



**Farm-to-Plate:  
Local Foods and Opportunities**

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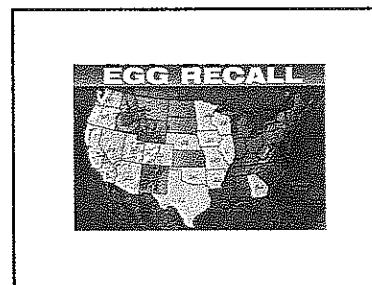
- ### Local Foods – Why?
1. Safety
  2. Looks and tastes better
  3. Better for you
  4. Preserves genetic diversity
  5. Supports local families
  6. Builds community
  7. Preserves open space

- ### Local Foods Defined
- ??????
  - No formal definition
    - Based on physical, socio-economic, cultural, and political concepts

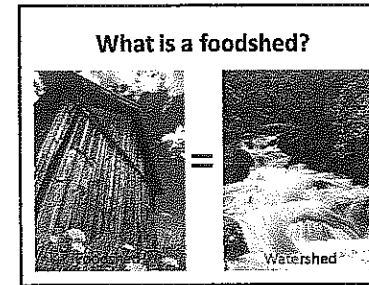
- ### Objectives
- Local/regional foods
    - Defining
    - Discussing why
  - Opportunities with local foods
  - Getting started

- ### Local Foods – Why?
8. Keeps taxes down
  9. Benefits the environment and wildlife
  10. Is an investment in the future
- <http://www.ndsu.edu/extension/foodsystems/local.html>  
Ten Reasons to Buy Local Food (from Foodlog, UW)

- ### Local vs Regional
- Again, no formal definition for regional
  - What some see as local, others call regional
    - Not a competition
  - Regional
    - Locals nested together
    - Can it support total food needs? – ND lack processing nor do we have required diversity at an efficient level
    - “Foodshed” is another term

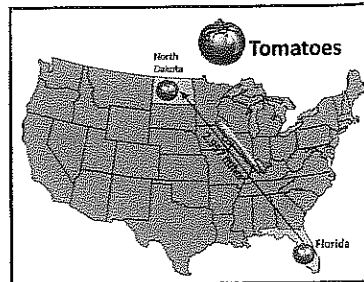
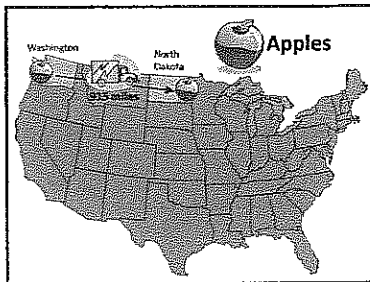
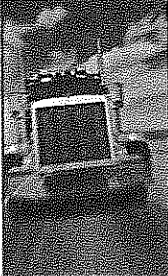


- ### Benefits for:
- Consumers
    - Nutrition, Safety, Appearance & Taste, Satisfaction
  - Producers
    - Higher prices, Direct feedback, Consumer support, Social connections
  - Communities
    - Supports local economy (jobs & lower taxes), Builds community, Maintains rural character, Strengthens ecological health (soil, water, habitat, biodiversity)



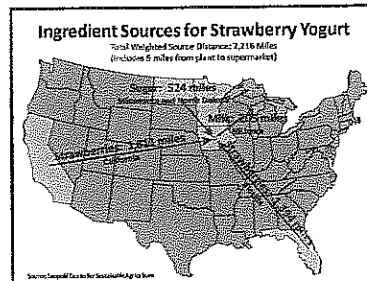
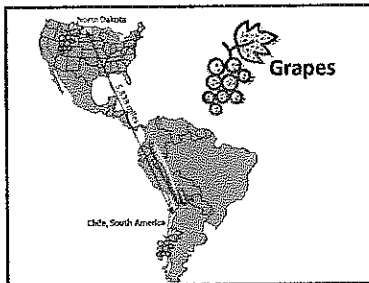
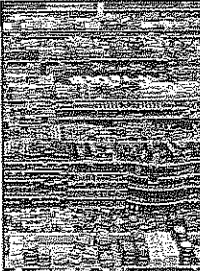
**Our Traveling Food**

Thanks to Abby Gold  
Nutrition and Wellness Specialist  
NDSU Extension

**Objectives**

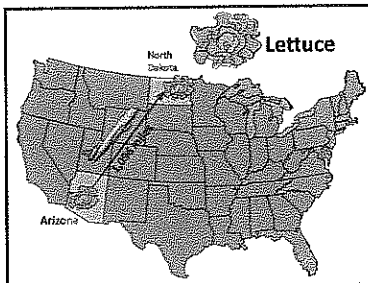

- How far does food travel to get to our plates?
- Why should I care if food travels long distances?
- What are ways to reduce the number of miles food travels to us?

