

New York State Council on Food Policy

Presentation Appendices

Annual Summer Meeting

July 17, 2013

HPNAP Locally Grown Produce Initiative



Funding Intent

- Increase access to local, fresh, nutritious produce in the emergency food network
- Align with the Governor's "Fresh Connect Initiative" to support the NYS Farm Economy.

<http://freshconnect.ny.gov/>



Suggested Ways for Food Banks to Spend Funds

- Purchase NYS produce directly from local farmers
- Purchase NYS produce from food vendors
- Purchase Health Bucks to distribute to Food Bank agency clientele to use at participating farmers' markets to purchase locally grown produce
- Order produce from NYS farms to be delivered directly to interested emergency food programs
- Develop mini-grants for emergency food programs to purchase directly from farmers



Pounds of Locally Grown Produce

- Pounds of locally grown produce purchased through 12/31/12: **2,371,022 lbs**
- Projected pounds of locally grown produce to be purchased during the 2012-13 HPNAP contract year: **5,001,592 lbs**



Impact on Farm Economy



- Farmers directly receiving locally grown produce funds: **94**
- Farmers' markets supported by the Locally Grown Produce Initiative: **17**
- Locally Grown Produce funds paid directly to farmers through 12/31/12: **\$473, 983**
- Projected Locally Grown Produce Funds to be paid directly to farmers by 6/30/13: **\$1,188,807**

What's next with Locally Grown Produce?

- Distribution of fresh, local produce increases access and availability of healthy food options for vulnerable populations and supports:
 - DOH Prevention Agenda
 - Healthy People 2020
 - Governor's Fresh Connect Initiative
- HPNAP will be looking closely at NYS Grown Produce outcomes for 2013-2014

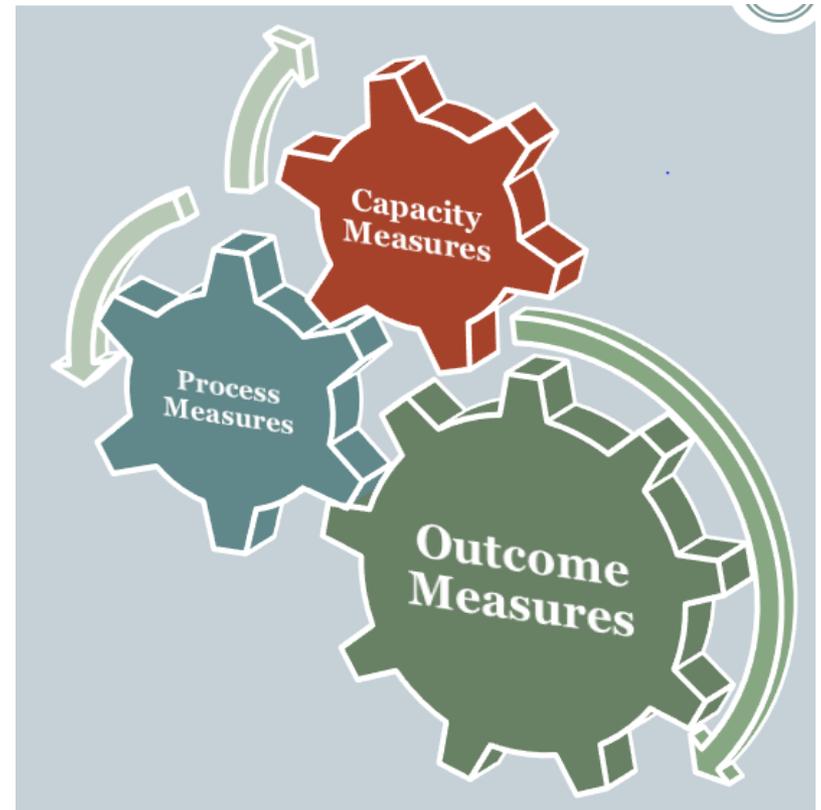


Performance Measures!!

“Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.” – H. James Harrington

HPNAP Performance Measures

- Outcome Measure: Reveals a change, or lack of change, in the health of an individual or population
 - **Increase the percent of HPNAP fresh produce funds that are NYS grown from 23% to 30% by June 2014**
- Process Measure: Quantifies work performed with individuals or groups
 - **Increase the number of HPNAP contractors purchasing NYS grown produce with HPNAP funds from 21 contractors to 31 contractors**
- Capacity Measure: The ability of a program or group to carry out a service
 - **Maintain staff to collect and analyze monthly MPG data**



Performance Measures:

How are we doing?

As of reports received through 6/24:

- **53%** of HPNAP fresh produce funds (~\$2.5M) have been spent on NYS grown produce
 - But, this is largely due to the Locally Grown Produce Initiative with Food Banks...how will we do without it?



- **22** contractors have utilized some of their fresh produce funds on NYS grown produce
 - Majority of those that have not reported NYS grown produce expenditures are not completing this section of the Milk, Produce, Grain (MPG) report

New for 2013-2014

- Reporting of NYS grown produce is MANDATORY – no more blanks in column 8
- Added MPG addendum information into MPG form – no need to submit two different reports each month

Total Required Amounts

1% or Less Fat Fluid Milk	
Fresh Produce	
Whole Grain Foods	\$0
NYS Grown Produce	

Total Budgeted Amounts

1% or Less Fat Fluid Milk	
Fresh Produce	
Whole Grain Foods	\$0
NYS Grown Produce	

Must fill this in!



	TOTAL HPNAP PURCHASED						NYSG HPNAP PURCHASED*				FRESH PRODUCE DISTRIBUTED	
	COLUMN 1 ANNUAL REQUIREMENT	COLUMN 2 PRIOR EXPENDITURES	COLUMN 3 CURRENT EXPENDITURES	COLUMN 4 YEAR TO DATE EXPENDITURES (Column 2+3)	COLUMN 5 YEAR TO DATE % OF REQ. SPENT (Column 4/1)	COLUMN 6 AMT. NEEDED TO REACH MIN. REQ. (Column 1-4)	COLUMN 7 PRIOR EXPENDITURES	COLUMN 8 CURRENT EXPENDITURES	COLUMN 9 YEAR TO DATE EXPENDITURES (Column 7+8)	COLUMN 10 YEAR TO DATE % OF NYSG (Column 9/4)	COLUMN 11 Number of EFPs / Sites	COLUMN 12 Number of Pounds Distributed
1% or Less Fat Fluid Milk	\$0	\$0		\$0		\$0		\$0				
Fresh Produce	\$0	\$0		\$0		\$0		\$0				
Whole Grain Foods		\$0		\$0								

NOTES:

1. Column 3: Include expenditures from the Fresh Produce, 1% or Less Fat Fluid Milk budget lines and any other expenditures on Fresh Produce, 1% or Less Fat Fluid Milk and Whole Grain Foods from your purchased food line. **Only include purchases using your HPNAP funds, not other funding sources.**
2. Column 8: Include the total HPNAP purchased fresh produce and 1% or less fat fluid milk that is "grown" in NYS.
3. Column 11: Enter the number of EFPs/Sites that received HPNAP purchased produce from the Fresh Produce or Food budget lines each month. If a site received fresh produce more than once a month, count only as one (1) site.
4. Column 12: Enter the number of pounds of produce distributed for each month.
5. Submit this form **each month** even when Columns 3 and 8, "Current Expenditures", are zero.

* New York State Grown (NYSG) product is the amount of the total that is purchased from New York State sources, including milk cards/vouchers.

