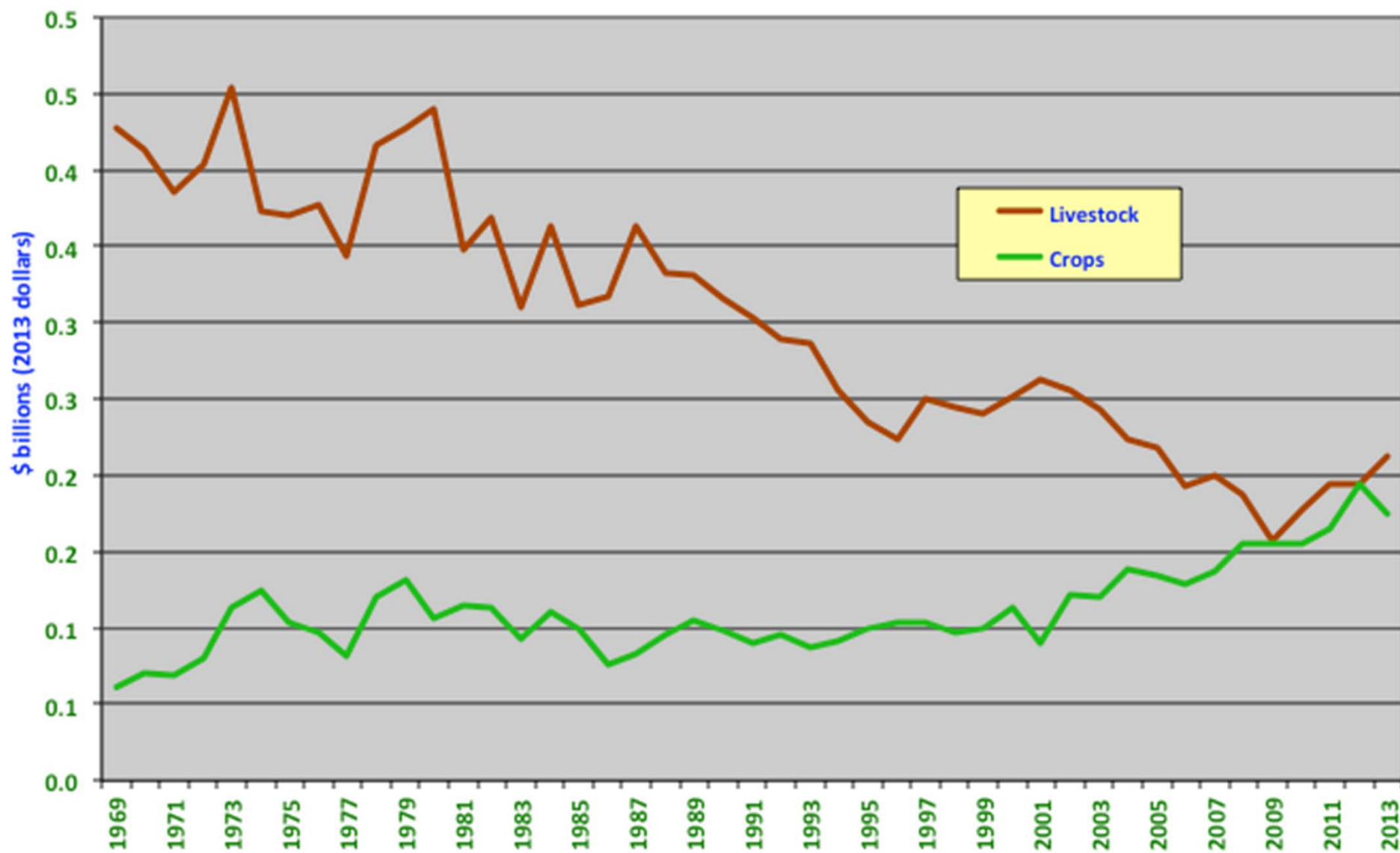


# **Food & Farm Economy**

**Average net loss  
is \$14,540 per farm**



## Crop and livestock sales in RRRC region, 1969-2013







# **Food & Farm Economy**

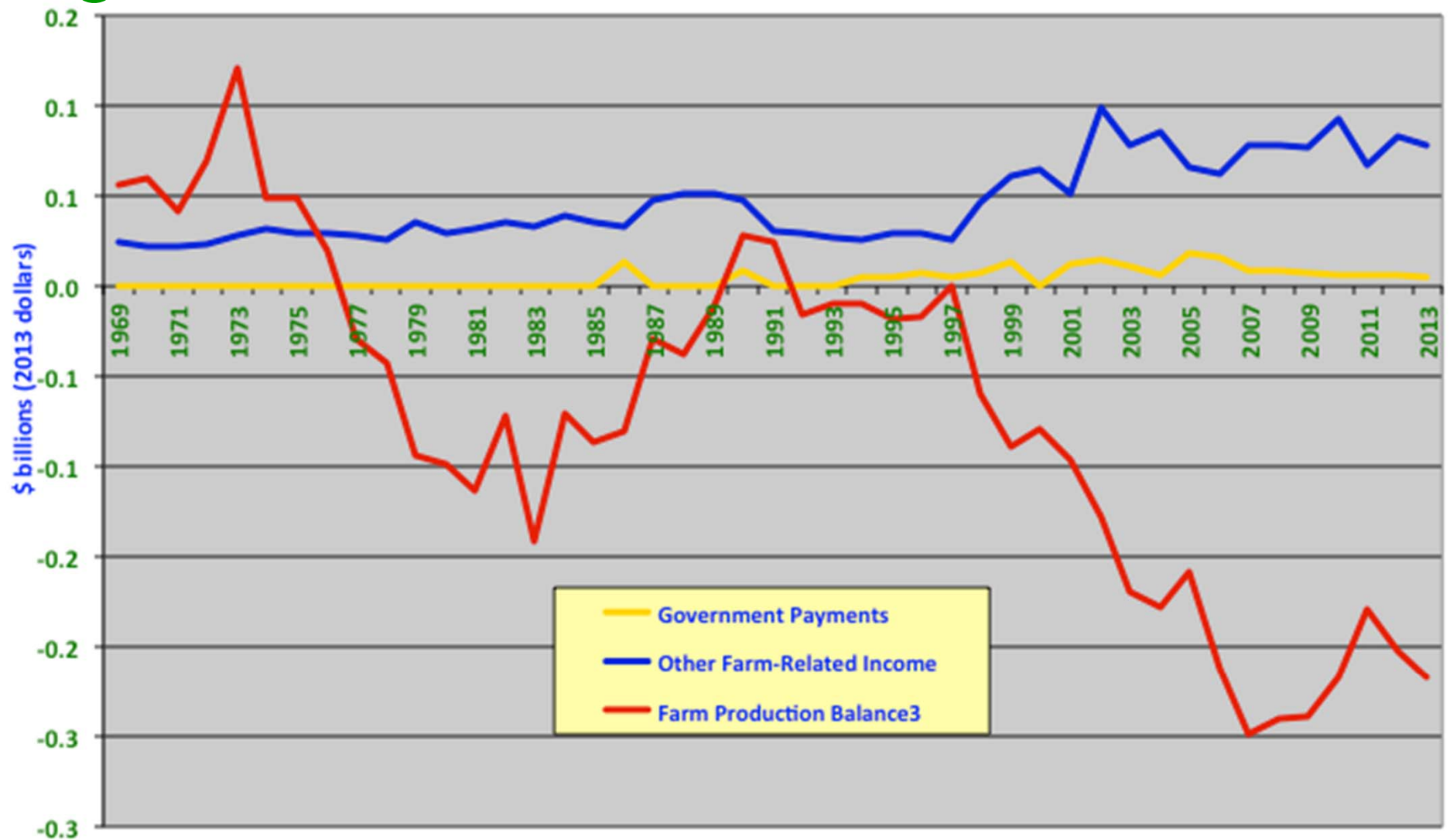
**Plus...**

- **Farm families earn \$59 million of other farm-related income**
- **And receive \$10 million in federal supports each year**

**Source: Bureau of Economic Analysis**

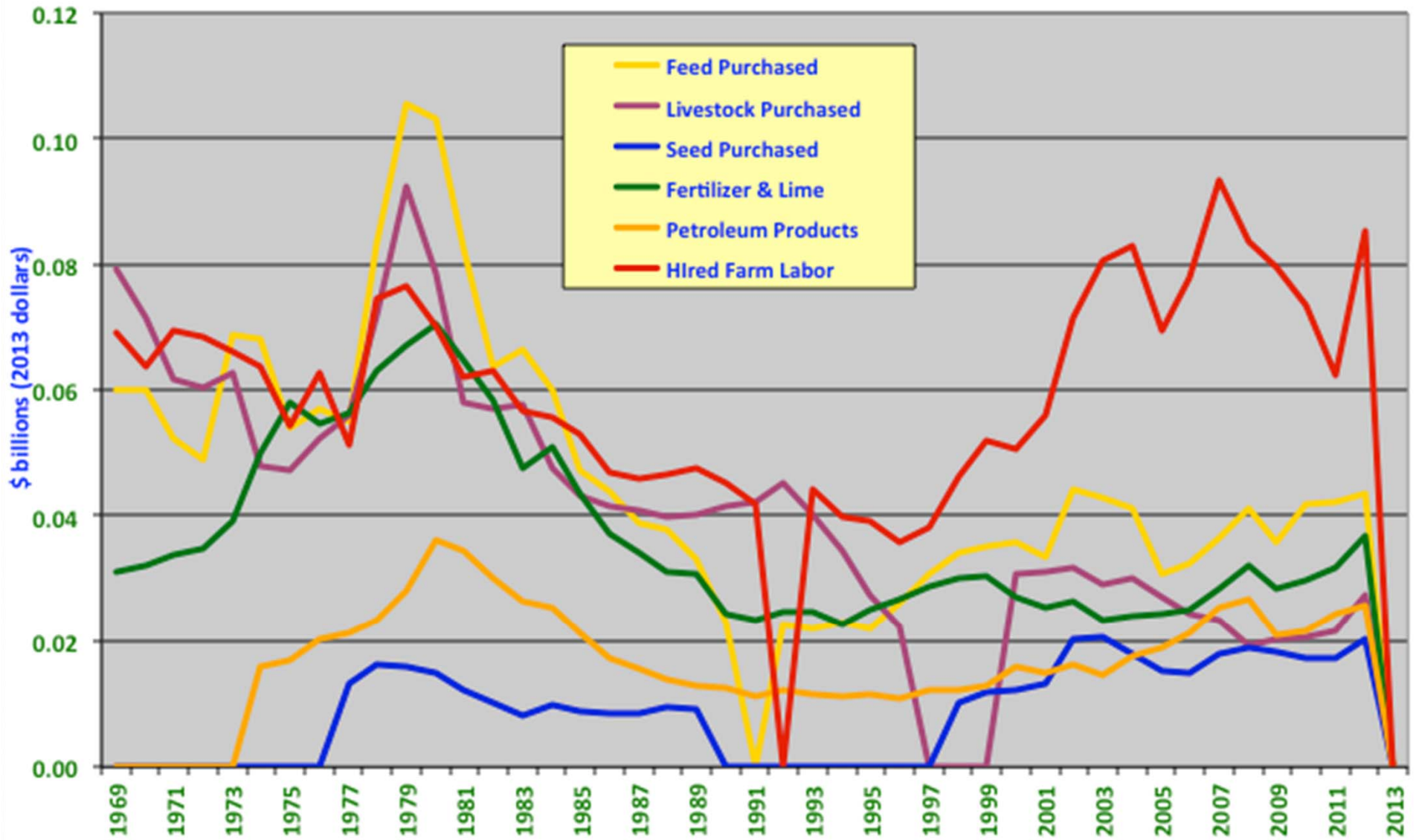


RRRC region farm income by type, 1969-2013





Farm production expenses in  
RRRC region, 1969-2013





## **Farm inputs**

**Farmers buy \$200 million of inputs  
each year that are sourced outside  
of the region**





**Using local inputs  
would reduce losses**



**Also a region of food consumers...**





# **Market for food in Northern Piedmont**

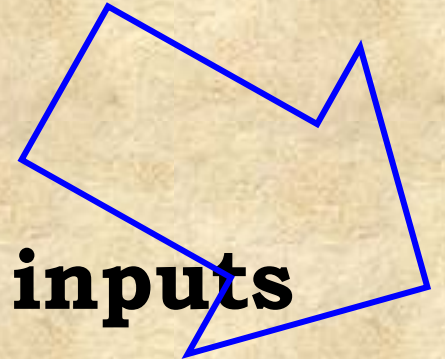
**Consumers buy \$7.5 billion of food  
each year...**

