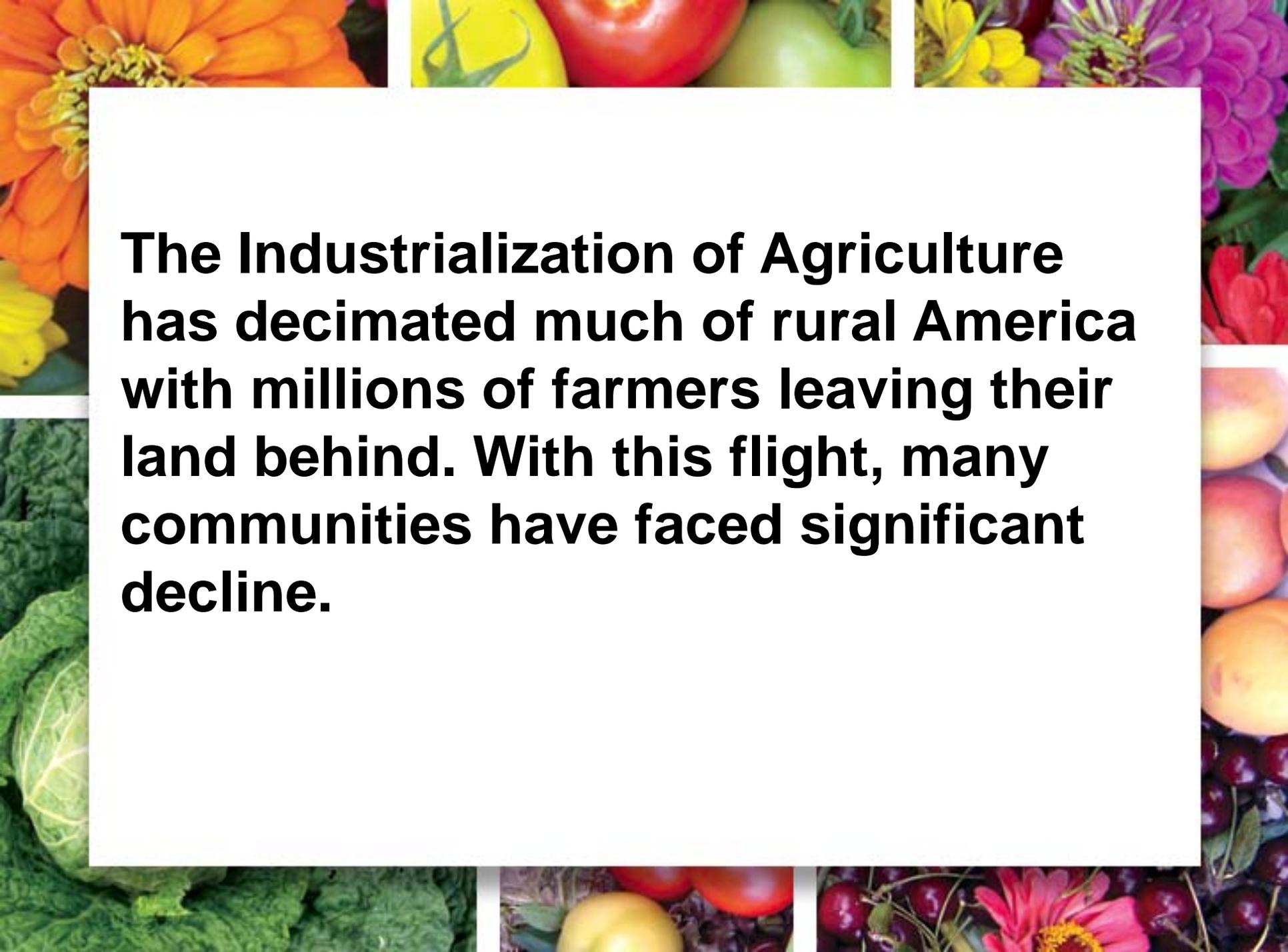




**Financing Farm to Fork: Growing the Sustainable and Local Food Movement**

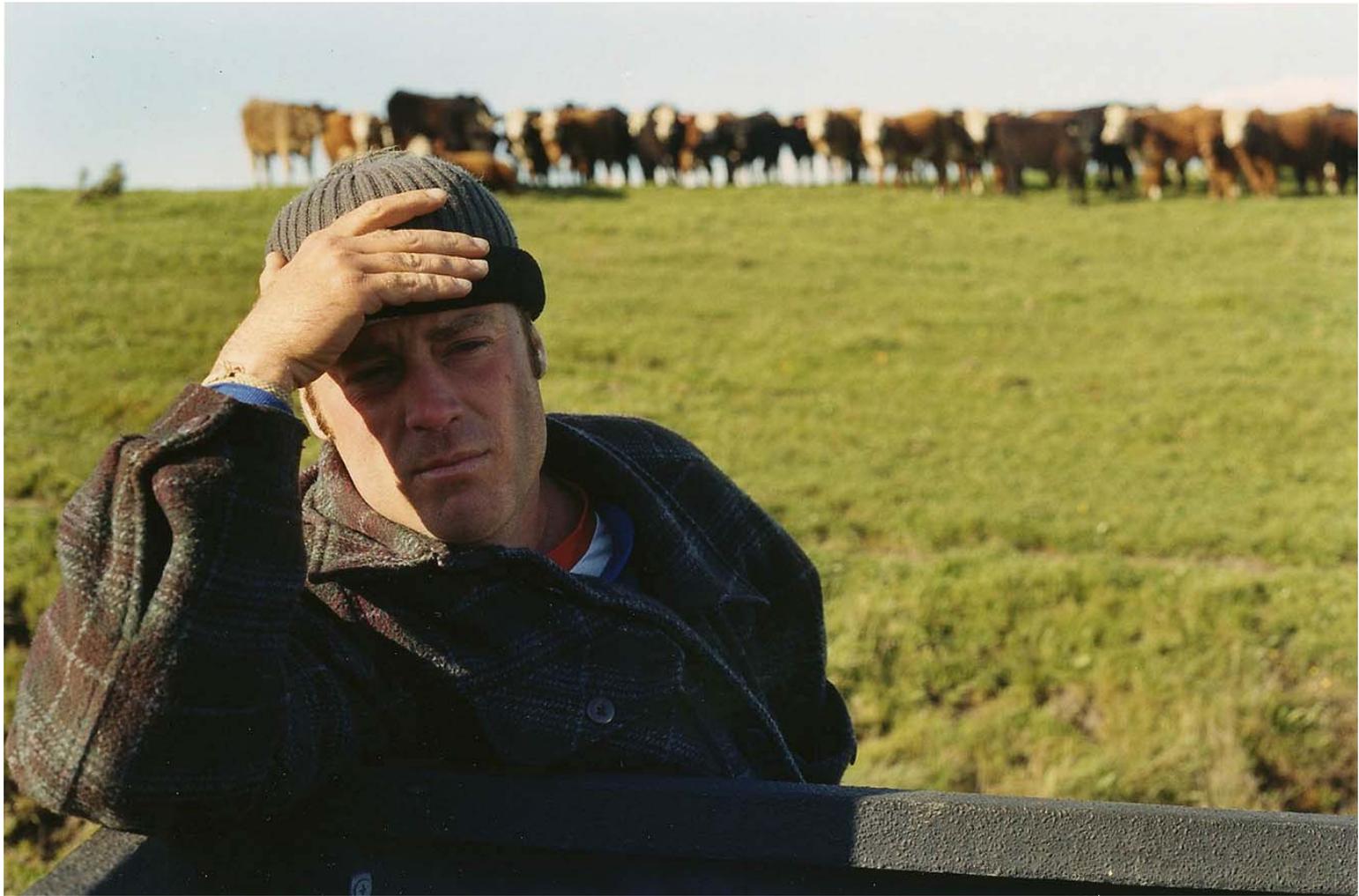
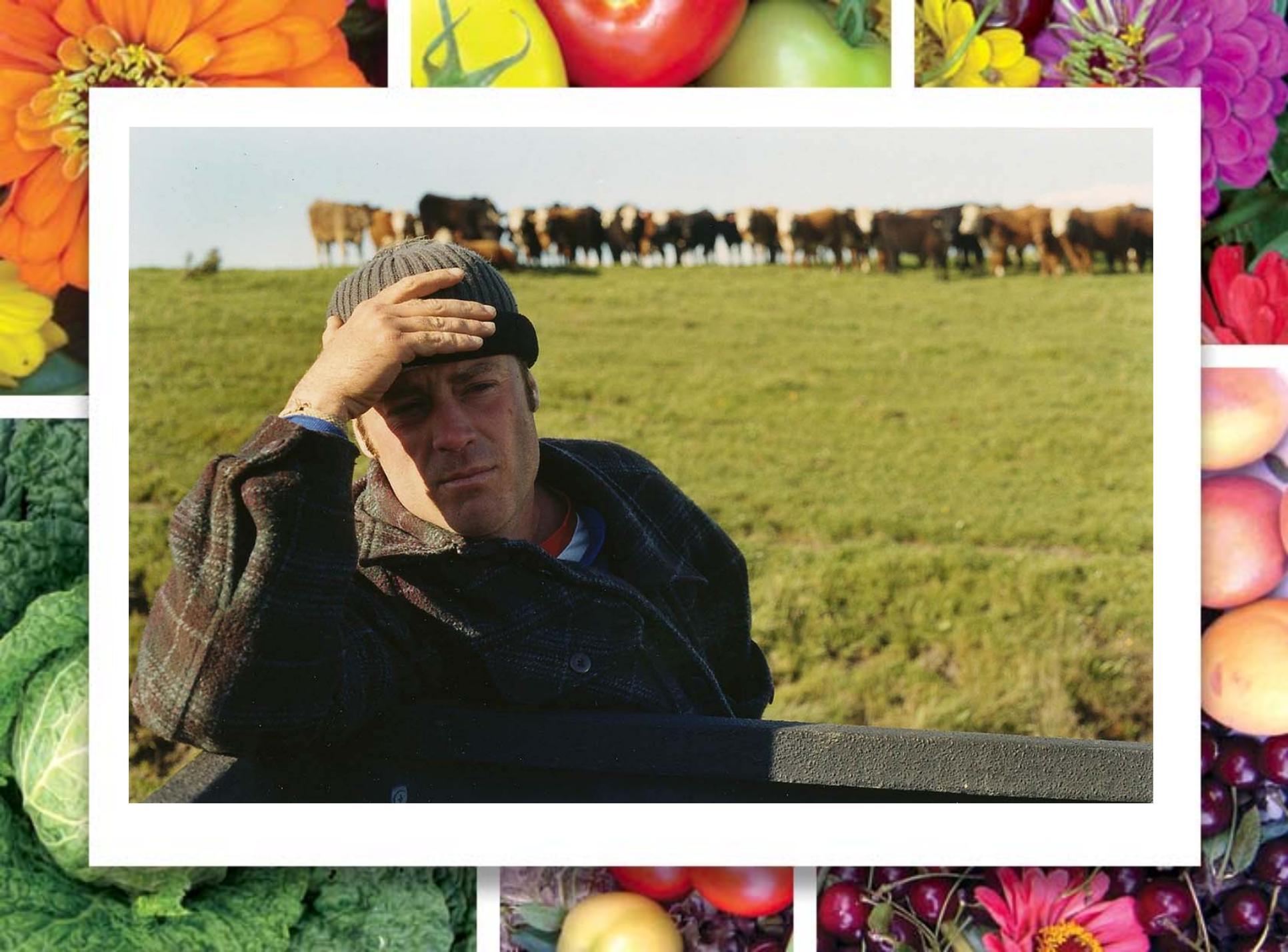