Some tips to Achieve our Goals

- If using a vendor for your produce purchases, ***request that items are from NYS when possible***
- **Utilize farmers markets or set up agreements with local farmers** during growing season
- Although we have a limited growing season ***some New York State grown produce is available year-round or most of the year*** (see Pride of New York list)
- **Report it!!**



Testimonials



- Food Bank of the Southern Tier:
 - *“The Trumansburg Food Pantry has benefited from the winter CSA share vegetables. For us, fresh vegetables are hard to come by during the winter. The number of shares we received was perfect. The client’s response was overwhelmingly grateful.” And “After observing our clients for these past many weeks as they made choices from the three tables of local fresh vegetables as well as listening to their comments, it is safe to say the Winter CSA vegetable project is one of the best things that has happened in our pantry in the past 5 years.” -- The Food Pantry Workers*

Testimonials

- Food Bank of Western New York
 - *“The fresh produce received by Brigiotta’s has been wonderful, thank you. It has been in great condition when we receive it. The pantries in Cattaraugus County have enjoyed distributing it to their clients monthly. We only wish there were more! The peppers, onions, cabbage and potatoes are popular with our clients at CCA. Thank you!”*
--Agency Feedback from CCA (Cattaraugus Community Action)

Testimonials

- Foodlink:
 - *“The produce initiative has been a godsend. My clients now choose the fresh over the canned. It has been especially helpful over the winter months when produce costs are high and my client’s budgets are very tight. I received \$1250 to obtain local produce directly from the farmers and I used every penny of it! I now have relationships with these farmers for a long lasting linkage. I ended up getting even more produce through donations from these farmers. We are connecting with the local farmers and the farmers are now more aware about what the pantries do. If it wasn’t for this grant I don’t think we would have approached the farmers.” -- Cora Marvin, Director of Friendship House (food pantry)*

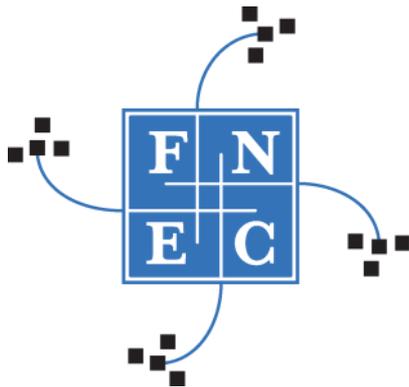
Testimonials

- Food Bank of Central New York
 - *“The CNY Health Bucks program was significant in helping customers to access farmers markets and to overcome the price increases brought about by the harsh weather conditions for the 2012 growing season.”* –Food Bank Employee-



Next presentation →

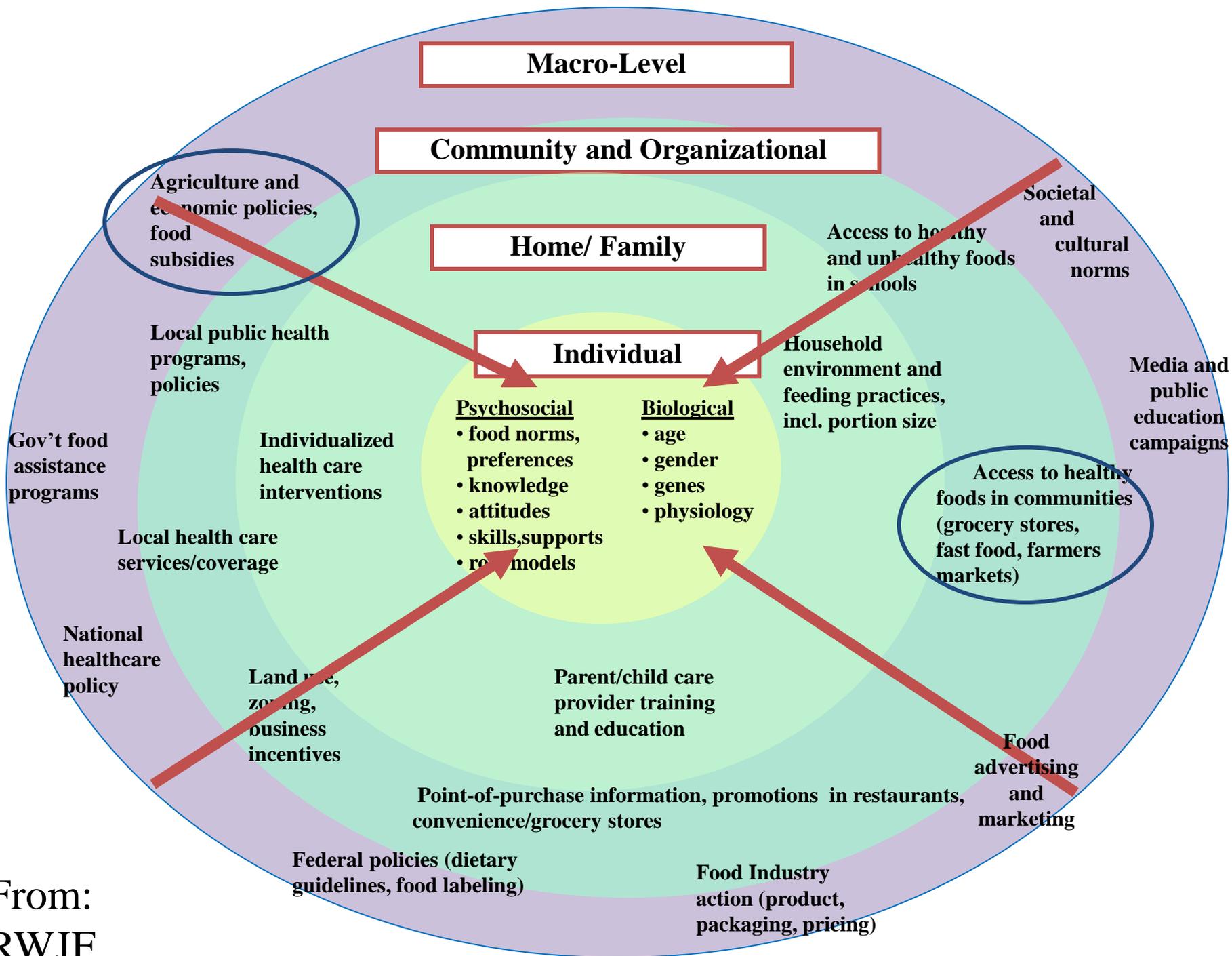
Adopting Healthy Habits: *Leveraging Cooperative Extension to promote environmental change*



