



USDA Food Systems Resources

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Presentation Overview

Local and Regional Food Systems:

- What is Local Food?
- Why Do We Care?
- How to Get Started
- USDA Resources to Support Local Food Systems Development

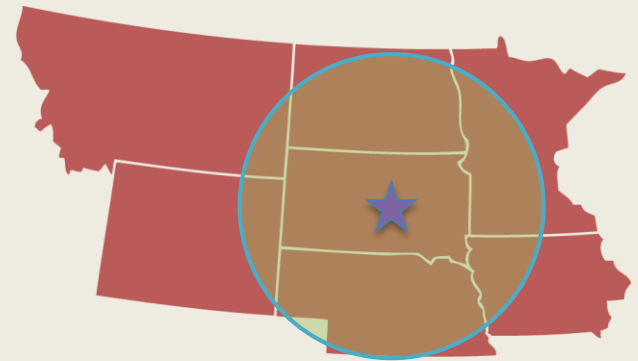
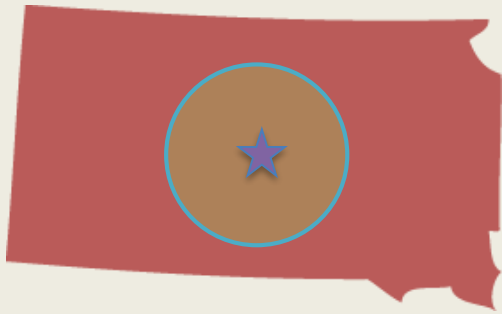




What is Local Food?

Ways that “Local” has been defined:

- » Miles
- » State
- » County
- » Region





What is Local Food?

A few definitions...

- **USDA**
 - **For Rural Development's Business & Industry Loan Guarantee Program:** less than 400 miles from origin, or State, Territory, or Tribal land in which it was produced
 - **USDA Cafeteria:** Food grown within 200 miles of DC and/or from farm operations in MD, VA, WV, PA, and DE.

- **Grocery Stores**
 - **Wal-Mart:** State in which it was produced
 - **Whole Foods:** Products that have traveled less than a day (fewer than eight hours). But often less – individual stores can determine proximity.

- **Food Co-op**
 - **La Montanita:** 300 mile radius from Albuquerque, based on regional foodshed encompassing the Rio Grande River Valley Rift



What is a Local/Regional Food System?

All phases
of the lifecycle of food...



Take place within a
specific region (county,
state, multi-state area)



