Food Systems within Federal Programs: How we Learn

Tricia Kovacs
Farmers Market Promotion Program (FMPP)

- Increase access to locally and regionally produced agricultural products
- Develop direct producer-to-consumer market opportunities by providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, and agritourism activities

[Link to USDA FMPP website: ams.usda.gov/services/grants/fmpp]
Local Food Promotion Program (LFPP)

- Offers grant funds with a 25% match to support the development and expansion of local and regional food business enterprises to increase domestic consumption of, and access to, locally and regionally produced agricultural products
  - LFPP Planning Grants
  - LFPP Implementation Grants

ams.usda.gov/services/grants/lfpp
Value Added Producer Grants

- Helps agricultural producers enter into value-added activities related to processing and/or marketing of bio-based, value-added products
- Grant and matching funds can be used for planning activities or for working capital expenses related to producing and marketing a value-added agricultural product
- Examples of working capital expenses include:
  - Processing costs
  - Marketing and advertising expenses
  - Some inventory and salary expenses

rd.usda.gov/programs-services/value-added-producer-grants/

Local and Regional Food Systems
Local Agriculture Markets Program

Regional Food Systems Partnership Agreement Grants

LAMP

FMPP  LFPP  VAPG  RFSP

Local and Regional Food Systems
Local Foods, Local Places

Helps communities create walkable, healthy, economically vibrant neighborhoods through the development of local food systems.

<table>
<thead>
<tr>
<th>Local Food Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Farmers Markets</td>
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<tr>
<td>• Food Hubs</td>
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<td>• Community Gardens</td>
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<td>• Incubator Kitchens</td>
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<td>• CSA’s</td>
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<td>• Co-Ops</td>
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<th>Placemaking and Smart Growth</th>
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<td>• Downtown revitalization</td>
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<td>• Walk, bike, transit and shorter car trips</td>
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<td>• Compact, mixed use patterns</td>
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<td>• Rural/working land preservation</td>
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<th>Economic Development</th>
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<td>• Downtown revitalization</td>
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<td>• Increase agricultural based economic impact</td>
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<td>• Business incubation</td>
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<td>• Access to healthy foods</td>
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<td>• Active lifestyles</td>
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<td>• Access to healthcare</td>
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<td>• Addressing poverty issues</td>
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[Logos of USDA, CDC, ARC, and Regional Food Systems]
Local Foods, Local Places

How it works:

- Understand context
- Refine the problem statement
- Customize agenda and materials to include relevant case studies
- Coach community on stakeholder participation
- Engage federal stakeholder partners

Assess

Convene

- Conduct community tour
- Affirm collective vision
- Assess assets, challenges relative to advancing local food system, smart growth and economic development goals
- Discuss relevant case studies and generate ideas for what can work here
- Refine goals and identify specific actions and timelines to move goals forward

Implement

- Document Action Plan
- Conduct follow up discussions to review and refine action steps
- Engage project steering committee and stakeholders to identify additional resources/Funding
- Finalize the blueprint for implementation

Three calls
Contextual research

Two days on site
Facilitation and additional customization

Three calls
Develop memo and refine actions
USDA is committed to supporting robust regional food economies across the food chain through the programs noted below.

**LAND CONSERVATION**
- Agricultural Conservation Easement Program (NRCS)
- Conservation Reserve Program (FSA)
- Conservation Stewardship Program (NRCS)
- Conservation Innovation Grants (NRCS)
- Environmental Quality Incentives Program (NRCS)

**PRODUCTION**
- Environmental Quality Incentives Program (NRCS)
- Farm Microloans (FSA)
- Farm Storage Facility Loans (FSA)
- Grass Fed Small and Very Small Producer Program (AMS)
- Noninsured Crop Disaster Assistance Program and Other Disaster Assistance Programs (FSA)
- Organic Cost Share (FSA)
- Rural Energy for America Program (RD)
- Whole-Farm Revenue Protection (RMA)

**PROCESSING**
- Business and Industry Guaranteed Loans (RD)
- Community Facilities Loans and Grants (RD)
- Local Food Promotion Program (AMS)
- Rural Business Development Grants (RD)
- Value Added Producer Grants (RD)