Jamie Dollahite
NYS Council on Food Policy
July 17, 2013



Cornell University
Division of Nutritional Sciences



From:
RWJF

Objective

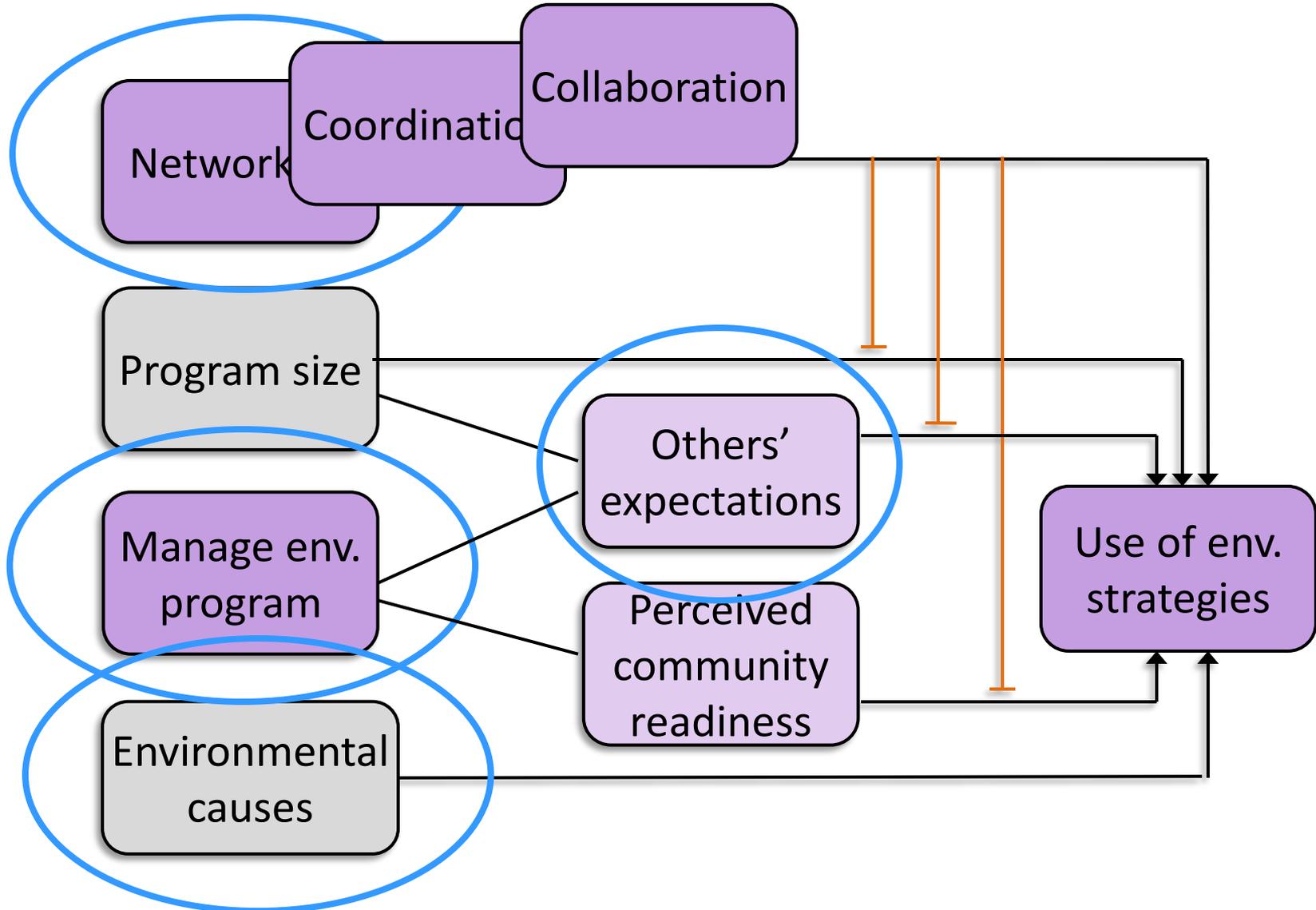
Develop a model for CE to engage in **site-specific environmental change initiatives** with partner agencies and larger communities that make healthy habits easier for low-income families.



Approach

- **7 diverse counties** (2 urban; 1 suburban; 2 with mid-sized cities; 2 rural)
- **Participatory approach**
- **Strategies** covered spectrum:
home → community environments
- **Support: fiscal and human resources**
\$30K per year per site
Half-time state-level coordinator
- **Multidirectional learning collaborative**

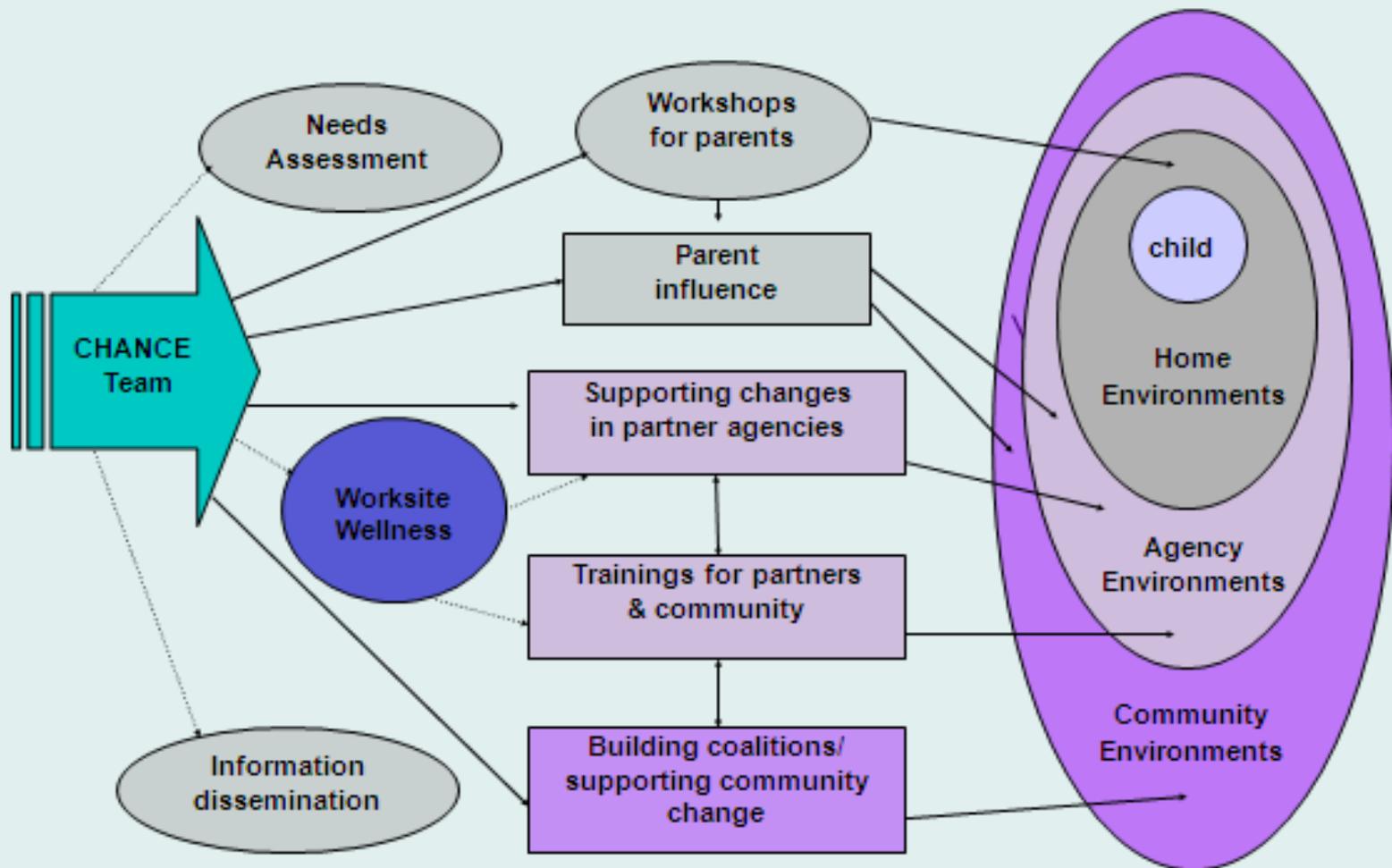
Intervention Points



Core Strategies

- **Staff development** to increase skills and effectiveness in environmental change
- **Worksite wellness**
- **Collaboration with partner agencies and larger communities**
- **Site-specific environmental change initiatives** with partner agencies and larger communities

Making Healthy Choices Easier



Implementation

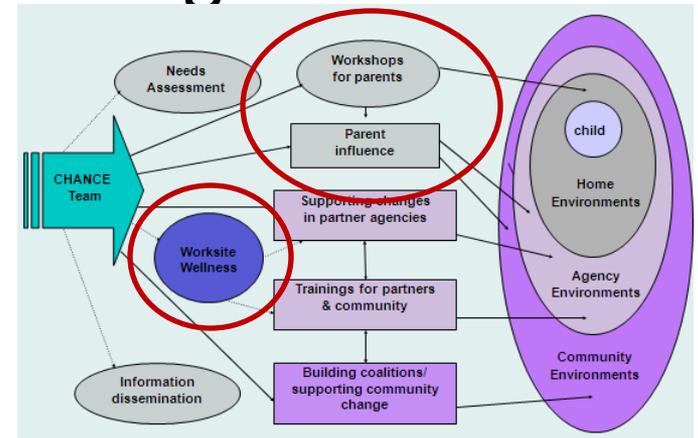
1. Training for and delivery of parent workshops that include environmental change:

- Home + non-home environment
- “Finding Solutions with Others”

