

Name of Breakout Session:

Using Data and New Research to Make the Case for Food Systems Investment

Name of Notetaker: Jill Jolicoeur

Number of attendees: 25-35

Who was in the room? (general geographies, types of roles, or list of attendees if intros are done)

- Jay, Johnson County, JCCC Sustainability Director, wants to tell better stories;
- Emily Reno County, food systems intern for county, just graduated from undergrad and wants to learn more;
- Beth Low, Kansas City, KC Healthy Kids, people want data but often it is not effective in advocacy. Would like new strategies to share data to shift behavior and votes;
- Heather McPeak, Eudora Farmers Market, data to support the farmer market;
- Richard Taylor, Lawrence, on Lawrence farmers market board, needs to know how to get and use data;
- Wanda, Garden City, Economic Development, working with large scale producers to reduce commodity dependency and how to convince interested parties;
- Helen, opportunities for collaborative efforts;
- Phil, Oskaloosa, Sweet Love Farm, here as a farmer to understand economic impact of local food systems, also not a board member but member of Lawrence farm market and wants it to be successful. Also the chair of Jefferson County food council to make case that investment in local food production makes sense;
- Britt Crum Cato, Lawrence, Economic Development Director for city of Lawrence, wants to understand economic impact of local foods to serve large markets;
- Don, Potawatomie County, is a farmer, wants to know more about niche value added markets and how to do more information sharing with peers;
- Carrie Eber, Manhattan, K State Extension, focused on scaling up local foods, need economic data to make clear that scaling up is successful;
- Emily, Lawrence, works for agriculture investment firm, data only useful if know questions that are asked, want to hear what others are interested in;
- Jeannette Blackmar, Baldwin City Chamber, interested in understanding indicators and impact of local food systems;
- Luke, Butler County Economic Development, is member of new 12 county food systems planning council to understand impact for county;
- Jenny, City of Lenexa, runs new Lenexa farmers market, wants to know what data is most important to gather in the first year;
- Barb, education director for farm to table organization, wants to help provide connections to scale up for schools with a convincing data platform;
- Natalie Fullerton, Kansas Rural Center, Great Bend, interested in using data in talking with decision makers, community, farmers, anyone interested in doing something different, or making a good case for investing in local food systems;
- Bethany, Kansas City, New Roots for Refugees, want to know more about what is going on in community and region;
- Eileen Horn, how to communicate with lawmakers;
- Isabel, Kansas Healthy Food Initiative, data is needed for working with frontier communities and translating to community members;
- Jackson, Heel(?) County, economic development;

- Ben Alexander, Economic Development, wants to pursue more than large scale ag production; Tiffany Nixon, Network Kansas, better understand data indicators around local food systems for success;

Key points from speakers: (list 7-10 main points):

- Slide – Farmers Win slide \$1.55 for every \$10 spent on food; \$8-9 received for every \$10 local food; every \$10 spent at farmers market as much as \$7.80 is re-spent; *where does this data come from, how is it supported, some elements seem missing from the analysis.*
- LocalFoodEconomics.com
- Almost always other resources in the area, asset in the area already in the area, excess capacity that already exists. Really think about what are assets you have and can you work with your local FPC to write a grant to mitigate risk for distributor to start a small regionally branded product line. Food hub idea keeps coming up in community, but doesn't eliminate the barriers they are already aware of, and adds more. What is going to drive production? Distribution infrastructure that leads to more production or reverse? Becca – doesn't haven't be in your county, just need an aggregation point in your county to connect to distribution. Helen – this is why need to collaborate with Jeff. Market in KC for the food hub but pressure in Douglas County for the investment to be in Douglas County. Probably should have started with a multi county food policy from beginning. Urban and rural linkages, farmers and ranchers are selling into urban markets where they are learning what customers want and methods and taking back to rural communities.
- Working through existing distribution systems makes more sense, but often FPC are looking at alternative markets like food hubs. What is the value of local ownership structures? Non profit structures and coop models are not always the best option, difficult to be profitable.
- Market failure in Kansas around food consolidation. Subsidies around small and large scale farms to gain market access. But long term dependence on subsidies don't work, rather focus on local assets. Biggest indicators of a successful co op is the person running it who is trusted.
- Skepticism in access to secondary data in Kansas and at K-State, even after filing FOIA.
- Middle components of supply chain have higher wages.
- How to define and get information on a functional market area; data on commuting patterns, where people go in their normal everyday lives. *How do you do that in a rural area?* Don't do analysis below county level. Can also base it on what you inherently know about your community (where the employers are, where people live).
- Colorado coalitions of food policy structures, through [Live Well Colorado](http://LiveWellColorado), convene annually. Local food policy councils are communicating and coordinating with ongoing statewide food policy council that works with policy leaders.

Was there a lot of energy on a particular topic? Which one(s)?

1. Regional collaboration around regional assets (vs. county based organizations/councils and new investments vs. focus on existing assets).
2. Have to figure out how a business can survive after the initial subsidy period.

What generated lots of questions?

- Differentiated higher value markets make a difference. Intermediated markets are more profitable than direct market. Being sophisticated enough to sell into wholesale markets is impactful.
- What are the assets that make our community unique and how do you harness those assets and leverage and collaborate with other community assets.

What did people need more information about?

How to do a market analysis in a rural environment, understanding market opportunities and how to access them.

What tools did people express needing to move forward?

Market analysis and asset mapping, potential for wage growth.