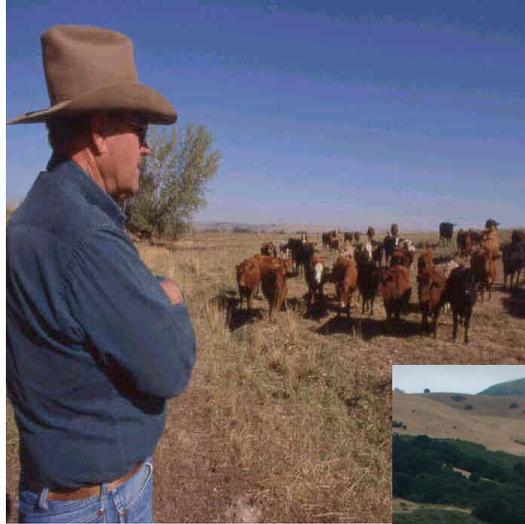


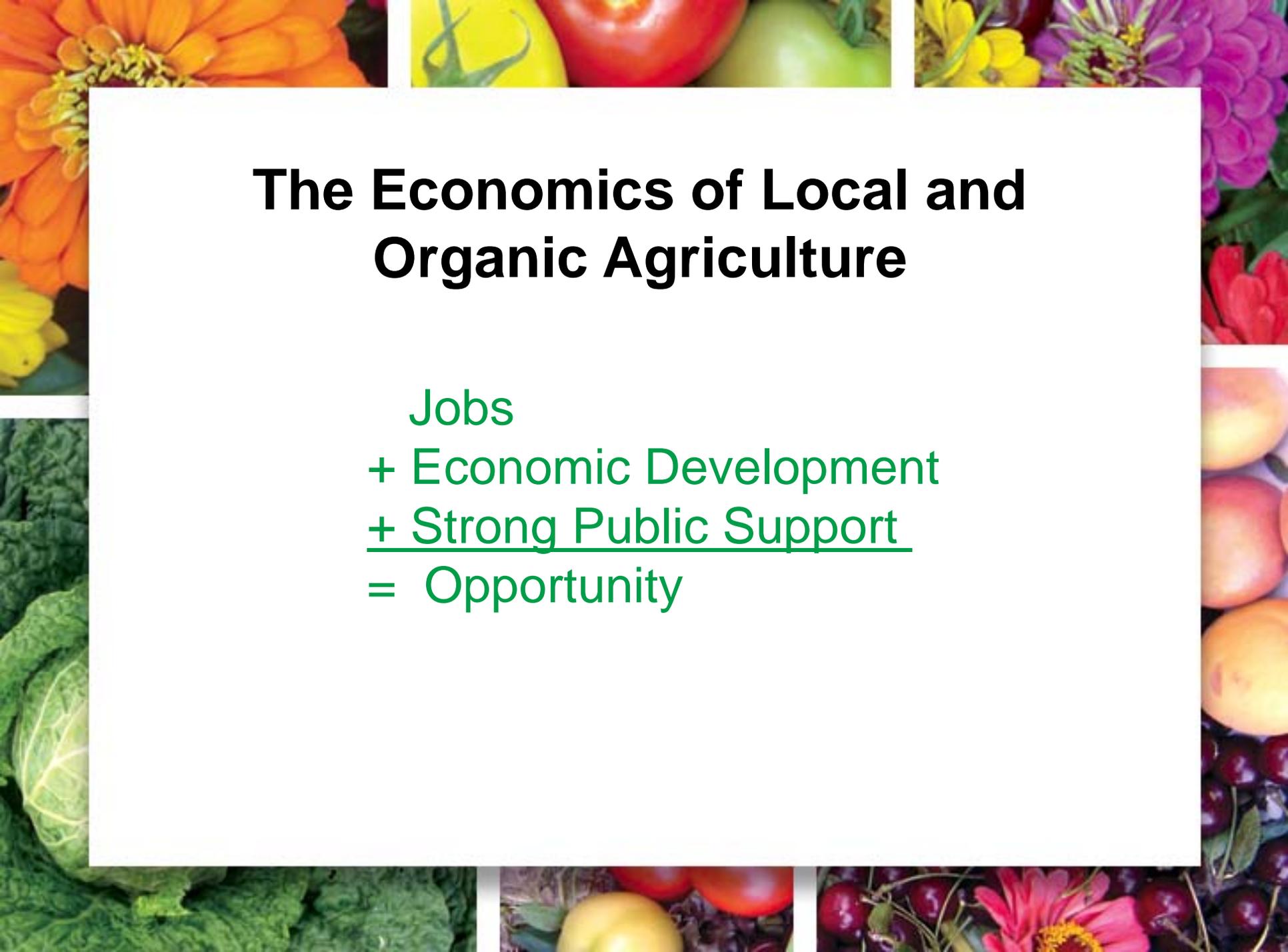
**The Industrialization of Agriculture has decimated much of rural America with millions of farmers leaving their land behind. With this flight, many communities have faced significant decline.**



**Fortunately the growing local and sustainable food movements have spurred new opportunities for family farmers, food processors, and rural and urban businesses.**

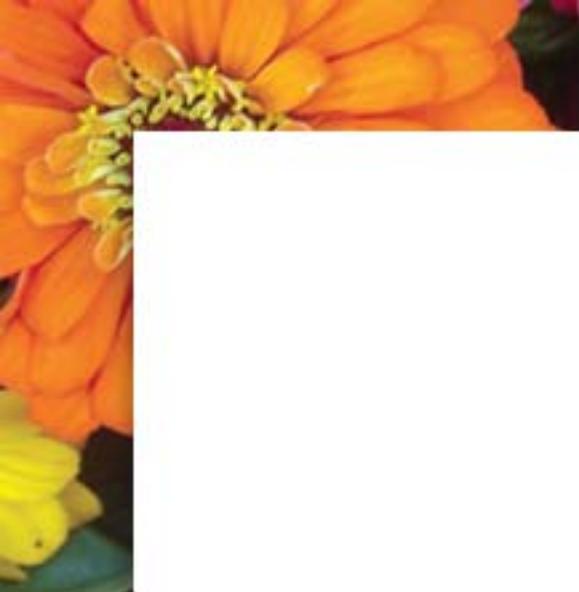






# The Economics of Local and Organic Agriculture

Jobs  
+ Economic Development  
+ Strong Public Support  
= Opportunity





# The New York Times

SUNDAY, JULY 20, 2003

## They Care About the World (and They Shop, Too)

50 to 68 million Americans, "...preferred to make purchases from companies that shared their values, and many said they were willing to pay a premium for products and services they considered sustainable, which means that they are made in a way that minimizes harm to the environment and society."



