



Food Systems within Federal Programs: How we Learn

Tricia Kovacs



Local and Regional Food Systems

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

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

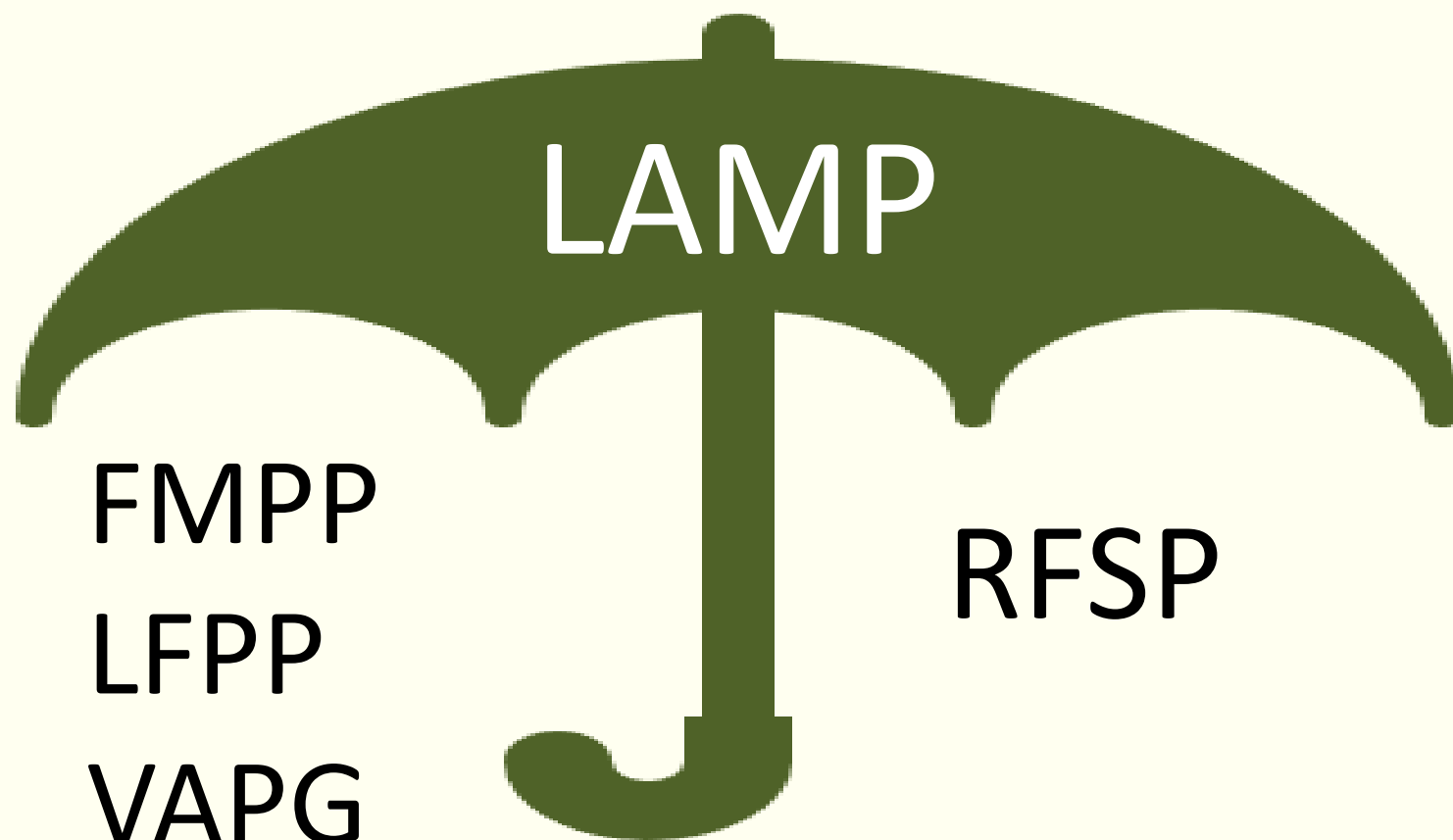


rd.usda.gov/programs-services/value-added-producer-grants/

Local and Regional Food Systems

Local Agriculture Markets Program

Regional Food Systems Partnership Agreement Grants



Local Foods, Local Places

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

Local Food Systems

- Farmers Markets
- Food Hubs
- Community Gardens
- Incubator Kitchens
- CSA's
- Co-Ops