**\$7 billion sourced outside of the  
region**



## **Losses to Northern Piedmont**

- **Farmers lose \$110 million / year**
- **Farmers gain \$10 million in subsidies**
- **Farmers buy \$200 million of inputs sourced outside of region...**
- **Consumers spend \$7 billion buying food sourced outside of the region**







# **Loss of potential wealth**

**Total loss is \$7.3 billion  
per year...**

**20 times the value of all farm  
commodities sold in the region**



## Consumers make a difference

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

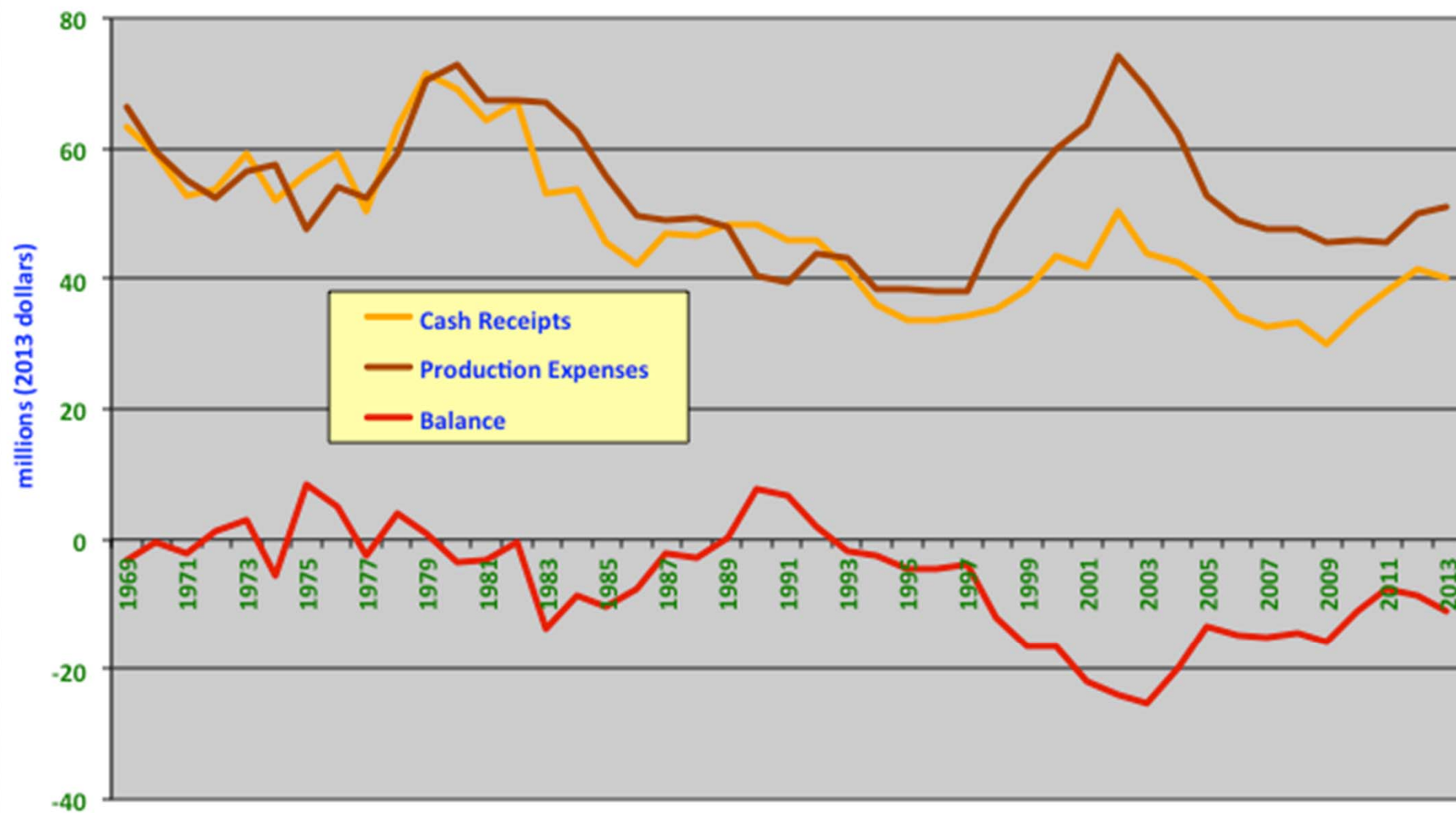
**(double current cash receipts!)**







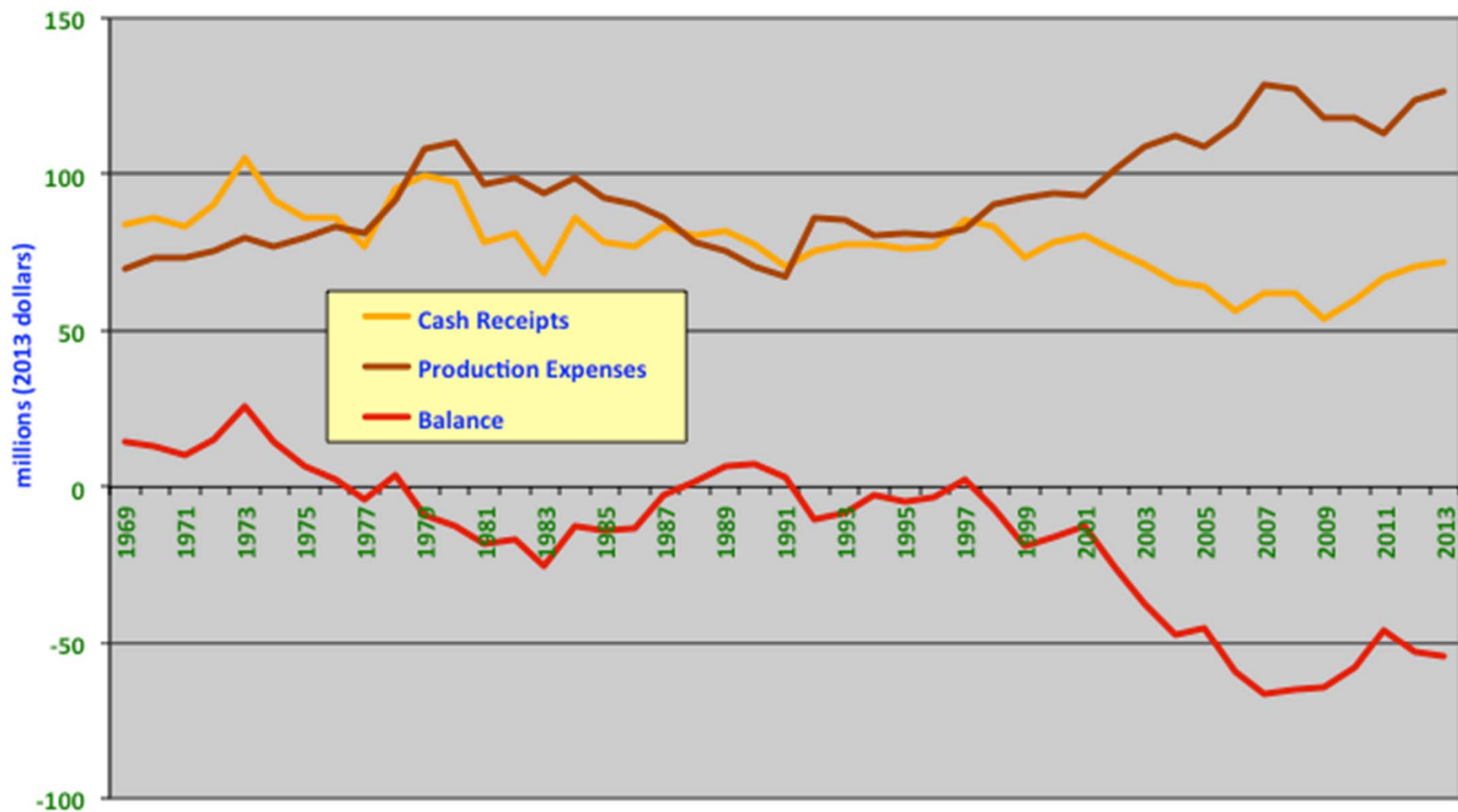
## Farm Production Balance in Culpeper County, 1969 - 2013





