



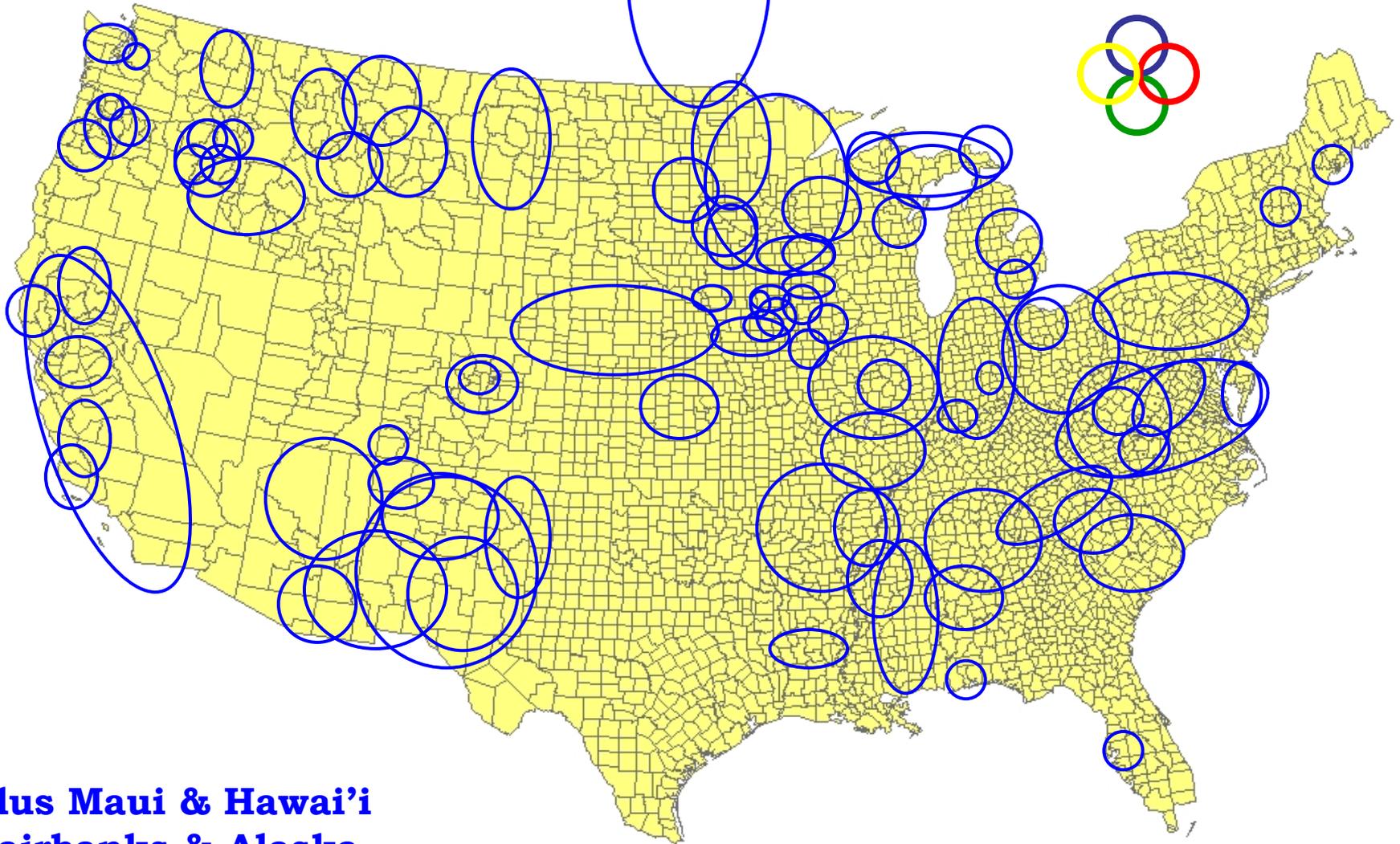
# How Can Rural Grocers Help Build Local Food Economies?



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

**Rural Grocers Conference**  
Manhattan, Kansas  
June 9, 2014

# “Finding Food in Farm Country” Studies



plus Maui & Hawai'i  
Fairbanks & Alaska

**100 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  
(Food Webs)**







**Colfax, Indiana**

**Northwest Indiana**



**THIS OLD FARM<sup>®</sup>**

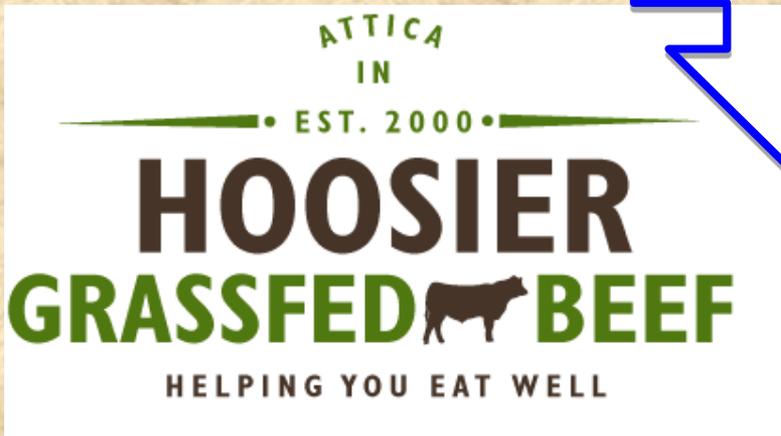
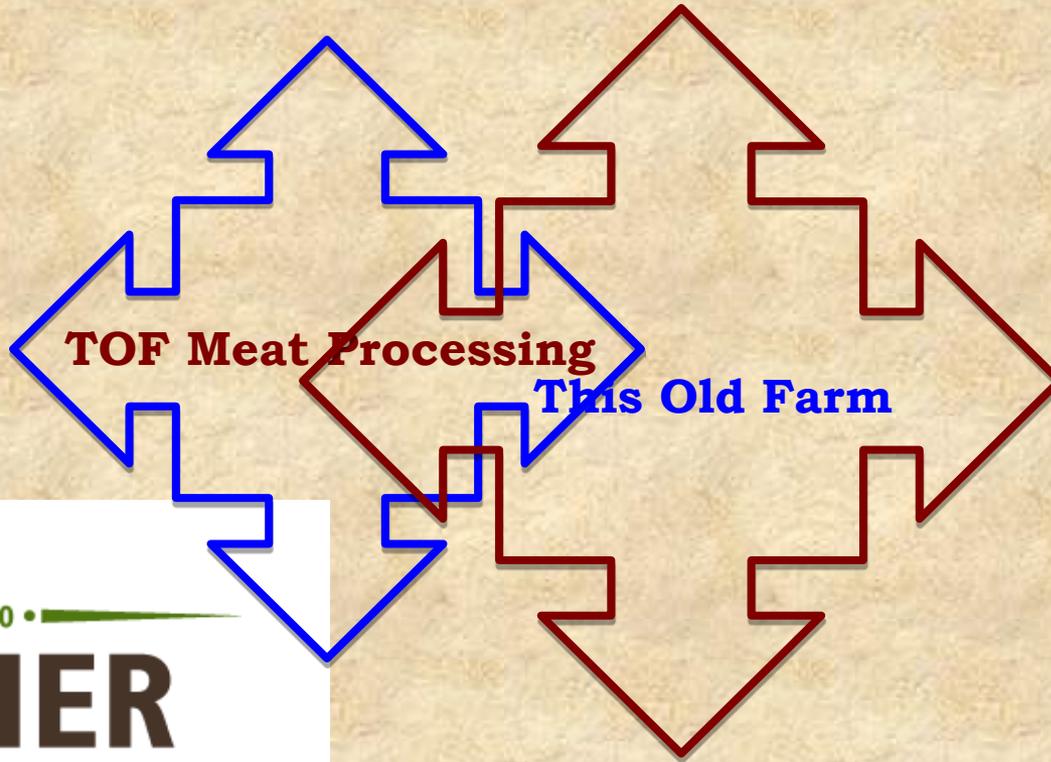
*rejuvenating the land, one farm at a time*