2. Cornell NutritionWorks online course: *Preventing Childhood Obesity: an Ecological Approach*

team with local partners

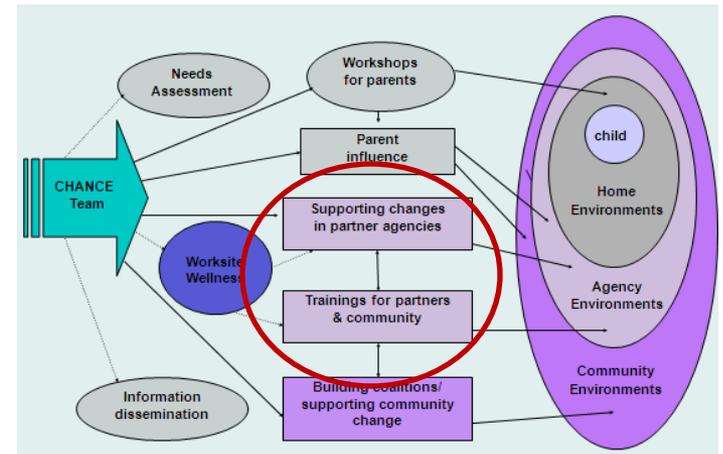
3. Worksite wellness activities in local CE



Implementation

4. Supporting changes in partner agencies

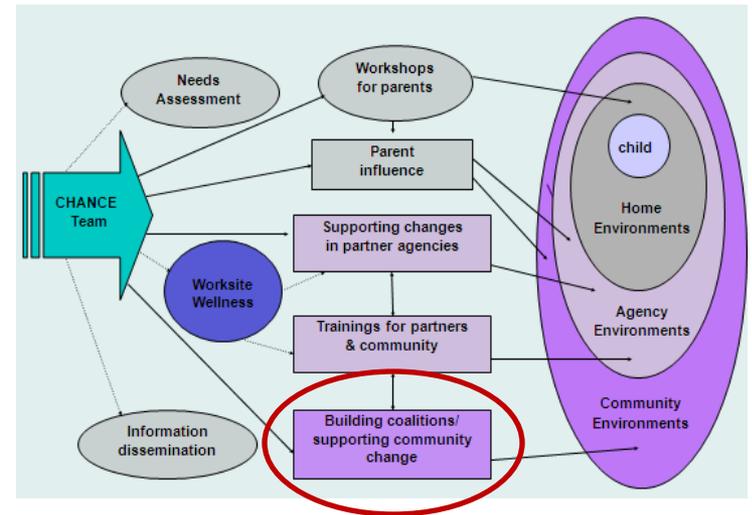
- Community mapping exercise to consider partnership expansion/development
- Discussions with local partners about goals/plans
- Mentoring by AHH Coordinator



Implementation

5. Building coalition/supporting community change

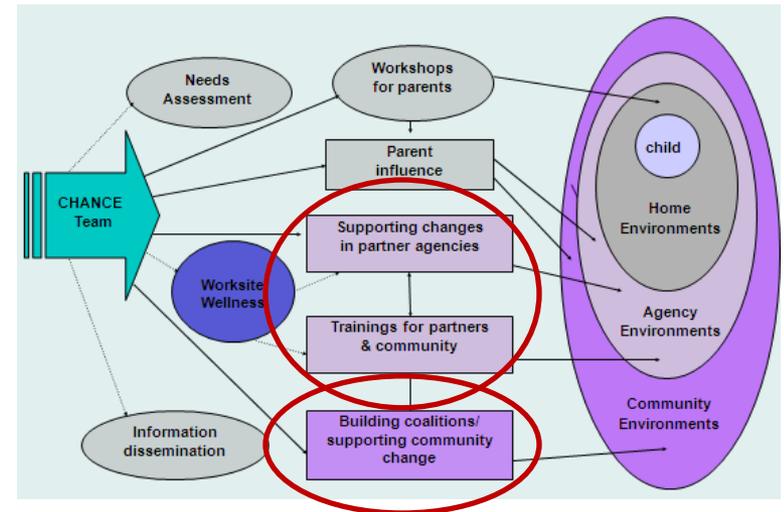
- Coordination with partners
- Alignment with local coalition working on community changes
OR initiation of a local coalition
- Community Readiness assessment to assist with development of action plans



6. Learning collaborative

Results

- Three years' experience
 - 7 diverse sites; different contexts
 - Examples: 2 of the longest running sites—
divergent contexts
- Lessons learned



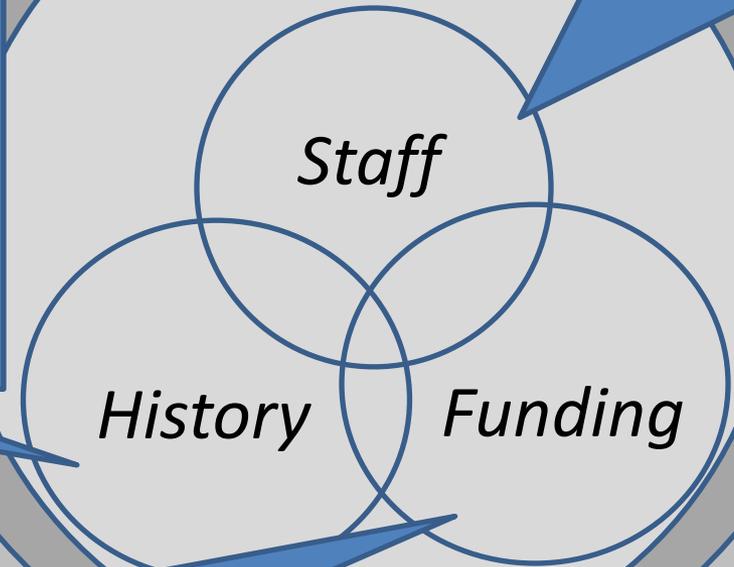
Rural County

Long term, high level connections with community committees and coalitions; track record with grants; commitment to environmental change & mentoring

Community-level environmental work for over a decade

- 1996-1998 Local food systems collaborative project
- 2004-2009 Eat Well Play Hard (DOH)
- 2011-present Creating Healthy Communities (DOH)

Community Readiness = 5 / 8



- Relatively stable CE county funding provides some flexibility
- Contracts and close collaboration with County Health Dept

Rural Site: *Partnerships*

2010: n = 15

Community Action Planning
Council

Council of Social Agencies

Dept of Social Services

Library

School

Head Start

Food Policy Council

Dept of Health

Faith-based organizations

Neighborhood association

2011: n = 21

New partnerships:

