

# CSU Extension Local Food Systems

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Welcome to the 41st edition of the CSU Extension Local Food Systems newsletter. This newsletter is designed to give you up-to-date news and information from around the state and our own CSU Extension organization. Feel free to send in any events and news from your organization and from partners so that we may share them with our readers through this newsletter!

Please forward this newsletter to anyone with an interest in local food systems and CSU's programs in this area, and tell them they are welcome to contact us so we can add them to our mailing list. The Food Systems work team for CSU Extension is committed to building a stronger network of those who work on systems-based issues. The distribution of this newsletter is one way to build that network.

To assist our readers in finding information we may have presented in the past, you can find old issues at: <http://www.ext.colostate.edu/cis/localfood.html>.

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## **NEW RESOURCE FOR BUILDING A MOBILE POULTRY SLAUGHTERHOUSE**

*The Mobile Poultry Slaughterhouse* is a new manual for building a humane, mobile chicken-processing unit. The total number of small-scale livestock slaughter facilities has declined over the past 10 years, despite tremendous growth in total sales of foods direct to consumers. Mobile slaughter trailers can serve poultry growers who lack access to nearby or appropriately-sized slaughterhouses, and help processors maintain a stable volume of business, which is necessary to their financial viability.

Guidance includes:

- Assessing the local food environment to understand the landscape of farmers, markets, grocers, restaurants, backyard growers, consumers, and collaborators
- Using various funding sources, including nonprofit or private enterprise, and creating a business model that has economic sustainability
- Procuring proper equipment to humanely slaughter and process chickens, including a general equipment list and a blueprint for building a double-sided sink
- Training the crew on optimal procedures for handling birds to maintain optimal welfare and health, and compliance with regulatory procedures
- Educating and marketing to engage the community, including regulators and policymakers

## **BUSINESS COMMITMENTS & LOCAL MEAT PROCESSING SUCCESS**

Earlier this month, the USDA's Economic Research Service (ERS) released a report titled "Local Meat and Poultry Processing: The Importance of Business Commitments for Long-Term Viability". This report follows a related report published last year by ERS that evaluated the availability of slaughter and processing facilities for local meat production and the impact on market supply of local meat.

The authors of the [new report](#), Lauren Gwin, Arion Thiboumery, and Richard Stillman, found that consumer demand for local meat and poultry has risen, yet there are constraints on production both due to limited processing infrastructure and, at the same time, insufficient business for processors necessary for profitability. They report, through seven case studies of local and regional processors,

that best practices center around long-term commitments by processors to provide consistent and high quality services, and by farmers that commit to a steady level of meat for processing.

## USDA FARMERS MARKET PROMOTION PROGRAM ANALYZED

The Farmers Market Coalition and Market Umbrella have released the results from a survey of Farmers Market Promotion Program (FMPP) grantees from 2006 through 2011. Between 2006 and 2012, FMPP provided 575 grants ranging from \$2,000 to \$100,000 to support a wide array of farmers market and direct farm marketing programs at local, regional and state levels. Demand for the program was high, with only 21% of applications funded between 2006 and 2012.

Since receiving their FMPP awards, grantees reported increases in agricultural producer participation, vendor sales, and product diversity. FMPP funded outreach, new market start-up, marketing strategies, trainings, and business skill development which resulted in season extension, increased community engagement, improved food safety, and added entrepreneurship opportunities. Most grantees increased the number of weeks and days of the week their operations were open for business, which supported increases in first-time customers. See more at [their website](#).

## MARKETING YOUR FOOD PRODUCT WORKSHOP

Join the Colorado Department of Agriculture Markets Division on Thursday, September 19, 2013 for a one-day workshop that will boost your marketing efforts! You'll hear from experts about regulations, building your brand, product promotion and how to work with retailers. Perfect for start-up and existing food-related businesses.

Jefferson County Fairgrounds  
15200 W. 6th Ave.-Exhibit Hall  
Golden, CO 80401  
8am-5pm

Workshop Cost: \$35/person before Friday, September 6, 2013 (+ \$1 processing fee for electronic checks or \$1.50 + 2.25% for credit card orders.) \$45/person (+ fees) after the deadline. To [register, visit here](#).