**Colfax, Indiana**

**\$1 million sales**



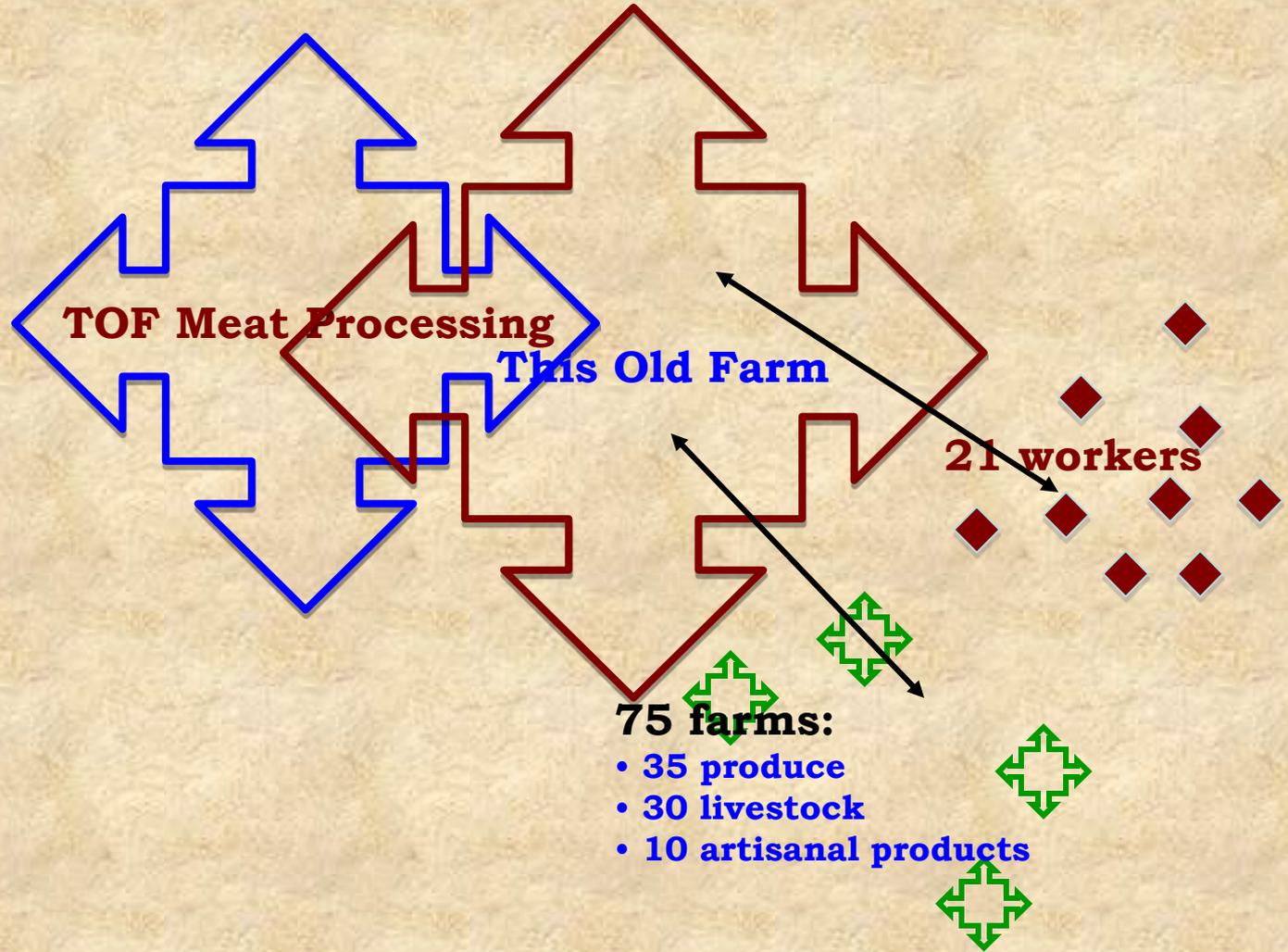
# This Old Farm — Colfax



**Processes \$2.75 million of meat**



# This Old Farm — Colfax





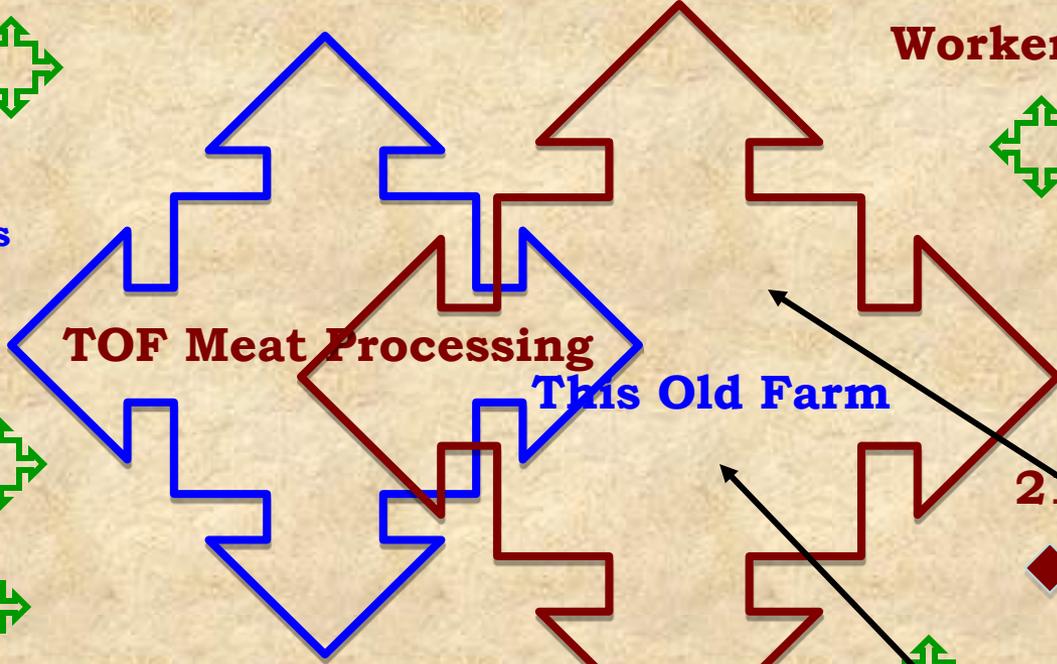
**3,000 consumers**

**Local restaurants**

**Workers buy local**

**Wholesalers:**

- Green B.E.A.N.
- Chicago Local Foods
- & More



**TOF Meat Processing**

**This Old Farm**



**Local marketing agents**

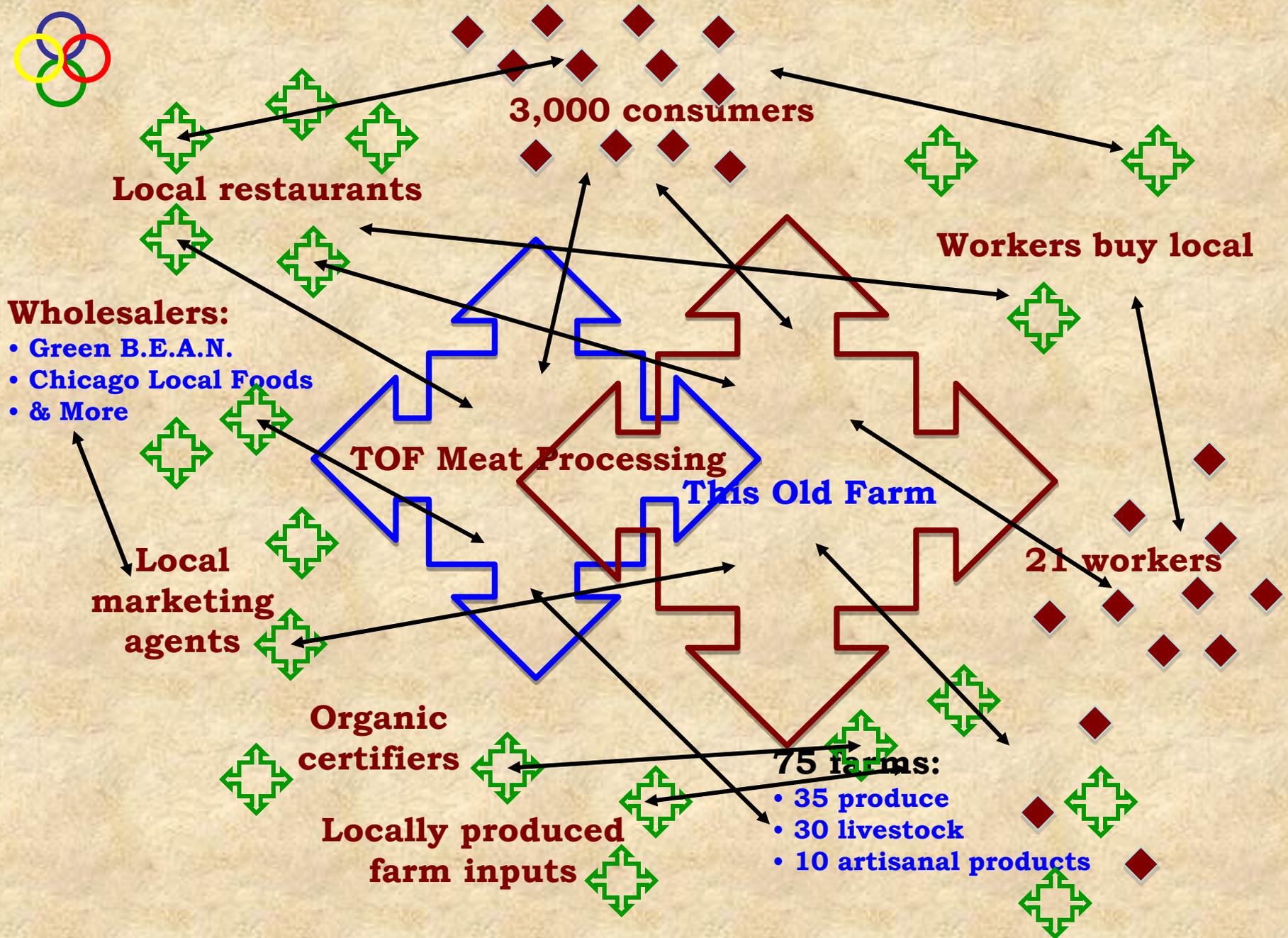
**Organic certifiers**

**Locally produced farm inputs**

**21 workers**

**75 farms:**

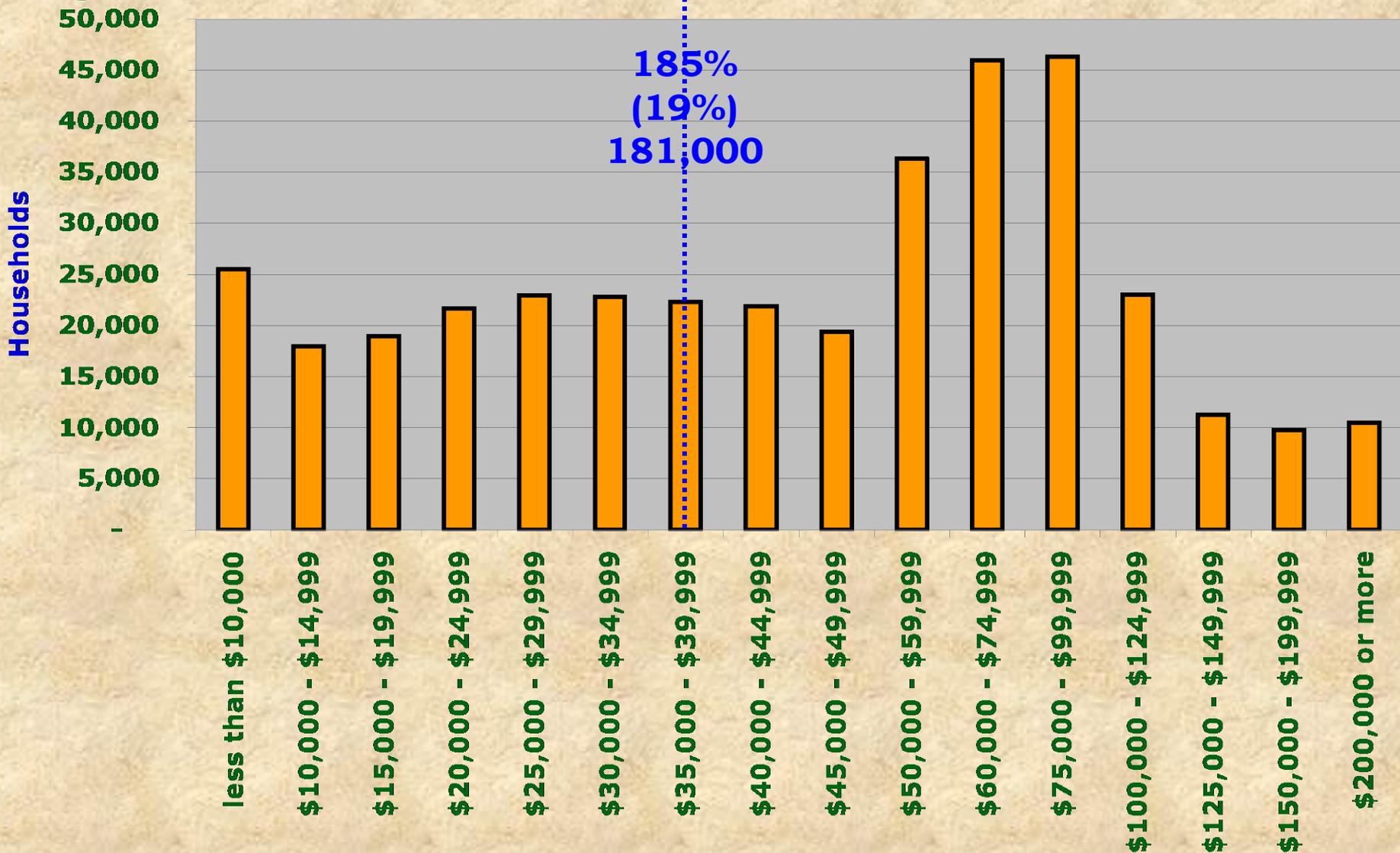
- 35 produce
- 30 livestock
- 10 artisanal products





