“Guide to Finding Local Foods”

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UF/IFAS Sarasota County Extension
Presentation Outline

- Local Food System Concept and Issues
- Benefits of Local Foods
- Where and How to Find Local Foods
- Summary
First, A Public Service Announcement
* A “LOCAVORE” ALERT *

- Do you find yourself always questioning where food came from, its packaging, and its ecological footprint?
- Have you experimented this year with exotic foods with bold flavors that are grown close to home -- like currant, yukon gold potato, blood orange, fresh ginger, and grains such as wild rice, amaranth, and blue corn?
- Do you find yourself naturally not hungry for out-of-season ingredients?
Are You Scratching Your Head asking, "What exactly is a Locavore and could I be one?"
“Locavore”

• “a person who seeks out and only eats and cooks with ingredients and foods grown and/or produced locally”
• was designated the 2007 word of the year by the New Oxford American Dictionary
• have made eating locally the biggest food trend of 2008
• if applicable, feel free to start using it to describe yourself . . .
“How Do You Define Local Foods?”

Example Definitions:

• Foods from your local foodshed or food system
  Primer on Community Food System, [http://foodsys.cce.cornell.edu/primer.html](http://foodsys.cce.cornell.edu/primer.html)

• Foods from a determined radius from your home (commonly either 100 or 250 miles)
  100 Mile Diet, [http://100milediet.org/](http://100milediet.org/);
  Food Routes, [http://www.foodroutes.org/](http://www.foodroutes.org/)

• Within a day's leisurely drive of our homes
  Joan Dye Gussow. 2006. This Organic Life.
“How Do You Define Local Foods?”

- Identify where the food was grown and let the consumer choose what is local.

Florida Association of Community Farmers’ Markets (FACFM)
“How Do You Define Local Foods?”

• Are food miles your only criteria for defining what is local?
• What about the following criteria used to promote local economies?:
  – ownership (e.g., local family farms)
  – labor force (e.g., farm workers from local communities)
  – supply source (e.g., farming inputs from local manufacturers and companies)

Why Buy Local Foods?

• EXCEPTIONAL TASTE AND FRESHNESS
• STRENGTHEN YOUR LOCAL ECONOMY
• SUPPORT ENDANGERED FAMILY FARMS
• SAFEGUARD YOUR FAMILY'S HEALTH
• PROTECT THE ENVIRONMENT

Why Buy Local Foods?

- REDUCE MILES FROM FARM TO TABLE
- SUPPORT AMERICA'S RURAL COMMUNITIES
- BUYING LOCAL IS EASY

Can We Have Local Foods?

• What are the food facts?
  – Variety
  – Abundance
  – Seasonality
Local Food Variety & Abundance
**Local Food Seasonality**

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www.Florida-Agriculture.com
Do We Already Have Local Foods?

• What are the food facts?
  – Local availability
  – Food miles
### Fruit Platter Survey

<table>
<thead>
<tr>
<th>Fruit</th>
<th>CULTIVAR</th>
<th>LOCAL</th>
<th>FL</th>
<th>USA</th>
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<td>Mango</td>
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<td>Mexico</td>
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</table>

No Florida grown fruits identified in May 2005
An average food item in the U.S. travels 1,500 miles – up to 25% farther than in 1980.

What is a Local Food System?

The Who, What, Where, When, Why and How of Our Food - From Farm to Plate

Source: EarthFriends. 1995
The Current Food System

“Agricultural Supplies”

Food production
(largely technological and removed from society)

Global Food Distribution
(nonrenewable energy)

System Is Not A Closed Loop or Locally Based!

Food Preparation and Consumption
(fast and cheap)

“waste products”
The Current Food System

• What are the food facts?
  – Carbon Footprint
    • Are food miles the major factor?
    • No! See the data in following slide

http://pubs.acs.org/cgi-bin/abstract.cgi/esthag/2008/42/i10/abs/es702969f.html
Statistics of Average U.S. Food Carbon Footprint Per Household

• Amount
  – 8.1 metric tons of greenhouse gases annually from food consumption choices

• Sources
  – Food industry
    √ transportation - 11%
    √ conventional production & harvesting - 83%
    √ final delivery from producer to retail – 4%
  – Food types are different – see chart
Statistics of Average U.S. Food Carbon Footprint Per Household

• What are the conclusions of the food carbon footprint facts from this report?
  – Are “food miles” the greatest factor?
    • No!
    • Purchasing local foods is only a partial solution.
  – What is the greatest factor?
    • How the food is produced!
    • Purchasing foods that are produced using sustainable and organic agriculture practices is a better solution.