VA

3 with government

hospital

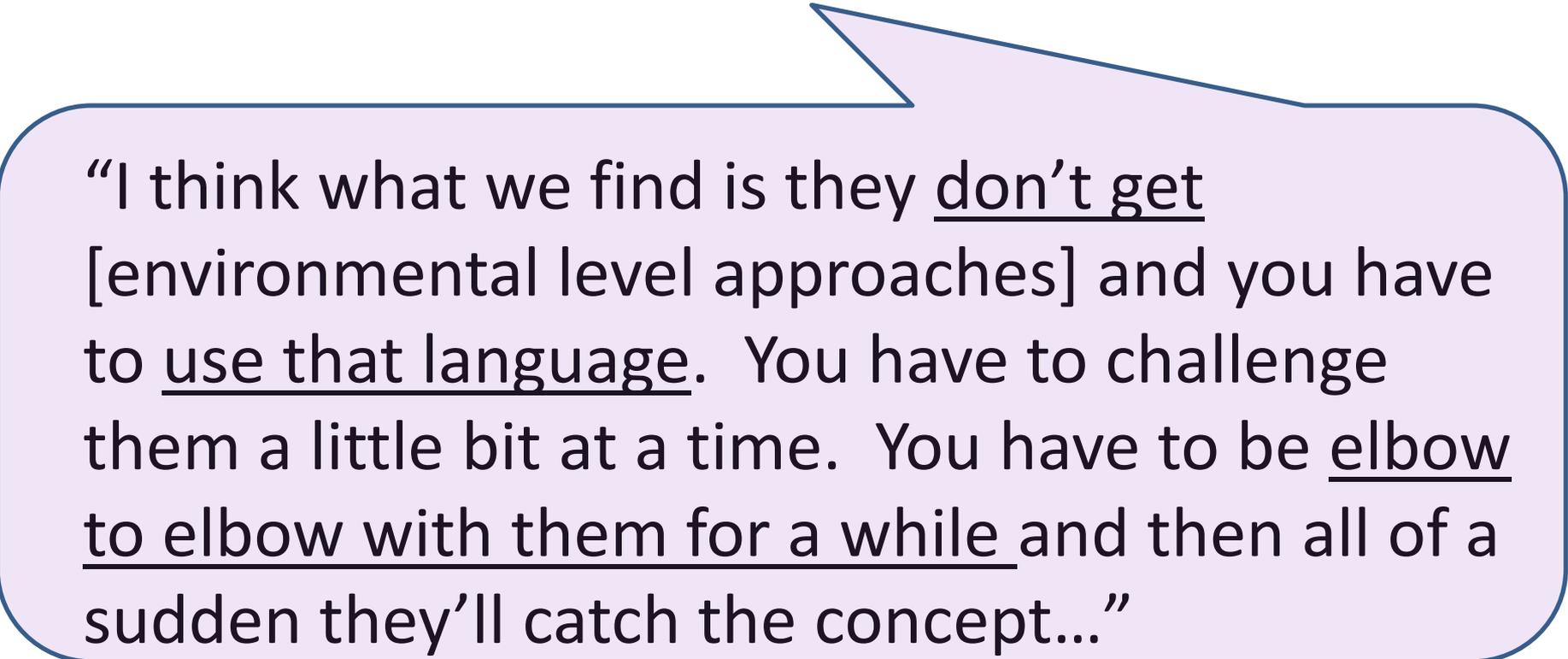
New work in schools



Rural Site: *Shifts in Focus*

“In the last couple of months.... I’m not sure what happened... but the group I’ve been working with made just this ideological shift. The language they are using is totally different... we went from this group who was all focused on doing this [one] event to really looking at the environment.... I am very, very excited about it!

So we are creating a charter for this group. They are looking at a vending machine policy for their building.... They are changing how they celebrate birthdays, they are really thinking about their environment and what environment they are portraying to children and families who come in....”



“I think what we find is they don't get [environmental level approaches] and you have to use that language. You have to challenge them a little bit at a time. You have to be elbow to elbow with them for a while and then all of a sudden they'll catch the concept...”

Rural Site

Successes with Partner Agencies

- Community gardens in several agency sites
- Salad bar in school cafeteria
- Trail improvement: clean-up, signage
- Healthy foods offered at many meetings/events
 - policy implementation in several agencies
 - community level ripple effect

Rural Site
***Building Coalitions/ Supporting
Community Change***

CE staff initiated coalition

- Begun with multiple long-standing partners.
- Activities overlap with and build on those with partners.

Rural Site

Successes in Building Coalitions/ Supporting Community Change

- School wellness policy including healthy, affordable snacks for classrooms → distributed to wide variety of youth-serving organizations → adopted by schools + 7 county 4-H programs
- Increased number of community gardens.
- Mini-grant model adopted for use in breastfeeding support efforts
- 3 grants funding related efforts that will impact up to 15 more organizations across 3 county region

Suburban County

Community level environmental work

- No evidence of past active collaboration promoting healthy eating or activity
- Creating Healthy Places grant (DOH)

Community Readiness = 3.5 / 8

Long term; connections with various agency partners: recruitment & advisory

Staff

History

Funding

- County funding for human ecology programs in CE specifically targeted for elimination
- History of contracts with county DOH but number declining

Suburban Site: *Partnerships*

2010: n = 13

County Health Dept
DSS
Hospital
Faith-based organization
Mothers' group
Hispanic outreach organization
Schools
School age child care center
Family service agency
Area restaurants &
healthy bodega group
(*Creating Healthy Places grant*)

2011: n = 20

New partnerships:
Latino Advisory Board
Housing Alliance
Additional schools

Suburban Site:

Successes in Partner Agencies

- School wellness councils → changes in food available → development of wellness policy;

Wrap-around approach: admin, teachers, parents, kids



- Community garden at child care center
- Wellness policy implemented for children's food at child care center
- Worksite wellness policy in one site
- Presentations environmental influences

Suburban Site
***Building Coalitions/ Supporting
Community Change***

CE initiated coalition focusing on healthy food and activity for low-income children

- Focus on networking, information dissemination
- Difficulty moving beyond this to community action

“...people aren't gonna do a community level action plan. They can't commit to it.... Everybody is working in individual programs and the people who are working in individual programs may not be motivated presently to put in... Everybody is stretched and they have so much on their plate that they are not going to stress themselves and say, 'ok we'll do this and we'll do an action [plan]' ...because they already have things in place that they need to take care of. “

Suburban Site

Building Coalitions/ Supporting Community Change

- Large public presentations
- State & county legislative initiatives banning sale of energy drinks to minors → buried in committee
- Marketing campaign promoting water availability → no movement to increase public water fountains
- Health Dept Creating Healthy Places grant
 - Healthy bodega initiative
 - Restaurant initiative: \$5 healthy meals subsidized by grant
- County vending machines: coalition member changed contract to include healthy choices

Lessons Learned (7 sites)

1. Essential supports to develop skills & move to collaborative relationships conducive to environmental change

- Dedicated time
- Mentoring
- Technical assistance

Lessons Learned

2. *“Healthy Children, Healthy Families: Parents Making a Difference!”*

- deeper understanding of role of environment
- tool to use with partners



Lessons Learned

3. *Worksite Wellness*

translated into skills/effective work with community partners

- trying new activities and directions →
new understanding of role of the environment
- facilitating discussions and change efforts with different stakeholders
- dealing with resistance
- developing credibility and passion

Lessons Learned

4. Environmental change requires

- on-going, long-term commitment
- dedicated time



Challenges

- Move from direct education to environmental change.
- Programs expected to meet education “numbers” – difficult to prioritize this “*important*” work in light of that “*urgent*” need.
- Long-term commitment – few short-term outcomes.
- Community buy-in takes time; multiple, iterative steps; dedicated staff.
- “Spark-plug” identification in each environment difficult.
- Staff turnover in partner agencies frequent.
- Effective skill-building activities not fully identified.
- Need feasible, productive evaluation methods.

Conclusions

- Feasible – not easy or straightforward.
- Requires financial and human resources at BOTH the local and state level

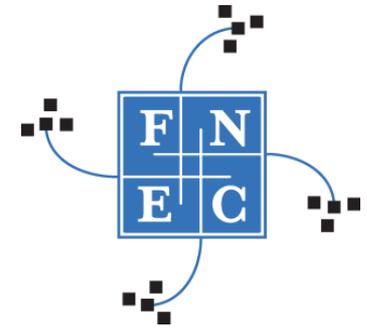
Acknowledgements



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National Institute of Food and Agriculture



[Facebook.com/AdoptingHealthyHabits](https://www.facebook.com/AdoptingHealthyHabits)



Resources

1. Edwards, R. W., Jumper-Thurman, P., Plested, B. A., Oetting, E. R., & Swanson, L. (2000). Community readiness: Research to practice. *Journal of Community Psychology, 28*(3), 291-307.
2. Plested, B. A., Edwards, R. W., & Jumper-Thurman, P. (2006). *Community readiness: A handbook for successful change*. Fort Collins, CO: Tri-Ethnic Center for Prevention Research.
3. Findholt, N. (2007). Application of the community readiness model for childhood obesity prevention. *Public Health Nursing, 24*(6), 265-270.
4. Johnson, K., Grossman, W., & Cassidy A (Eds) (1996). *Collaborating to Improve Community Health: Workbook and guide to best practices in creating healthier communities and populations*.
<http://www.josseybass.com:Jossey-Bass>