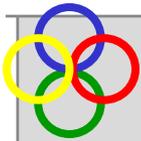


# Income Levels in Eastern Kaw River region, 1999



Source: 2000 Census

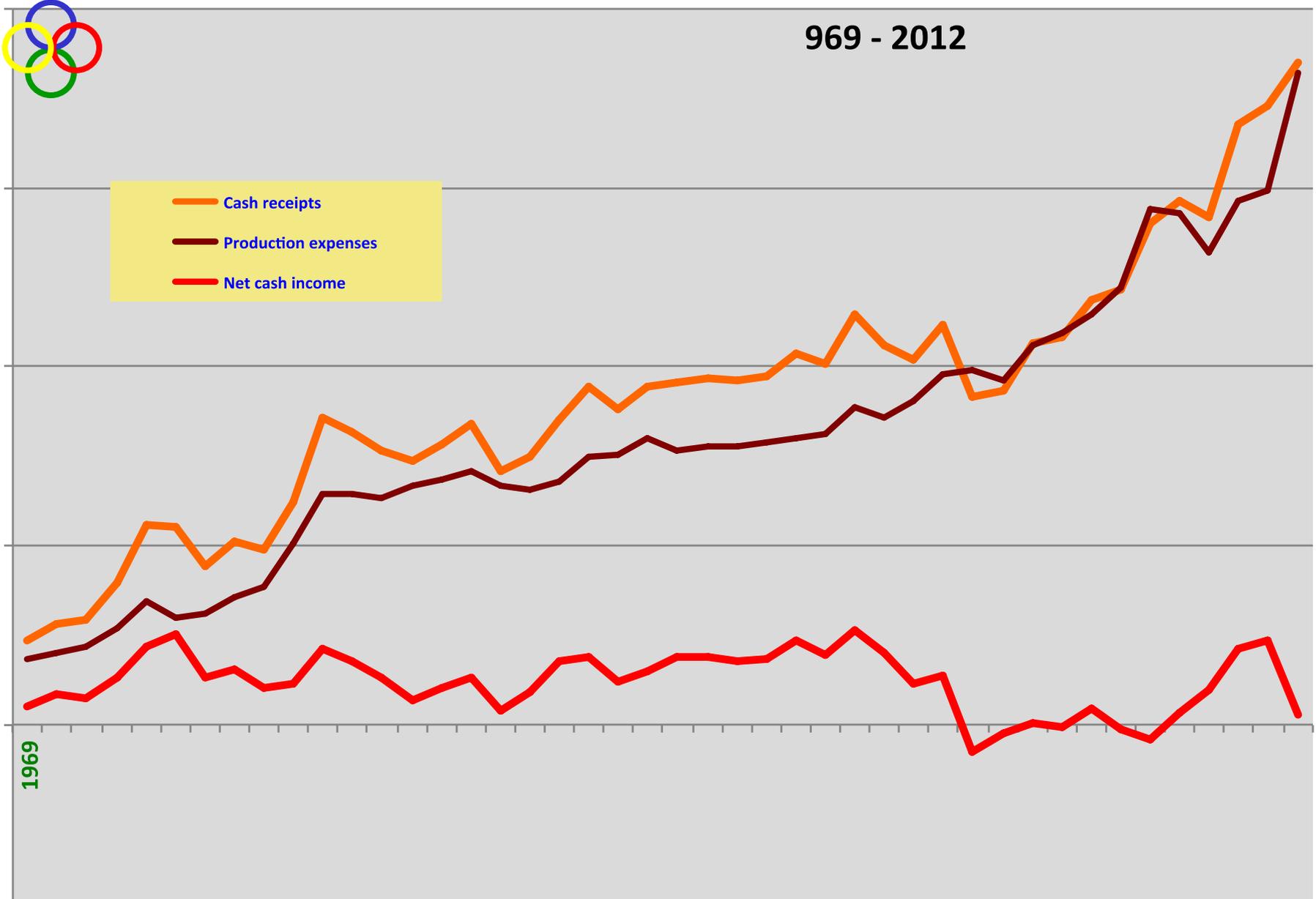




969 - 2012

- Cash receipts
- Production expenses
- Net cash income

1969

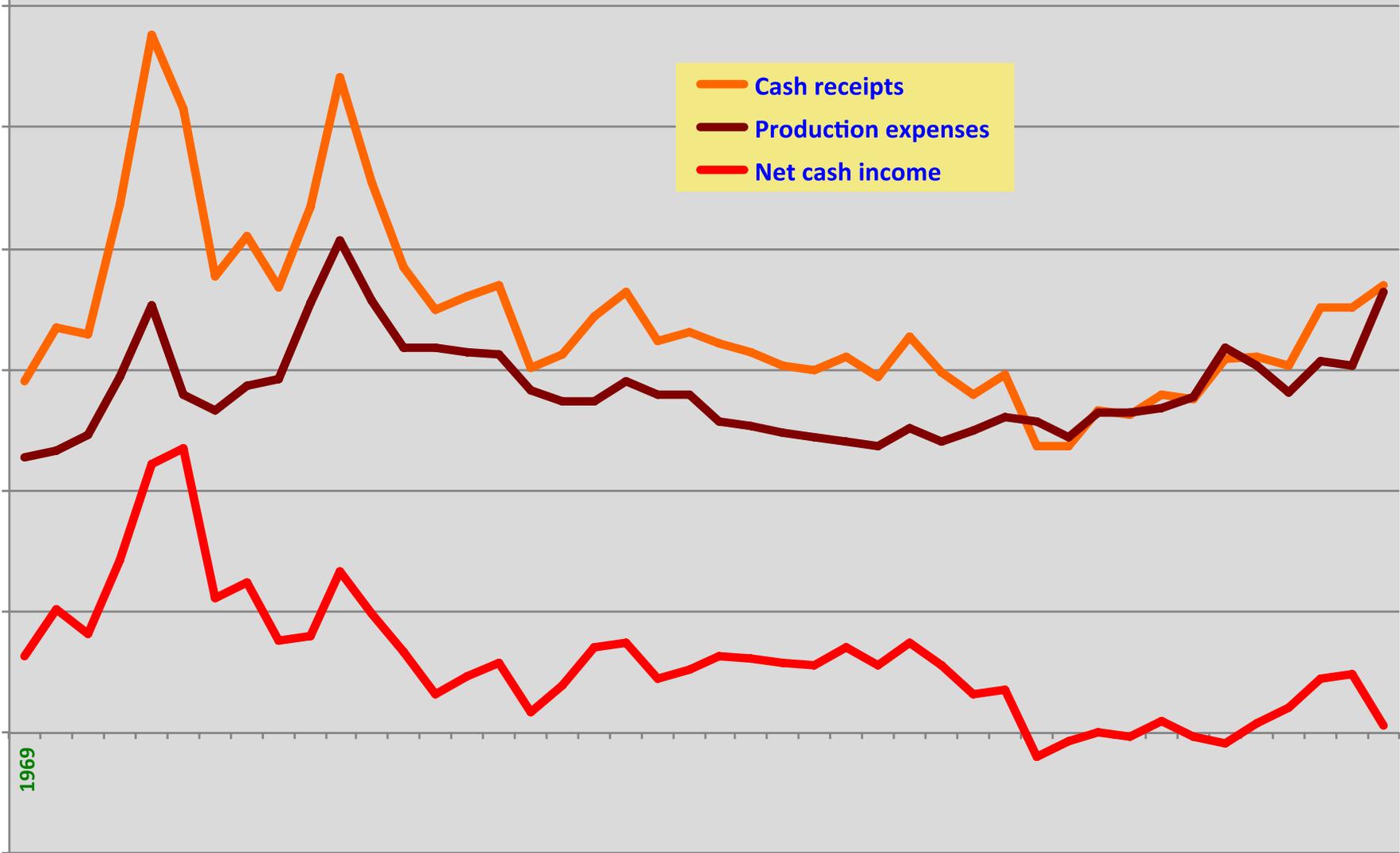




2012

- Cash receipts
- Production expenses
- Net cash income

1969



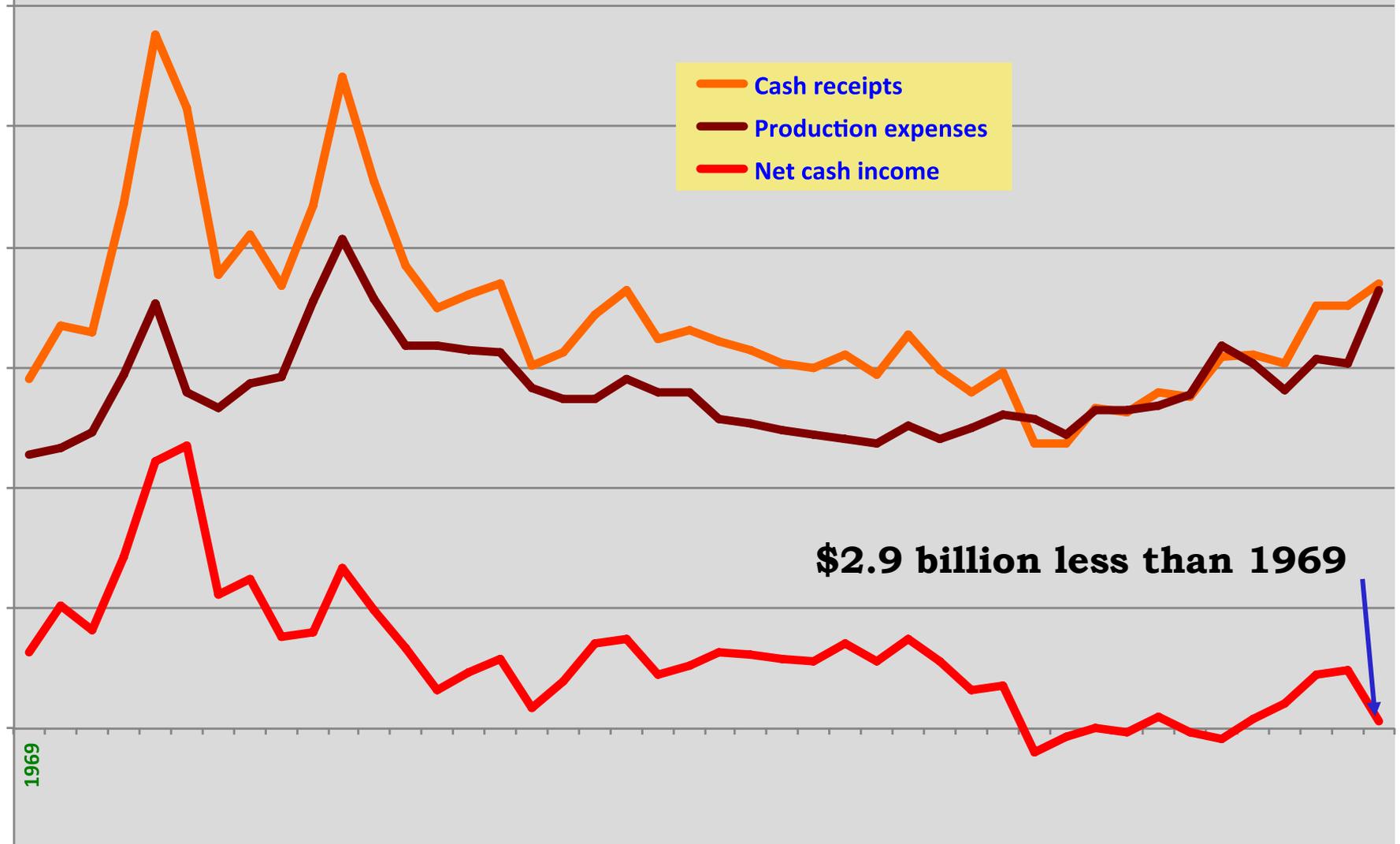


2012

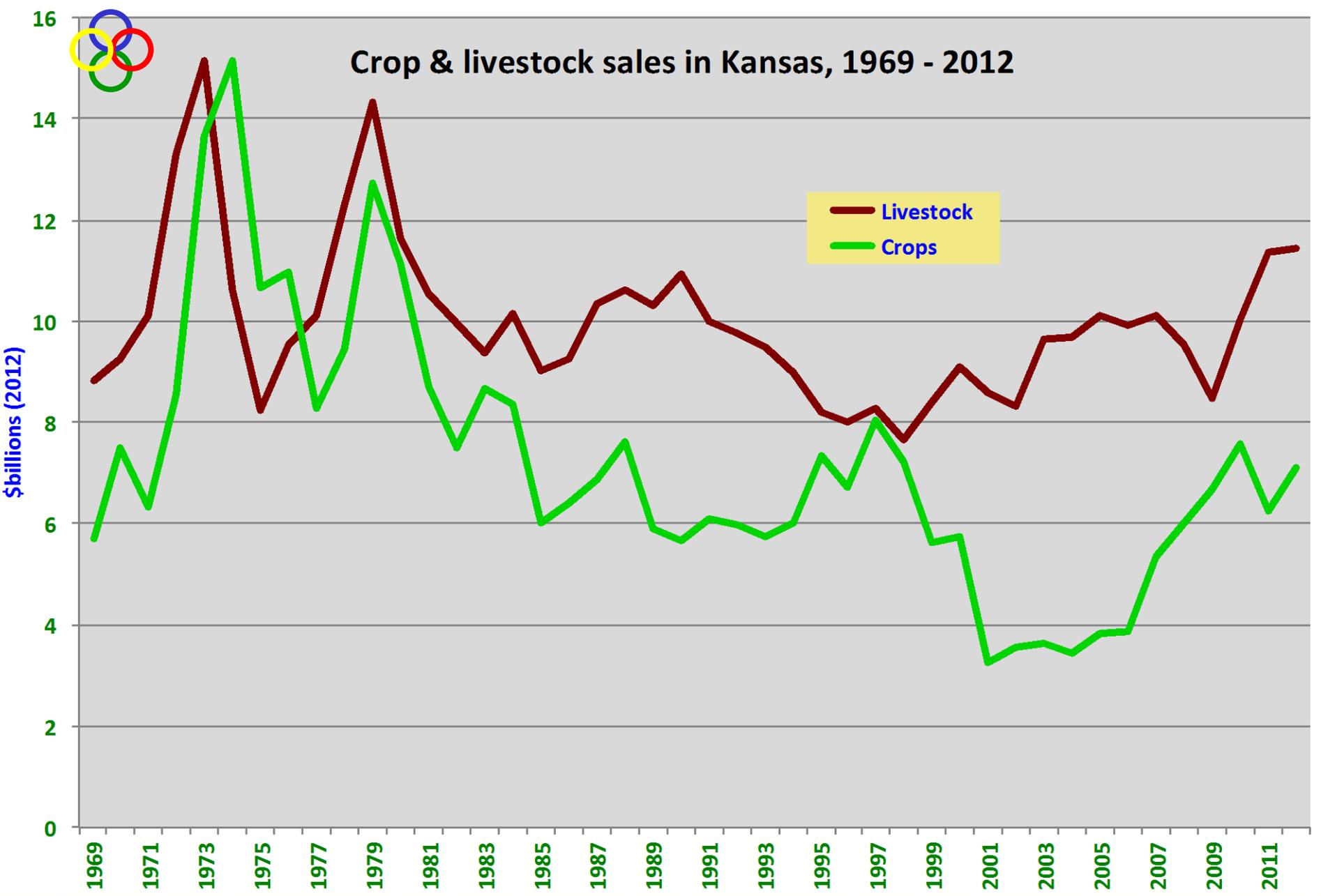
- Cash receipts
- Production expenses
- Net cash income