• What’s the best solution?
  – Purchase local, sustainable & organic foods!
  – Choose food categories with reduced total footprints.
Food Carbon Footprint Analysis: Cheese Example

Calculate the carbon & equivalent gas emissions at each stage:

1. Factories manufacturing fertilizer use a fuel-intensive process that emits CO2
2. Excess fertilizer applied to fields produces nitrous oxide, which has 296 times the warming potential as CO2
3. Corn, used for feeding cows, is harvested, processed, trucked and stored, all of which use CO2-emitting equipment
4. A cow belches annually 145 pounds of methane, which has 23 times the warming potential of CO2
5. Refrigeration, production and packaging of cheese use CO2-emitting equipment
6. Transporting the cheese requires refrigeration equipment as well as vehicles that emit CO2
7. At the supermarket, the cheese is displayed in CO2-emitting containers
8. Consumers travel to food stores and then go home and store the cheese in a refrigerator, and both activities emit CO2
9. Cheese that is thrown out gets to a landfill which generates methane and CO2

http://articles.latimes.com/2008/apr/22/local/me-lowcarbon22
Food Carbon Footprint Analysis
Cheeseburger Example

- Estimates for the average American diet of cheeseburger consumption range from one to three per week, or about 50 to 150 per year.
- Annual greenhouse gas emissions from the production and consumption of cheeseburgers is estimated as the amount emitted by 6.5 million to 19.6 million SUVs. Today 16 million SUVs are on US roads.

http://www.openthefuture.com/cheeseburger_CF.html
Sustainable Local Food System

Healthy Food Production
- Integrated into Community
- Compost and other products
- Food Preparation and Consumption
  (Nutritious and Healthy)
- Local Food Distribution Channels

The Solutions: Close the Loop & Sustainable Ag
For a local food system the average food item travels 56 miles.

How Do You Define a Sustainable Food System?

• Recognition of the whole systems nature of food, feed, & fiber production
• Equitably balancing concerns of
  – environmental soundness
  – social equity
  – economic viability
• Functional interactions between agroecological & social/economic systems

Sustainable Agriculture

• Satisfy human food and fiber needs
• Enhance environmental quality and the natural resource base
• Efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls
• Sustain the economic viability of farm operations
• Enhance the quality of life for farmers and society as a whole."

Source: 1990 Farm Bill Definition
How Do We Make Finding Locally Grown Food Easier?

• Development of a Sustainable Local Food System
  ✓ Voice your consumer demand & support of local food sources
  ✓ Grow your own food
Where to Find Sarasota Local Foods

**Farmers Markets:**
- Downtown Sarasota
- Lakewood Ranch
- North Port
- Englewood
- Siesta Key
- Venice

**On-Farm Sales & Community Supported Farms:**
- Jessica's Organic Farm
- Sarasota Farms
- Brown's Grove
Meet Bill Pischer - local Sarasota County Organic Farmer
Meet Antonio Fiorelli – local Manatee County Vintner Farmer
Join a Sarasota County Community Garden

http://sarasota.extension.ufl.edu/Hort/commgarden.shtml
Volunteer at Sarasota County School Garden Projects
Start A Backyard Vegetable/Fruit Garden
Where Do I Learn Gardening?

• Access Sarasota Co. TV
  • See Video Series flyer

• Sarasota Co. Extension
  • Master Gardener Program
  • ‘First/Third Saturdays’ classes at Orange Blossom (1-2:30 pm) & Laurel (10:30 am – 12:00 pm) Community Gardens every month. For more info go to education calendar at http://sarasota.extension.ufl.edu/index.shtml
Use Your Backyard Gardening Skills for Your Community Needs

Whether you are an individual, family or business, we invite you to join with GWA’s Plant A Row for the Hungry campaign...

COMMUNITIES HARVESTING HOPE...

In 2004, the Plant A Row for the Hungry (PAR) program celebrated a decade of supporting gardeners committed to alleviating hunger in the U.S. and Canada. Numerous volunteers and sponsors have made our achievements possible.

PAR is endorsed by America’s Second Harvest, Master Gardeners, American Community Gardening Association, American Nursery and Landscape Association, National Gardening Association, and by nurseries, seedsmen, and garden suppliers across the United States and Canada.

WE INVITE YOU TO JOIN US!
PAR is administered by the Garden Writers Association Foundation, a 501(c)(3) charitable organization. We are proud to include the following among our valued sponsors:

PLATINUM — The Scotts Company
GOLD — Garden Writers Assn.
SILVER — Bradfield Organics
BRONZE — Fafard, Inc.
GARDNER’S SUPPLY
GOLDSMITH SEEDS
THE HAPPY GARDENER
LONGWOOD GARDENS
NATIONAL GARDEN BUREAU

PAR is proving that each person can make a difference! We hope you will consider joining us today through financial support or volunteer participation.

View the Video: http://www.gardenwriters.org/par/
Become a Market Gardener
Where Else to Look for Local Foods in the Area?

• **Restaurant Examples:**
  – Carr’s Corner
    • Location: 3025 N. Tamiami Trail
      Sarasota, FL
    • Contact Info: 941/355-4051
  – Derek’s Culinary Casual
    • Location: 514 Central Ave.
      Sarasota, FL
    • Contact Info: 941/366-6565
Where Else to Look for Local Foods in the Area?