Placemaking and Smart Growth

- Downtown revitalization
- Walk, bike, transit and shorter car trips
- Compact, mixed use patterns
- Rural/working land preservation

Economic Development

- Downtown revitalization
- Increase agricultural based economic impact
- Business incubation

Public Health

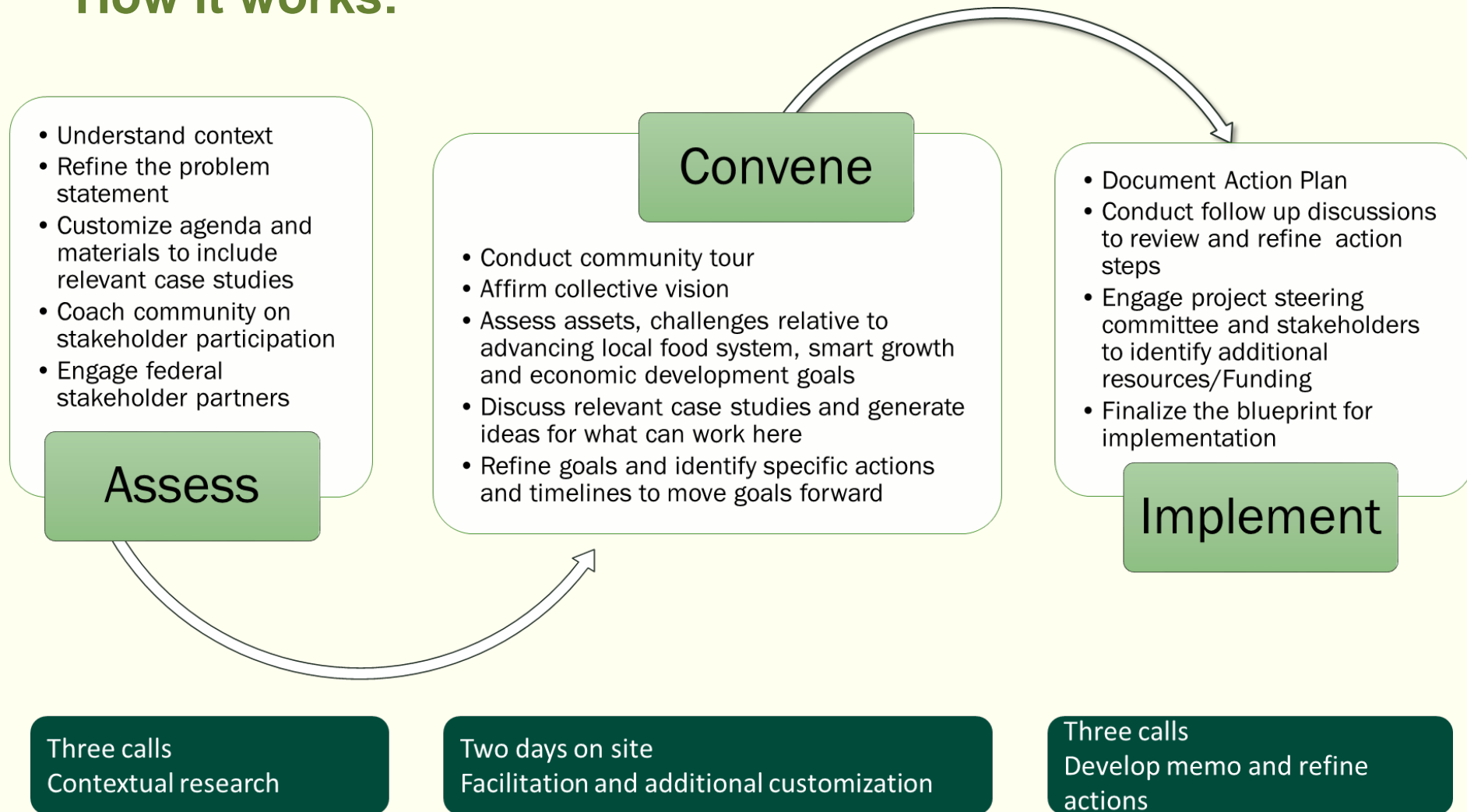
- Access to healthy foods
- Active lifestyles
- Access to healthcare
- Addressing poverty issues