**Where We Buy Our Food**

- Superstore
- Super warehouse
- Hypermarket
- Wholesale club
- Warehouse store

Hypermarkets in Portland, Ore.

**Reap New Profits:**  
Farm-to-Plate Opportunities

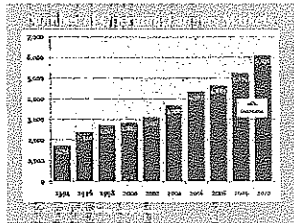
### Off-Farm

- Farmers market
- Farm stands
- Community supported ag (CSA)
- Value-added
- Cooperative

Maine farmers market customers say supporting local farmers was the second reason for shopping there, behind product quality.

### Farm Stands

- ☑ Feature high-demand items, such as fresh-picked sweet corn
- ☑ Pick locations near busy roads!!!!
- ☑ Familiarize yourself with regulations governing food products



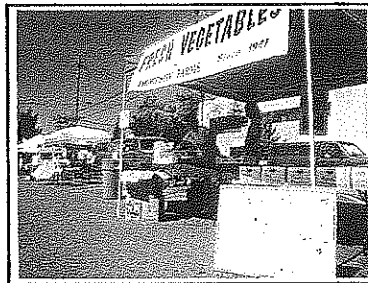
Farm Stand

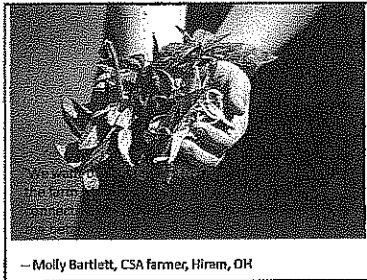


### Community-Supported Agriculture

• **Defined:**  
 In basic terms, CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.

8/03  
 http://www.maine.gov/education/foodandnutrition/



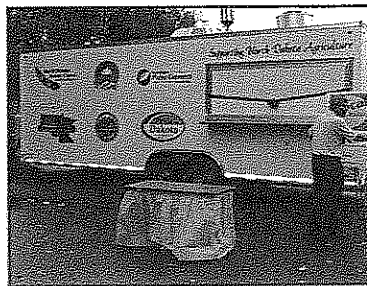


—Molly Bartlett, CSA farmer, Hiram, OH

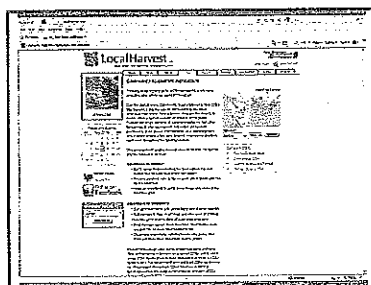
Value-added

- Other Value-added Issues**
- Processing
    - Where, alternative ingredients, suppliers,
  - Scale up
  - Product stability
  - Labeling and nutritional analysis
  - Marketing — More and bigger competitors

- When evaluating starting a CSA, consider:**
- ☐ Proximity to customers
  - ☐ Variety of products
  - ☐ Ability to distribute produce
- Not required but appreciated**
- ☐ Ability to host members
  - ☐ Willingness to sponsor farm events



- On-Farm**
- Pick-your-own/U-pick
  - Farm stands
  - Community supported ag (CSA)
  - Value-added
  - Cooperative
  - Entertainment farming/Agri-tourism



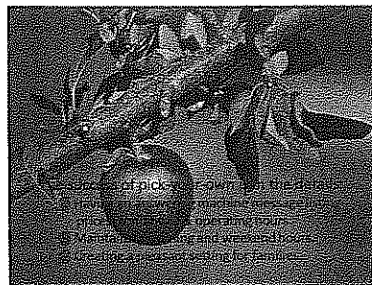
- Legalities and Liabilities**
- ☐ + local health units
  - ☐ USDA
  - ☐ US Food and Drug Administration