## FUNDING FOR LEARNING GARDENS

The Kitchen Community, a 501c3 nonprofit, was established in 2011 as the philanthropic arm of The Kitchen restaurants to connect kids to nutritious food by creating Learning Gardens in schools and community organizations across America.

The Learning Garden is an easy, affordable, scalable school garden solution; it is an attractive outdoor classroom and experiential play space with edible vegetables. Learning Gardens are designed to be places kids want to play and teachers want to teach, thereby helping to decrease childhood obesity, improve academic performance, and strengthen communities.

The Kitchen Community has helped create 95 school and community center Learning Gardens with an additional nine Community gardens across the U.S. The Kitchen [Community] of Colorado provides

funding assistance for Learning Gardens based on schools' or youth/community centers' Free and Reduced Lunch or low-income ratios. To download an application visit [their website](#) or to learn more about the Learning Garden application process, please email [info@thekitchencommunity.org](mailto:info@thekitchencommunity.org).

## LIVEWELL COLORADO FOOD SYSTEM TOOLKIT

LiveWell Colorado's Food Systems Toolbox ([www.livewellcolorado.org/foodsyste](http://www.livewellcolorado.org/foodsyste)s) is constantly growing and continuing to provide detailed case studies from Colorado, model projects and policies from around the country, informative reports, resources, and policy updates. New content this month includes:

- A case study on [Granata Farms](#), Denver's first and longest running urban farm, offering wisdom for urban farmers everywhere;
- A link to the [Find Money section](#) of the Healthy Food Access Portal, providing funding resources, tools, and opportunities for businesses that promote healthy food access;
- And a study conducted by the [National Institutes of Health](#), showing that financial incentives increase intake of fruits and vegetables in low-income communities.

Additionally, [toolbox headlines](#) are updated on a weekly basis, including the most recent updates on the Farm Bill and other food systems legislation, new and impactful reports and resources, and information on upcoming webinars.

## WEBINARS: POLICIES THAT PROMOTE ACCESS TO HEALTHY FOOD

- 1) "Roadmap for City Food Sector Innovation and Investment" is a webinar to be hosted by the Wallace Center with the Urban Sustainability Directors Network, Changing Tastes, and the San Francisco Planning Department on Friday, August 2, 2013 10:30 PM - 12:00 PM MDT.

Local governments are increasingly interested in developing their local food systems to realize local economic and job creation benefits, as well as public health, environmental and social benefits. But where and how to invest are often challenging questions for cities to answer.

The Roadmap and toolset provide cities with guidance for developing a local foods investment strategy and selecting the best investment opportunities to create new jobs and strengthen local businesses, while also increasing a community's access to healthy, local and sustainably grown foods. The Roadmap outlines steps to establish a local vision, inventory and map their food assets and gaps, evaluate investment options and manage financial risk, as well as select municipal policies and initiatives that can improve the success of local food entrepreneurs and local businesses. In addition to the Roadmap contents, the webinar also will present a review of the range of local economic benefits of conventional and innovative food businesses found during the project's comprehensive scan of local and national economic data on job creation and business viability in the food sector. Register [here](#).

- 2) Join LiveWell Colorado for their upcoming joint webinar with the HEAL Cities and Towns Campaign, *Municipal Policies that Promote Access to Healthy Foods & Healthy Food Systems*, on

Thursday, August 8, 1:00 – 2:00 pm. Planning staff from three Colorado towns will review recent policy and code changes to strengthen local food economies and improve access to healthy foods. Presenters will also discuss the importance of securing the support and leadership of local elected officials and how the HEAL Cities & Towns Campaign ([www.livewellcolorado.org/healcampaign](http://www.livewellcolorado.org/healcampaign)) can assist leaders in efforts to strengthen their local food economy and increase the availability of fresh fruits and vegetables. Click [here](#) to register. Registering for a webinar in the series will ensure you receive invitations to future food systems webinars.

## COMMUNITY AND LOCAL FOOD RESOURCES FOR RURAL AREAS

Demand for local food in rural communities is growing. Sustainable local food systems need to have strong community support to build and maintain the infrastructure needed to bring food from farm to fork. This [website](#) provides resources to support rural communities just beginning to build their community food systems, as well as those whose local food systems are already established. Resources are intended for food producers, community organizations, and Extension Educators but may interest anyone in community and local foods. While this website is a partnership between Minnesota, North Dakota, and South Dakota, most resources are applicable for any rural community. Resources include:

**Introduction to Local Food:** Find out about the local food movement and identify resources for farmers and organizations looking to get involved.