Regional Food Systems

Local Foods, Local Places

How it works:





United States
Department of
Agriculture

USDA PROGRAMS IN THE LOCAL FOOD SUPPLY CHAIN

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

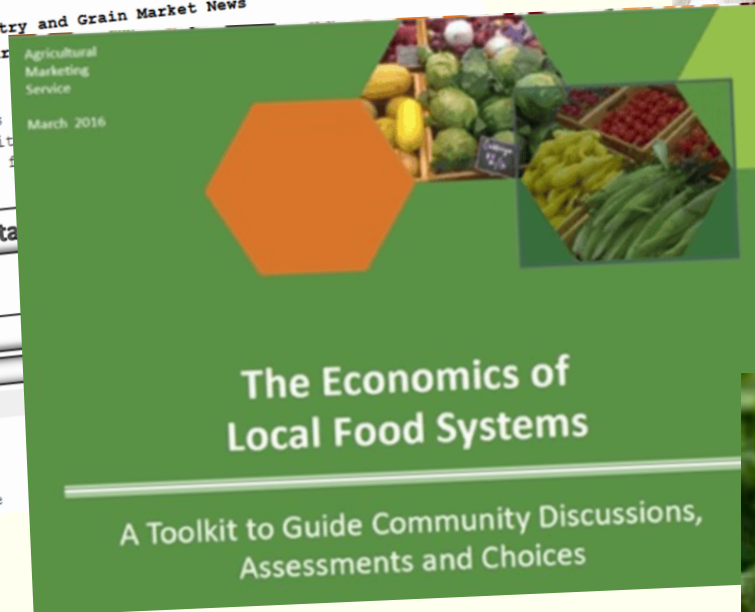
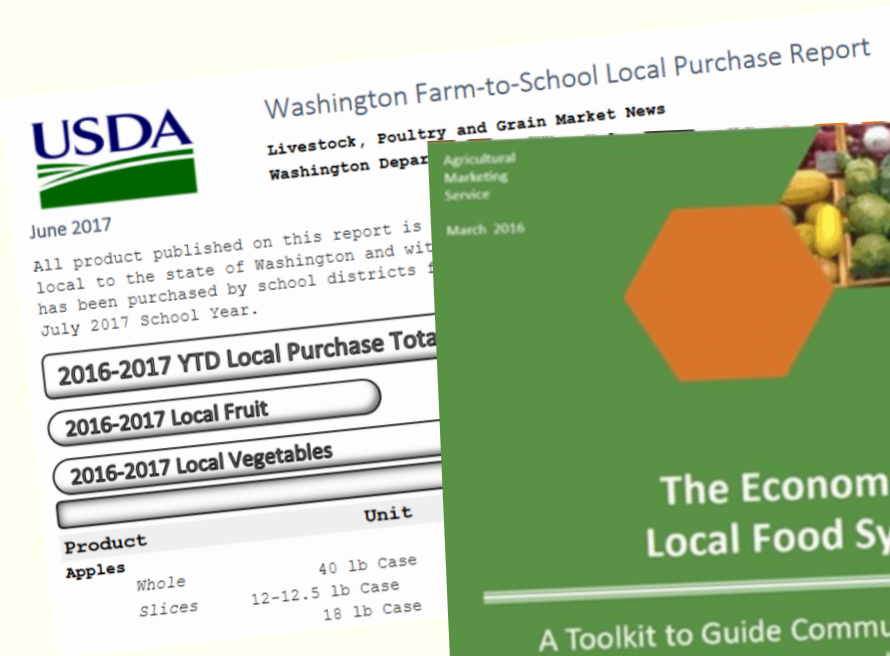