**AGGREGATION/DISTRIBUTION**
- Business and Industry Guaranteed Loans (RD)
- Community Facilities Loans and Grants (RD)
- Local Food Promotion Program (AMS)
- Rural Business Development Grants (RD)
- Specialty Crop Block Grants (AMS)

**MARKETS/CONSUMERS**
- Community Food Projects Competitive Grants (NIFA)
- Farm to School Grant Program (FNS)
- Farmers Market Promotion Program (AMS)
- Food Insecurity Nutrition Incentive Grant Program (NIFA)
- Senior Farmers’ Market Nutrition Program (FNS)
- Specialty Crop Block Grants (AMS)
- WIC Farmers’ Market Nutrition Program (FNS)

**RESEARCH, EDUCATION, AND TECHNICAL ASSISTANCE PROGRAMS ALONG THE SUPPLY CHAIN:**
- Agriculture and Food Research Initiative (NIFA)
- Beginning Farmer and Rancher Development Program (NIFA)
- Conservation Technical Assistance (NRCS)
- Enhancing Agricultural Opportunities for Military Veterans (AGVETS) (NIFA)
- Federal State Marketing Improvement Program (AMS)
- Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers Program (2501 Program) (OAO)
- Risk Management Education Program (RMA)
- Rural Cooperative Development Grants (RD)
- Small Business Innovation Research (NIFA)
- Specialty Crop Block Grants (AMS)
- Specialty Crop Research Initiative (NIFA)
- Sustainable Agriculture Research and Education Program (NIFA)

**COLOR KEY**
- Agricultural Marketing Service (AMS)
- Farm Service Agency (FSA)
- Food and Nutrition Service (FNS)
- National Institute of Food and Agriculture (NIFA)
- Natural Resources Conservation Service (NRCS)
- Office of Advocacy and Outreach (OAO)
- Risk Management Agency (RMA)
- Rural Development (RD)
Local and Regional Food Working Group

- Agricultural Marketing Service
- Food and Nutrition Service
- Rural Development
- Risk Management Agency
- Farm Service Agency
- Natural Resource Conservation Service
- Forest Service
- National Institute of Food and Agriculture

www.ams.usda.gov/localfood
Understanding Local/Regional Markets

Evaluating markets and expected returns

https://www.ams.usda.gov/services/local-regional

Local and Regional Food Systems
Harvesting Opportunity: The Power of Regional Food System Investments to Transform Communities

A joint project of Federal Reserve Board, Federal Reserve Bank of St. Louis, USDA Agricultural Marketing Service and USDA Rural Development

32 contributing authors
More than 30 case studies

Available from www.stlouisfed.org/harvestingopportunity
At a Glance: Case Study Farms

What can this small sample size tell us?

Critical Question: Production farms do not have the same business strategies; how does that effect revenue generation?

Findings:
1. Program-focused farms (non-profits and hybrids) have lower food sales
2. Diversified business strategies (many revenue streams)
3. Production-focused farms spend little time creating alternative income streams of finding grants or gifts

But what does that mean in terms of total sales? Of total income?
Local and Regional Food Systems

Ag Sales, Income, and Profit (per 0.1 acre per month)

Getting to common denominators:
- Analyzed agricultural product sales, total income, and profit to the tenth-acre: scale appropriate
- Per-month average important: different number of sales months depending on geography and season extension

Findings:
- Program-focused farms can have high sales and other income, but low profit because of programming needs
- Production-focused farms have higher highs than diversified farms, but also lower lows: greater range of outcomes
- Production-focused farms look the most profitable, but remember farmer pay!
2015 Local Food Marketing Practices Survey

December 20, 2016

www.agcensus.usda.gov
U.S. Department of Agriculture
National Agricultural Statistics Service
Local Food Marketing Practices Survey
Marketing Channels

Direct to Consumers

Direct to Retailers

Direct to Institutions

Intermediates who Locally Brand Products

www.agcensus.usda.gov
U.S. Department of Agriculture
National Agricultural Statistics Service
Welcome to USDA's Agricultural Transportation Open Data Platform. This site is a continually growing catalog of publicly available agricultural transportation datasets, visualizations, stories, and more!

Search for Data

- Truck Data
- Rail Data
- Barge Data
- Ocean Data

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Refrigerated Truck Data – AMS Market News
THANK YOU!

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