Next presentation →

Climate Change and Agriculture

No Longer Business as Usual

Mike Hoffmann

Associate Dean

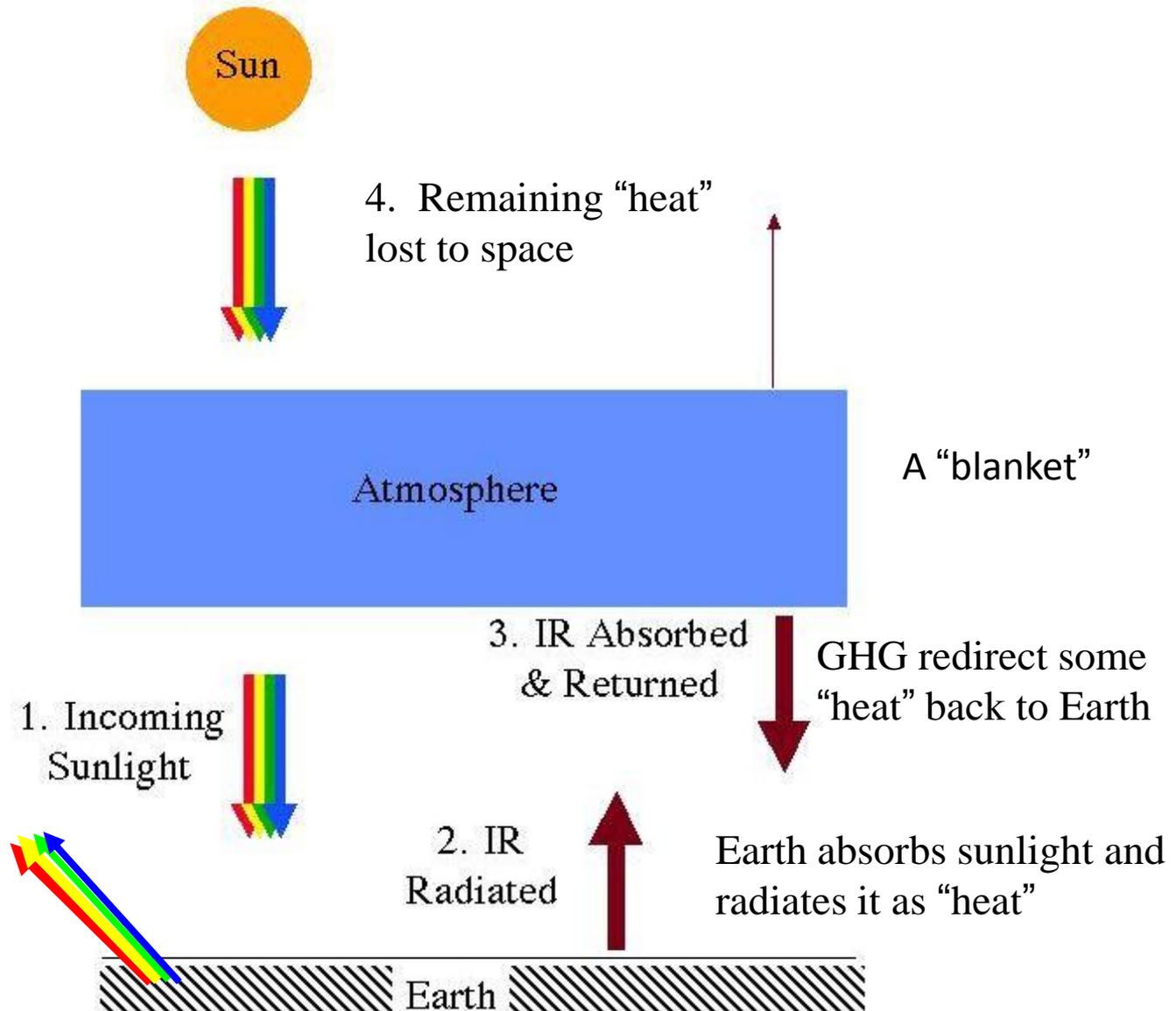
College of Agriculture and Life Sciences

Director

Cornell University Agricultural Experiment Station (Ithaca)



Climate Change 101



It is caused by humans:

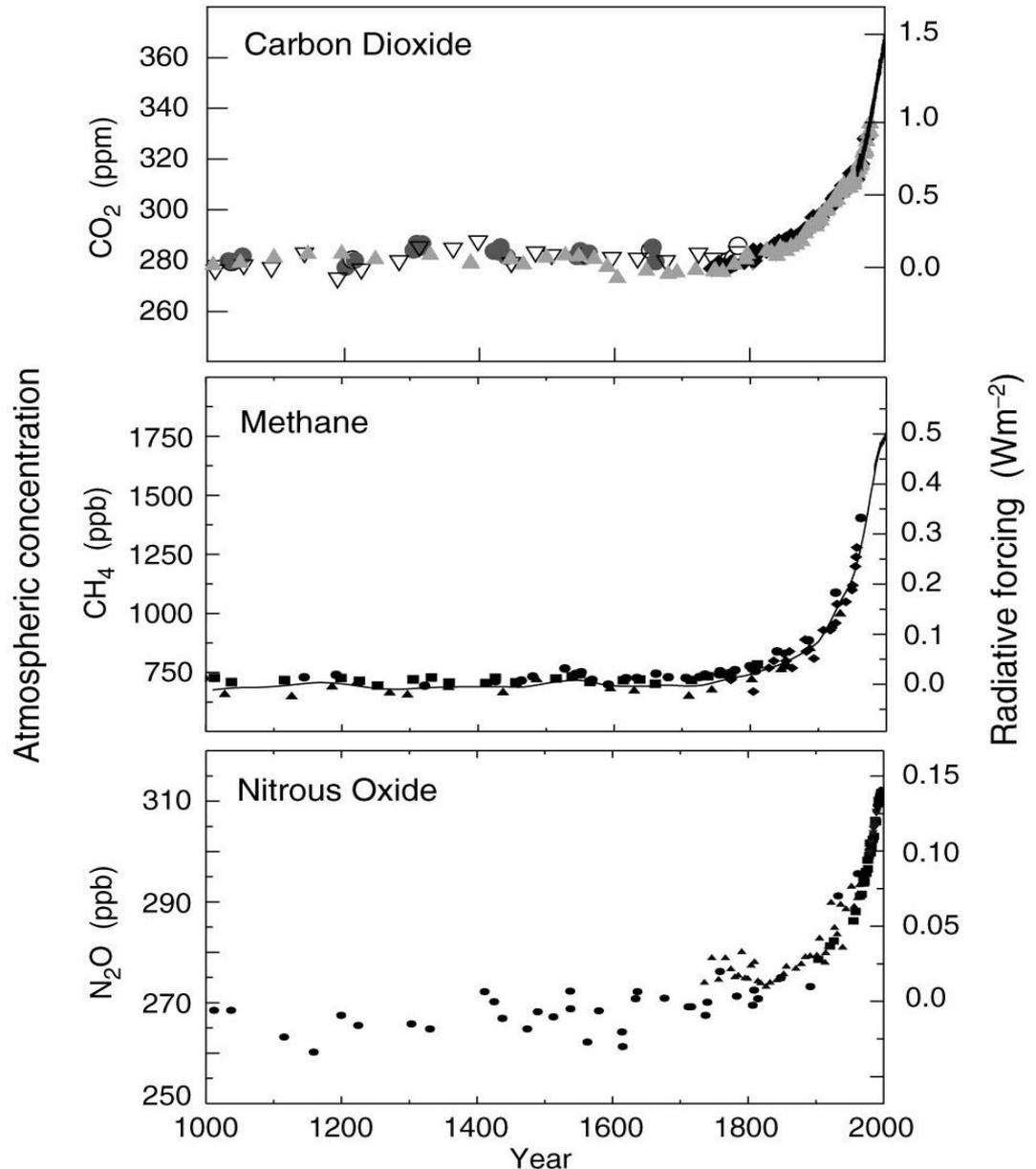
Carbon Dioxide

- 1800: 270 ppm
→ a good thing
- 2013: 400 ppm
→ last time this high, 3-5 million yrs. ago