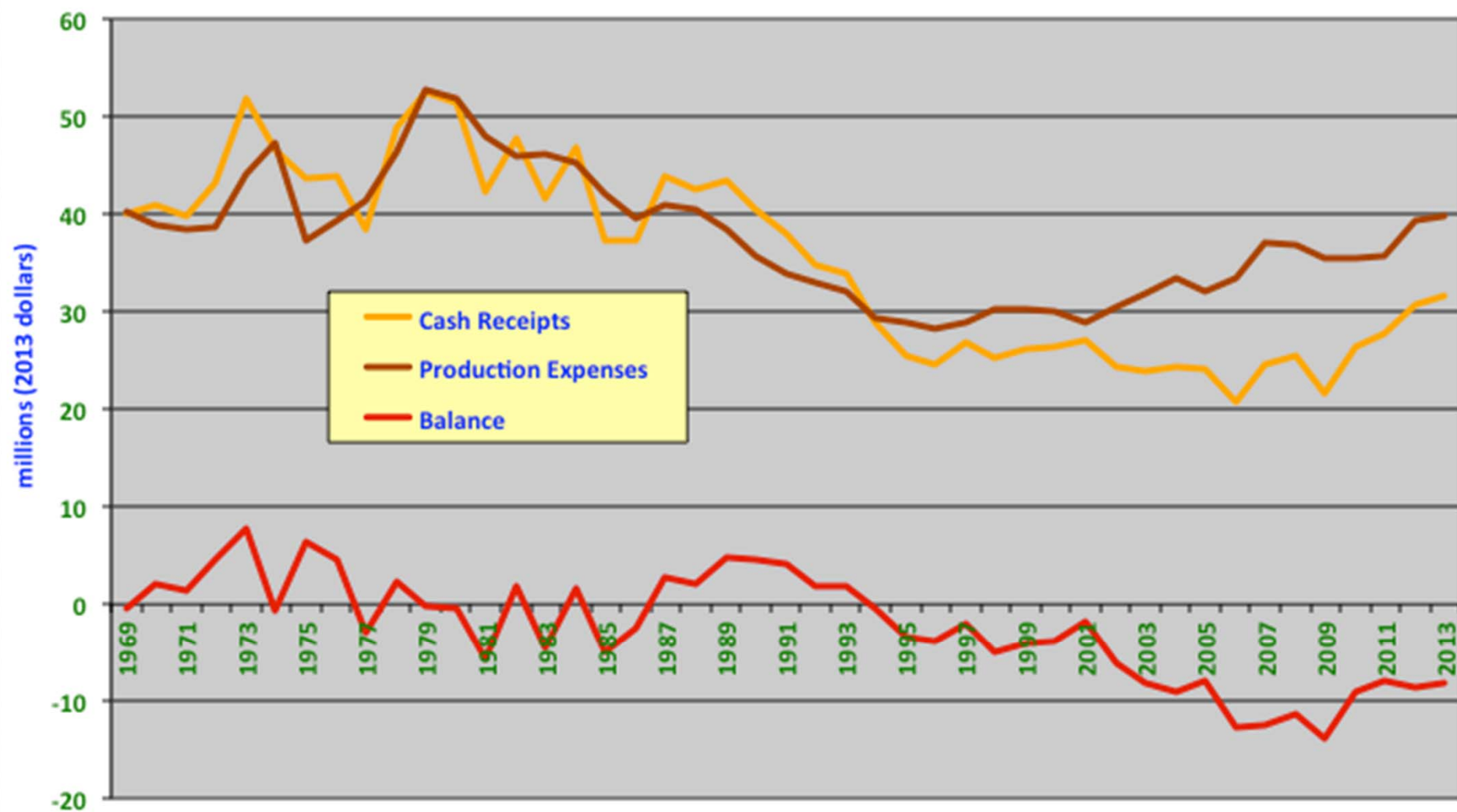


## Farm Production Balance in Fauquier County, 1969 - 2013





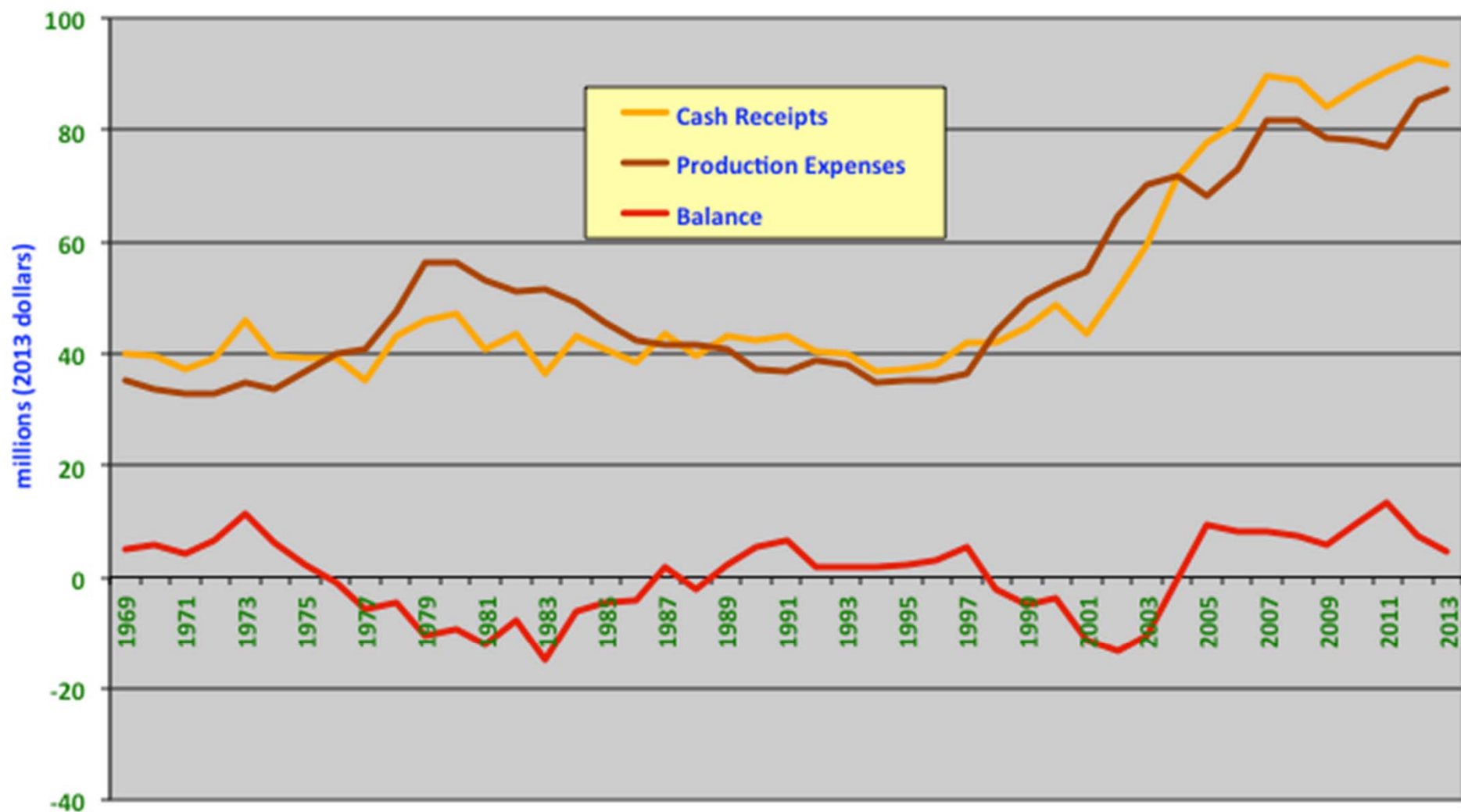
## Farm Production Balance in Madison County, 1969 - 2013





