



Local Food Systems in Maryland: Current Situation and Outlook

Jim Hanson

JHanson@arec.umd.edu

13th Annual Center for Agricultural and Natural
Resource Policy Conference

November 30, 2011

“Buy Fresh, Buy Local, Buy In-Season”



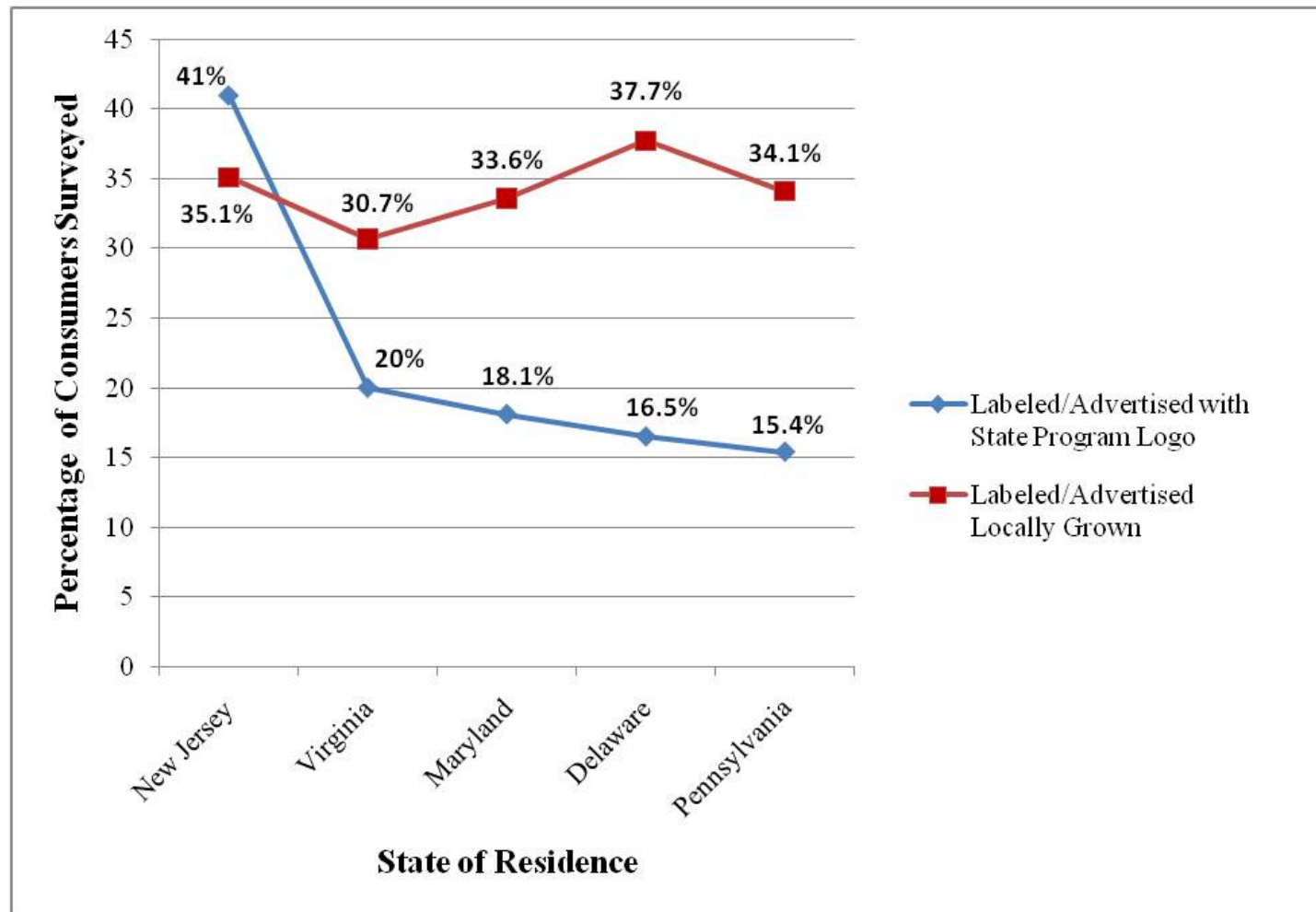
Overview

- **Trends in Maryland**
- **Specific programs focused on local foods**
- **AREC research and extension programs**

Local Foods will become increasingly more important providing expanded opportunities for Maryland farmers



Percentage of Consumers by State who in an Average Month Purchase "Often" or "Very Often" Foods Labeled or Advertised as...