**\$2.9 billion less than 1969**

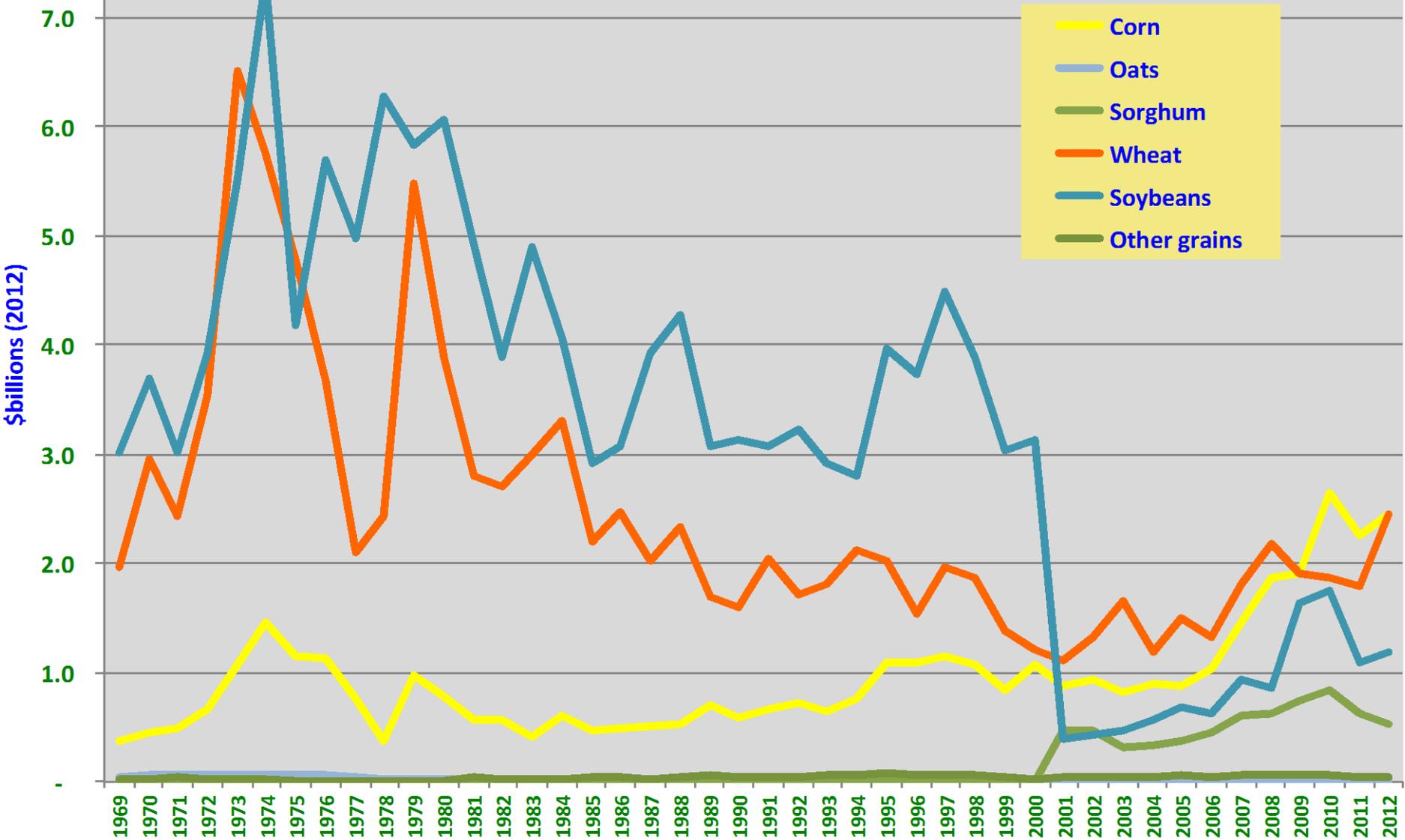
1969



# Crop & livestock sales in Kansas, 1969 - 2012



# Sales of key grains in Kansas, 1969 - 2012



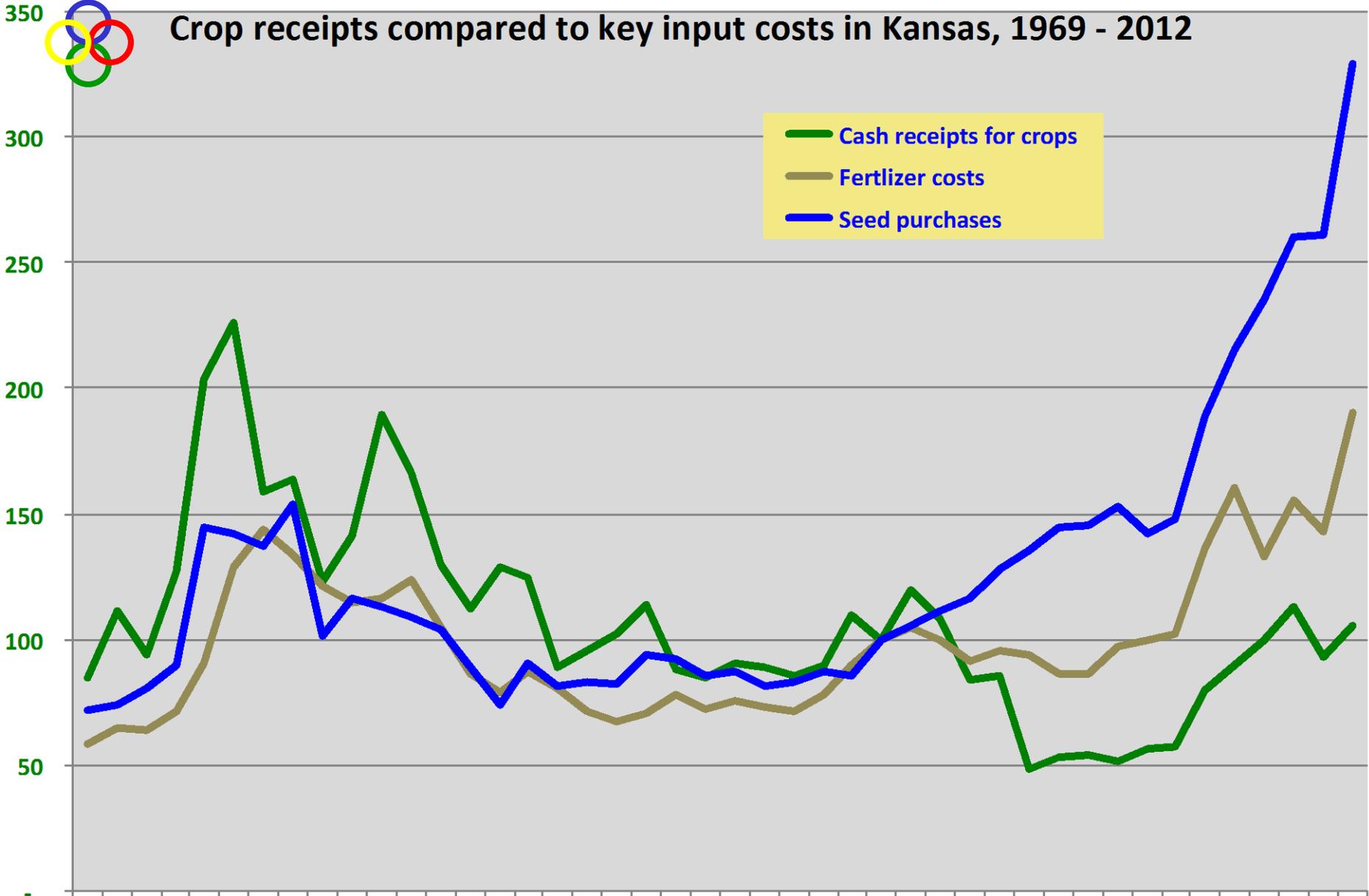


# Crop receipts compared to key input costs in Kansas, 1969 - 2012

1996 = 100

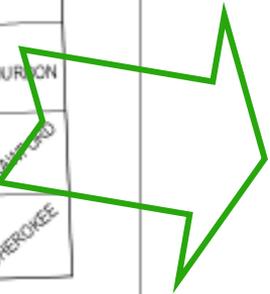
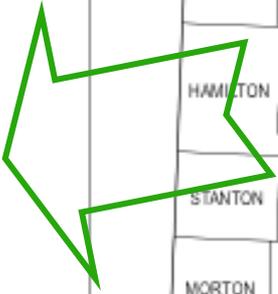
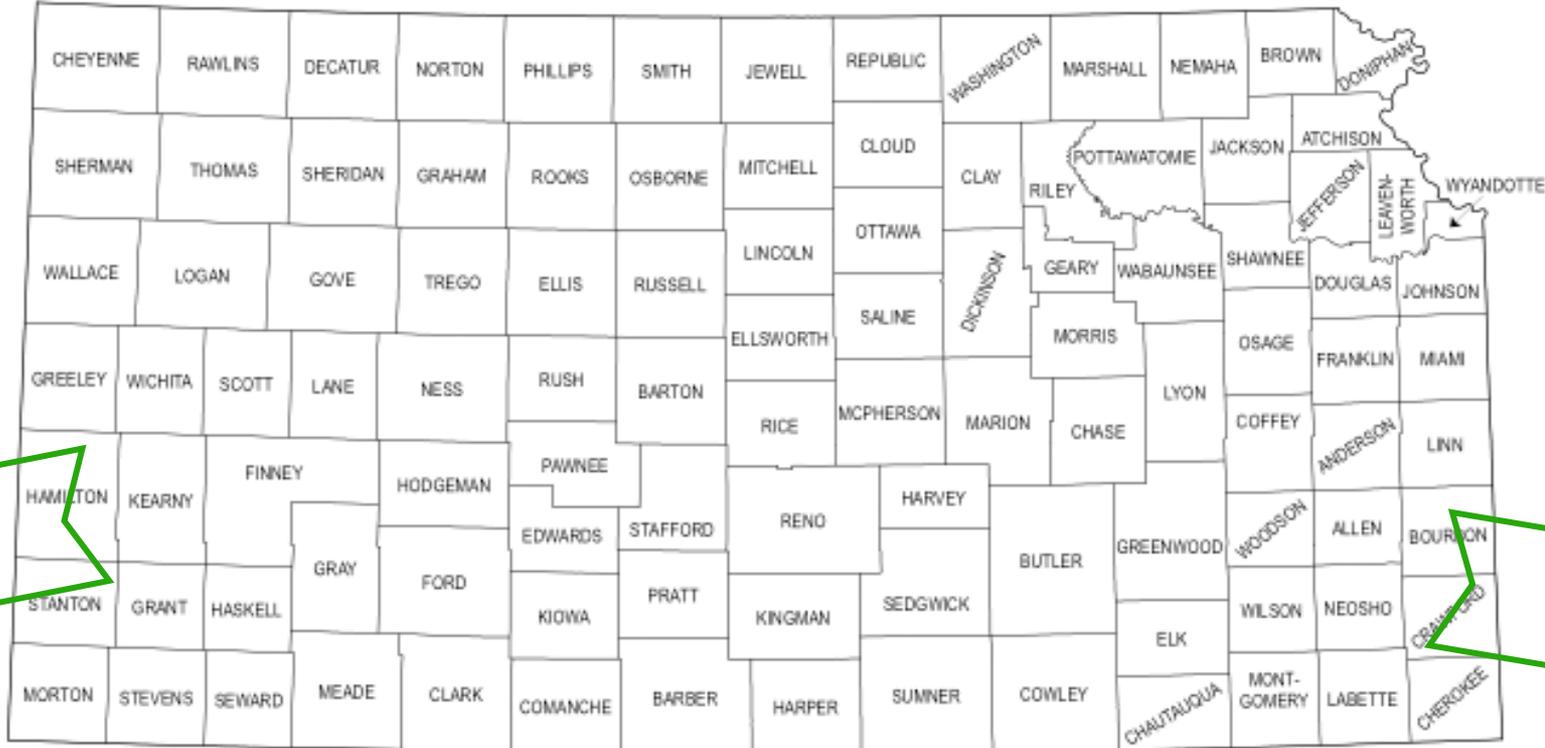
- Cash receipts for crops
- Fertilizer costs
- Seed purchases

1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011





# Kansas consumers spend \$7.2 billion on food each year



• **\$6.5 billion from outside state**

MAP LEGEND

- Kansas State Boundary
- County Boundary and Name

Source: U.S. Bureau of the Census.  
Note: All boundaries and names are as of January 1, 2000.



# Health Conditions in Alaska

**Medical costs for diabetes:**

**\$1.4 billion (Kansas)**



## **Consumers matter**

**If each resident bought \$5 of food directly from a Kansas farm each week...**

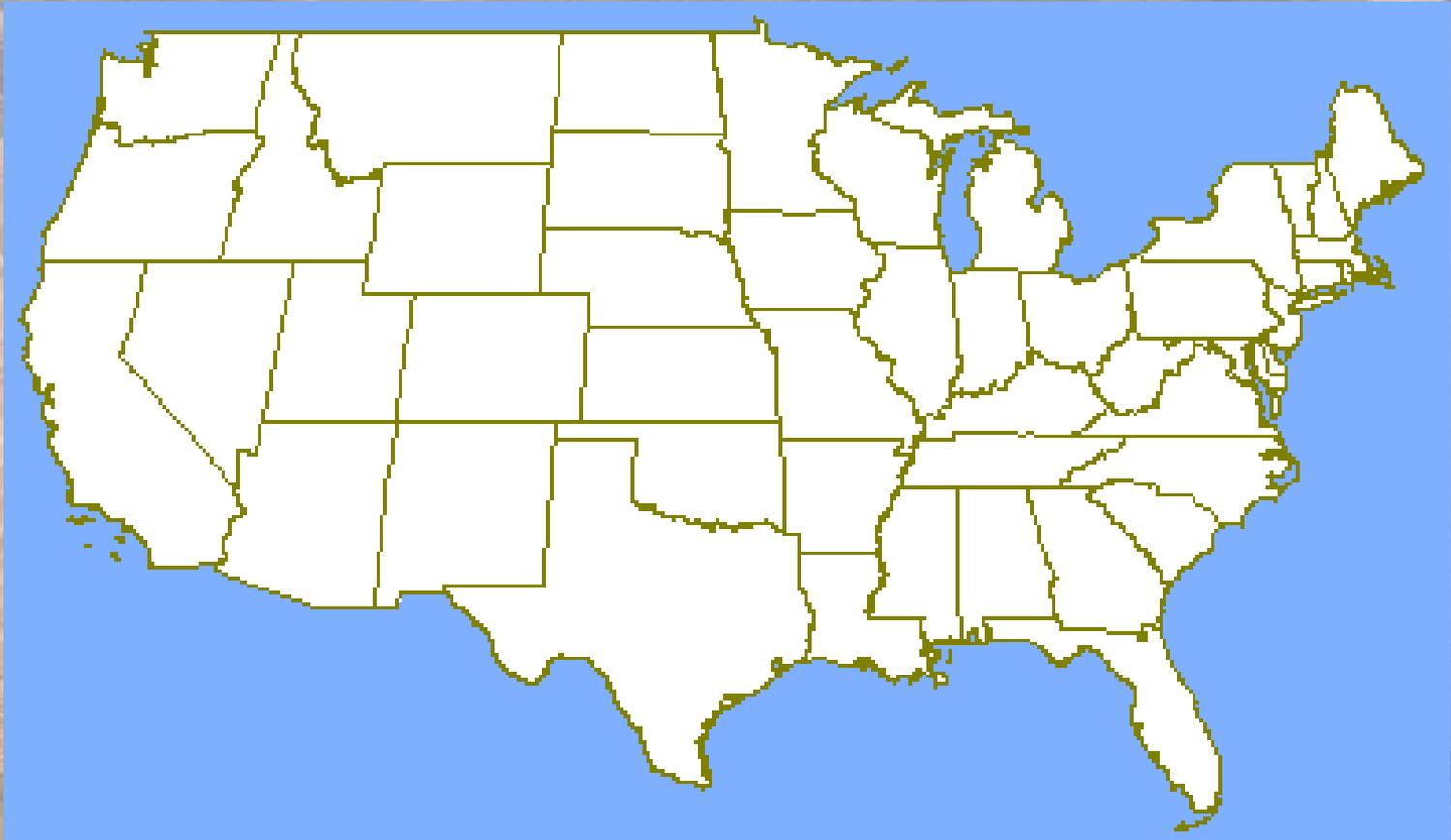
**...farms would earn \$750 million of new revenue**