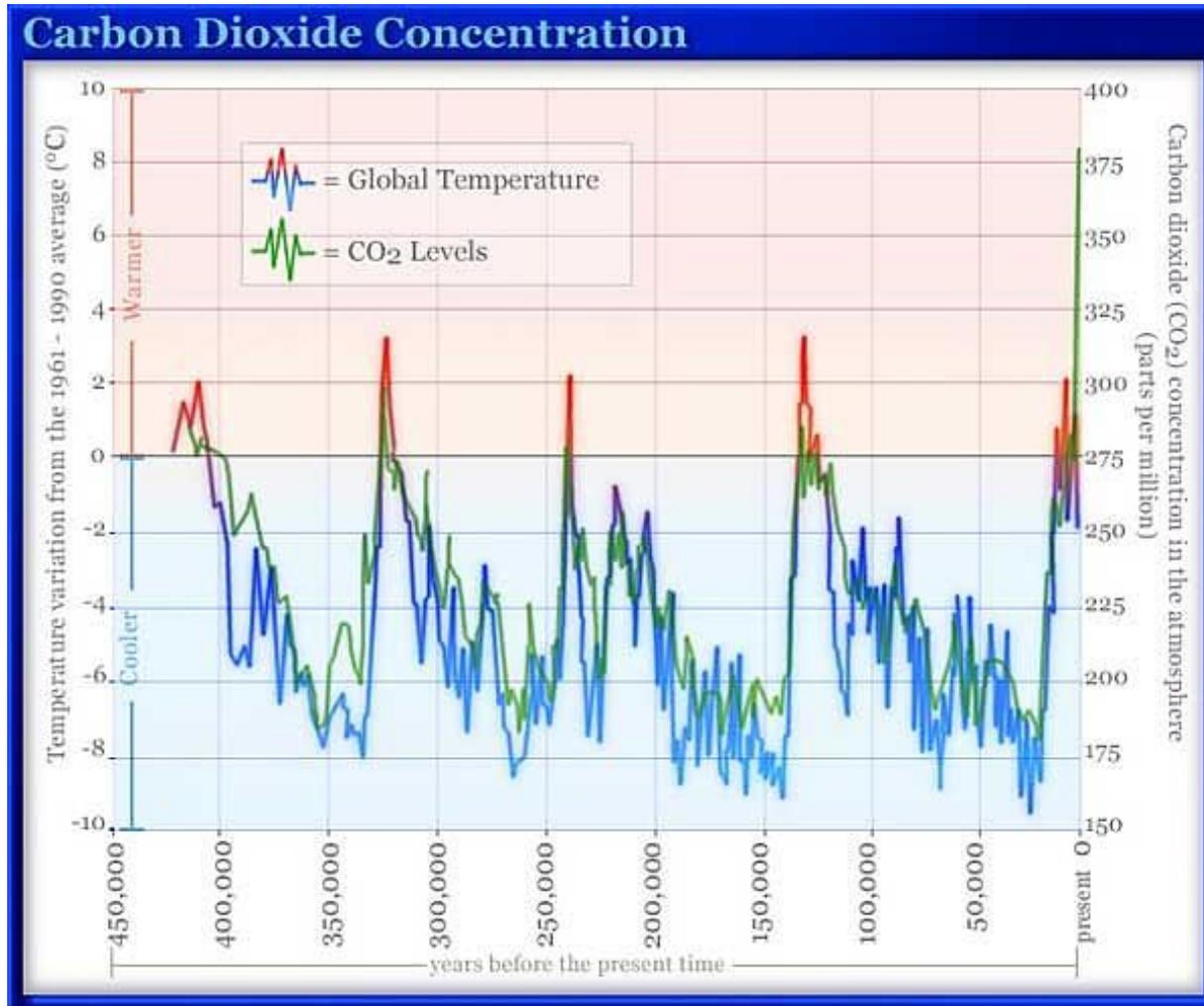
- 2100: **900+** ppm

^{12}C from fossil fuels

(a) Global atmospheric concentrations of three well mixed greenhouse gases



CO₂ Concentration & Temperature





Climate Change Facts

- The Science -

- 1.5°F increase globally
Warmer at the poles - Alaska, Antarctica
- Hottest decade/yr: 2001-'10: 2012
- Hotter summers, warmer winters
- 8°F by 2100 (usual business)
- The last ice age was 8°F colder
- More extreme weather

A Grand Challenge



Evidence all around us



September 1979



September 2007



S. Beck '01



Athabasca Glacier, Jasper National Park Canada in 1917 and 2005. Wheeler Survey photo (color) © 2005



Climate vs. Weather

Climate vs. Weather

Agriculture

No Longer Business as Usual

- Hotter summers, warmer winters
- Changes in precipitation patterns
- Increasing extreme weather events
- More variability, more risk
- New pests
- Impacts local to global



Rapid Shift in “Plant Hardiness” Zones

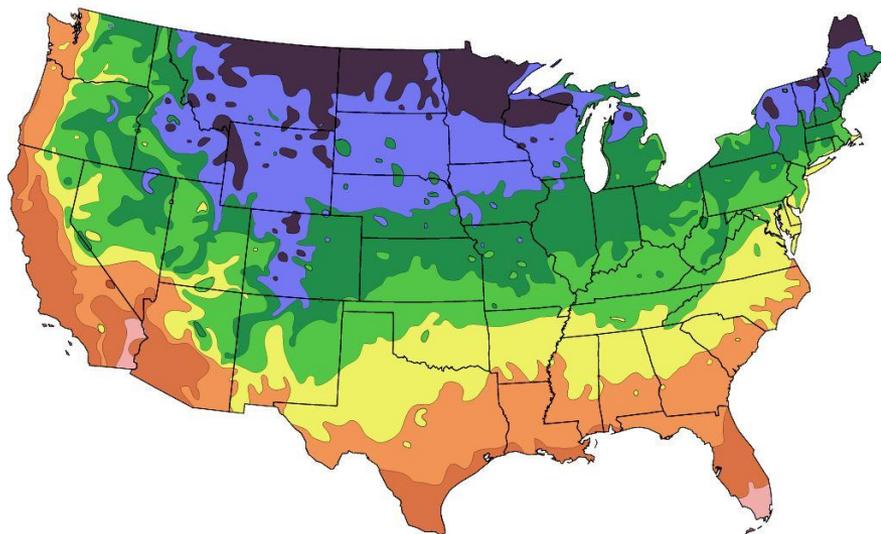
(maps based on minimum winter temperatures)

Can farmers adapt to an accelerating pace of change?

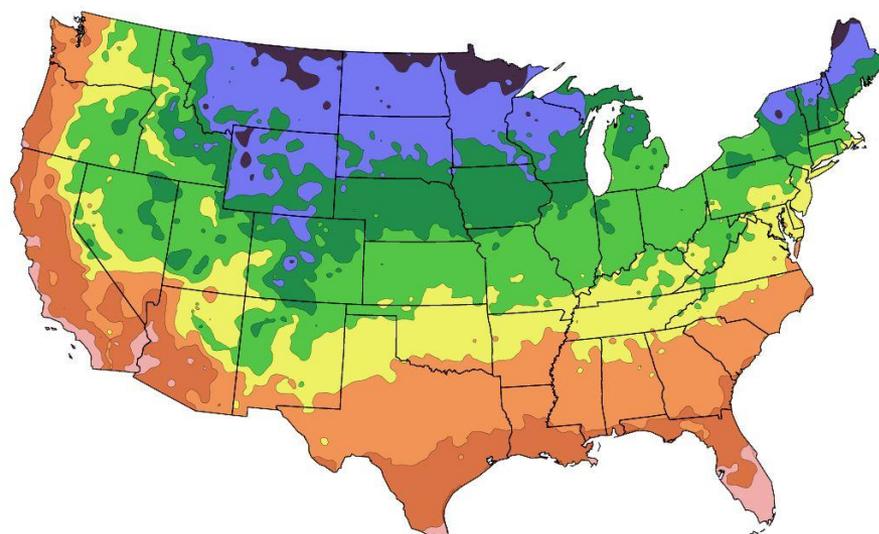
Zones moving north 30m/day!