Interagency
Grants
Working
Group

www.ams.usda.gov/localfood

Understanding Local/Regional Markets

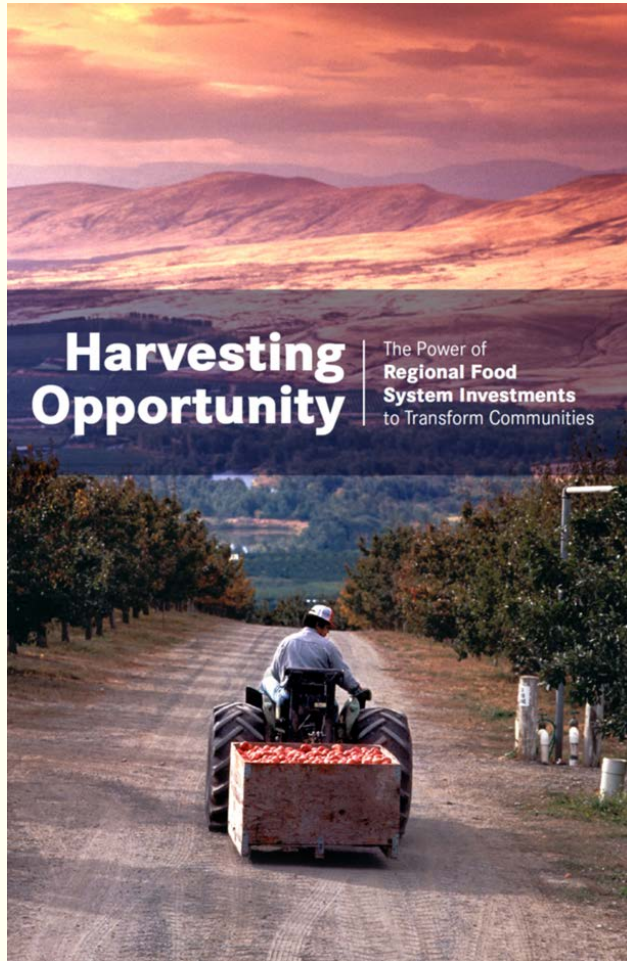
Evaluating markets and expected returns



<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



Local and Regional Food Systems



The Promise of Urban Agriculture

Anu Rangarajan- Cornell Small Farm Program

Samantha Schaffstall, AMS Local Food Research and Development Division



Local and Regional Food Systems

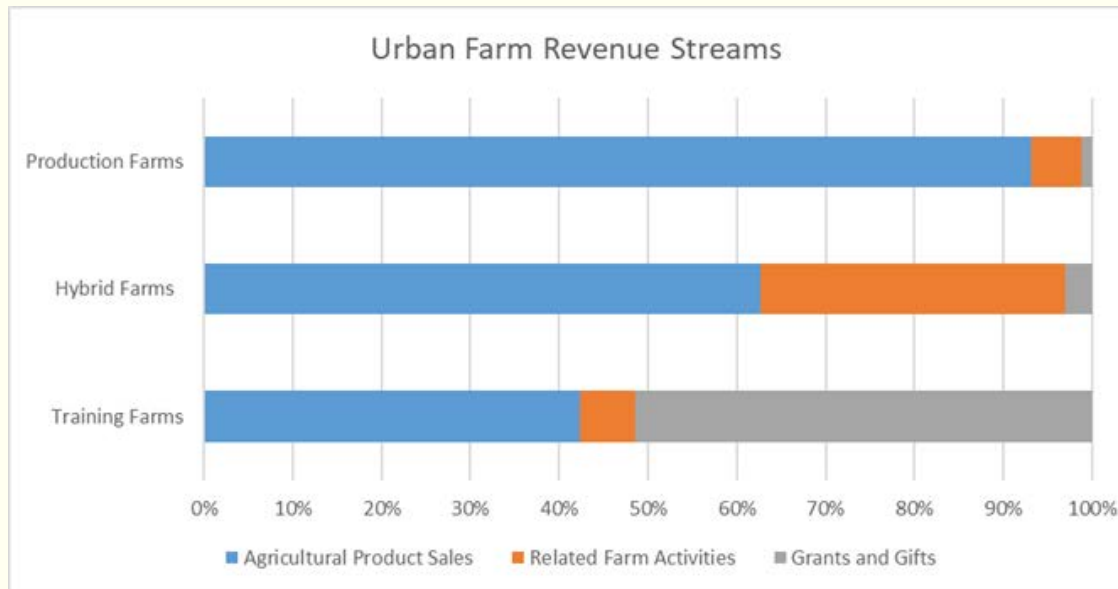
At a Glance: Case Study Farms

CORNELL
**small
FARMS**
PROGRAM



Crunching Numbers: Business Strategy (2015)

What can this *small* sample size tell us?