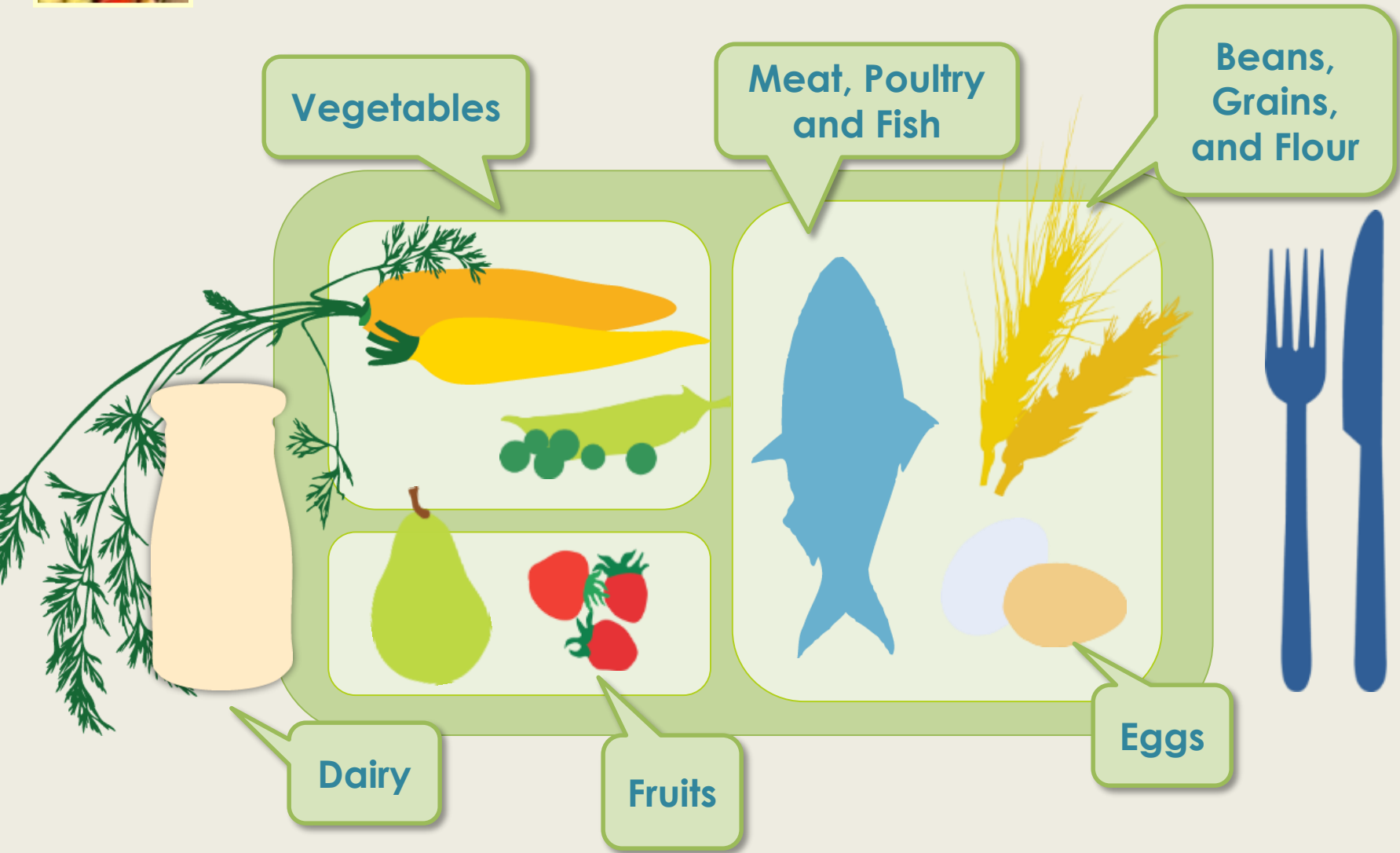
And the benefits
(economic, social,
environmental,
nutritional) accrue to
the local community



Products are marketed as LOCAL so that consumers can choose to support local businesses with their purchase