- On-Farm Sellers consider:**
- ☐ Regulatory issues
  - ☐ Liability insurance
  - ☐ Space for parking
  - ☐ Ability to supervise customers
  - ☐ Farmside manners



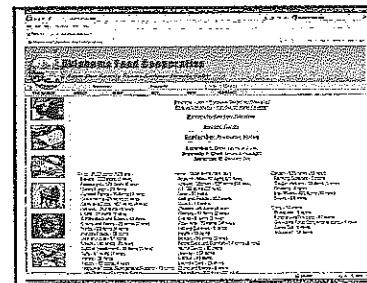
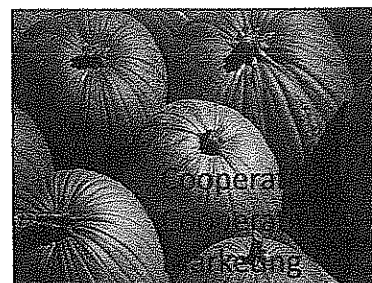
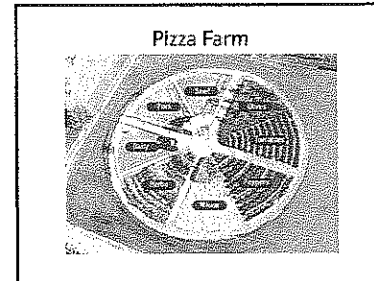
"Instead of throwing our product away at the auction and supporting a bunch of middlemen, we're doing all of those steps ourselves."  
  
—Lydia Ratcliff  
Vermont Quality Meats founder

Entertainment Farming



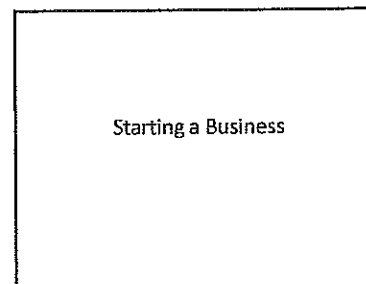
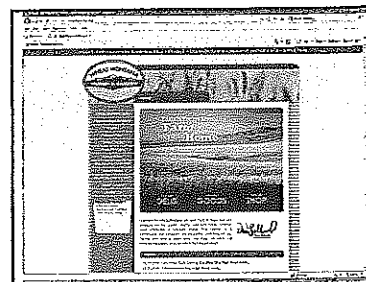
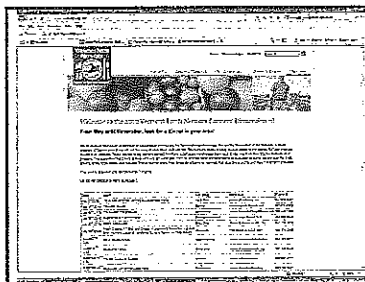
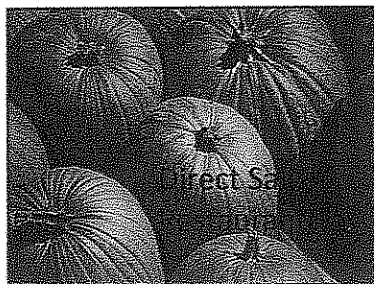
To set up a marketing cooperative:

- 1 Visit [www.rurdev.usda.gov/rbs](http://www.rurdev.usda.gov/rbs)
- 2 Do adequate market research and business planning
- 3 Join a marketing club or networking group to pool skills



Other opportunities in the food shed

- Restaurants
- Schools
- Senior centers
- Food vendors
  - Sales to
  - Operating yourself
- Mail order/Internet

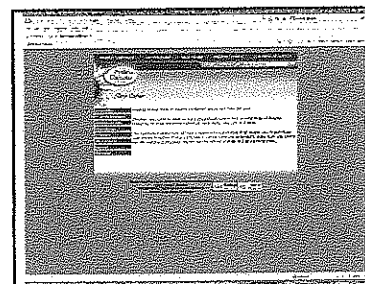


Upscale restaurants and specialty stores pay top dollar for quality produce and hard-to-get items.

Talk with the chef before you plant – what might he or she want to have that year.

“Get to know how the chef wants the produce picked. If squash soup is on the menu, larger ones are okay. If the squash is to be presented whole on the plate, they can’t be longer than 3 inches.”