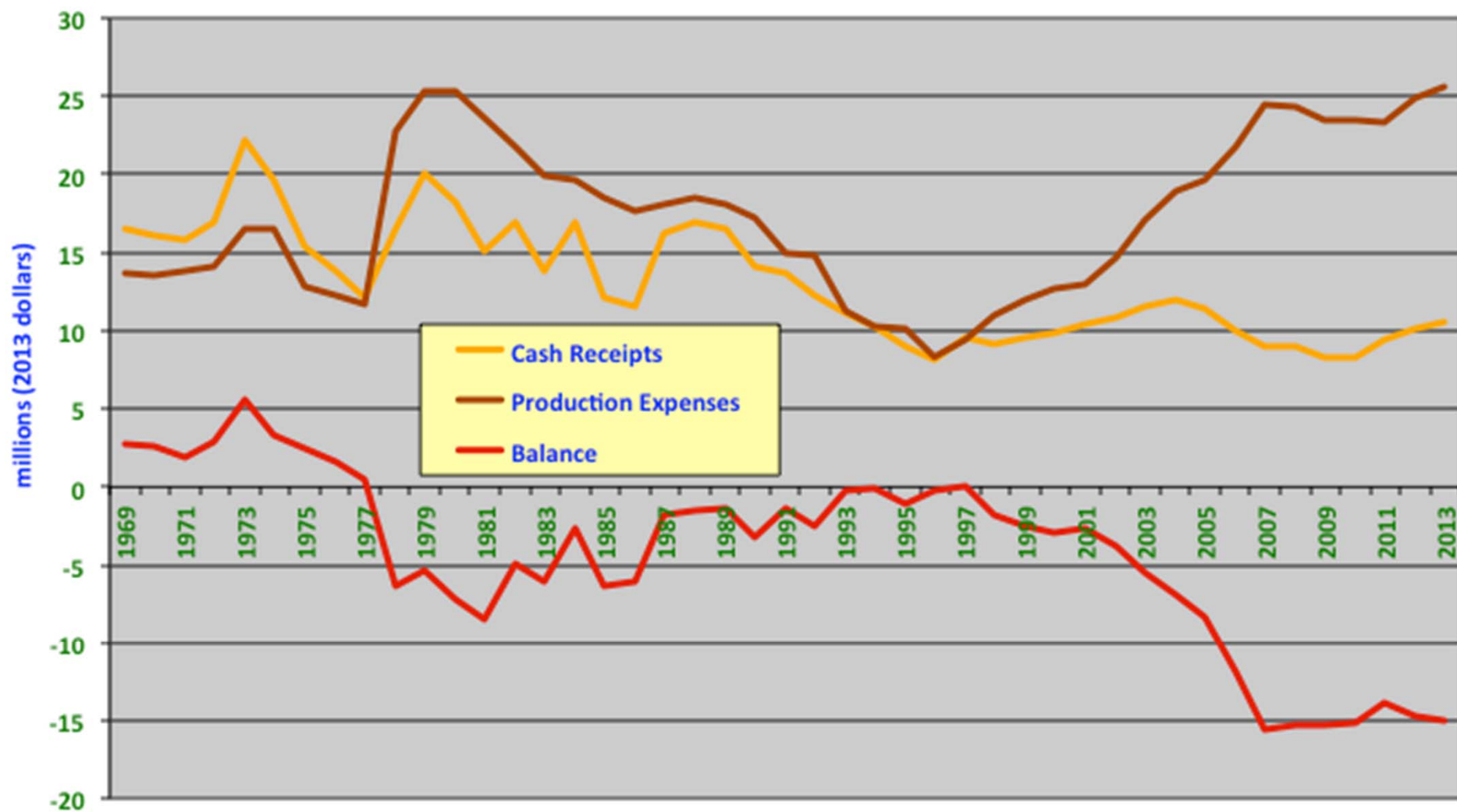


## Farm Production Balance in Orange County, 1969 - 2013





## Farm Production Balance in Rappahannock County, 1969 - 2013







**Bureau of Economic Analysis**



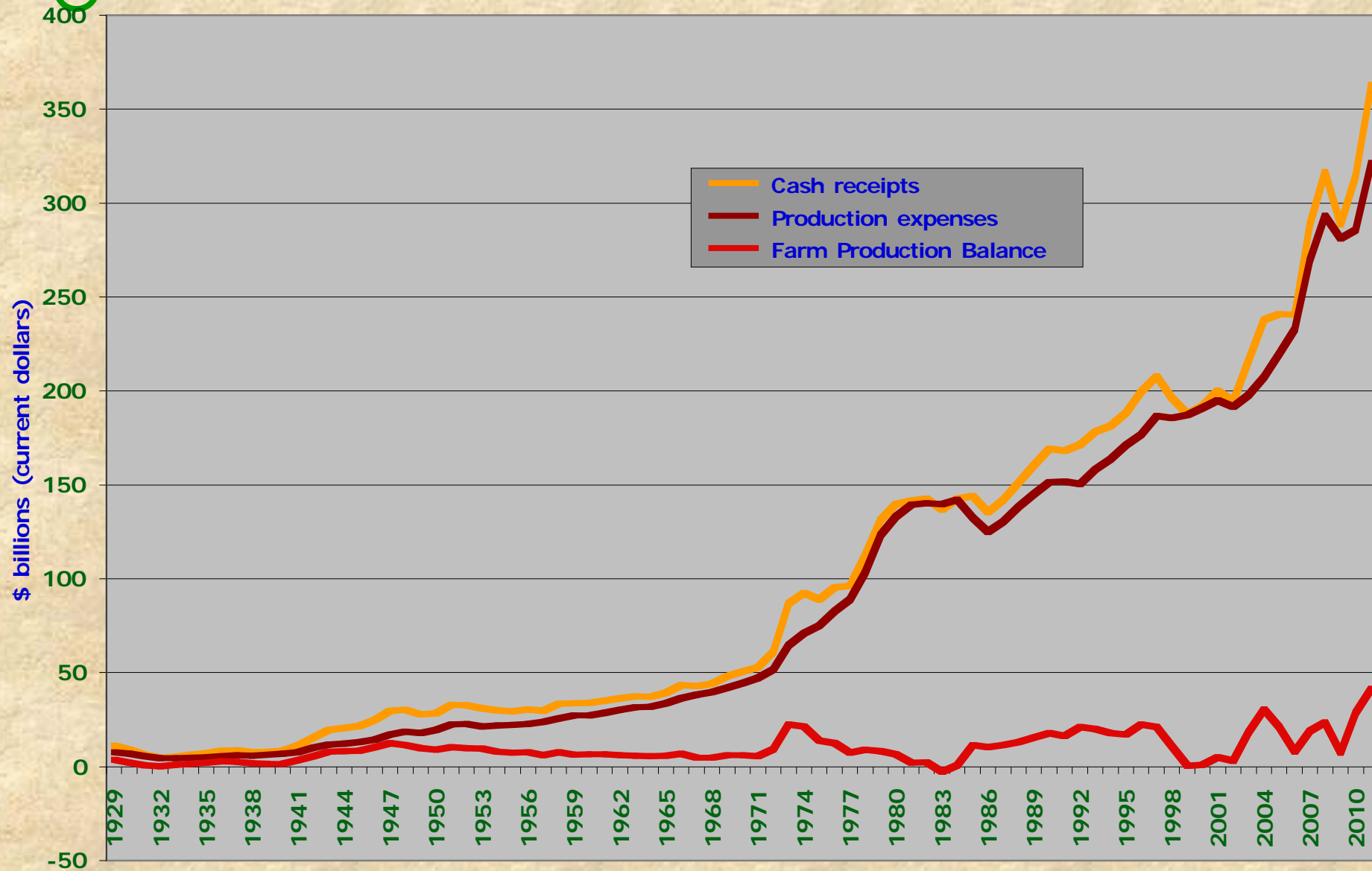
**U.S. data**





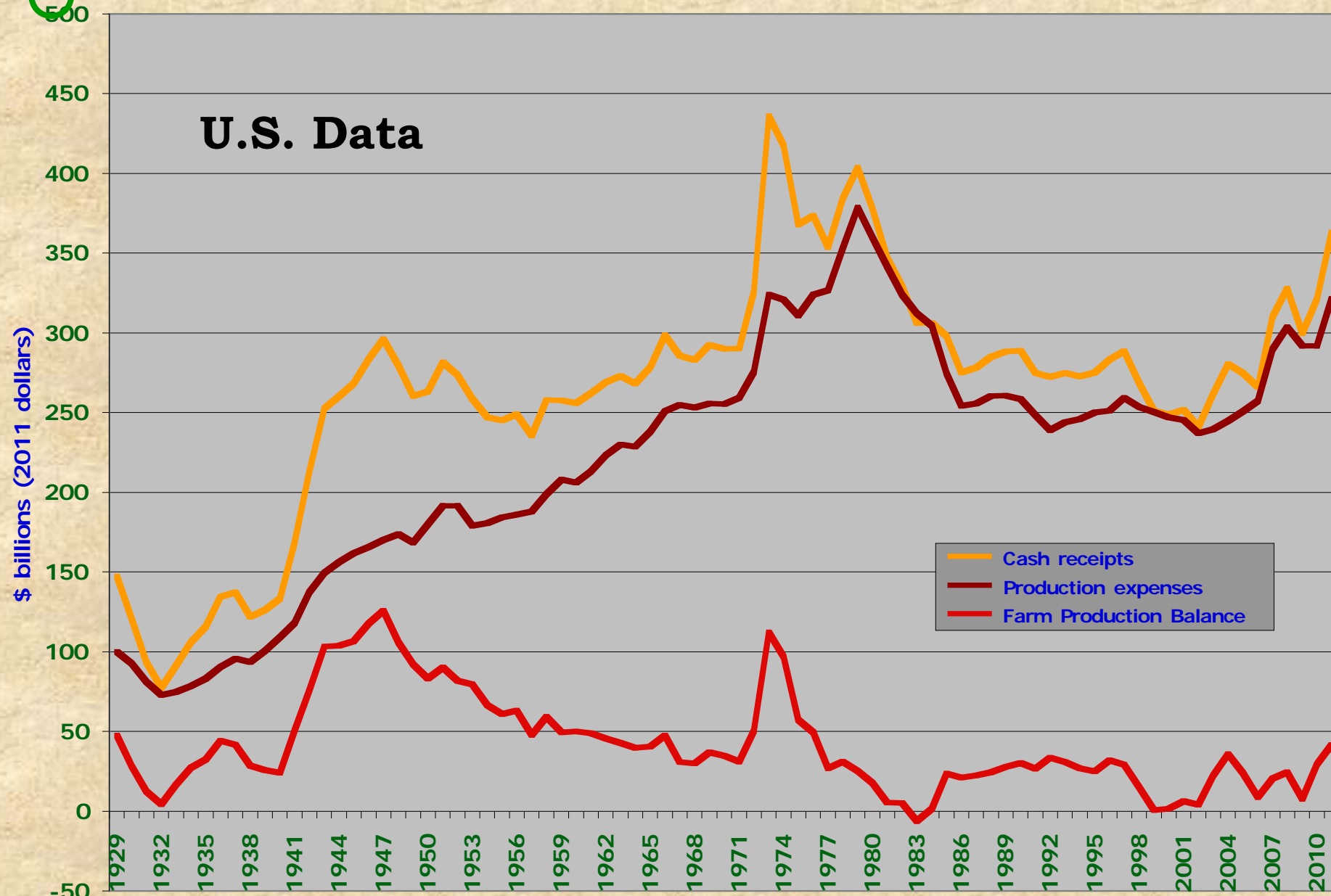


Farm production balance for U.S. farms, 1929 -2011





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

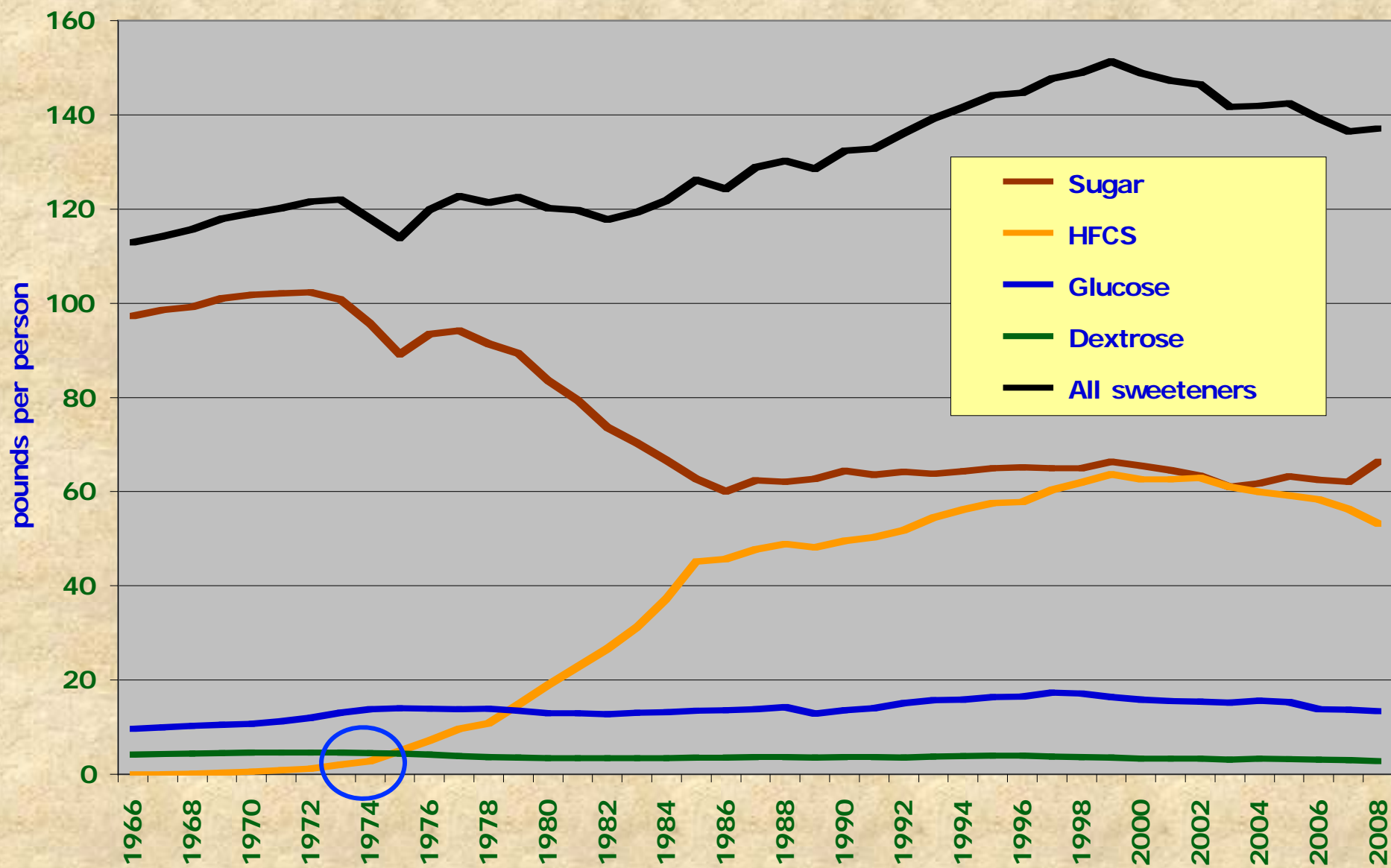


USDA / Economic Research Service



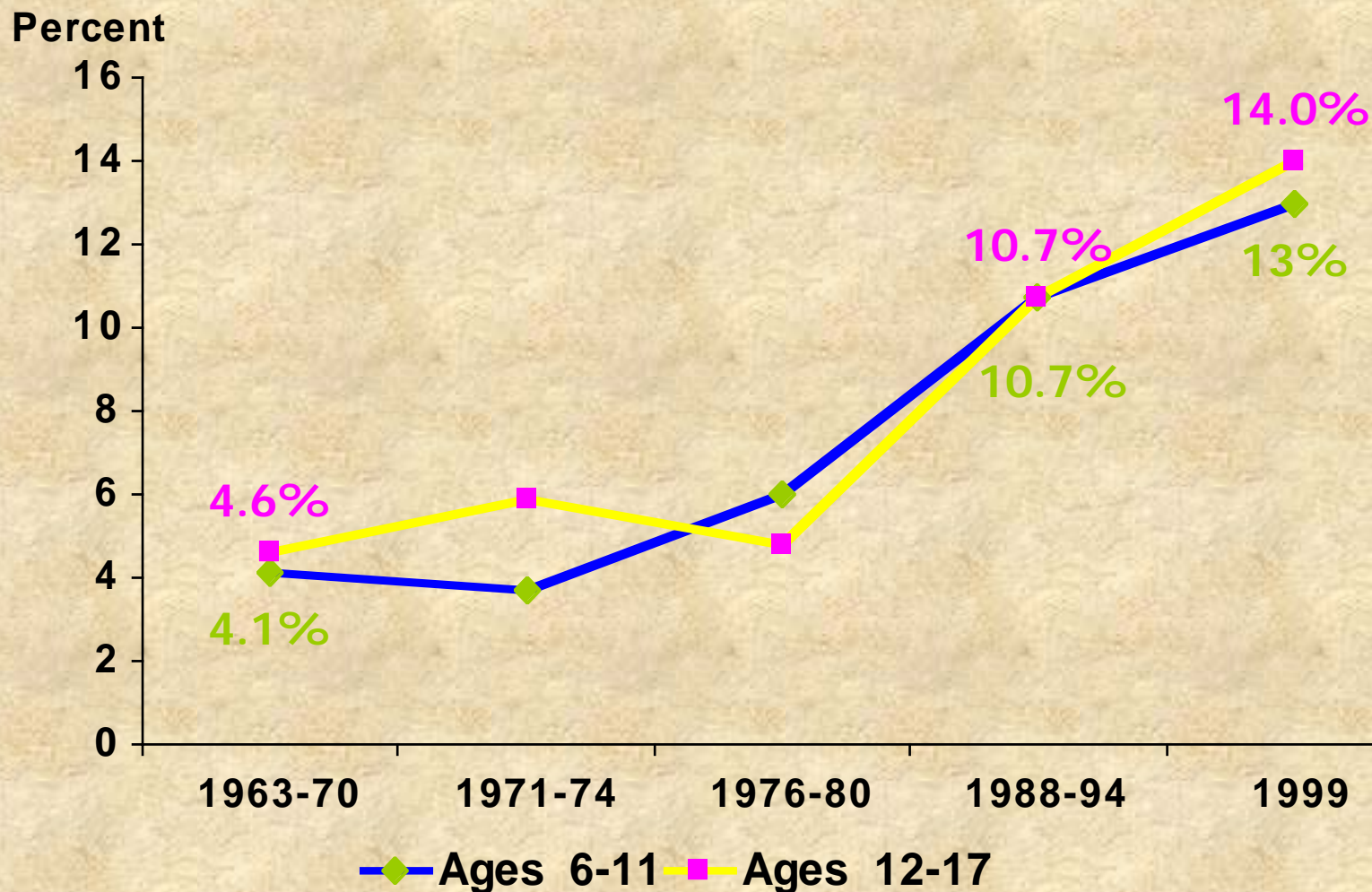