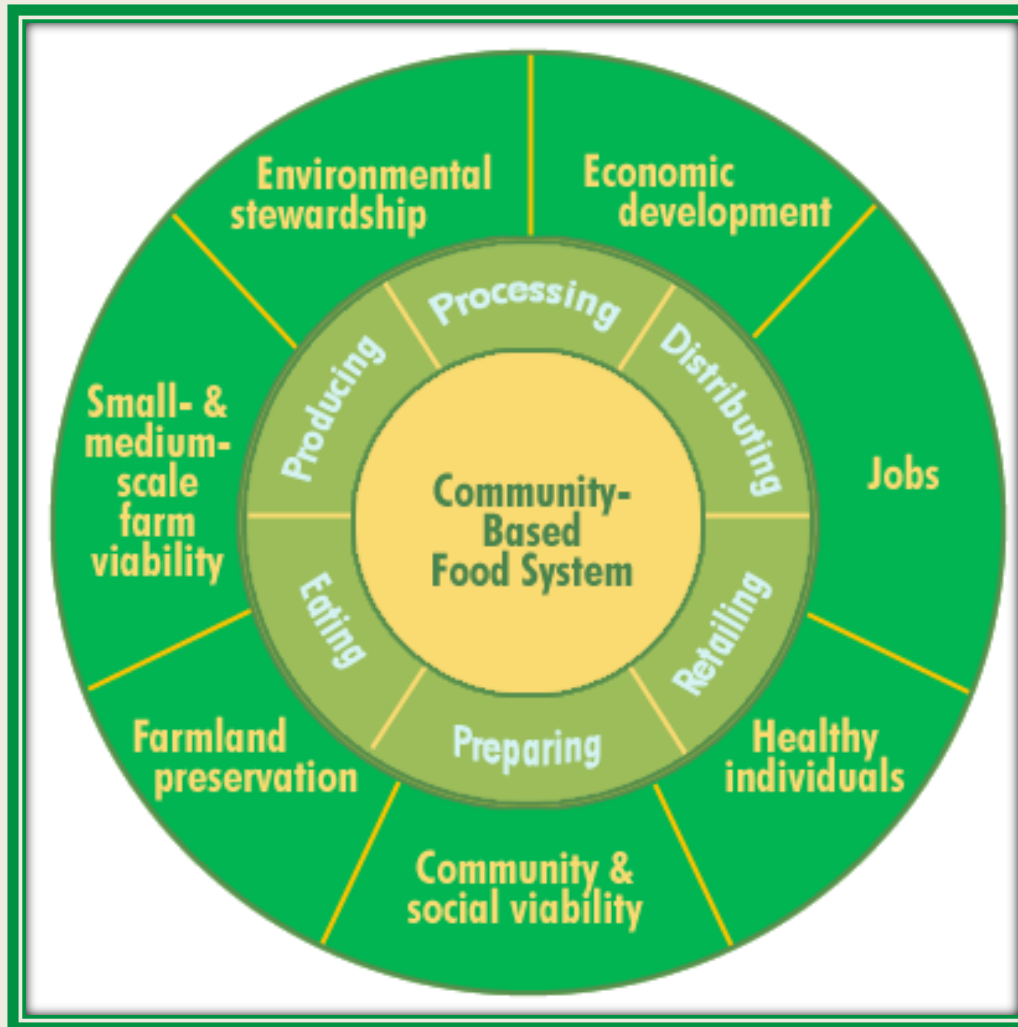


Local WHAT?





What is a Local Food System?



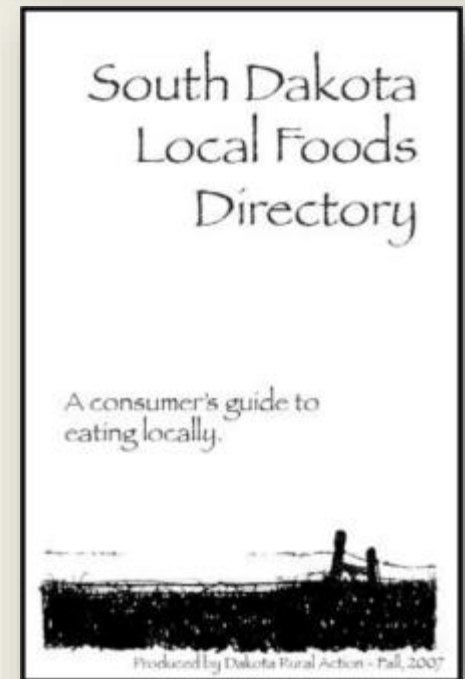
Source: CS Mott Group for Sustainable Food Systems at Michigan State University



Why is USDA Involved?

A strategy to meet many goals...

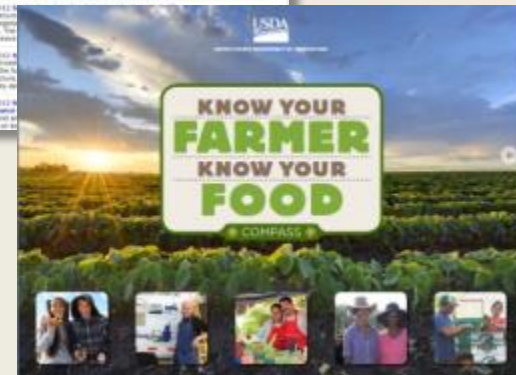
- Economic development and jobs
- Education and health in schools
- Increased access to healthy food
- Beginning farmer opportunities





USDA's "Know Your Farmer, Know Your Food" Initiative

- **Website:** One-stop shop for financial and technical assistance resources from USDA to grow your local food enterprise
www.usda.gov/knowyourfarmer
- **Mapping Tool:** See what's funded in your community and learn how others are using USDA programs
www.usda.gov/kyfcompass



www.usda.gov/knowyourfarmer



Grants, Loans, and Support

Grants, Loans, and Support

Grants, Loans & Support

Know Your Farmer, Know Your Food (KYF2) is helping communities scale up local and regional food systems and strengthen their economies. USDA has many financial resources available to support this work, but determining which is right for your community is no small task.

We want to simplify the process and help communities put USDA programs to work for them. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA's offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers' market that wants to accept SNAP benefits, a school that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs will help you identify funding options to support you.

Each link will take you to a short, easy-to-understand description of the program, an explanation of how it can be used to support a local or regional food project, and a link to the USDA agency webpage where you can find more information about the application process.