**Alaska is not alone...**

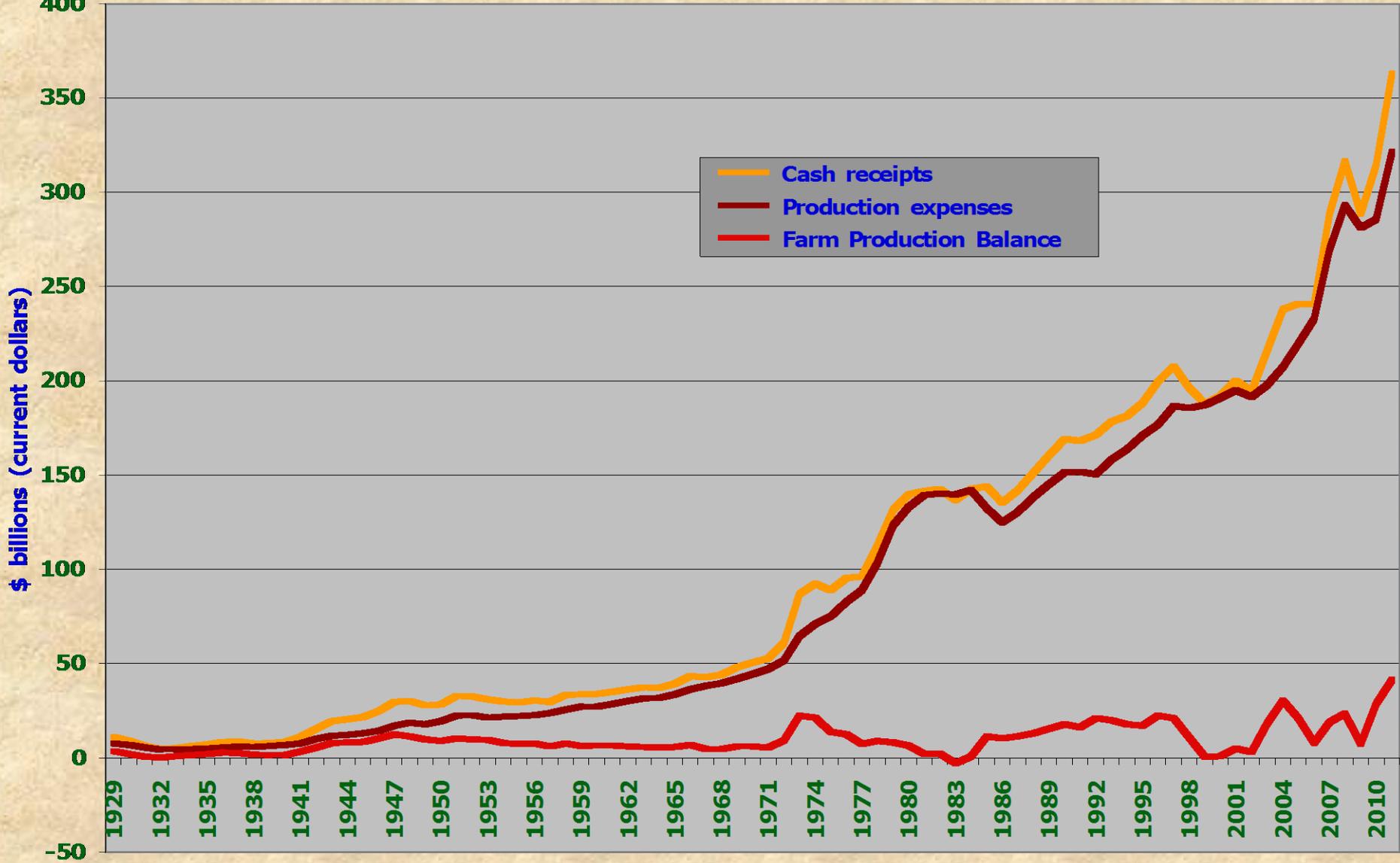


**U.S. data**





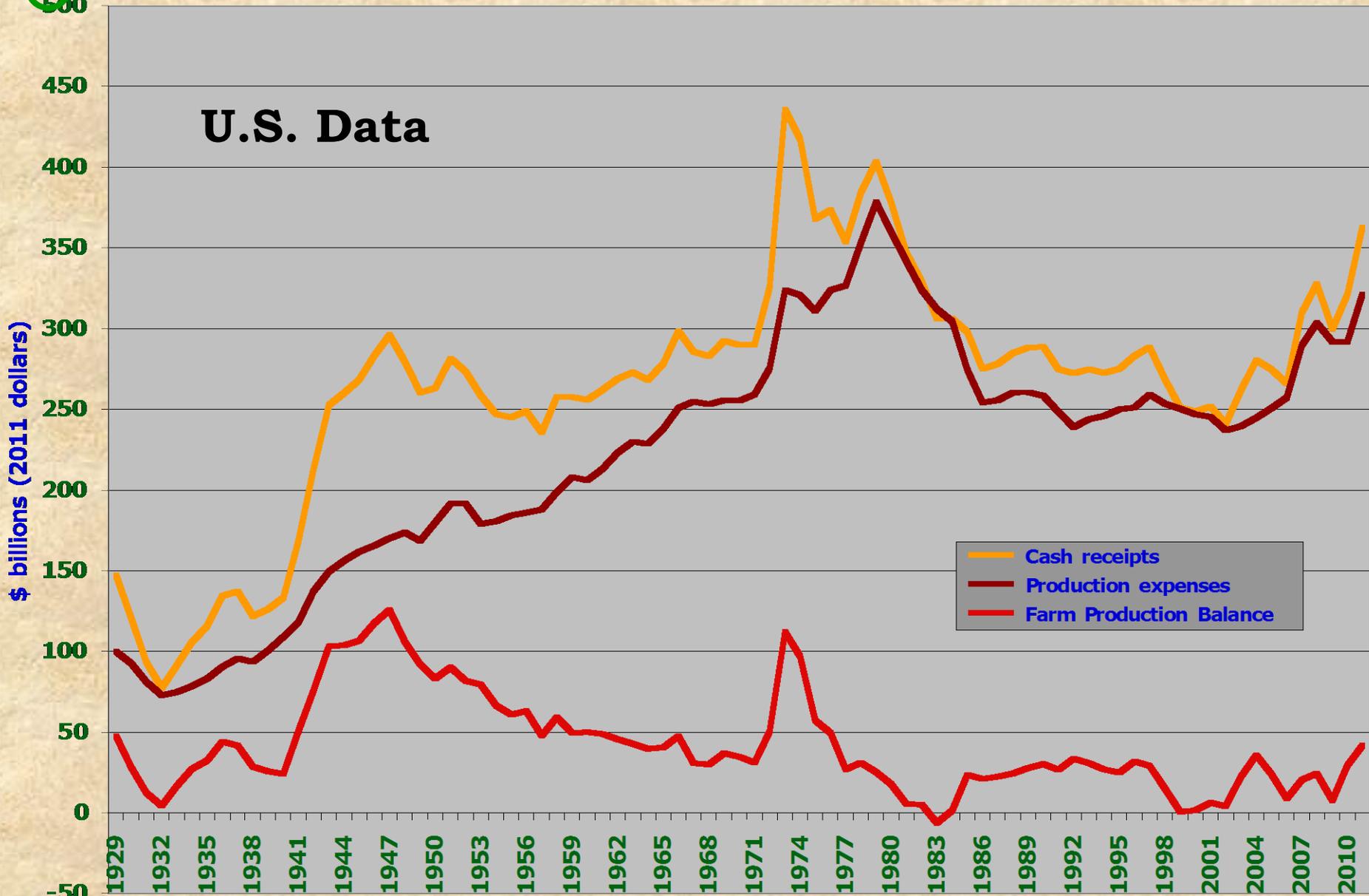
## Farm production balance for U.S. farms, 1929 -2011



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



## U.S. Data



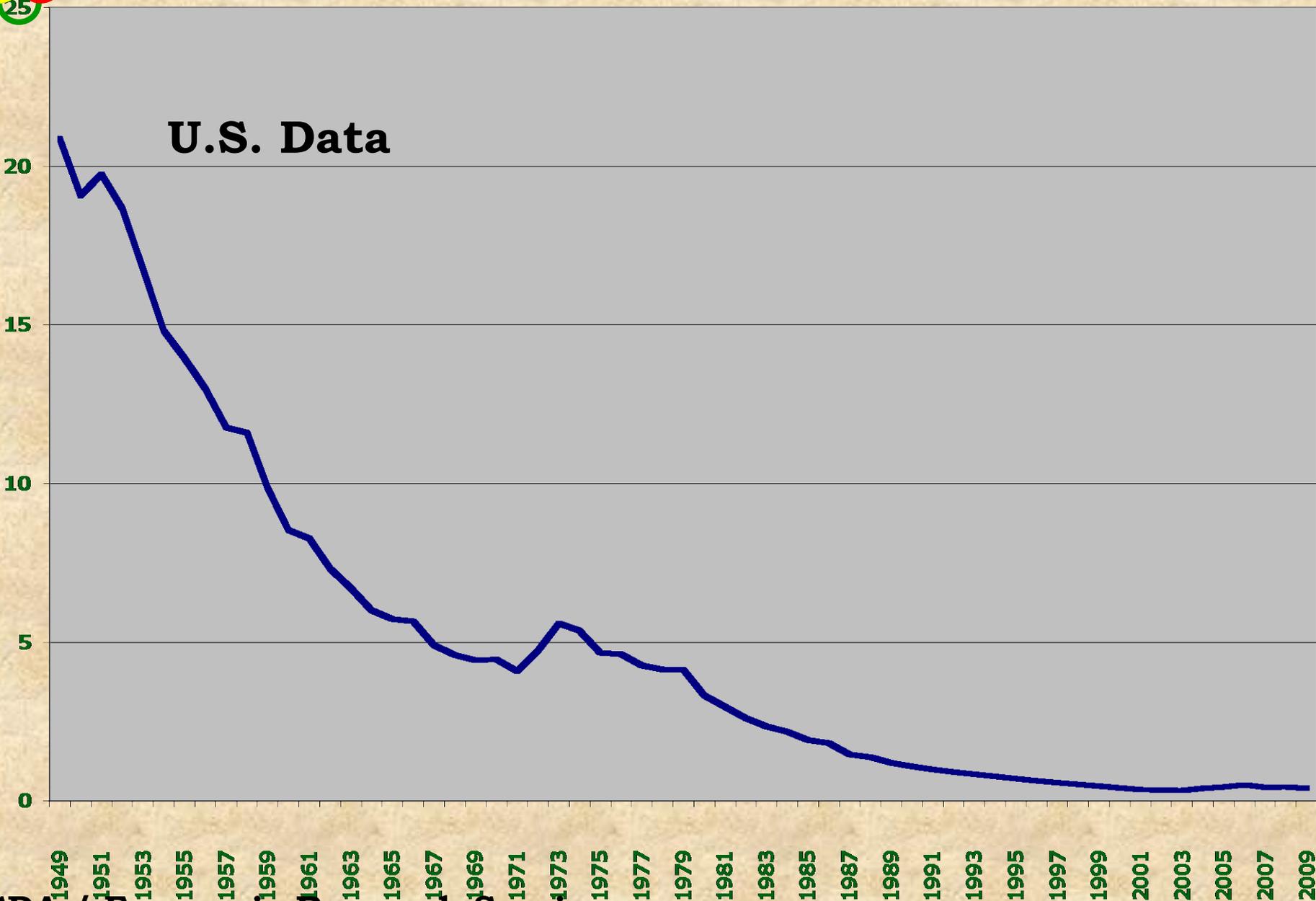
Cash receipts  
Production expenses  
Farm Production Balance



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

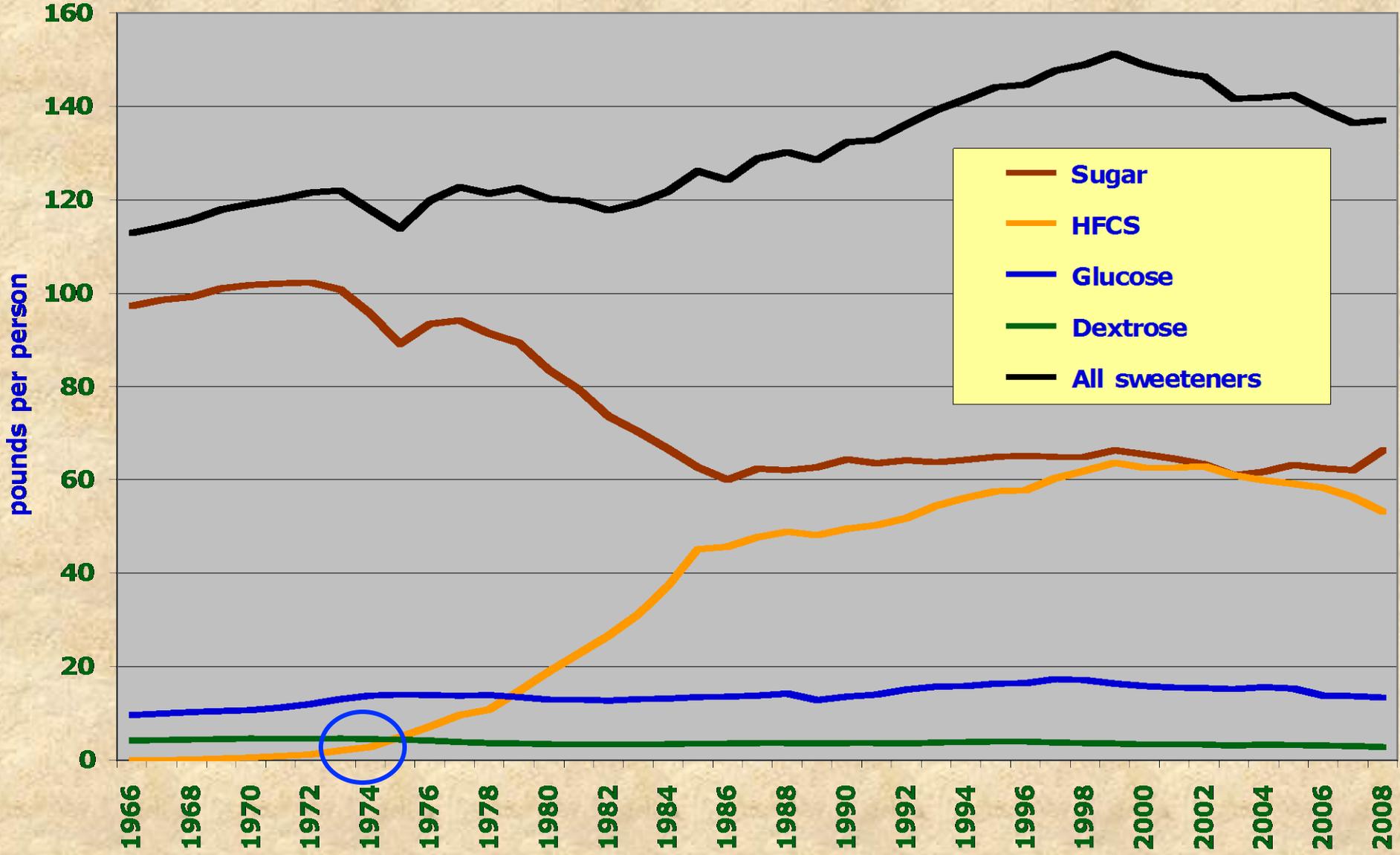
**U.S. Data**

\$ billions (2011)