—Cass Peterson  
 Farmer & direct market farmer  
 Ridgely Mountain Farm, PA



**Myth #1**  
**You must be born an entrepreneur**

- There is nothing totally genetic about being an entrepreneur
- If you have a weak area, solve it through:
  - Classes
  - Mentors
  - Reading
  - Hire an employee
  - Take on a partner
  - Use a consultant
  - Networks

**Business Skills Required**

Entrepreneurial

Management

Technical

**The Question – Is there a Market?**

- Be realistic - Get solid numbers
  - [www.census.gov](http://www.census.gov)
    - American Fact Finder
    - E-Stats - <http://www.census.gov/econ/estats/index.html>
  - USDA Ag Census - <http://www.agcensus.usda.gov/>
  - State data centers
  - US Bureau of Economic Analysis – [www.bea.gov](http://www.bea.gov)
  - Google maps

**Getting the Word Out**


- Must know your target audience
- Must focus on that audience
- Must track to see what works
- Must continually update
- Visual marketing


#1 Key

**PASSION**

**Marketing is:**

- Customer definition and location
- Product, price, production, packaging, etc
- Place
- Promotion, PR, & advertising
- Making the sale
- Customer service!!!!!!!!!!!!
- After the sale
- Networks
- Brand



**Myth #3**  
I want some free money 

**Reality**  
There is (or rarely is) any free grant funds for business start-ups.

Don't waste your time, Mark Henricks writes. Outright grants are so few and so highly targeted that "[t]he chances of a typical would-be entrepreneur getting free government money to, say, start a landscaping business are nil." Henricks writes. 9/16/10 – CBS Business Network author


**Myth #2**  
Ideas = Opportunities

Build it and they will come  
**DOES NOT WORK**  
when developing your business.

**Getting the Word Out**

- #1 – Word of mouth
  - Today's social networks changing that whole area
- Traditional means
  - Advertising
  - Promotion
  - Public Relations – often overlooked
- Cooperative efforts
  - Others like you, complementary businesses, trade associations
  - In conjunction with local community efforts
  - Suppliers, distributors, etc.

**Funding Reality**

- You (get your personal finances in order)
- Bootstrapping
- Family and friends
- Loans
  - Start with your local banker
  - SBA guaranteed
- Special programs (ND – APUC)
- Angel investors  venture capitalists

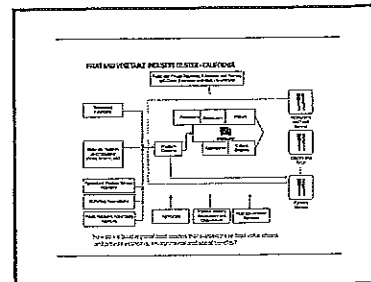
### Aim for Profitability

- If you can't make money, don't do it
- How determine? Do a BUSINESS PLAN!!!!
- Profitability issues
  - Costs – direct and indirect
  - Your time
  - Profit margin
  - Taxes

Product Profitability    Service Profitability    Pricing for a Profit

### Opportunities in Local Foods

- Know where you fit
  - Local, organic, safe, authentic
  - Trend or fad
  - Probably only 30% of market most days
- Think like the big guys – Have market, seek products
- Little guy advantage
  - A story/personality, connections, quality, passion



### Legalities and Liabilities

- Business name
- Federal Tax ID
- State Sales and Use Tax Permits
- Licenses and other Permits
- Liability issues
- Protection of intellectual property
  - Patents, trademarks and copyright

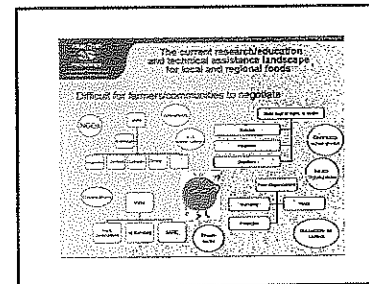
### Think about

- Part time/Full time
- Family impact
- Community support
- Your available resources
- How these opportunities fit your goals/plans

### Resources

- NDSU Extension Service
- Small Business Development Centers
- State of ND
  - Dept of Agriculture
  - Health Dept
  - Dept of Commerce
    - Tourism Division
  - Tax Commissioner
- Various agencies/non-profits
- Your network

### Final Issues



### Farm-to-Plate: Local Foods and Opportunities

### Questions????

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