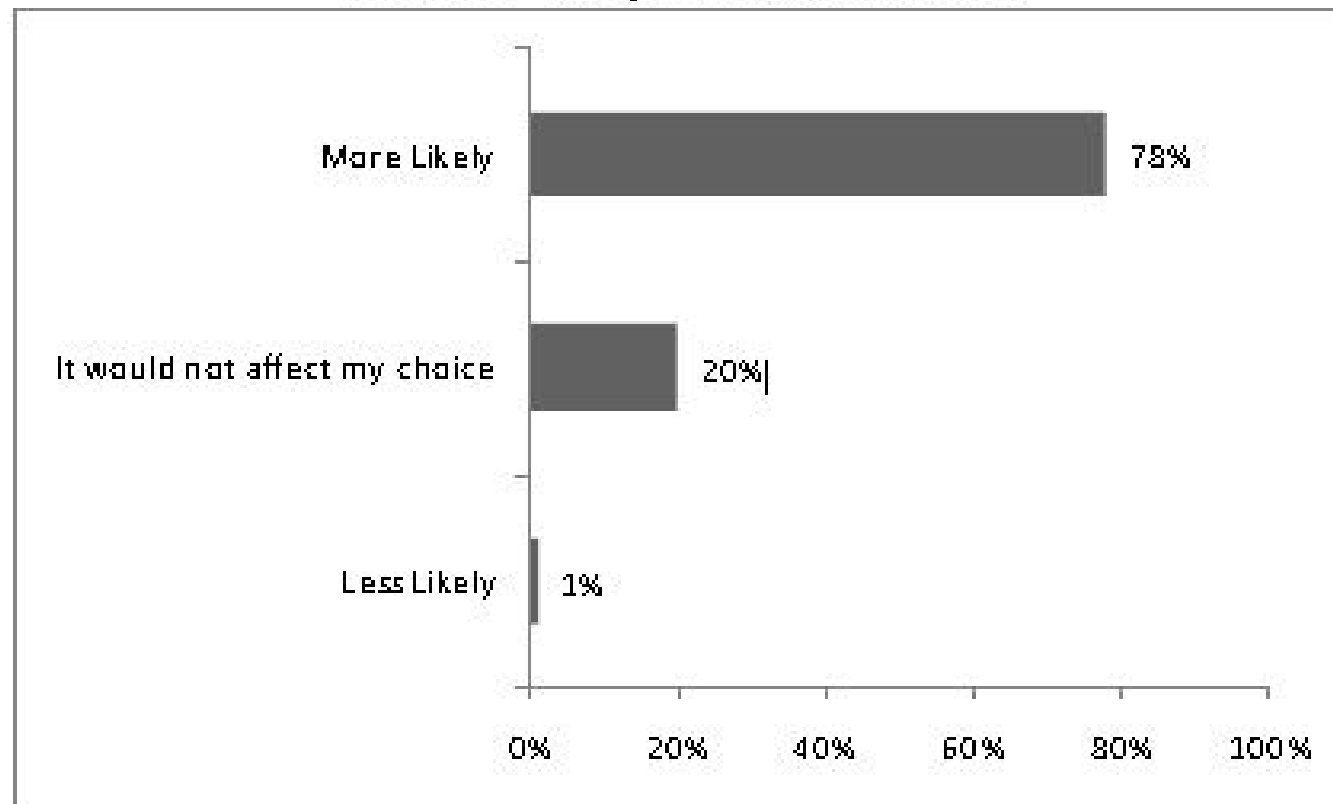


Onken & Bernard, *Choices*, 1st Quarter, 2010



Are you more or less likely to select fresh fruit, vegetables..... if identified as grown by a Maryland farmer?