**Local Food Policy:** Learn how to advocate for change and use innovative strategies to support local food.

**Affordable Local Food:** Discover how to save at farmers markets, start a community garden, preserve garden produce or bulk foods, and encourage farmers markets to accept public assistance.

**Marketing Local Food:** Enhance your marketing and reach for increased profits, diversified farming businesses, and lasting customer relationships.

**Production Resources:** Find resources useful for home gardeners as well as commercial producers.

**Good Agricultural Practices:** Get the facts on certification and build a food safety plan to maximize product quality and protect farm businesses and customers.

**Organizational Capacity and Structure:** Find out how to engage supporters, form coalitions, implement projects, and develop program leaders to keep your program strong in the future.

**Local Food Programs and Organizations:** Connect with another program or organization to help advance your own efforts.

## EVALUATING THE ECONOMIC IMPACT OF LOCAL FOOD

The recent expansion of local and regional food markets has raised questions about the extent to

which these markets promote economic growth. Although numerous ad hoc case studies and analyses of the economic impact of local and regional food commerce have been conducted in recent years, it remains challenging to draw general conclusions across these studies. There is also not a robust system in place to review and critique the design, methods, and conclusions of these studies.

The Michigan State University Center for Regional Food Systems and the Union of Concerned Scientists' Food & Environment Program convened a meeting of economists and local food researchers on January 31 and February 1, 2013, to assess how economic analyses of local and regional food systems are currently being done and discuss how they should be conducted in the future. [This document](#) summarizes key points and insights from this meeting and provides information on economic analysis, the questions one might ask, and the role of policy in increasing understanding of local food markets. A [recorded webinar](#) also provides a synopsis of their findings and guidance.

## DOUBLE UP FOOD BUCKS- 2012 EVALUATION REPORT

Fair Food Network completed [an evaluation](#) of its Double Up Food Bucks (DUFB) incentive program, which doubles the SNAP benefit available for use at farmers' markets in Michigan. This report, part of a three-year evaluation, is assessing DUFB's effectiveness in leveraging federal SNAP resources to improve access to fresh fruits and vegetables for Michigan shoppers on federal food assistance while strengthening and diversifying farm economies. This report contains some interesting findings applicable to farmers' markets nationwide who are trying to improve food access for lower-income populations.

## WOMEN FARM OPERATORS & THEIR FARMS

USDA ERS just released a report revealing that the share of U.S. farms operated by women nearly tripled over the past three decades. Using Census of Agriculture data from 1978 through 2007, [this report](#) provides detailed information about women farmers and the types of farms they operate. Some highlights from the report include:

- Women-operated farms increased in all sales classes. Between 1982 and 2007, the number of women-operated farms grew from 121,600 to 306,200, with increases in all sales classes (measured in 2007 dollars).
- Most women-operated farms are very small. Since 1982, a majority of women-operated farms have had annual sales of less than \$10,000. Most of the growth in the number of women-operated farms occurred in that sales class, increasing from three-fifths of all women-operated farms in 1982 to three-fourths by 2007.

Resources for women in agriculture:

- [National Women in Agriculture Association](#)
- [Women Food and Agriculture Network](#)
- [Farm Jane](#)
- [MOSES Rural Women's Project Rural Women's Network](#)

## RESOURCES AND ADDITIONAL INFORMATION

Don't forget! Colorado State University Extension Food Systems and Agricultural Policy Resources:

- [Consumer Resources](#)
- [Producer Resources](#)
- [Linking Producers to Restaurants, Workplaces and Other Institutions](#)
- [Linking Producers to Schools - Networks, Directories and Guides](#)
- [Community Assessments and Toolkits](#)
- [Calculators and Databases](#)
- [Policy Articles, Resources and Case Studies](#)
- [Research and Other Resources](#)

To add your ideas and news, contact [Ashley Colpaart](#).

To subscribe and unsubscribe to this newsletter, contact [Martha Sullins](#).