**What do consumers want and look for in responsibly grown food?**



## **Food Focused Consumers Want:**

- Food free of pesticides, antibiotics, GMO's, and synthetic hormones
- Food with a high level of nutrients
- Food grown by family farmers
- Fair Trade/Fair Wages
- Food that is environmentally sound
- To buy local
- Humane treatment of animals



Taste is a big reason consumers prefer locally-produced foods. Most produce consumed in Chicago travels over 1,500 miles from field to table.



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Local and organic agriculture offers significant opportunities for jobs and economic development, while providing consumers quality food that matches their values.

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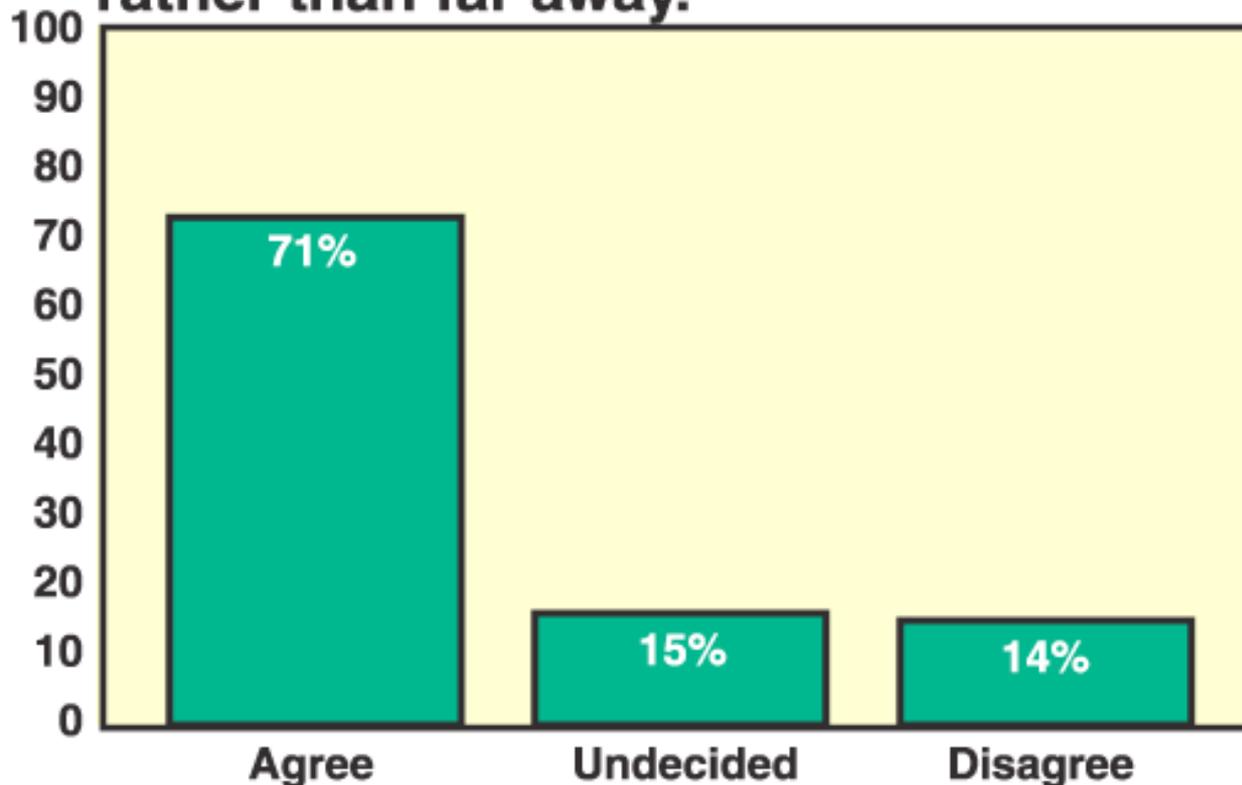


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Locally-produced  
food is strongly  
supported  
by a majority  
of the U.S. public.

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**"I would be willing to pay more for food that is grown locally, near where I live, rather than far away."**



*From: Food from Our Changing World: The Globalization of Food and How Americans Feel About It, 2003 North Carolina State University*



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“Locally Grown Food is the latest student cause. . . The new activist phrase on campus is Eat Local.”

*Time Magazine,*  
“What’s Cooking on Campus”

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## Chicago Public Schools Embrace Local Foods

- 1.5 Million pounds of fresh local produce in fall of 2009
- Frozen local program purchases local food at the height of freshness, flash freezes it, then serves it later in the year. This frozen produce has much higher levels of nutrients than fresh produce that can be up to two weeks old at the time of serving.