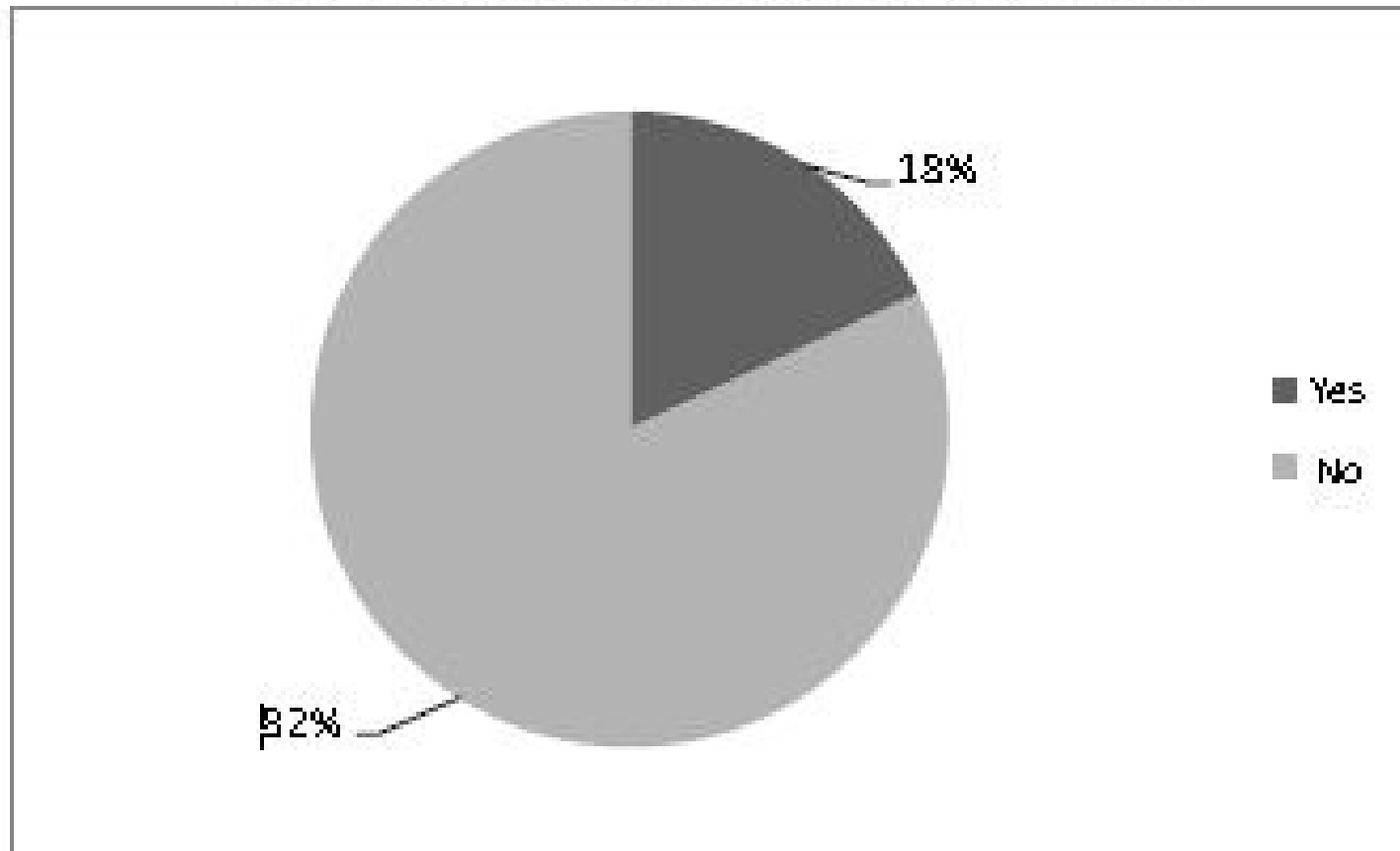
Chart 14:⁴¹ Maryland-Grown Produce





Are you aware of Maryland's Best?

