Local Food Systems in Maryland: Current Situation and Outlook

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“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?

MD Policy Choices: 2010, Schaefer Center for Public Policy, U of Baltimore, pg. 19
Are you aware of Maryland’s Best?

Chart 15: Awareness of Maryland's Best

- 82%
- 18%

MD Policy Choices: 2010, Schaefer Center for Public Policy, U of Baltimore, pg. 20
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
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
The Maryland Food System Mapping Resource

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:

- 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

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

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

29. I prefer this food purchase most:

Beef A          Beef B          Beef C
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.
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/](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