## **Organic Food Sales are Booming**

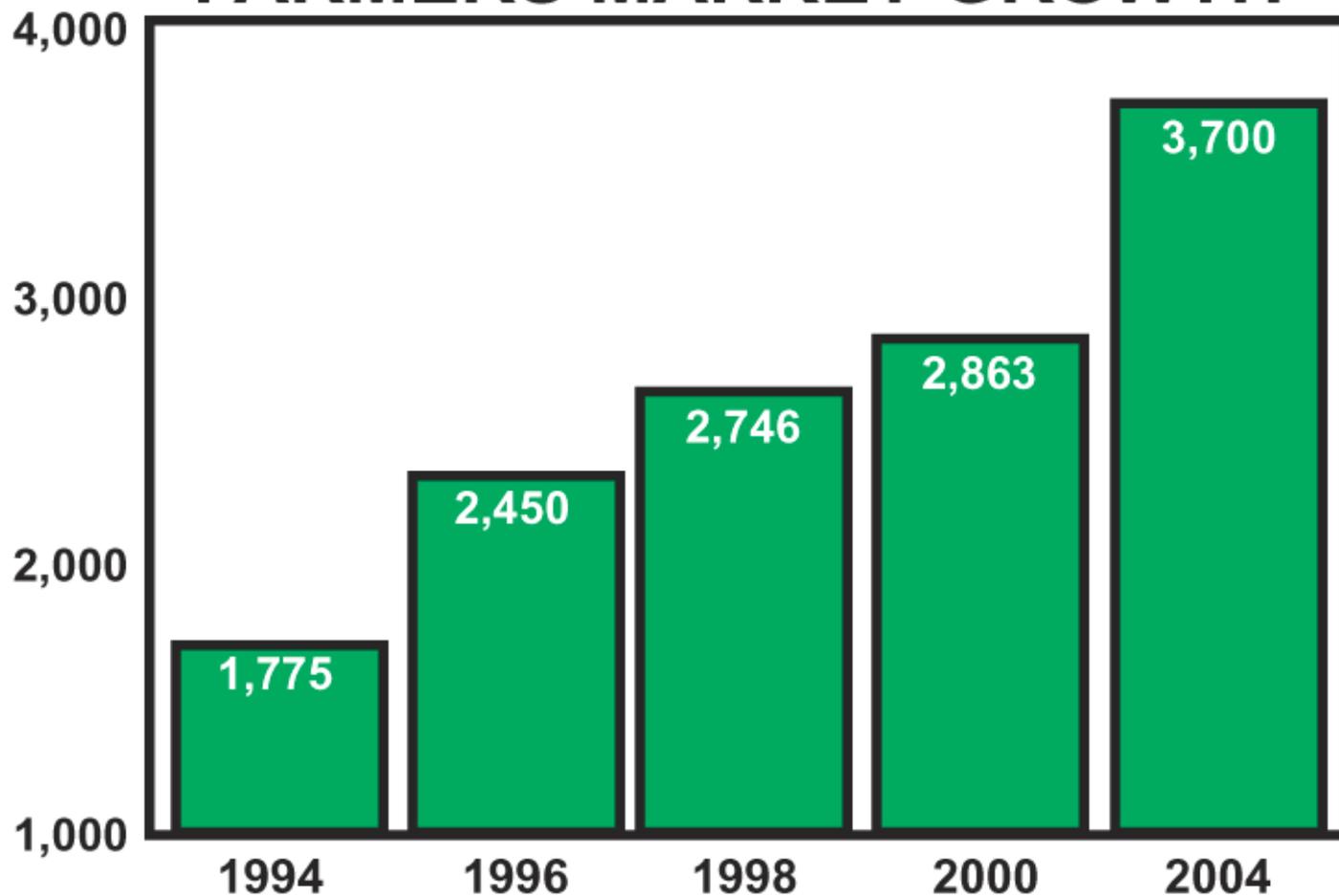
For the past 15 years, organics have been the fastest growing sector in the entire food industry--posting nearly 20 percent annual growth. In 1990, the USDA estimated \$1 billion in organic food sales. The Organic Trade Association estimated that over \$25 billion was sold in 2008.



## Urban Agriculture

Growing Power exemplifies the opportunities in Urban Agriculture. Over the next decade, Chicago's vacant lots can be a significant source of locally produced food.

# FARMERS MARKET GROWTH



Source: [www.ams.usda.gov/farmersmarkets/FarmersMarketGrowth.htm](http://www.ams.usda.gov/farmersmarkets/FarmersMarketGrowth.htm)



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**Chef Rick Bayless  
buys \$500,000 of  
local organic food  
each year for his  
restaurants.**

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Local, Organic Family Farmers provide chefs, retailers, and food service providers differentiated products.