Chart 15: Awareness of Maryland's Best





Maryland farmers say.....

“The problem is the lack of supply, not the demand for local foods”

Jack Gurley, Baltimore County

“Because of the demand for local foods, we are ‘market-rich’ in Maryland”

Russell Shlagel, Charles County



Local Food Programs: University of Maryland Extension

- Individual Extension Educators
- Impact Teams
 - Agricultural Profitability
 - Food Smart
 - Community Resource and Economic Development



Local Food Programs: Maryland Department of Agriculture

Contacts: Mark Powell, Karen Fedor, and Amy Crone

- Maryland Farm to School (Jane Lawton 2008 Farm to School Act)
 - All 24 school districts - voluntarily and unfunded
 - Maryland Home Grown School Lunch Week (Sept)
 - 2012: Report on how much MD products purchased
- Maryland Farmers' Markets
 - 127 farmers' markets in Maryland (from 72 in 2007)
 - Approximately 73 are producer-only



MDA Continued – Maryland’s Best

Maryland’s Best: 1,000 businesses (mostly farm) have registered. Advertising and Awareness

The screenshot shows the website's navigation bar with icons for an orange, grapes, corn, and an apple. Below the navigation are buttons for HOME, FIND ME LOCAL..., RECIPES & TIPS, and NEWS & EVENTS. On the left sidebar, there is a logo for 'MARYLAND'S BEST Agriculture' and a registration form asking 'Are you a Maryland Grower or Processor?' with a 'REGISTER NOW' button. Below that is a 'LOGIN' button for 'Already Listed?' users and a 'Meet Our Farmers' link with a tractor icon. The main content area features a 'We're Talking Turkey!' section with text about buying local turkey and a video player for 'Rumbleway Farm' showing turkeys. At the bottom, there are social media icons for Facebook and Twitter, the Maryland Department of Agriculture logo, and the slogan 'MARYLAND Smart, Green & Growing'.



Local Food Programs: JHU Center for a Livable Future (CLF)

Contact: Anne Palmer (the interconnections among diet, health, food production, environment, population and equity)

- Community Food Assessment
 - Documenting food access and food assets
 - Opportunities to grow food & improve eating habits
- Baltimore Food and Faith Project
 - Places of worship and schools
- Northeastern Regional Food Chains
 - Baltimore is one of nine sites; improving food access to the underserved



JHU CLF – continued

MD Food System Mapping Resource



JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH

Protecting Health. Saving Lives—*Millions at a Time*

SHARE

Center for a Livable Future



Center for a Livable Future **The Maryland Food System Mapping Resource**

Map Resource Home

About the project

The Center for a Livable Future has developed a food system mapping tool to look at the relationships between different elements of Maryland's food system. This information will help viewers understand our local food system and how it works. With this resource, you can:

Documentation

Download Maps and Data

- Explore the food environment in Baltimore City and across Maryland
- Compare agriculture and local farm statistics throughout Maryland
- Download food system data and maps
- Join the discussion—help us develop the mapping tool

Launch the Map

Contact Us

Click the image below to launch an interactive map.





Local Food Programs: MD Hospitals for a Healthy Environment (MD-H2E)

Contact: Louise Mitchell, Sustainable Foods

- Technical assistance to hospitals
- Buy local challenge
 - 40 hospitals purchased \$32,500 of local produce during one week in July 2011.
- Maryland hospitals have created 5 CSA, 6 farmers markets, and 5 gardens on their premises.



Local Food Programs: Maryland Organizations

- Regional Councils
 - Southern Maryland Agricultural Development Commission (Buy Local Challenge)
 - Mid-Shore (Shore Gourmet)
- Farmer Organizations
 - Future Harvest – CASA
 - MD Organic Food and Farming Association
 - MD Farm Bureau



Local Food Programs: Grow It Eat It – Maryland's Food Gardening Network

Contact: Jon Traunfeld

- Jointly started by Master Gardeners and HGIC (UME) in early 2009
- 9,117 gardeners are registered
- Social Media (website, YouTube, video clips, blog, Facebook, and Twitter)
- growit.umd.edu



Local Foods Research: Willingness to Pay for Local Food

Contacts: Charles Towe, Elina Tselepidakis, Aaron Adalja, and Jim Hanson (AREC)

- Objective of Study: To identify the values, determinants, and characteristics of consumer buying-club members.
- In addition to various demographic questions, each respondent is asked 4 choice questions for beef and 4 for eggs. From these responses, we identify and rank the willingness to pay for the specific attributes.
- 300+ respondents from a local consumer buying-club.
- 300+ respondents from the Maryland general population that have similar demographic characteristics.