## Sugar and Corn Sweetener Use in U.S., 1966 - 2008



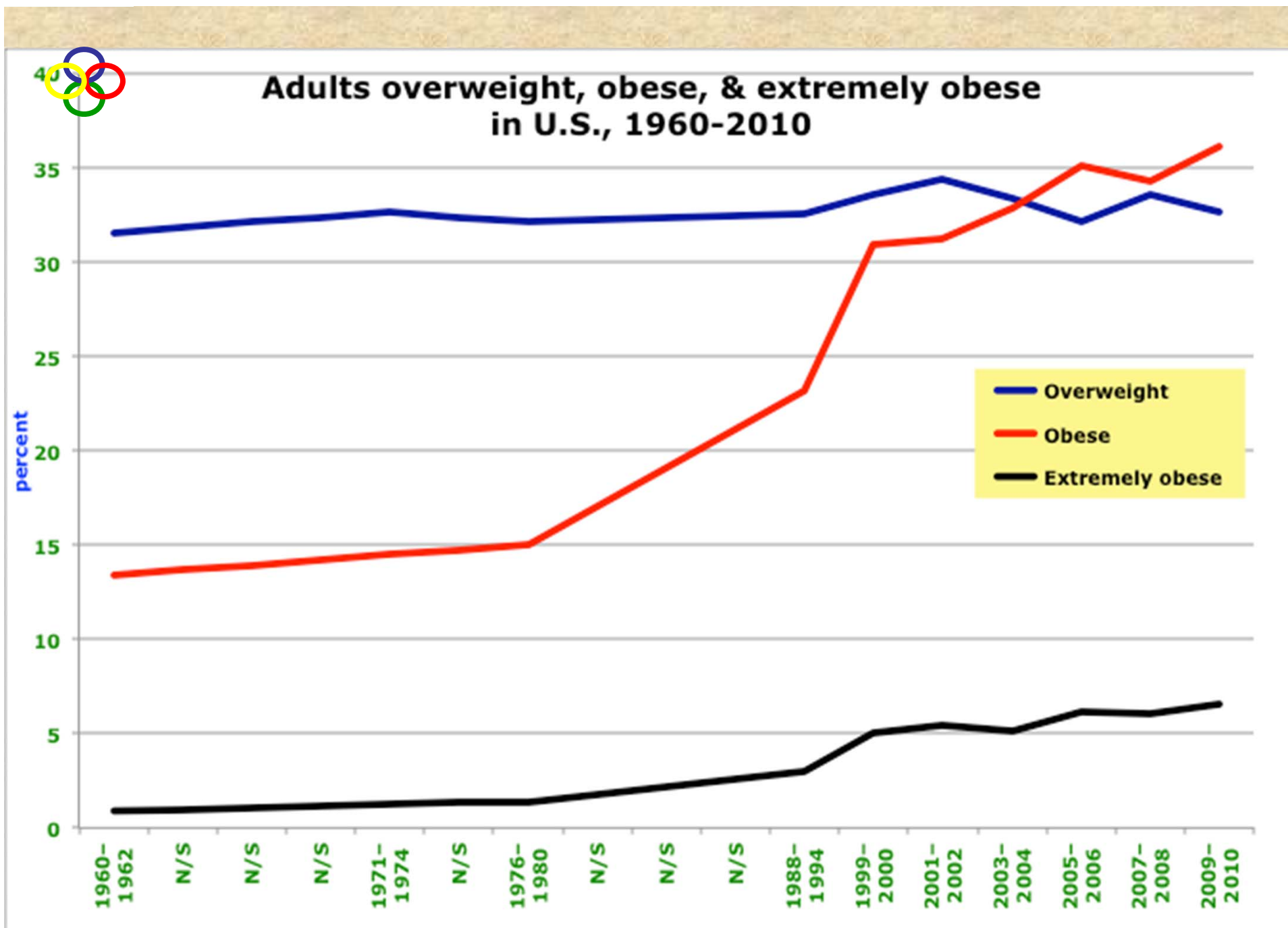


# U.S. Youth Who are Overweight Percent by Age



≥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

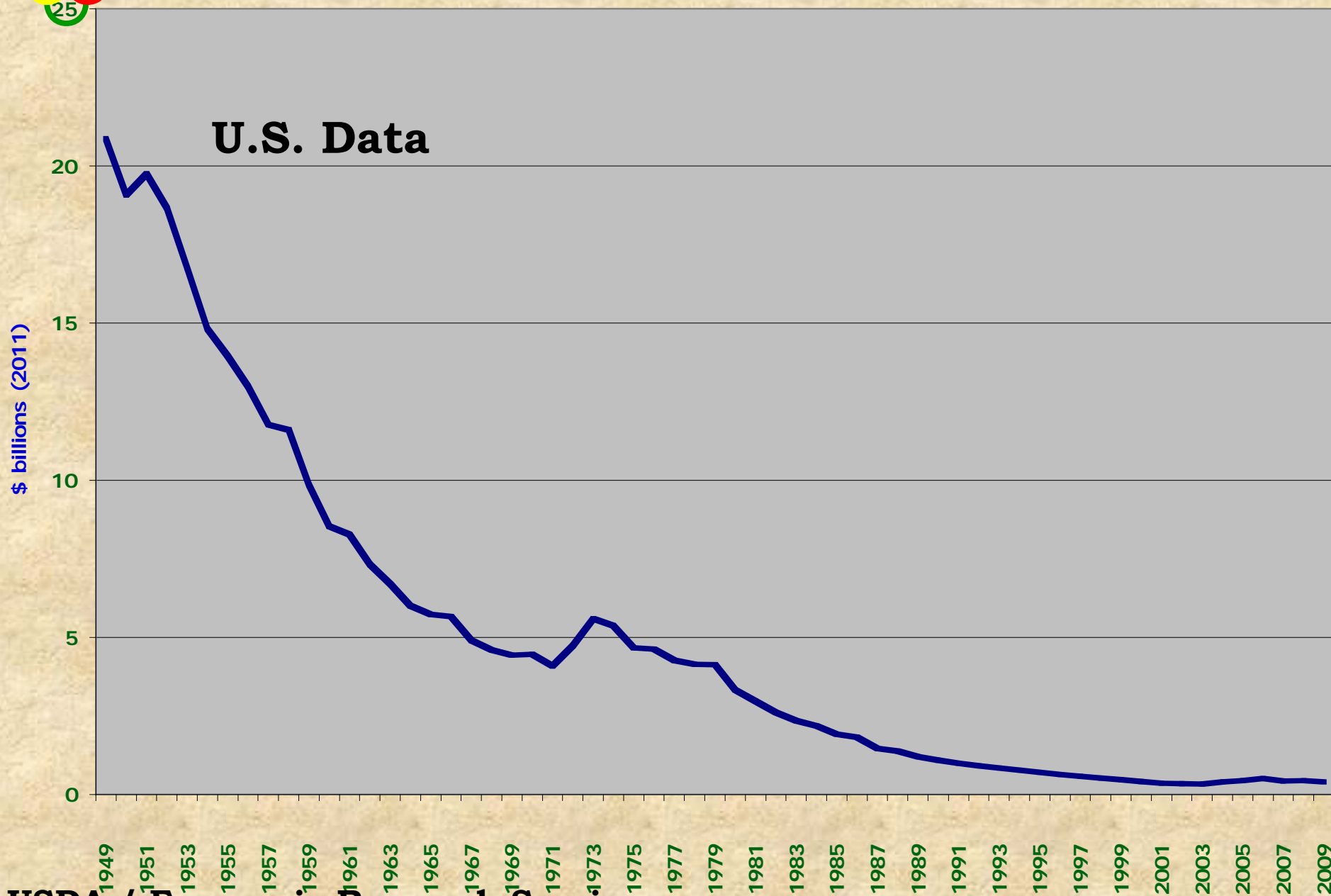




**Source: NHANES — National Health and Nutrition Examination Survey**



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







**Growing Power / Chicago**





**Any**  
**export-based approach**  
**will fall victim to**  
**these economics**  
**over time**

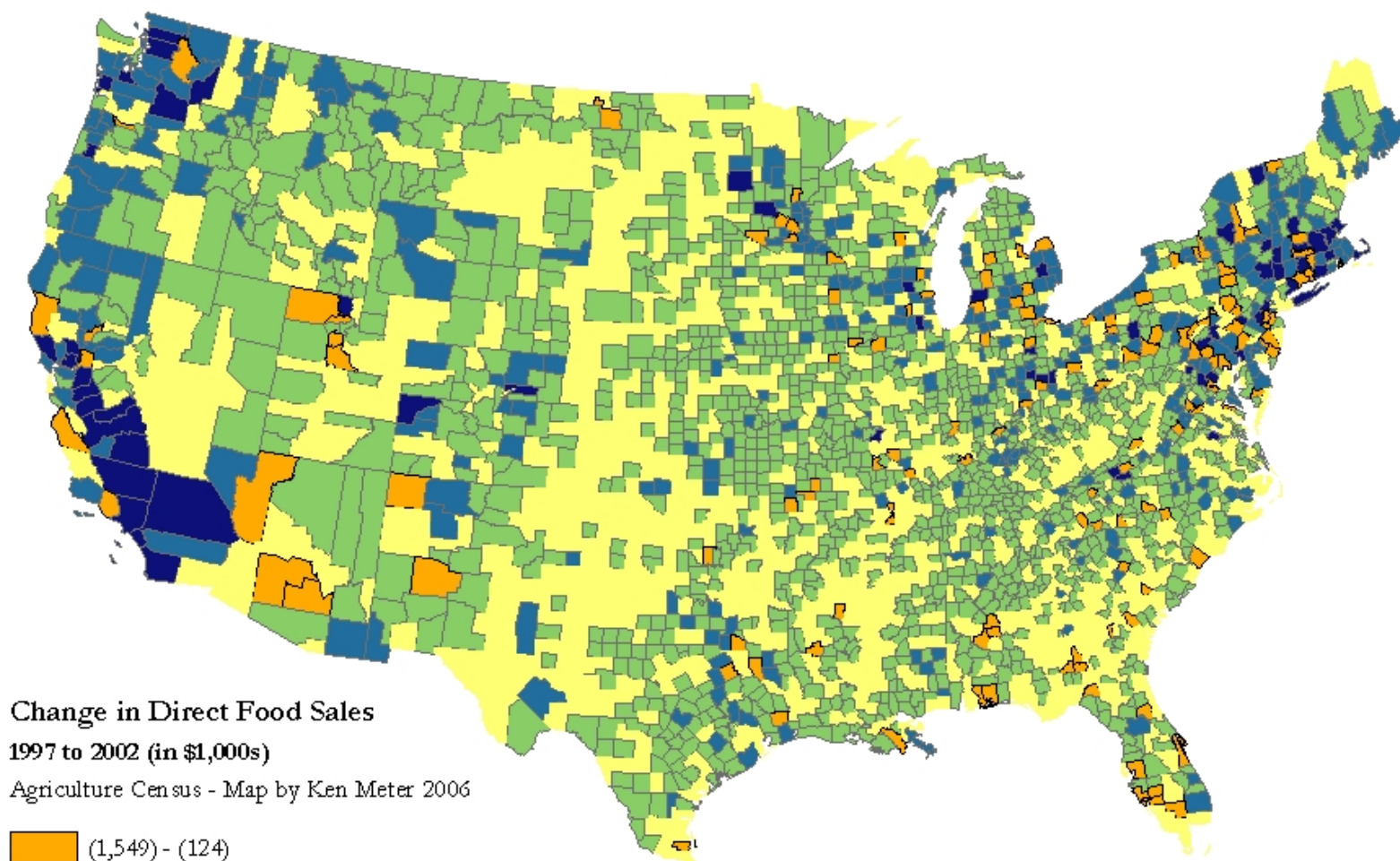




**Scale** is both  
the **problem** and the **solution**