- Authentic Food stories
-

# FamilyFarmed.org: A Portal for Values-Driven Buyers and Consumers to Meet Producers

- Public education
- Website
- EXPO
- Market-making





Supporting local family farms



## Organic Valley

Illinois and Wisconsin

Organic Valley is a cooperative of organic family farms dedicated to the health and welfare of people, animals, and the earth.





# FamilyFarmed EXPO

Trade show and consumer educational programming targeting:

- Family Farmers and local food artisans
- Supermarkets
- Processors
- Advocates for improved food access
- Institutional buyers
- Restaurants
- Farmers market administrators
- Fans of local foods



# FamilyFarmed EXPO 2010

## March 11-13

Consumers who want to meet farmers and local food producers to develop relationships.

- Workshops
- Plenaries
- Exhibit Hall
- Kids area
- Cooking demos with top chefs
- Bookstore
- Rock Star Farmers
- Localicious Party





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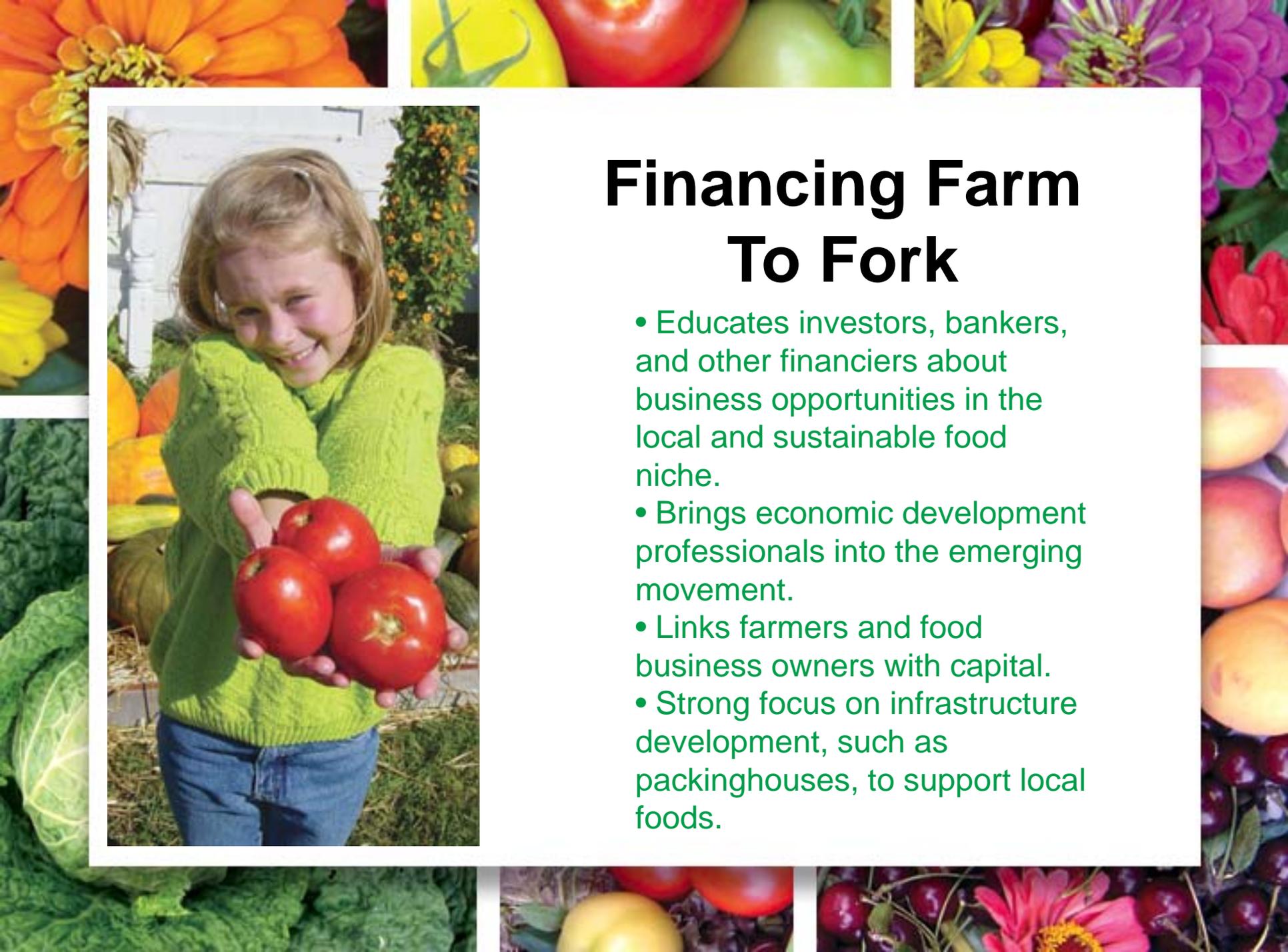
Mayor Richard Daley and Bill Kurtis enjoying the FamilyFarmed EXPO