• Retail Food Store Examples:
Where Else to Look for Local Foods in the Area?

- **Local Food Networks:**
  - Slow Food Greater Sarasota Chapter
    - Promoting a philosophy of consumers as “co-producers”, as well as the enjoyment of fine cuisine with locally grown, seasonal foods

- **Sarasota Co Extension Website**
  - [http://sarasota.extension.ufl.edu/](http://sarasota.extension.ufl.edu/)
    - See the link to the “Local & Organic Foods Guide of Farms & Markets in Greater Sarasota Area”
    - Guide includes web-based resources of local foods
How Do We Make Finding Locally Grown Food Easier?

- Development of a Sustainable Local Food System
  - Ag Economic Analysis
  - Local Economy Benefit Analysis
  - Market Research
### Sarasota County Ag Economic Analysis

"Growth Potential for Local Agriculture"

#### 2002 Data

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<th>Consumed Food Total Value</th>
<th>$ Millions</th>
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</table>

**Categories:**

- Home consumed food: $458.7
- Away from home consumed food: $351.5
- Out of town consumed food: $5.6

<table>
<thead>
<tr>
<th>Total Market Value of Sarasota Agriculture</th>
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**Categories:**

- Floriculture: $8.3
- Fruits: $4.9
- Cattle/calves: $3.6
- Misc small livestock: $1.0
- Vegetables: N/R

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Data provided by Ken Meter of Crossroads Resource Center; & by FL Farm Bureau
### Table 11B: Economic Impact of Iowa Farmers' Markets ($ Income)

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<tr>
<th>Industry</th>
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<th>Indirect</th>
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<td><strong>12,217,266.0</strong></td>
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Source: IMPLAN model for Iowa

Leopold Center for Sustainable Agriculture, 2005
Market Research Example: Consumer Study for Increasing Local Foods Purchasing

• 2 types of consumers identified based on sociological/civic* and expediency** factors
  – acceptance of the idea (symbolic acceptance)*
    • Lower price-consciousness and lower incomes seem to lead to an increased tendency to buy local foods.
  – acting on the idea (use adoption)**
    • increased price-consciousness and higher incomes lead to an increased tendency to buy local.

2004 Leopold Letter, Leopold Center for Sustainable Agriculture
Market Research: Consumers and Local Foods Purchasing

• Conclusions for marketing to both consumer types
  – A higher educational level and knowing a farmer are significant to the orientation of someone purchasing local foods
  – efforts to boost the relational aspects of food products are warranted
  – Source local foods in low to medium priced, quick-service establishments
  – Promoting quality aspects of local foods (freshness, taste, nutrition)
How Do We Make Finding Locally Grown Food Easier?

• Development of a Sustainable Local Food System
  ✓ Food Policy Development
  ✓ Community Food System Assessment
Local Food Policy

- 2006 New Agriculture Policies in Sarasota County Comprehensive Plan
  - Sarasota Agriculture Policy Council (SAPC)
    - Provides broad community food system representation
    - Originator of recommendations for 2006 agriculture policies
    - Currently formulating recommendations for their implementation
  - Based on promoting
    - sustainable agriculture
    - local food system development
    - farmland protection
Community Food System Assessment

- Examines a broad range of food issues and links to community goals
- Designed to inform and build support for practical action
- Planned & systematic process
- It’s an assets-based approach
- Focuses on a geographically defined place
- Involves a diverse group of community members
- Emphasizes collaboration

www.foodsecurity.org/CFAguide-whatscookin.pdf
Community Food System Assessment

**Outcome Benefits:**

- Program development for addressing needs
- Policy identification and review food system
- Public awareness and visibility of issues

**Process Benefits**

- Develops networks and coalitions
- Community participation and collaboration
- Capacity building of participants
Local Food Policy Opportunities

• Woodbury County, Iowa, Model
  – County policy incentives to promote local, organic foods & farming based on:
    • property tax rebates (5 years)
    • local foods purchasing policy
  – View the video
    http://web.mac.com/marqusee/Woodbury_Organics/Welcome.html

• Implement similar incentives for locally grown & organic foods in Sarasota County?
One Vision of a Local Food System

- Smart Growth Integrated Land Planning Example

More Rural  More Urban

Mixed Land Use Along The Transect
Local Food System: Design Example of Integrated Production
Agriculture Plots Production
Vegetable Gardens Production
Urban Farms Production
Community Garden Production
Vertical Urban Farms
Summary

- Finding Local Foods Requires a Sustainable Local Food System
- Multiple Benefits of Local Foods
- Sustainable Agriculture Model
- Local Food Policy and System Assessment Opportunities
- Public Participation & Support Is Required
Food For Thought

• “Eating is an agricultural act . . .”
  - Wendell Berry

• “Eating is a political act . . .”
  – Alice Waters

• “Eating is an ecological act . . .
  Michael Pollan