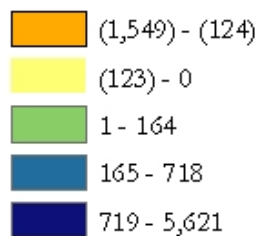
# Direct Food Sales



## Change in Direct Food Sales

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

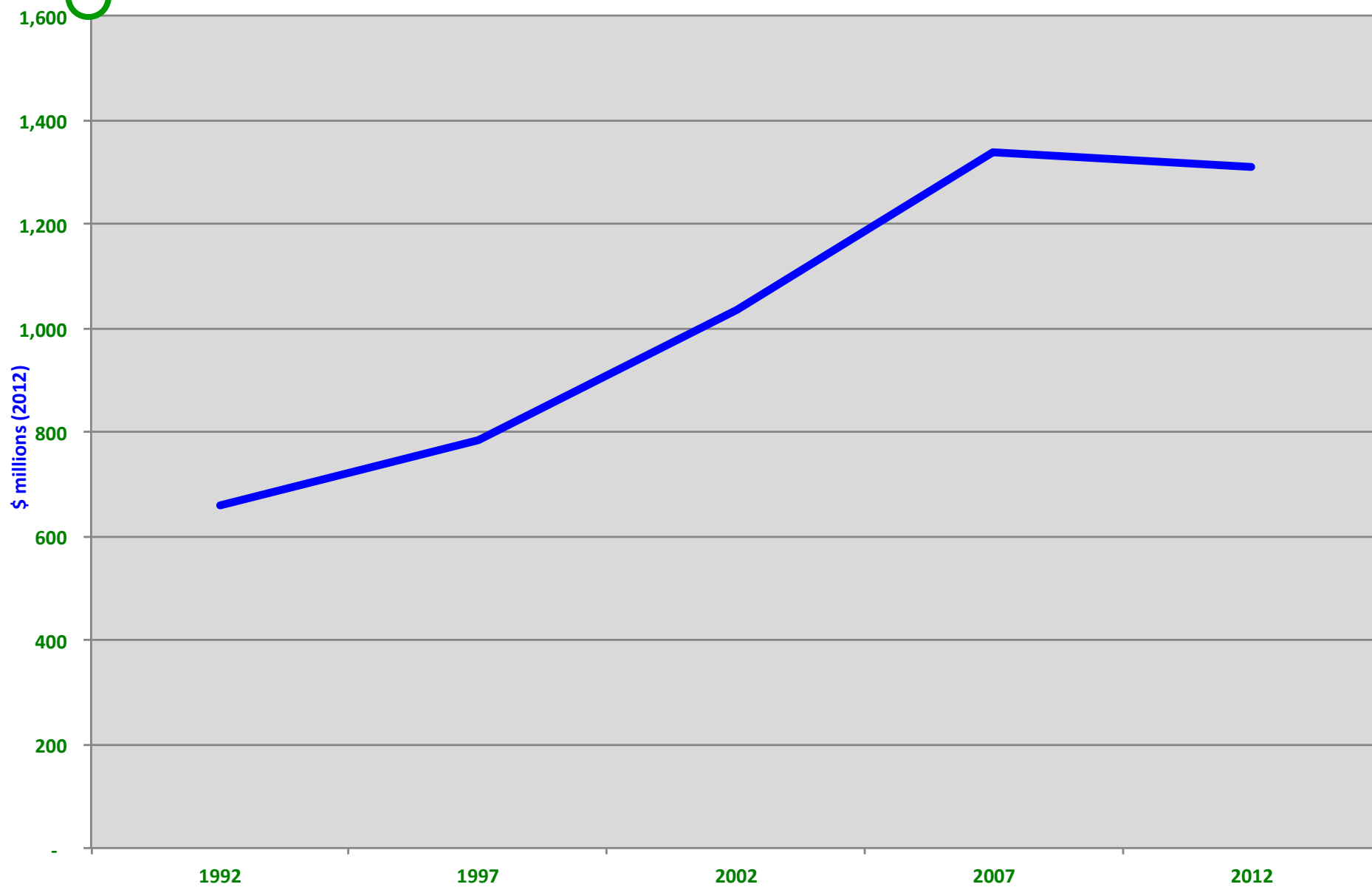
Agriculture Census - Map by Ken Meter 2006







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







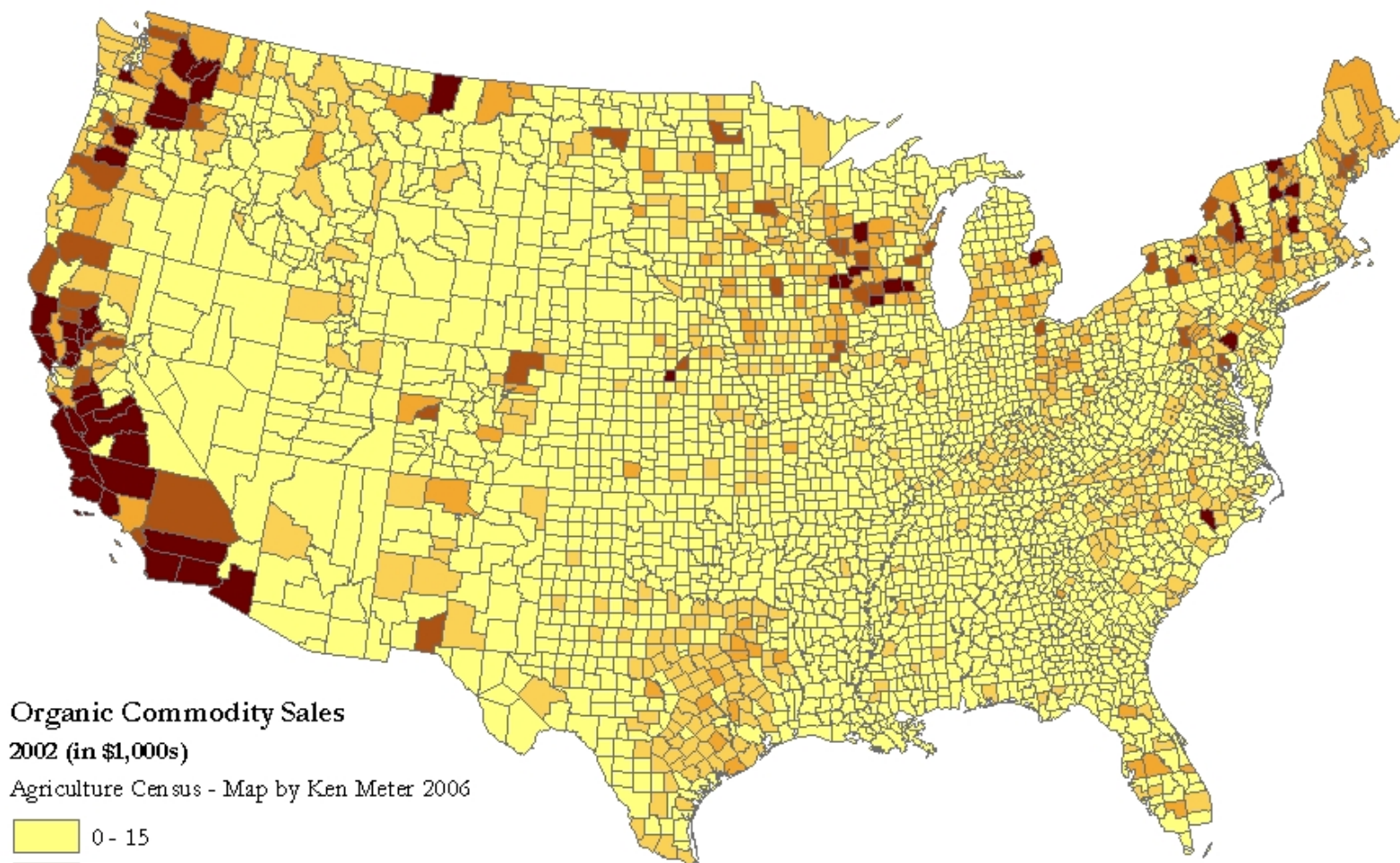


**Pete Scherf — Michigan City, Indiana**





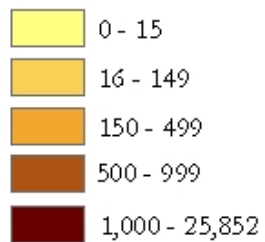
# Organic Sales



## Organic Commodity Sales

2002 (in \$1,000s)

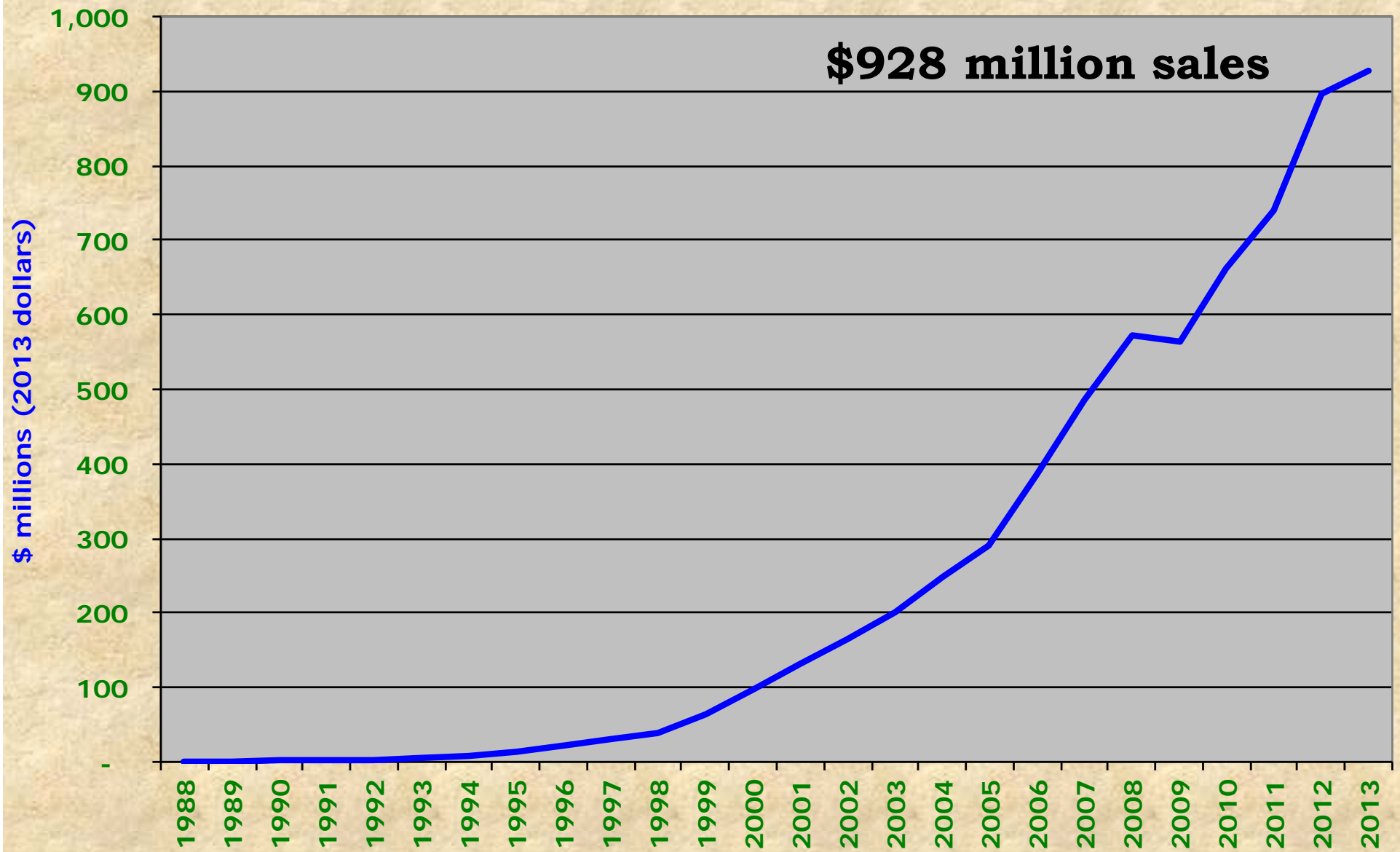
Agriculture Census - Map by Ken Meter 2006