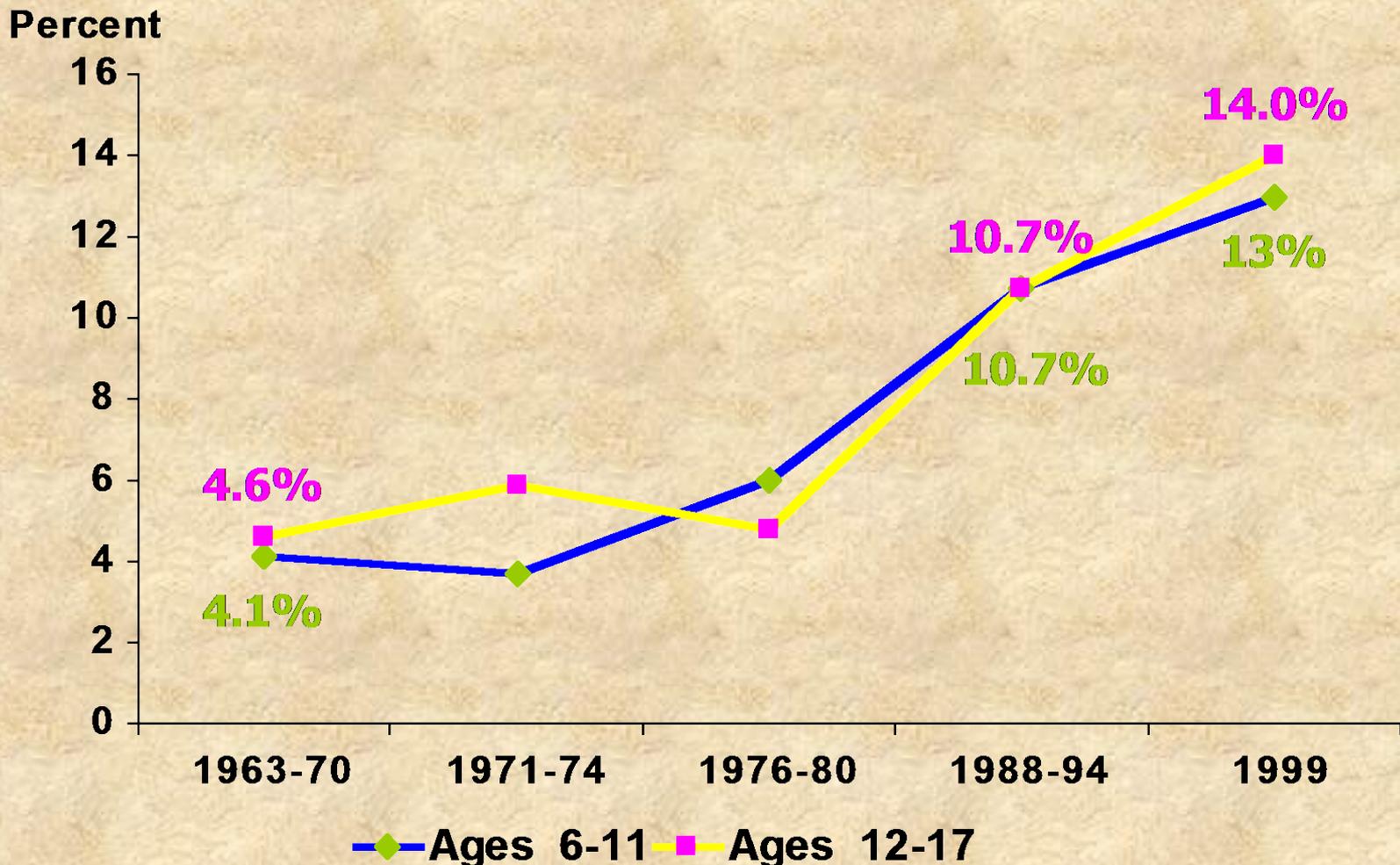


# Sugar and Corn Sweetener Use in U.S., 1966 - 2008





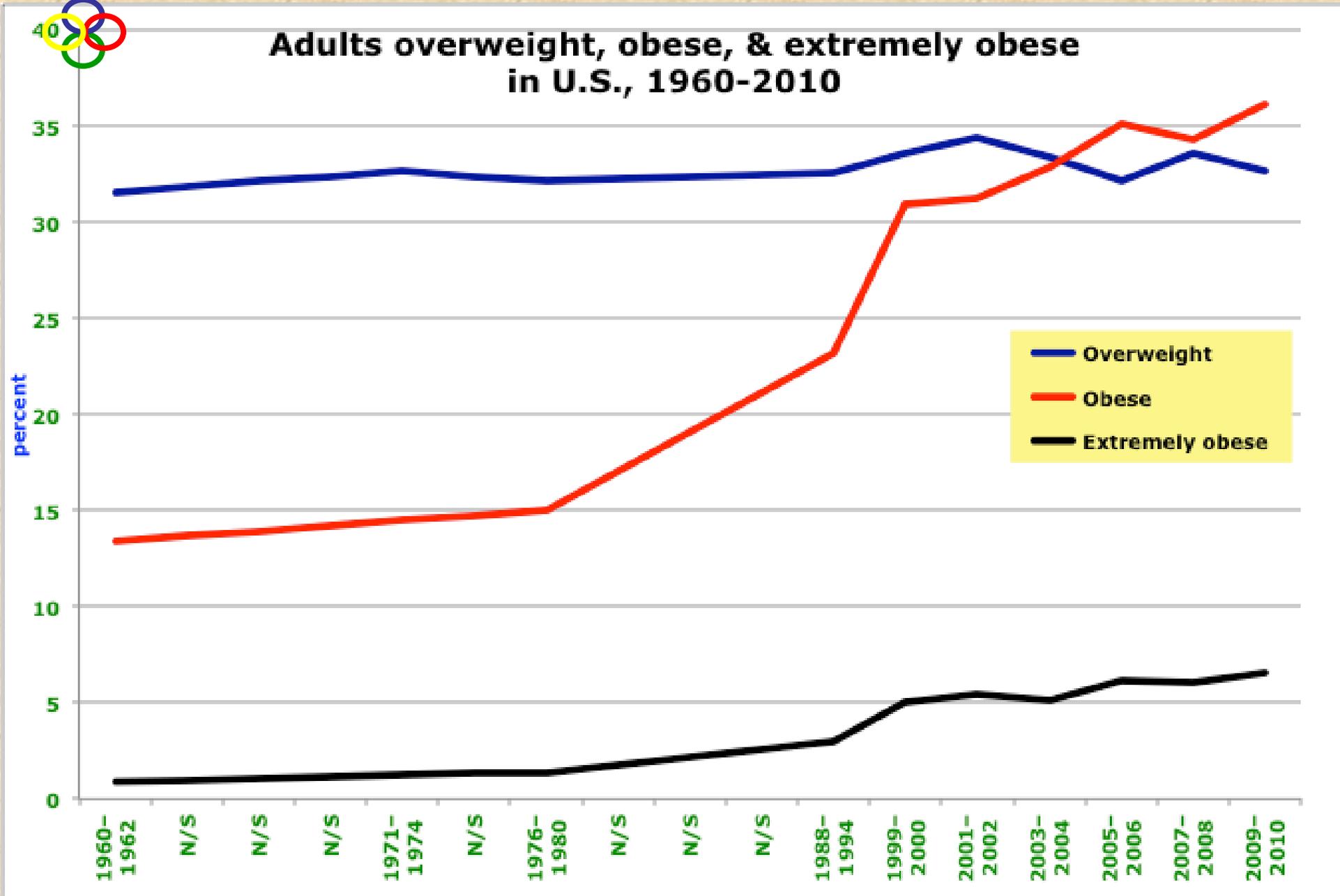
# U.S. Youth Who are Overweight Percent by Age



≥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



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



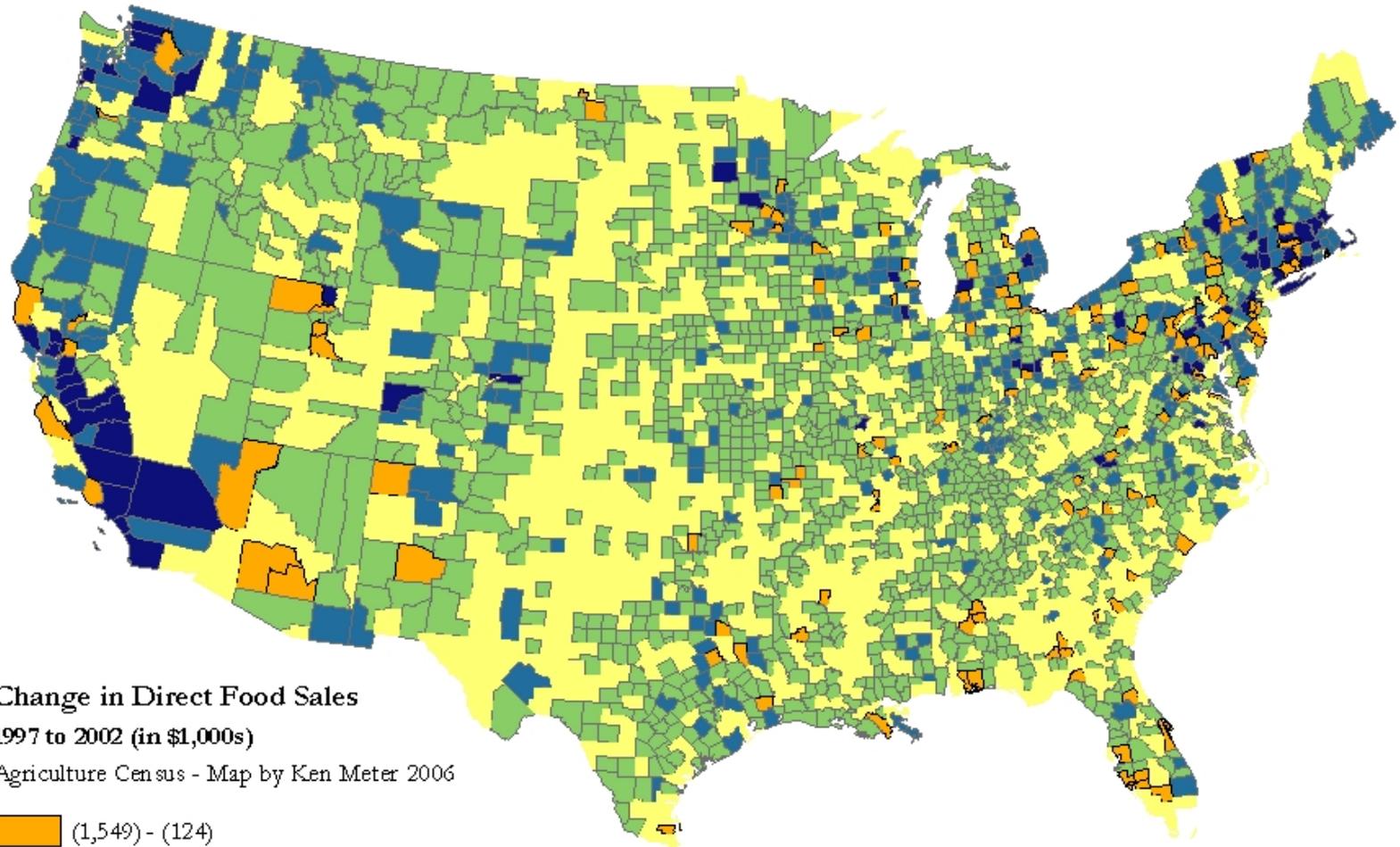
Source: NHANES — National Health and Nutrition Examination Survey



**Growing Power / Chicago**



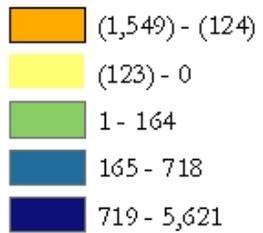
# Direct Food Sales



## Change in Direct Food Sales

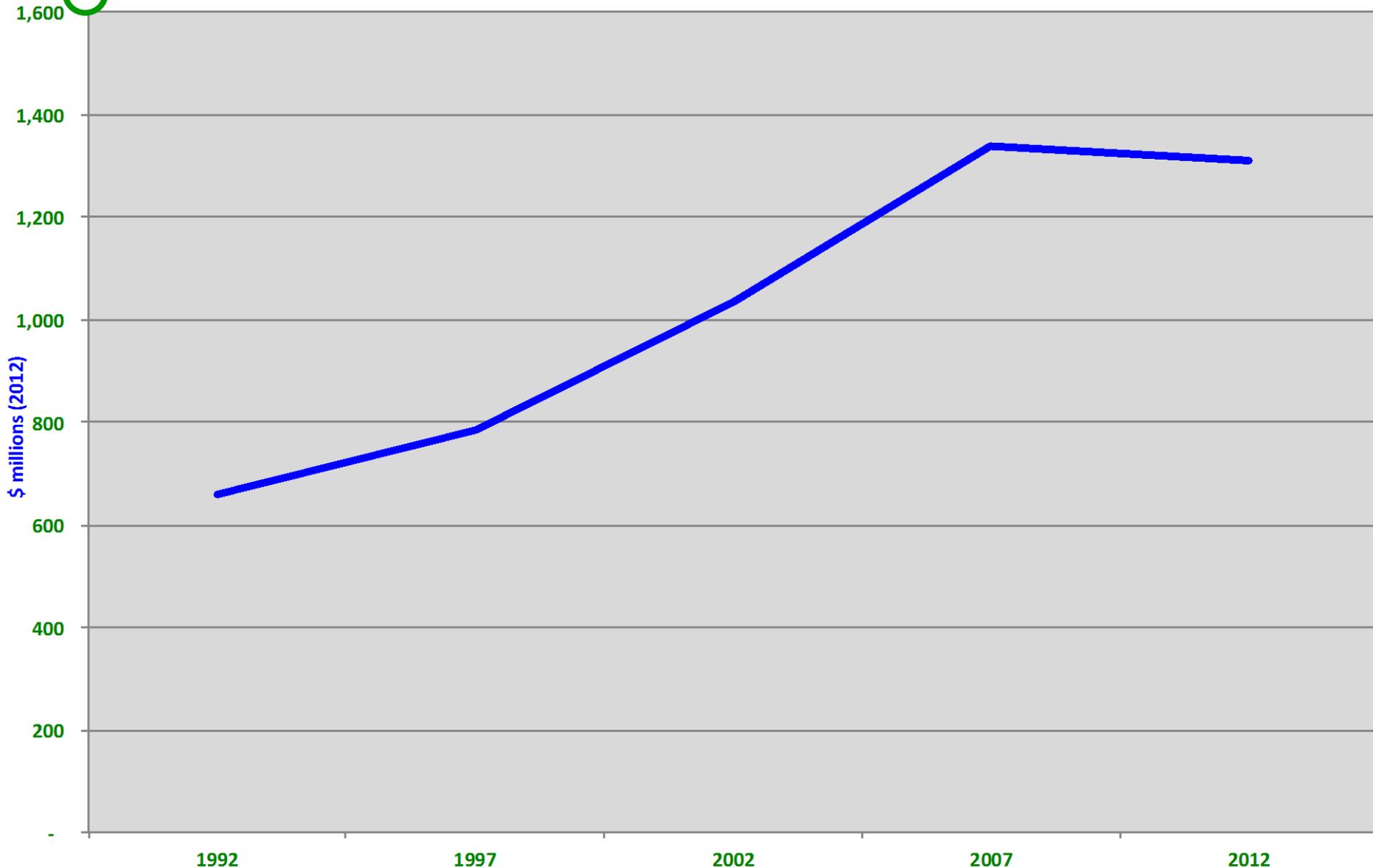
1997 to 2002 (in \$1,000s)