For the latest updates and announcements regarding programs, make sure to check out [our blog](#).

Agricultural Marketing Service

- [Farmers Market and Local Food Promotion Program](#)
- [Federal-State Marketing Improvement Program](#)
- [Specialty Crop Block Grants](#)

AMS Memo

Farm Service Agency

- [Farm Loan Programs](#)
- [Farm Storage Facility Loans](#)
- [Microloans](#)



Rural Business Development Grants (RBDG)

Type: Grants

Max Award: Varies; generally no higher than \$500,000

Big Idea: There are two types of grants available. Enterprise grants fund projects that facilitate the development of small and emerging rural businesses, distance learning networks, and employment-related adult education programs. Opportunity grants support training and technical assistance for business development and to assist with regional economic development planning.

Who Can Apply: Local governments, economic development organizations, non-profit organizations, Indian tribes, and cooperatives are eligible to apply. For the purposes of this program a "rural community" is an area where the population does not exceed 50,000 and is not adjacent to a city or town with more than 50,000 people.

Possibilities: For enterprise grants, possible uses include:

- Acquisition or development of land;
- Construction, conversion, or renovation of buildings;
- Purchase of machinery and equipment, including refrigerators and processing equipment;
- Capitalization of revolving loan funds;
- Provision of training and technical assistance (unless related to agricultural production);
- Project planning.

For opportunity grants, possible uses include:

- Regional economic planning focused on food system development;
- Market development and feasibility studies;
- Business training, including leadership development and technical assistance for entrepreneurs;
- Establishing business incubators, including commercial kitchens.

Get more information: For more program information, please visit the Rural Business Development Grants page, and to apply for any USDA Rural Development program contact your state or local office.



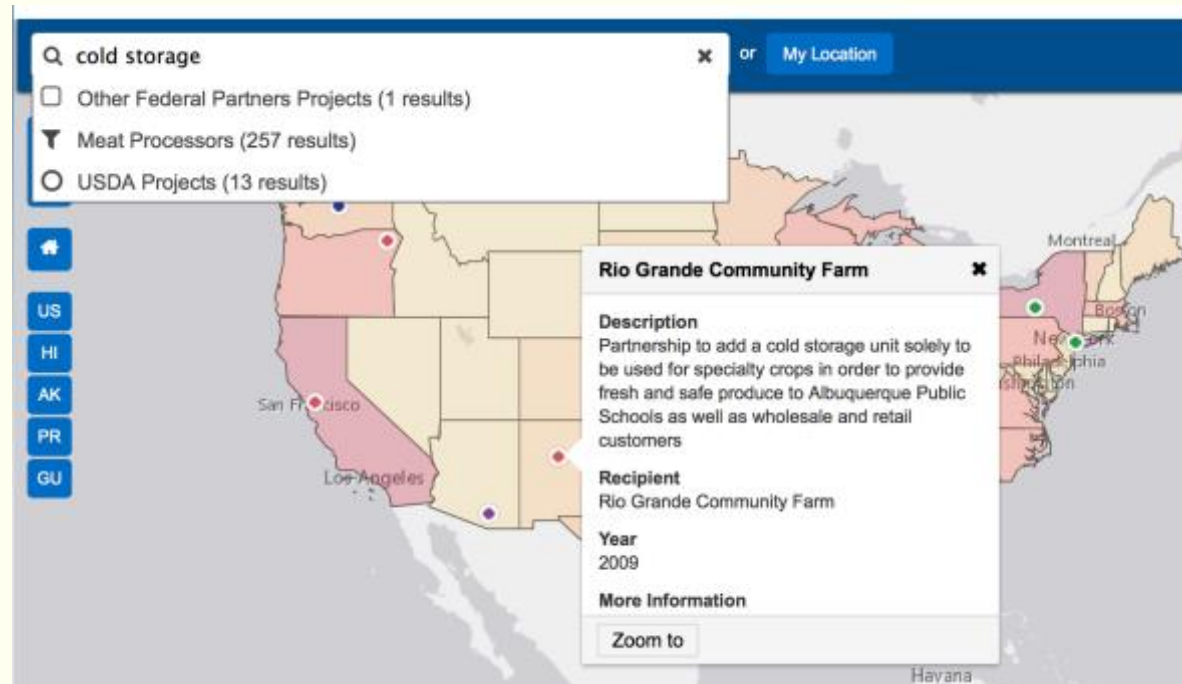


KYF Compass MAP



Includes data on:

- USDA-funded local food projects since 2009
- Farmers markets, food hubs, and other “context data” gathered by USDA agencies
- Projects and resources from 9 other Federal Departments
- Updated annually



www.usda.gov/kyfcompass

KNOW YOUR FARMER
KNOW YOUR FOOD



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.