Organic Valley Sales, 1988 - 2013







**To build local multipliers,  
build local food trade**



**Build market power  
for farmers**





**Viroqua, Wisconsin**

**Fifth Season Cooperative  
(Hybrid Co-op)**

**(2009 to present: Advisor)**





# **Viroqua Business Cluster**

**Local soft  
drinks**

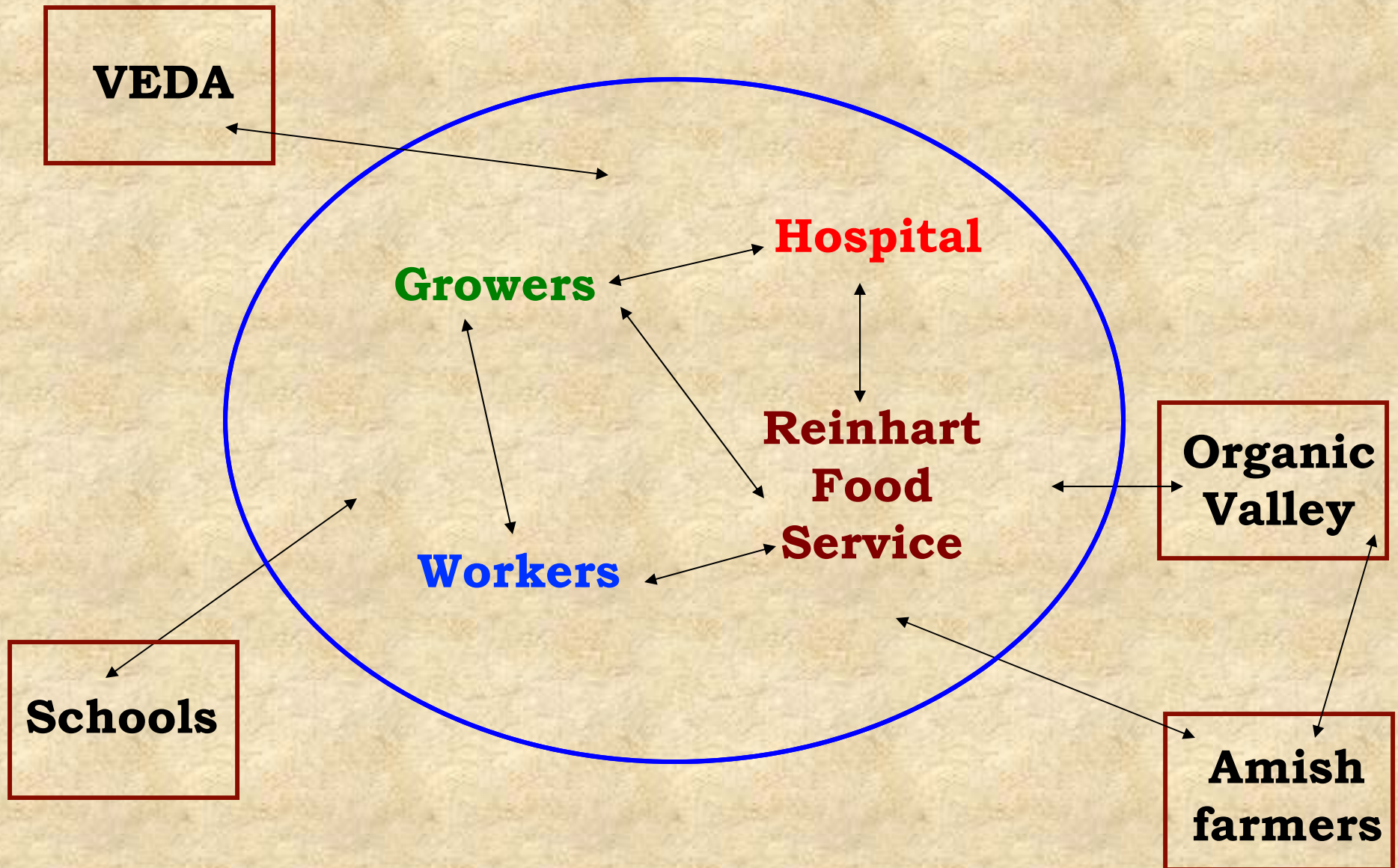
**Fifth Season  
Co-op**

**Lusa Organics  
(herbal  
products)**

**Others TBD**

**Offices**

# Fifth Season Co-op









## **Viroqua, Wisconsin**

**Build one pricing system that works for all**

**Has built a culture of cooperation**





## **Fifth Season Co-op**

- **Co-op provides liability insurance to members**
- **Provides QA/GAP/HAACP training**
- **Negotiated with USDA to reduce meat inspection burden**
- **Started with a small number of food items – now processing**