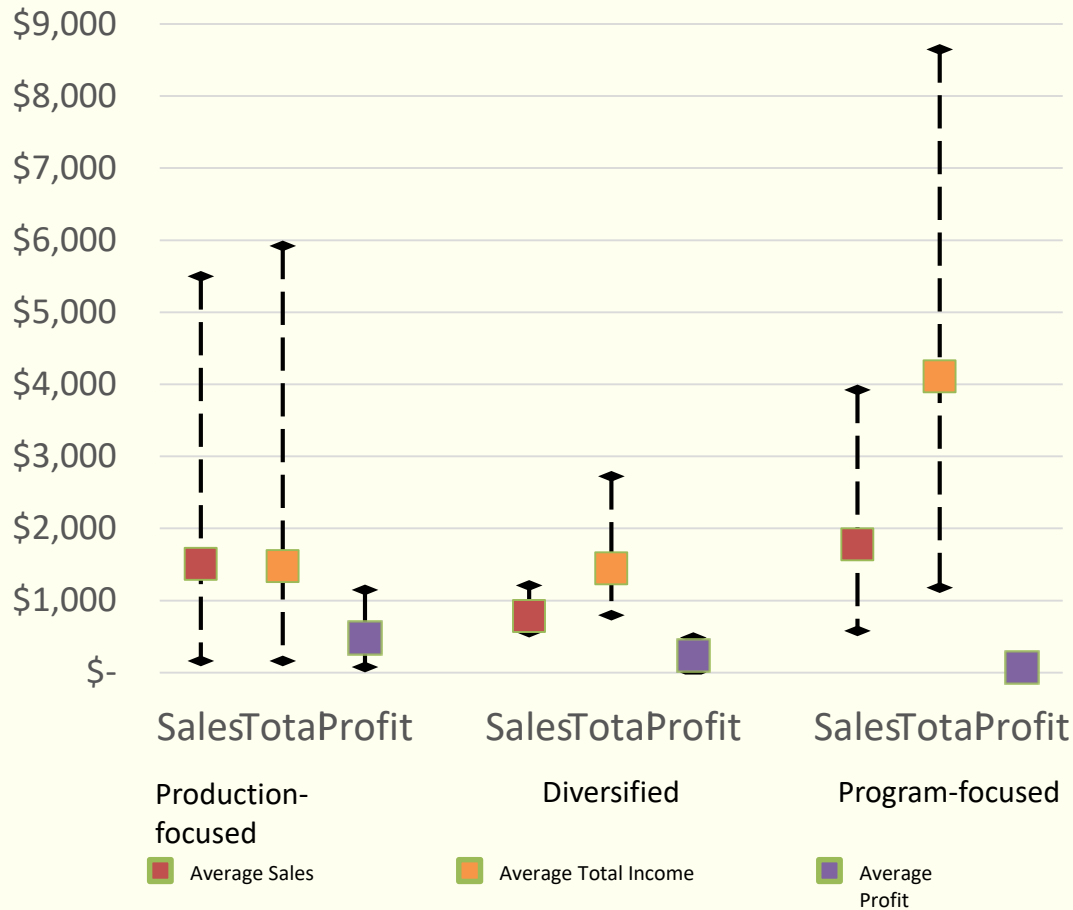
Critical Question: Production farms do not have the same business strategies; how does that effect revenue generation?

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?