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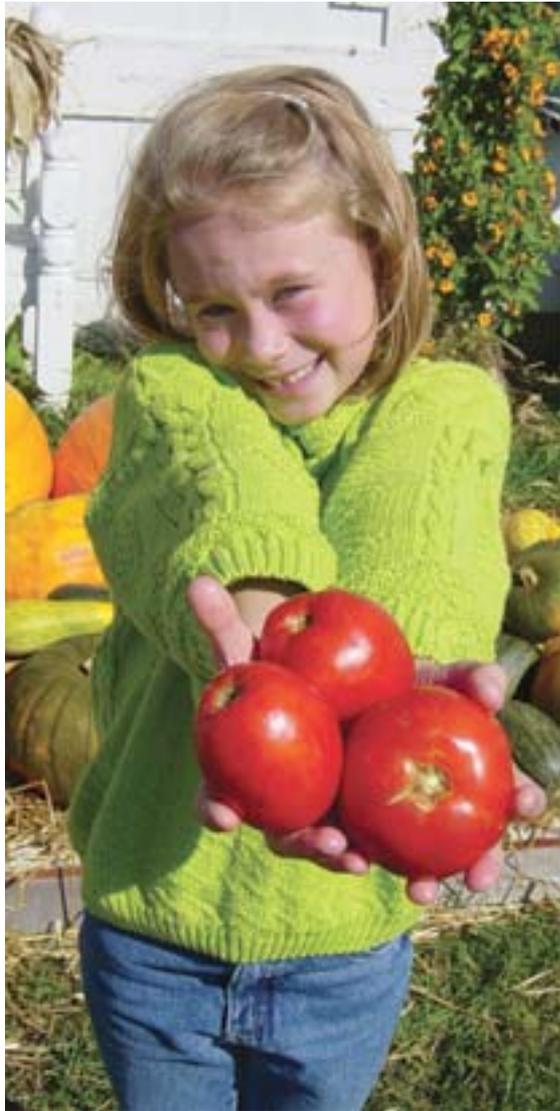
## Financing Farm to Fork Conference

- Day One of EXPO
- Partnership with University of Chicago's Booth School of Business
- Slow Money founder Woody Tasch

A decorative border surrounds the central text area, featuring various fresh produce and flowers. On the left, there are large orange and yellow flowers. At the top, there are images of yellow and red tomatoes. On the right, there are purple and red flowers. At the bottom, there are images of red and yellow tomatoes, and a cluster of dark red grapes.

# Financing Farm To Fork

- Educates investors, bankers, and other financiers about business opportunities in the local and sustainable food niche.
- Brings economic development professionals into the emerging movement.
- Links farmers and food business owners with capital.
- Strong focus on infrastructure development, such as packinghouses, to support local foods.



# Illinois Local Food Sales



Shipped  
from outside  
the region

Grown Locally

Source: *"The Local Market Opportunity for Organic Produce: An Objective Business Analysis"*, The Prairie Partners Group



# Challenges

Feasibility study used focus groups and surveys to identify key challenges:

- Distribution infrastructure
- Marketing support
- Access to capital and land
- Public support
- Training and development
- Research



## Food Access

Many Urban Residents Don't Have Access to Supermarkets and Fresh Food, Contributing to Health Problems.

- New \$10 million fund in Illinois to support food access.
- Wholesome Wave Foundation is launching Double Value Coupon program at farmers markets in food deserts.

# Illinois Food, Farm, and Jobs Act



## Local Food, Farms & Jobs: Growing the Illinois Economy

A Report to the Illinois General Assembly  
By The Illinois Local and Organic Food and Farm Task Force  
March 2009

"Every Illinois economy would benefit from our farmers producing products for in-state purchase. I encourage and support all efforts that accomplish this goal."

— Governor Pat Quinn

[www.foodfarmsjobs.org](http://www.foodfarmsjobs.org)



## Highlights of Act

- Mandates local food procurement strategy for Illinois Agencies. 20% goal by 2020.
- Gives 10% local food preference above lowest bid for state owned food buyers.
- Implements data gathering system.
- Develops new Illinois label.
- Creates Illinois Local Food, Farms and Jobs Council.



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**708.763.9920**