Research, Education, and Technical Assistance Programs Along the Supply Chain:

Agriculture and Food Research Initiative	Rural Cooperative Development Grants
Beginning Farmer and Rancher Development Program	Small Business Innovation Research
Conservation Technical Assistance	Specialty Crop Block Grants
Federal State Marketing Improvement Program	Specialty Crop Research Initiative
Risk Management Education Program	Sustainable Agriculture Research and Education Program

Color Key

- Agricultural Marketing Service
- Farm Service Agency
- Food and Nutrition Service
- National Institute of Food and Agriculture
- Natural Resources Conservation Service
- Rural Development
- Risk Management Agency



USDA and Local/Regional Food Systems

Where and How to Start?

- Credit for Smaller Farmers
- High Tunnels (Hoop Houses)
- Business and Product Development
- SNAP/EBT at Farmers Markets
- Mobile Markets
- Farm to School



USDA and Local/Regional Food Systems

Credit

- Farm Loans, Microloans and Farm Storage Facility Loans



USDA's Farm Service Agency State Offices
www.fsa.usda.gov/FSA/StateOffices



USDA and Local/Regional Food Systems

Extending the Growing Season

- Seasonal High Tunnel initiative (hoop houses)



USDA's Natural Resources Conservation Service
www.nrcs.usda.gov



USDA and Local/Regional Food Systems

Business and Product Development

- Value-Added Producer Grants
- Rural Business Development Grants

Product Categories

- FEATURED PRODUCTS
- SUBSCRIPTIONS
- PRODUCE
- MEATS
- DAIRY & EGGS
- CHEESES
- KITCHEN PANTRY
- BAKING
- BREAD & BAKERY
- PREPARED FOODS
- NUTS & SNACKS
- BEVERAGES

Welcome to Grasshoppers!

We are proud to be Louisville's first, and only, all-local online grocery store delivering to [businesses and drop locations](#). We work with farmers and artisans across Kentucky and Southern Indiana to provide top-quality, delicious, food you can trust. Grasshoppers is dedicated to building a local food system that values the

USDA's Rural Development State Offices
www.rurdev.usda.gov/StateOfficeAddresses.html



USDA and Local/Regional Food Systems

Financing Food Hubs and Processors



USDA's Local Food Promotion Program
www.ams.usda.gov/lfpp



Stage of Business Development

- USDA Programs for Food Enterprises -

Planning

- [Rural Business Development Grants](#)
- [Local Food Promotion Program](#)
- [Specialty Crop Block Grants](#)
- [Value-Added Producer Grants](#)
- [Small Business Innovation Research](#)

Implementation

- [Rural Business Development Grants](#)
- [Local Food Promotion Program](#)
- [Specialty Crop Block Grants](#)
- [Value-Added Producer Grants](#)
- [Farm to School Grants](#)
- [Community Food Projects Competitive Grants](#)

Growth

- [Local Food Promotion Program](#)
- [Specialty Crop Block Grants](#)
- [Value-Added Producer Grants](#)
- [Business and Industry Guaranteed Loans](#)
- [Community Facilities Loans and Grants](#)



USDA and Local/Regional Food Systems

- Mobile Markets



USDA's Farmers Market Promotion Program
www.ams.usda.gov/fmpp



USDA and Local/Regional Food Systems

- SNAP/EBT at Farmers Markets



USDA's Food and Nutrition Service
www.fns.usda.gov/snap/ebt/fm.htm



USDA and Local/Regional Food Systems

Farm to School

- Plan and implement new farm to school programs
 - Farm to School grants
- Purchase kitchen equipment and cold storage
 - Specialty Crop Block Grants
 - Community Facilities grants and loans
 - Rural Business Development Grants
- School and community gardens
 - Specialty Crop Block Grants
 - Team Nutrition Training Grants