Willingness to Pay – Continued

For Beef:

- Price/lb.: \$4.00; \$6.00; \$8.00
- Locality: 100 miles; 400 miles; 1,000+ miles
- Organic: USDA Organic; Not Organic, No Antibiotics; Not Organic, Uses Antibiotics
- Pasture: 0-3 months; 3-6 months; 6+ months
- Farmer: Know Farmer; Don't Know Farmer

For Eggs:

- Price/dozen: \$2.00; \$4.00; \$6.00
- Locality: 100 miles; 400 miles; 1000+ miles
- Organic: USDA Organic; Not Organic, No Antibiotics; Not Organic, Uses Antibiotics
- Pasture: Caged; Cage Free; Cage Free & Pastured
- Farmer: Know Farmer; Don't Know Farmer



Willingness to Pay – Continued

One Pound of Ground Beef

	52%
--	-----

Please choose Beef A, Beef B, or Beef C. Assume the food purchases are identical in every way except for the features listed in the table.

GROUND BEEF FEATURES	BEEF A	BEEF B	BEEF C
PRODUCER The individual or company that produces the ground beef for sale.	Farmer you know	Farmer you DO NOT know	I would not choose Beef A or Beef B.
DISTANCE TRAVELED The distance the ground beef travels from farm to market.	400 miles	1000+ miles	
USE OF ANTIBIOTICS/HORMONES Whether the ground beef is USDA Certified Organic or contains any antibiotics/hormones.	Not Organic, Uses antibiotics / hormones	Not Organic, NO antibiotics / hormones	
LIVESTOCK PRODUCTION The farming practices used to raise the cattle to produce the ground beef.	Pastured 3-6 months of the year	Pastured 6+ months of the year	
PRICE The price YOU pay for ONE POUND OF GROUND BEEF. Does not include personal travel costs.	\$6.00	\$4.00	

29. I prefer this food purchase most:

Beef A

Beef B

Beef C



Willingness to Pay – Continued

Similarities:

- All respondents were willing to pay more for the following attributes: knowing the farmer (vendor), local production (100 or 400 miles), organic certification, chemical- and hormone-free products, pastured beef, and cage-free eggs.
- For both samples and both products (beef and eggs), the most important attribute, in terms of greatest willingness to pay, was organic certification.



Willingness to Pay – Continued

Differences:

- The general population values beef produced 400 miles away more than the buying club.
- The buying club sample is willing to pay more than the general population for beef produced without the use of antibiotics and hormones and beef pastured more than 6 months.
- The general population is willing to pay more than the buying club sample for eggs produced 400 miles away, knowing the egg producer, and cage-free eggs.



Local Foods Research: Farmers' Markets Association

Contacts: Jim Hanson and Aaron Adalja (AREC) and Amy Crone (MDA)

- Surveyed market managers' for the need of an association to provide service to their group.
 - New vendors and farmers
 - Fundraising for additional marketing
 - Increasing the volume of sales
 - Managers need support in their roles
 - 86% are willing to pay \$25 to \$50 to join
- <http://agresearch.umd.edu/CANRP/LocalFood/>



Local Foods Research: Farm to School

Contacts: Jim Hanson, Carolyn Dimitri, Lydia Oberholtzer, Jack Gurley, Nessa Richman, and Jerry Brust

- Understanding the local farm to school situation
- Changes that would be helpful to increase farm sales to local schools
- Ways to improve communication among all participations in the local farm to school dialogue.
- http://agresearch.umd.edu/CANRP/LocalFood/Farm_To_School.cfm