# **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**





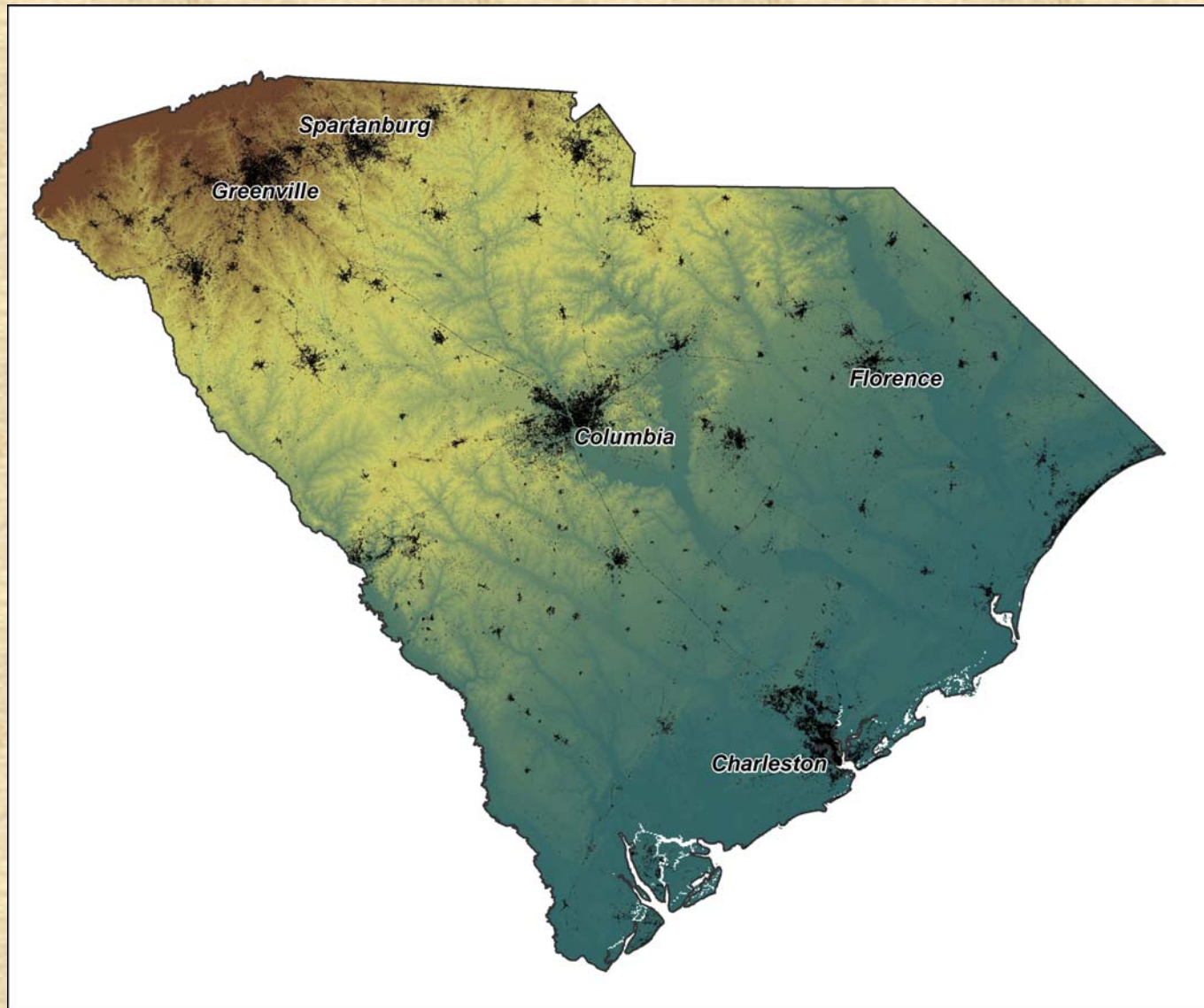
**Johnson Family Farm, Fairbanks**



**Chena Hot Springs**



# 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**





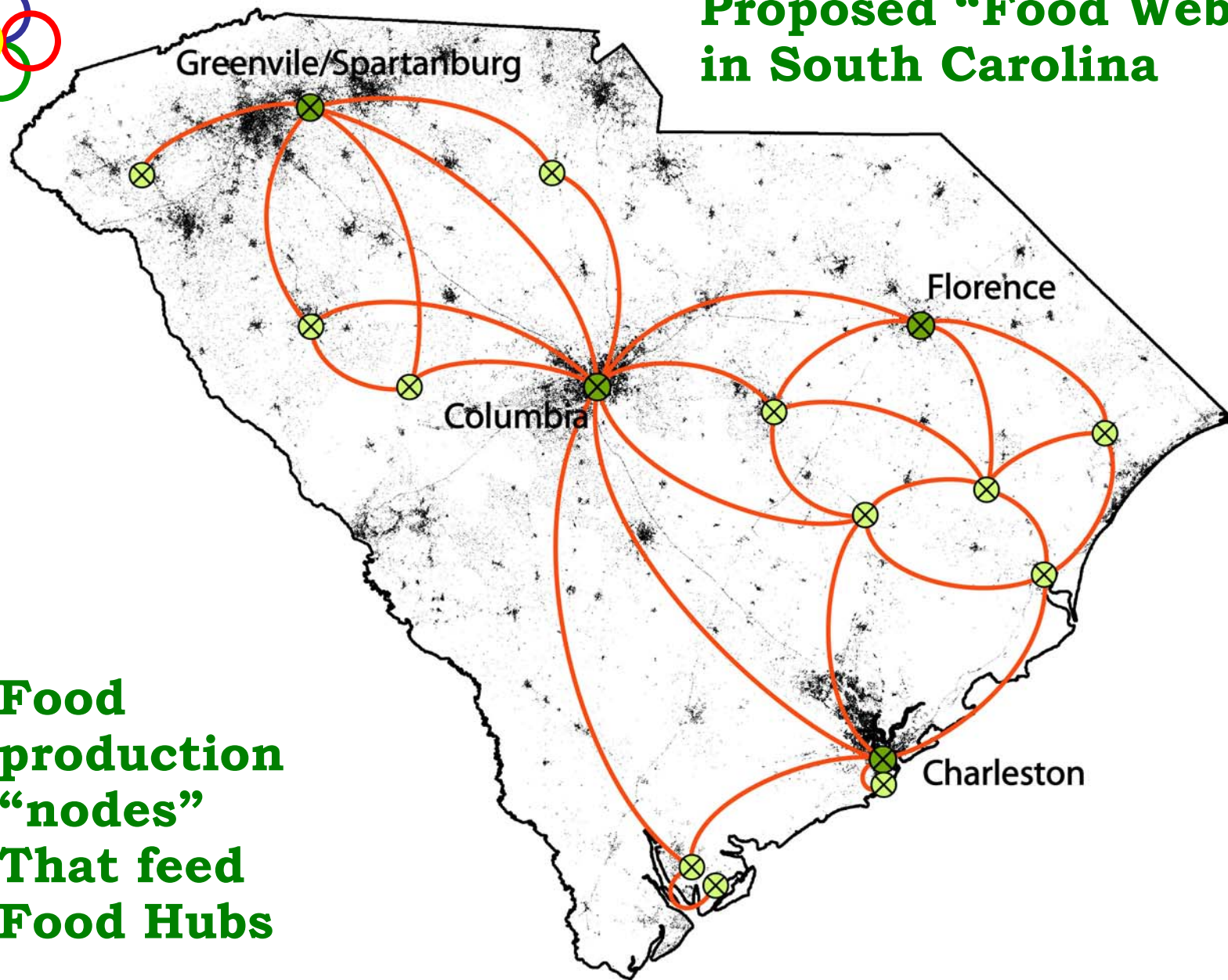
**Kids lack work skills**





## Proposed “Food Web” in South Carolina

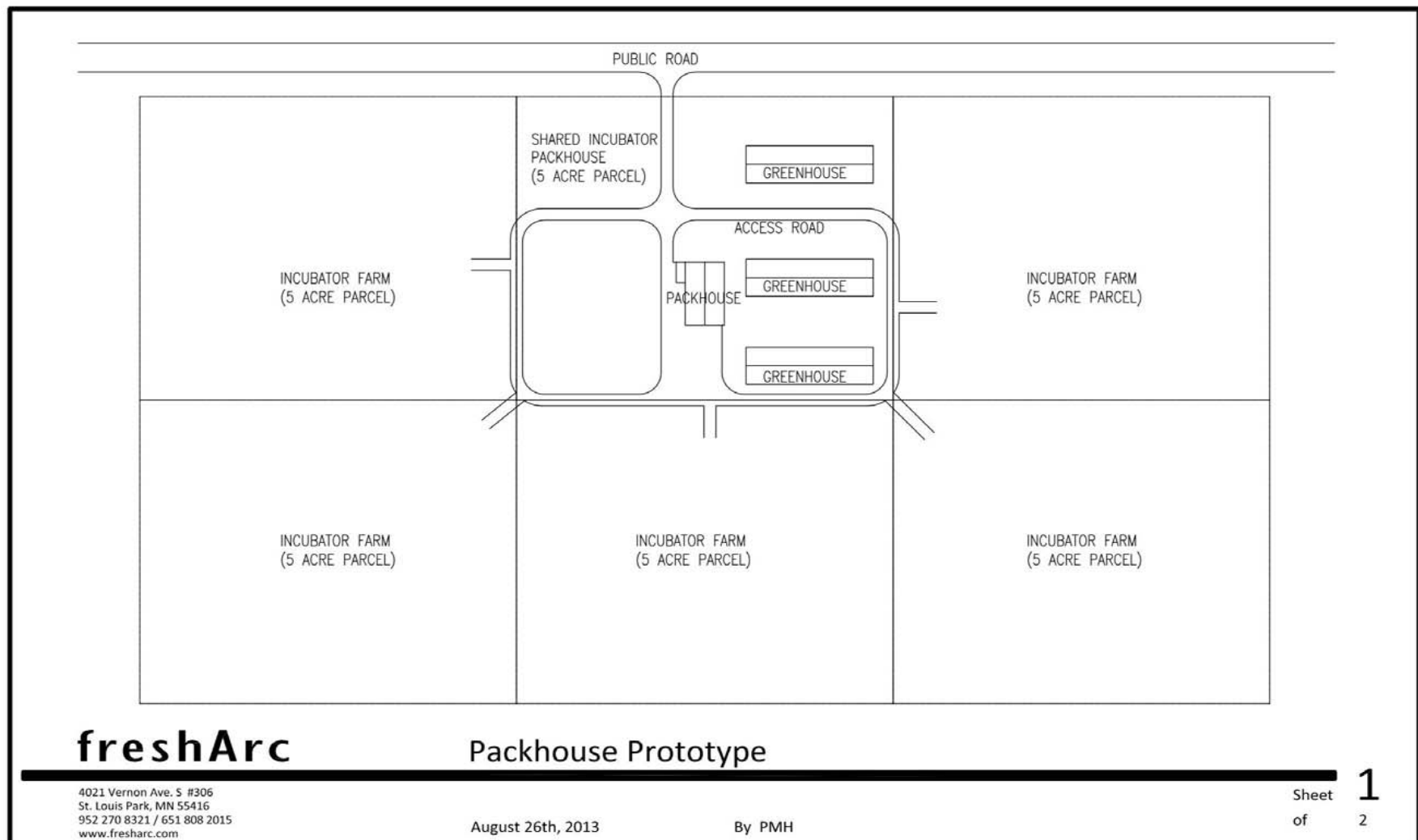
**Food  
production  
“nodes”  
That feed  
Food Hubs**



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

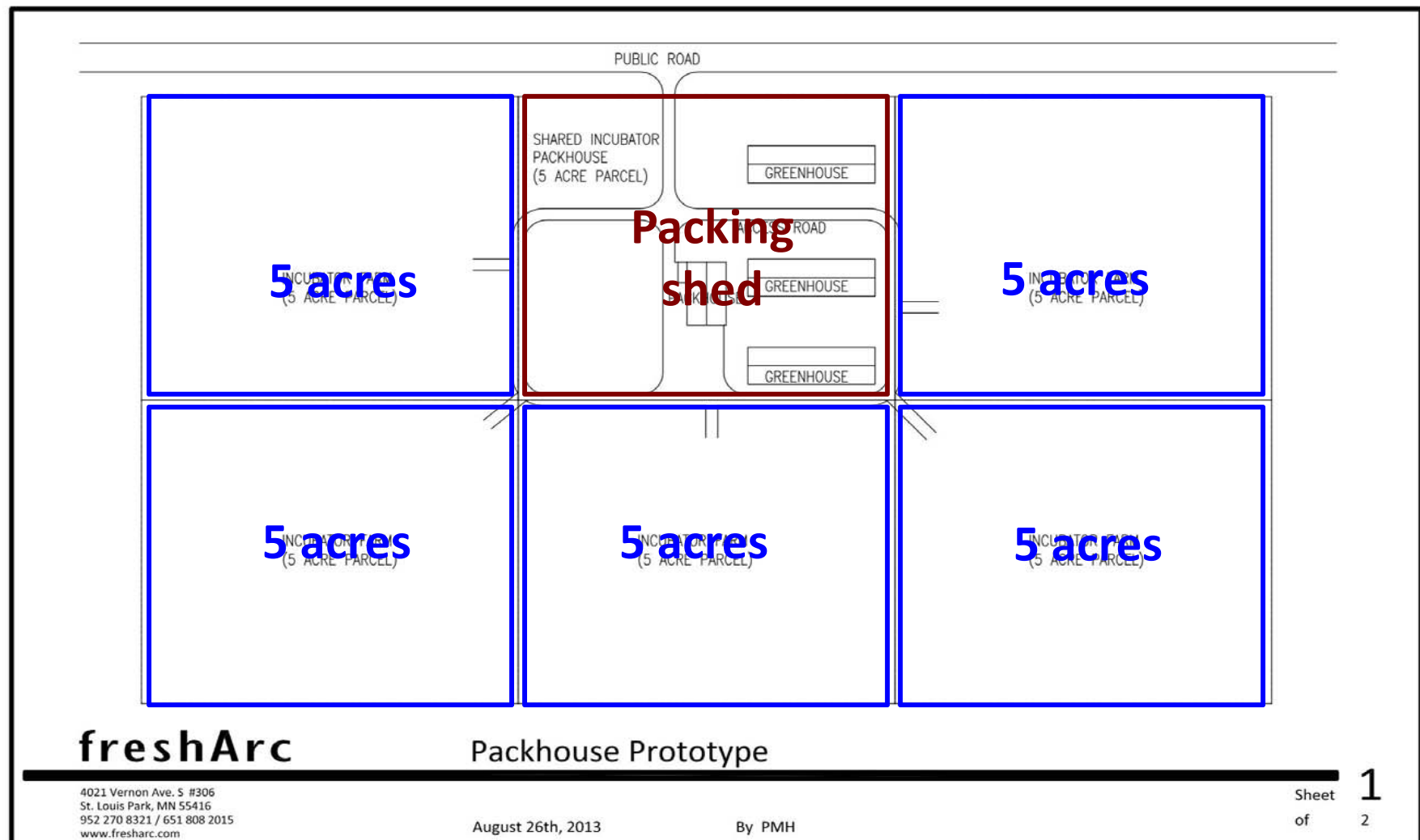


# Incubator farm with packing shed





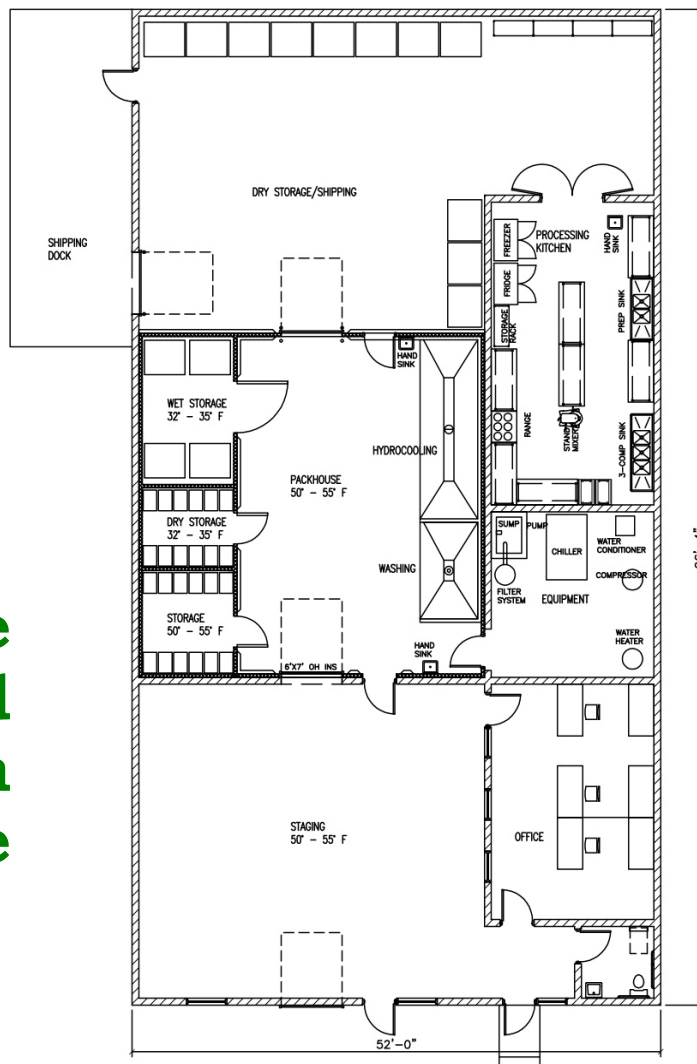
# Incubator farm with packing shed







# 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

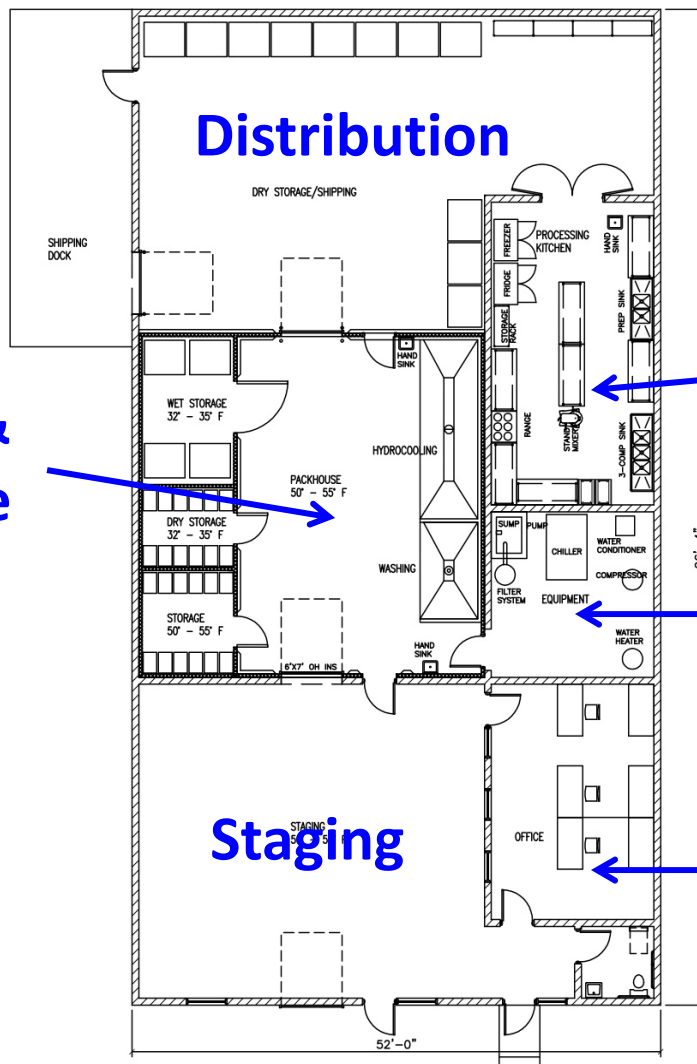
NOT TO SCALE

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**





## **Priorities for Northern Piedmont**

- **Start small with community kitchen**  
(add IQF freezer, storage, distribution later)
- **Wait on physical food hub**  
(build Node, coordinate with Charlottesville)
- **Grow new farmers and laborers**  
(Farm-to-school will develop interest)
- **Work with retailers to label farms**  
(hold integrity of “local” high)



# Vision for local food economies

**Build:**

**Health**

**Wealth**

**Connection**

**Capacity**



# **“Finding Food in Farm Country”**

**[www.crcworks.org](http://www.crcworks.org)**

**(612) 869-8664**

**[kmeter@crcworks.org](mailto:kmeter@crcworks.org)**