Agriculture Census - Map by Ken Meter 2006





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





# How do grocers help build food webs?



Photo: DSC



**Define your local  
vision for food**



IC

ORGANIC  
CA  
ARKANSAS  
BLACK  
HERBLOOM  
APPLES  
\$2.99/lb





# Connect with farmers





**Build Supportive  
Networks &  
Business Clusters**



**Build  
authenticity**



SALE!!  
Heirloom  
Bell Peppers  
\$1.99/lb!  
LOCAL - JACKSON

m peppers \$1.99/lb  
Jackson Farm

**Name the farm in  
store!**





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







ODEN

Food Co-op





# **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





# North Alabama

## 11 Counties:

- Colbert
- Cullman
- DeKalb
- Franklin
- Jackson
- Lauderdale
- Lawrence
- Limestone
- Madison
- Marshall
- Morgan



# **Food Bank of North Alabama**

**Huntsville tries to start worker-owned food co-op (2008-2011)**

**49 lenders refuse to loan**

**although FBNA raised three years of operating capital**



# Food Banks explore wider roles

**Huntsville  
Food Bank  
discovered  
they were  
distributing  
canned peas  
from China**



**Photo: Food Bank of North Alabama**



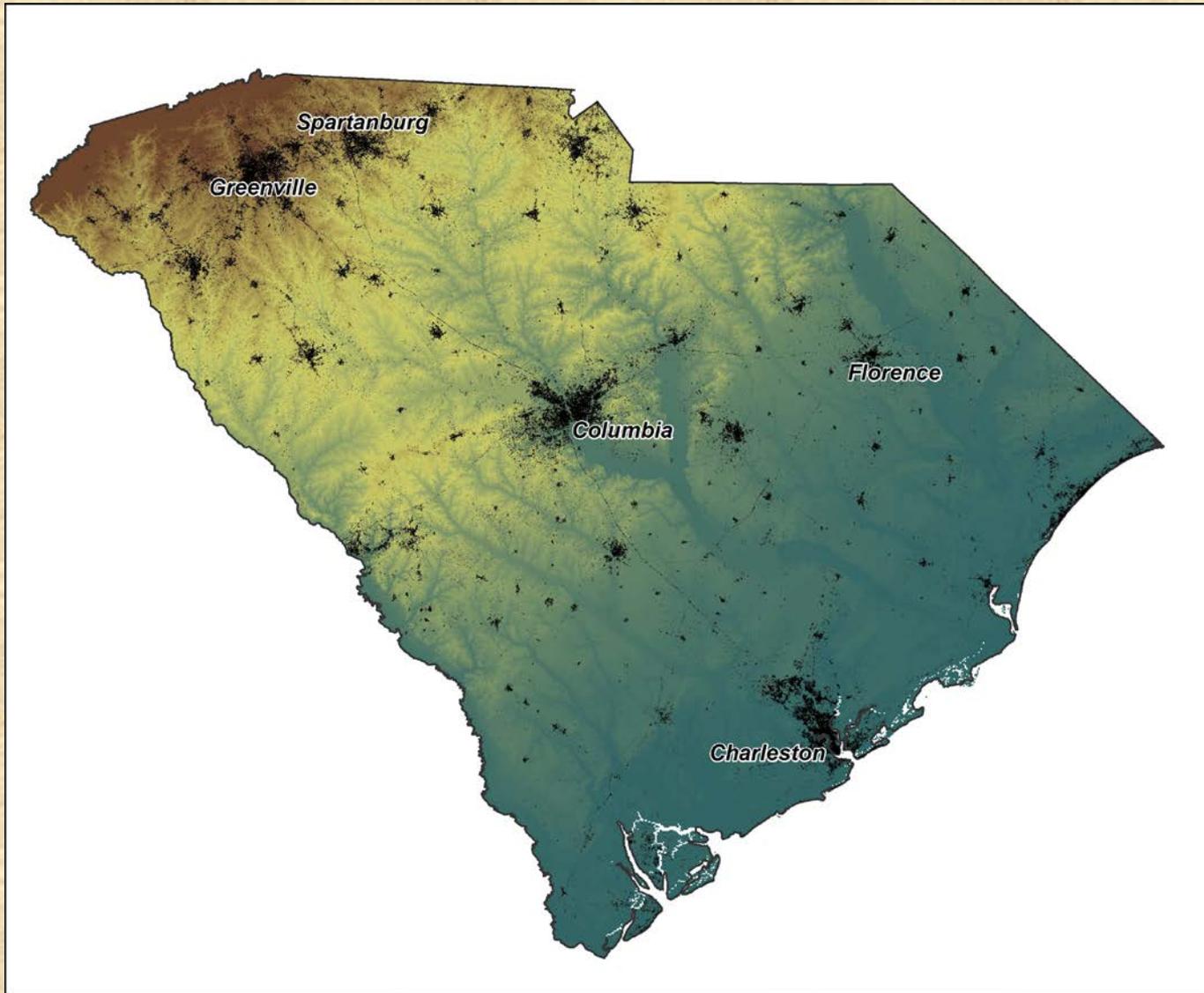
**Huntsville, Alabama**



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



# 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**



# 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



**Adopt  
marketing  
campaign**

## Healthy food, people, economy

**Eat 5 servings of fruit and vegetables per day and reduce your risk of:**

**Spend \$5 per week with a local producer and**

- |                        |   |   |
|------------------------|---|---|
| <b>Obesity</b>         | → | <b>Create local jobs</b>                        |
| <b>Type 2 Diabetes</b> | → | <b>Support a farmer you know</b>                |
| <b>Heart Disease</b>   | → | <b>Promote self-reliance</b>                    |
| <b>Chronic Disease</b> | → | <b>Increase availability of farm-fresh food</b> |
| <b>Cancer</b>          | → | <b>Boost local revenue</b>                      |

**Artwork by  
Carrie Cline  
Cortez, Colorado**



# GrowFood

## CAROLINA



*Photo: Grow Food Carolina*



A family owned, member supported, CSA farm

# Pinckney's Produce



PLEASE RETURN BOX TO

Pinckney's Produce

[www.pinckneysproduce.com](http://www.pinckneysproduce.com)

843-321-83



**Grow Food Carolina**



Door Open and Close

1. Door is open	2. Door is closed
3. Door is open	4. Door is closed
5. Door is open	6. Door is closed
7. Door is open	8. Door is closed
9. Door is open	10. Door is closed

WARNING



**FRESH PRODUCE**

1/2 BUSHEL

ZUCCHINI	SPINACH
FANCY	TO COIN
MEDIUM	TO COIN
S.W. YELLOW	FANCY
FANCY	TO COIN

PRODUCE OF U.S.A.

**POTATOES**

PRODUCE OF U.S.A.

**TOMATOES**

PRODUCE OF U.S.A.



1-1/8 BUSHEL

1-1/8 BUSHEL

1-1/8 BUSHEL

**Mulberry Hill Peaches**

PRODUCE OF U.S.A.

ONE HALF BUSHEL BY WEIGHT

EGGPLANT	1-1/8 BUSHEL	ACORN	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CUCUMBERS		PEPPERS	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUPER SELECT	<input type="checkbox"/>	EX-LARGE	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	LAR	<input type="checkbox"/>
SMALL	<input type="checkbox"/>	MEDIUM	<input type="checkbox"/>
LARGE	<input type="checkbox"/>	SEL	<input type="checkbox"/>
PLAIN	<input type="checkbox"/>	RED	<input type="checkbox"/>
		SUNTAN	<input type="checkbox"/>
		CHOPPERS	<input type="checkbox"/>

1-1/8 BUSHEL

**Photo: Grow Food Carolina**



# **Grow Food Carolina**

- **Launched with donated use of a building**
- **Projects self-sufficiency in six years**
- **Has required over \$2 million in donations**
- **Plays a vital role in building new connections**

The logo consists of three interlocking circles in blue, yellow, and red. 