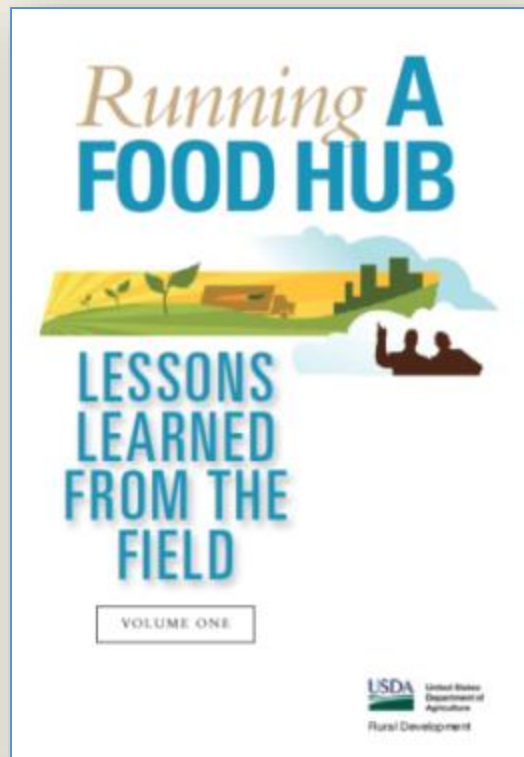


USDA's Farm to School Program
www.fns.usda.gov/FarmToSchool



New Report Series on Hubs!

USDA Food Hub Technical Report Series



- *Running a Food Hub: Lessons Learned from the Field*
- *Running a Food Hub: Business Operations Guide*
- *Running a Food Hub: Assessing Financial Viability*

Electronic copies of these publications can be downloaded for free at www.rd.usda.gov/publications/publications-cooperatives



USDA Co-op Resources

Rural Development's Cooperative Programs

www.rd.usda.gov/programs-services/all-programs/cooperative-programs

Professional staff conduct research and provide educational trainings, technical assistance, and grant support to co-ops across the country.

The screenshot shows the USDA Rural Development website. The main heading is "Cooperative Programs". Below the heading, there is a paragraph explaining that cooperatives are an essential part of the U.S. economy and that the website provides information about them. A list of services is provided, including:

- Helping people decide if they should form a co-op, and how to do so
- Agriculture and business classes taught in secondary schools and colleges
- Cooperative director training and member education
- Enhancing the skills of co-op managers and other co-op employees
- Professionals who work with co-ops, such as accountants, lawyers and consultants
- Extension agents and economic development practitioners
- Youth groups of all types, such as FFA and 4-H
- Trade associations and co-op councils

Other sections include "Education", "Funding for Cooperatives", "Cooperative Data and Statistics", and "Research".

www.rd.usda.gov



USDA Co-op Resources

Library of Co-op Publications

www.rd.usda.gov/publications/publications-cooperatives

Extensive library of over 150 publications, including *Rural Cooperatives* magazine, and many “how to” guides like:





Upcoming Training Opportunity!



Online Training on Assessing and Financing Regional Food Enterprises

Learn how to use this due diligence toolkit to assess food enterprises along nine dimensions, including finances, risk mitigation, marketing and sales, operations, and impact potential.

In partnership with Wholesome Wave. Toolkit can be downloaded at:

<http://www.wholesomewave.org/our-initiatives/nationalnutritionincentivenetwork/public-resources/>

SUMMARY ASSESSMENT	COMMENTS AND NOTES
BUSINESS MODEL & STRATEGY	It is hard to separate out which costs belong to which activities. Strong value prop. Need to strengthen competitive advantage.
IMPACT POTENTIAL	This company provides affordable produce for WIC and SNAP users
MARKET OVERVIEW	Suppliers use sustainable practices, not clear how many, and if these practices are widespread
MARKETING & SALES	This company provides clear growth opportunities for farmers, and quality jobs for employees
OPERATIONS	It is not clear if there is a strong, diverse base of customers in this geographic region
ORGANIZATION & MANAGEMENT	The company does not have a clear sales strategy. But knows go-to-market strategy
RISK MITIGATION	The operations meet current needs, but the company needs to establish a scalable operation strategy.
TECHNOLOGY & SYSTEMS	The management has deep commitment to creating impact, and diverse range of relevant experience
FINANCES	The team does not have diverse sales, or detailed risk management plans
	The company is underutilizing available technology, and needs more efficient strategies
	Strong sales track record, but needs to control expenses. And really large existing debt.



Thank You!

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