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



**CENSUS^{OF}
AGRICULTURE**

Local Food Marketing Practices Survey

Marketing Channels

Direct to Consumers

Direct to Retailers

Direct Marketing Channels

Direct to Institutions

Intermediates who Locally Brand
Products

www.agcensus.usda.gov

U.S. Department of Agriculture
National Agricultural Statistics Service



CENSUS OF
AGRICULTURE

Agricultural Transportation Open Data Platform

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



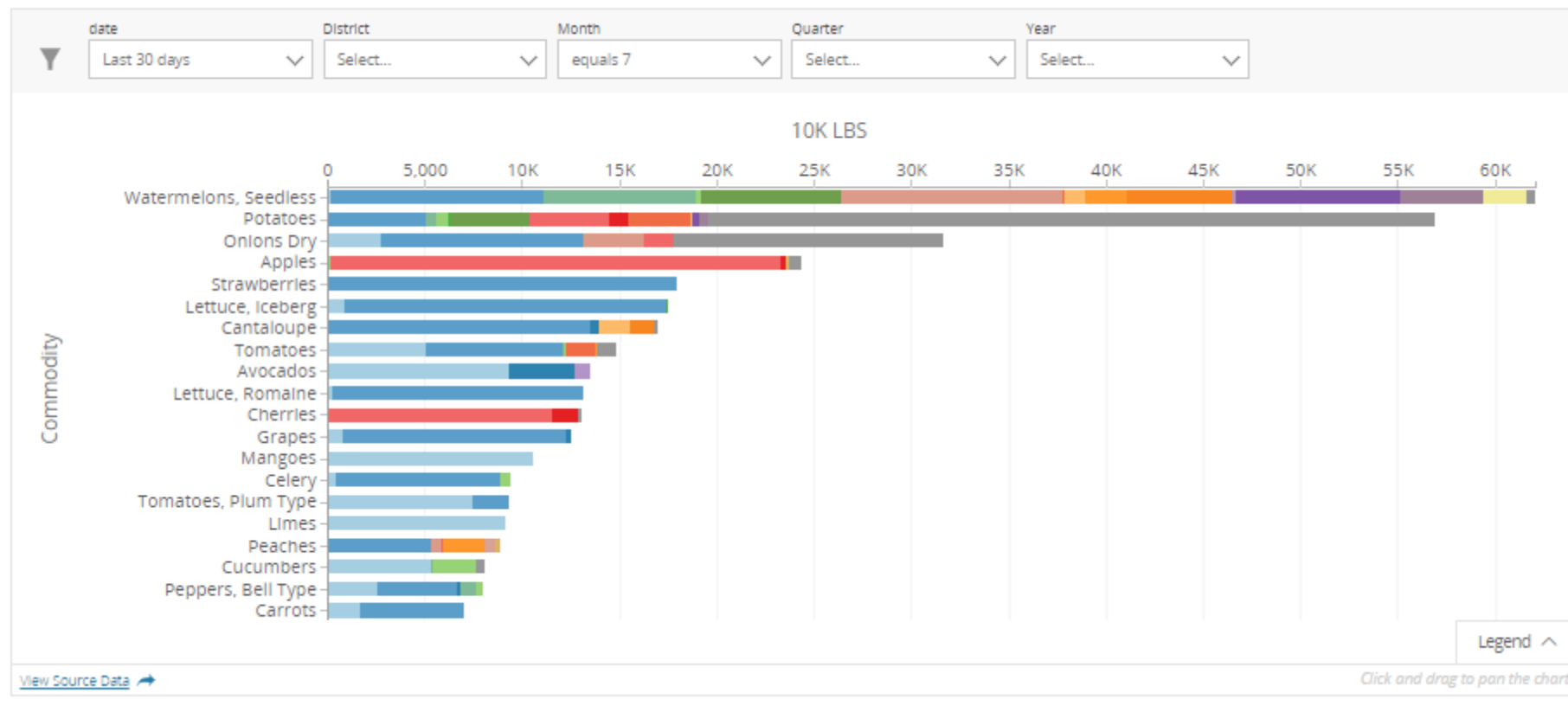
Ocean Data



Local and Regional Food Systems

Refrigerated Truck Data – AMS Market News

Rolling 30-Day Windows of the Top 20 Commodities and Districts by Volume



THANK YOU!

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