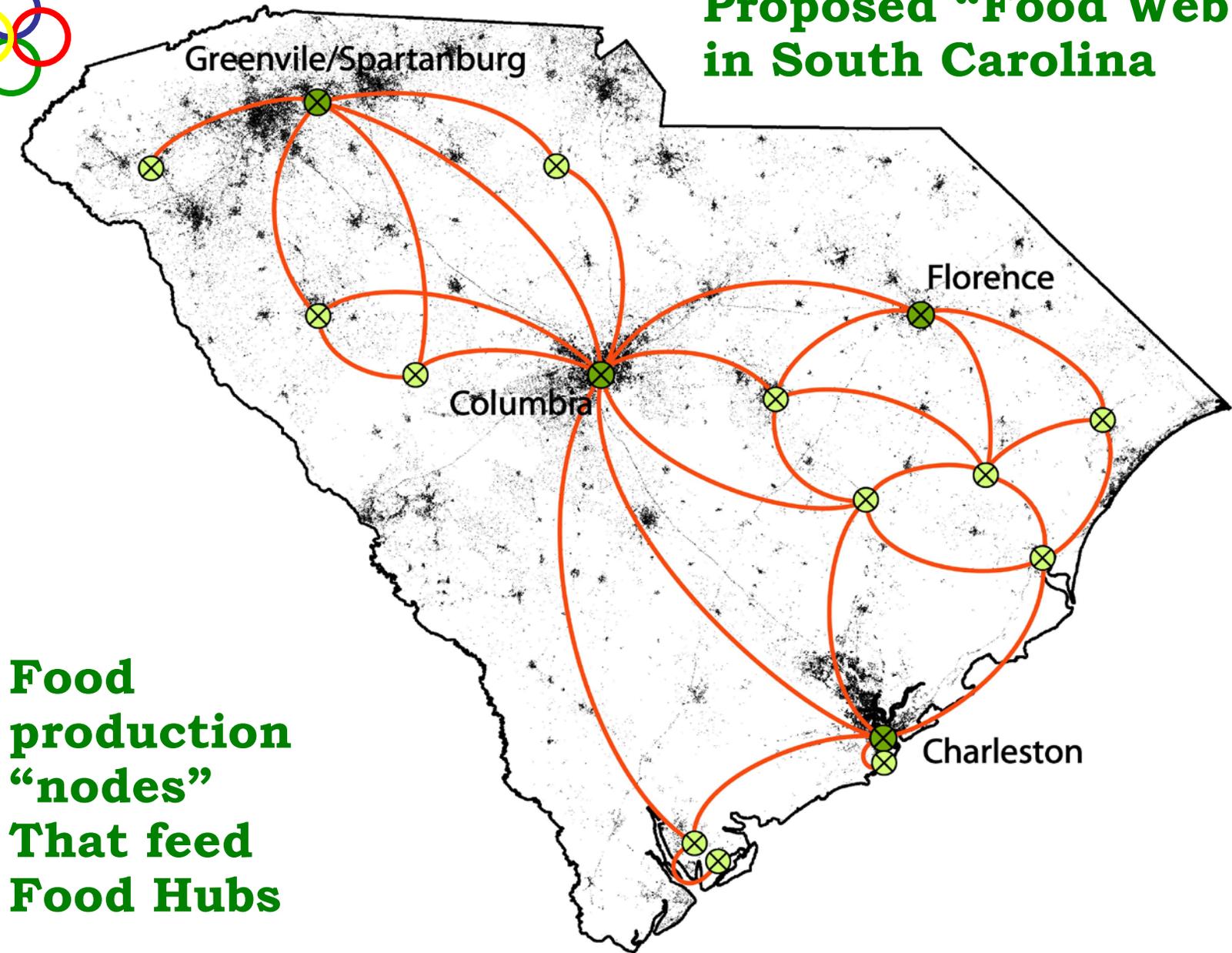
# Grow Food Carolina

**Asked for investment in capacity at farm level:**

- **Storage**
- **Coolers**
- **Packing sheds**
- **Distribution capacity**



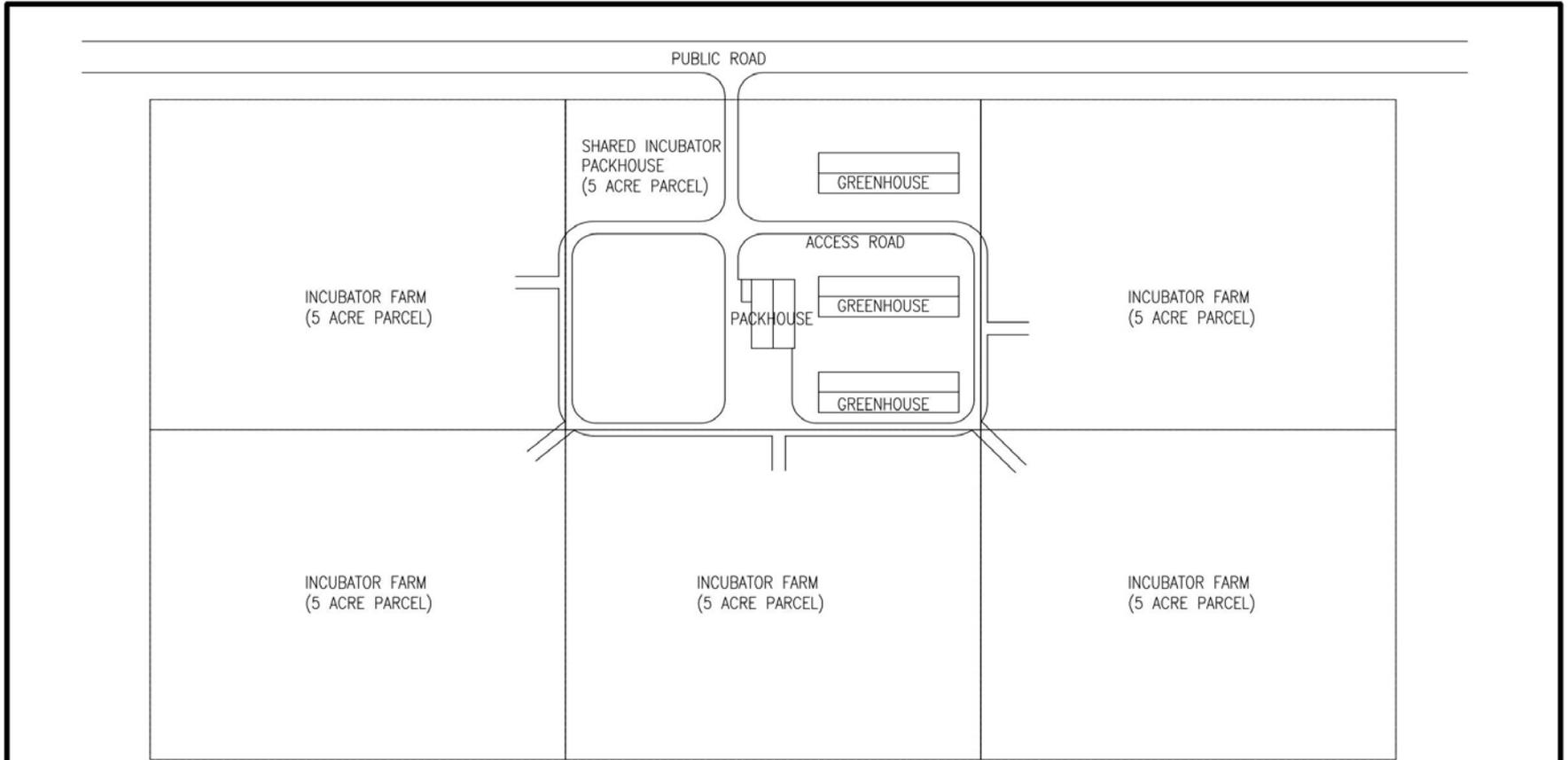
# Proposed “Food Web” in South Carolina



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



# Incubator farm with packing shed



**freshArc**

Packhouse Prototype

4021 Vernon Ave. S #306  
St. Louis Park, MN 55416  
952 270 8321 / 651 808 2015  
www.fresharc.com

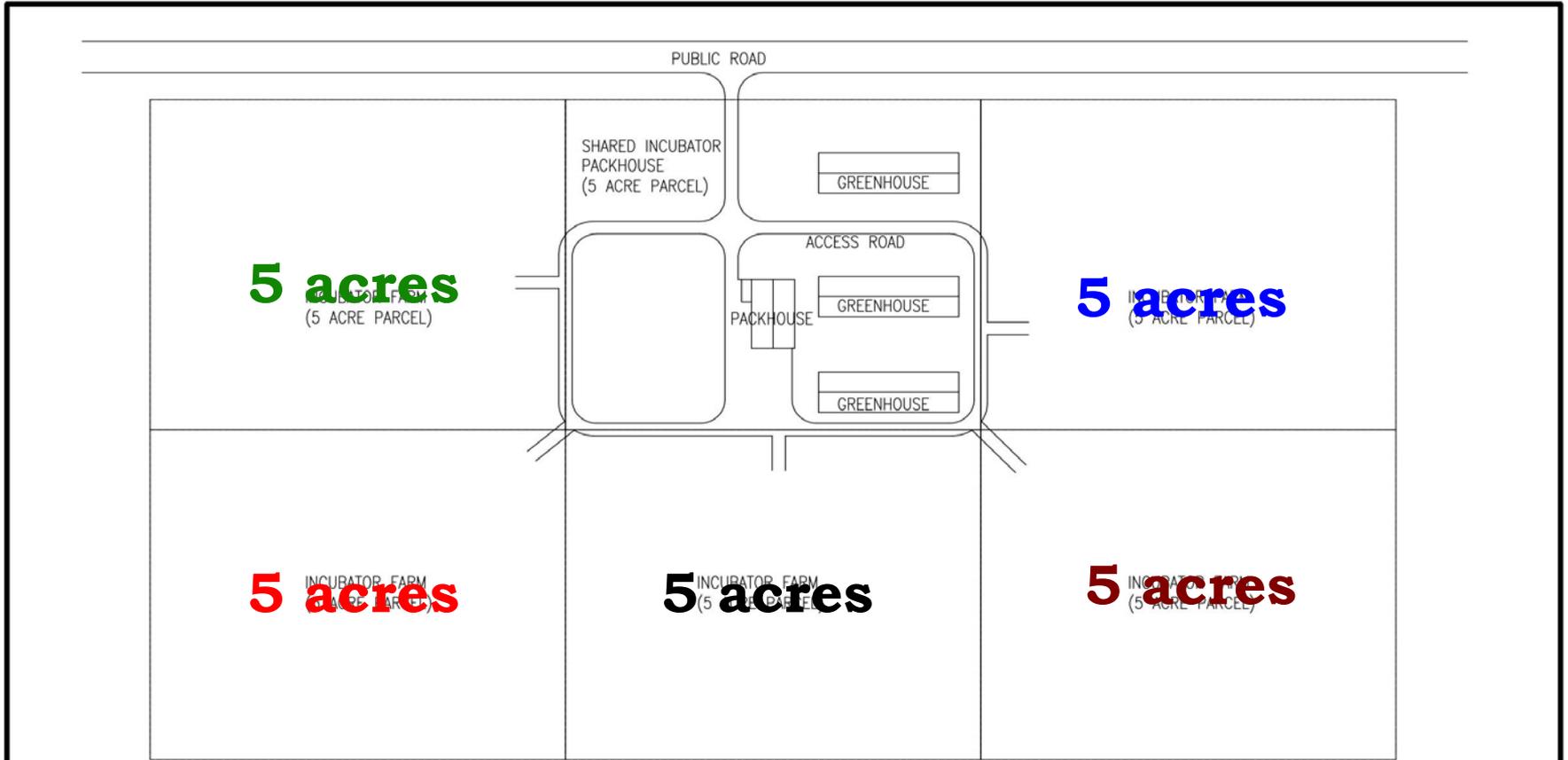
August 26th, 2013

By PMH

Sheet **1**  
of 2



# Incubator farm with packing shed



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Packhouse Prototype

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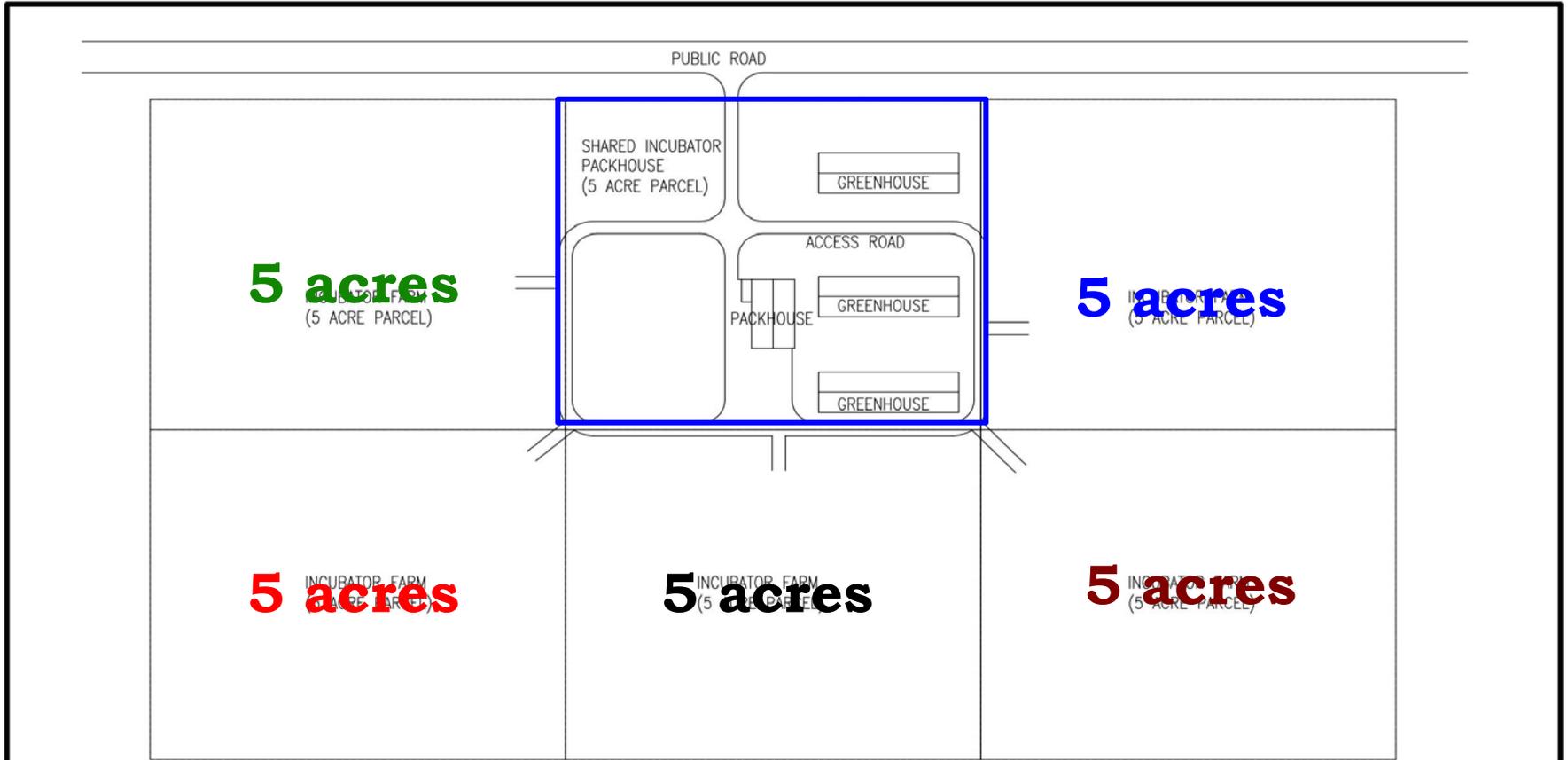
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Sheet **1**  
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August 26th, 2013

By PMH

Sheet **1**  
of 2



**Shipping**

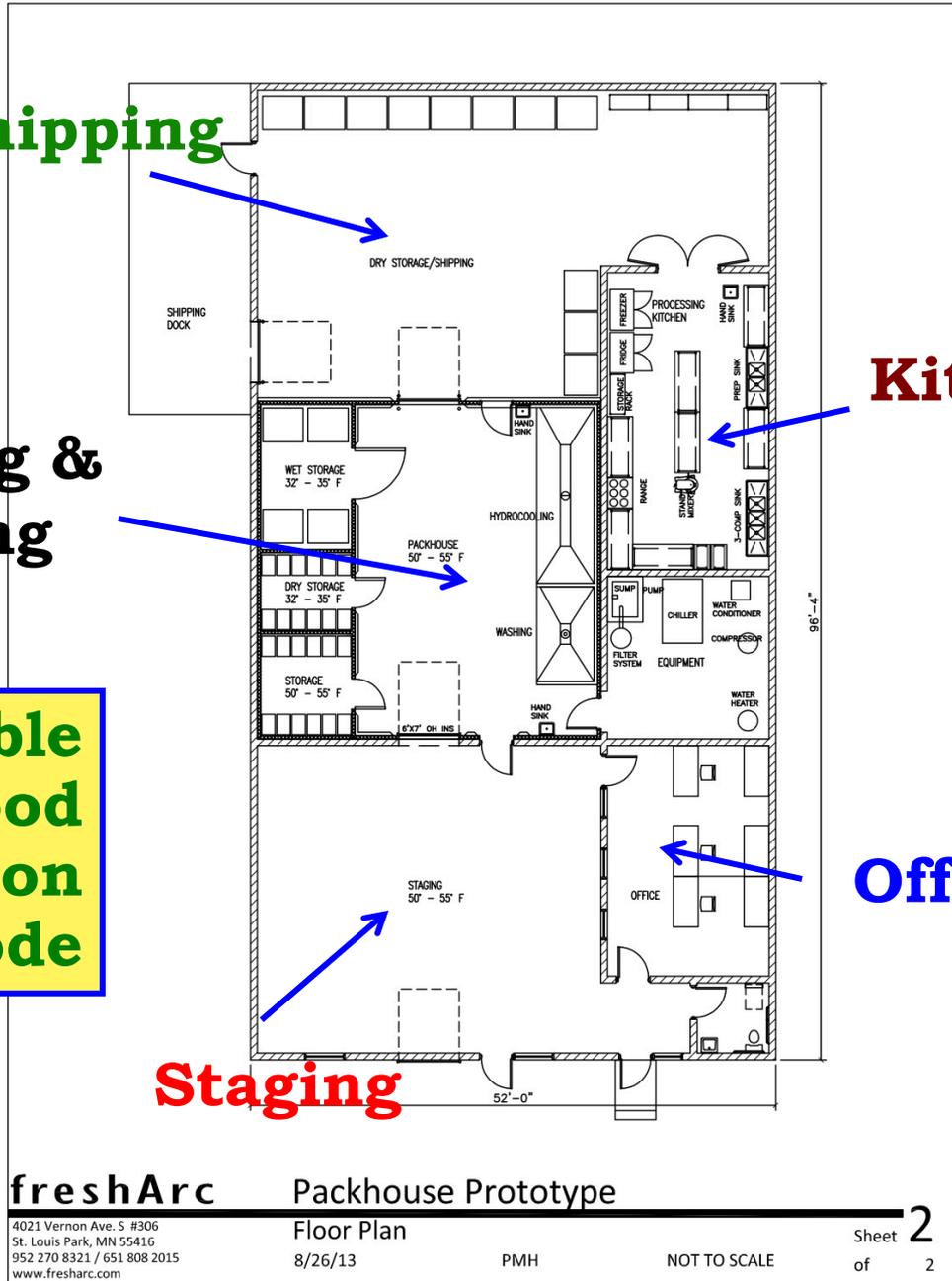
**Washing & Cooling**

**Kitchen**

**One possible food production node**

**Staging**

**Offices**



**freshArc**

**Packhouse Prototype**

4021 Vernon Ave. S #306  
St. Louis Park, MN 55416  
952 270 8321 / 651 808 2015  
www.fresharc.com

**Floor Plan**

8/26/13

PMH

NOT TO SCALE

Sheet **2**  
of 2



# Vision for local food economies

**Build:**

**Health**

**Wealth**

**Connection**

**Capacity**

# **“Finding Food in Farm Country”**

**www.crcworks.org**

**(612) 869-8664**

**kmeter@crcworks.org**