Zone	Avg. Annual Low
1	Below -50°F
2	-40°F through -50°F
3	-30°F through -40°F
4	-20°F through -30°F
5	-10°F through -20°F
6	0°F through -10°F
7	10°F through 0°F
8	20°F through 10°F
9	30°F through 20°F
10	40°F through 30°F

1990 Map



2006 Map



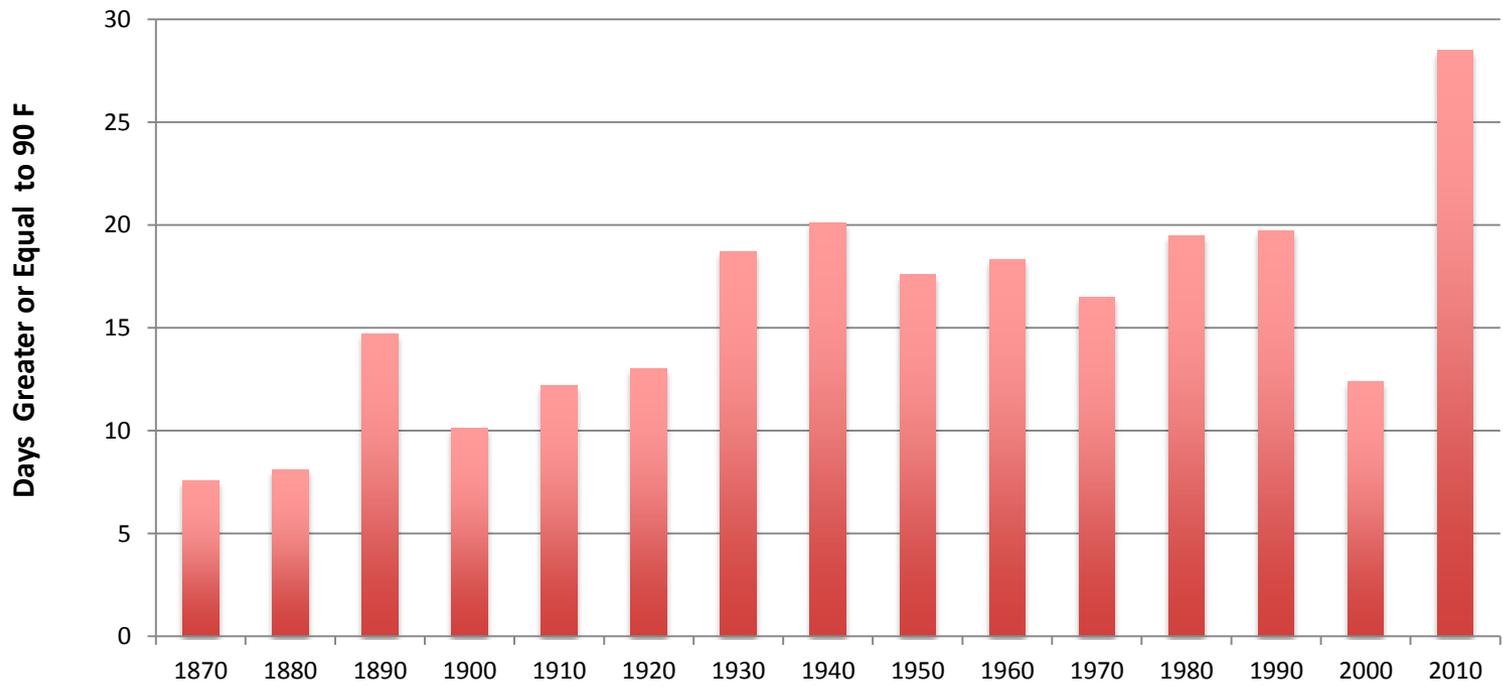
After USDA Plant Hardiness Zone Map, USDA Miscellaneous
Publication No. 1475, Issued January 1990

National Arbor Day Foundation Plant Hardiness Zone Map
published in 2006.

Challenges: Historical Increase in Extreme Events in NYS (since 1870s)

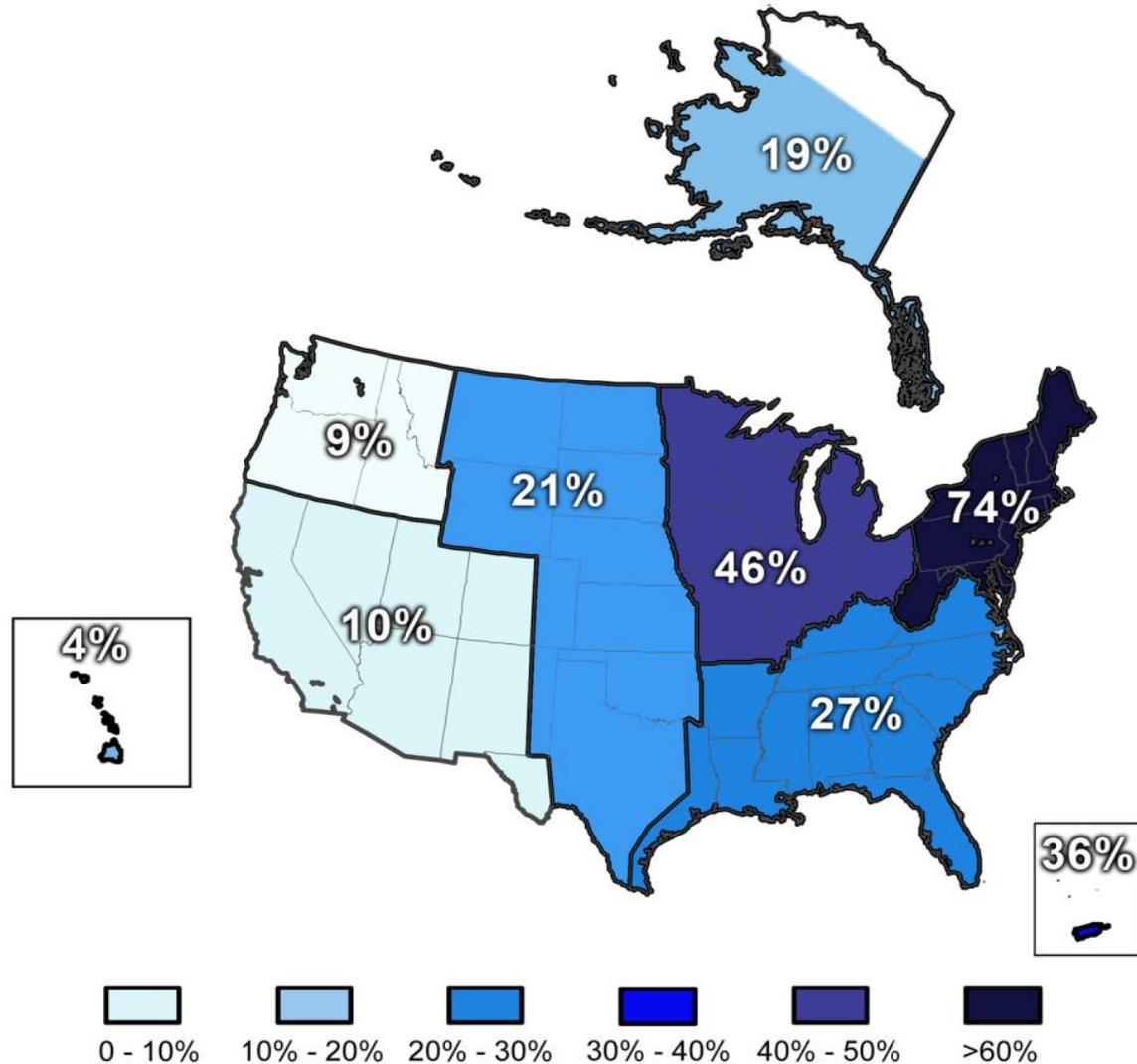
Heat Stress

Number of days $\geq 90^{\circ}\text{F}$,
by decade (since 1870s)

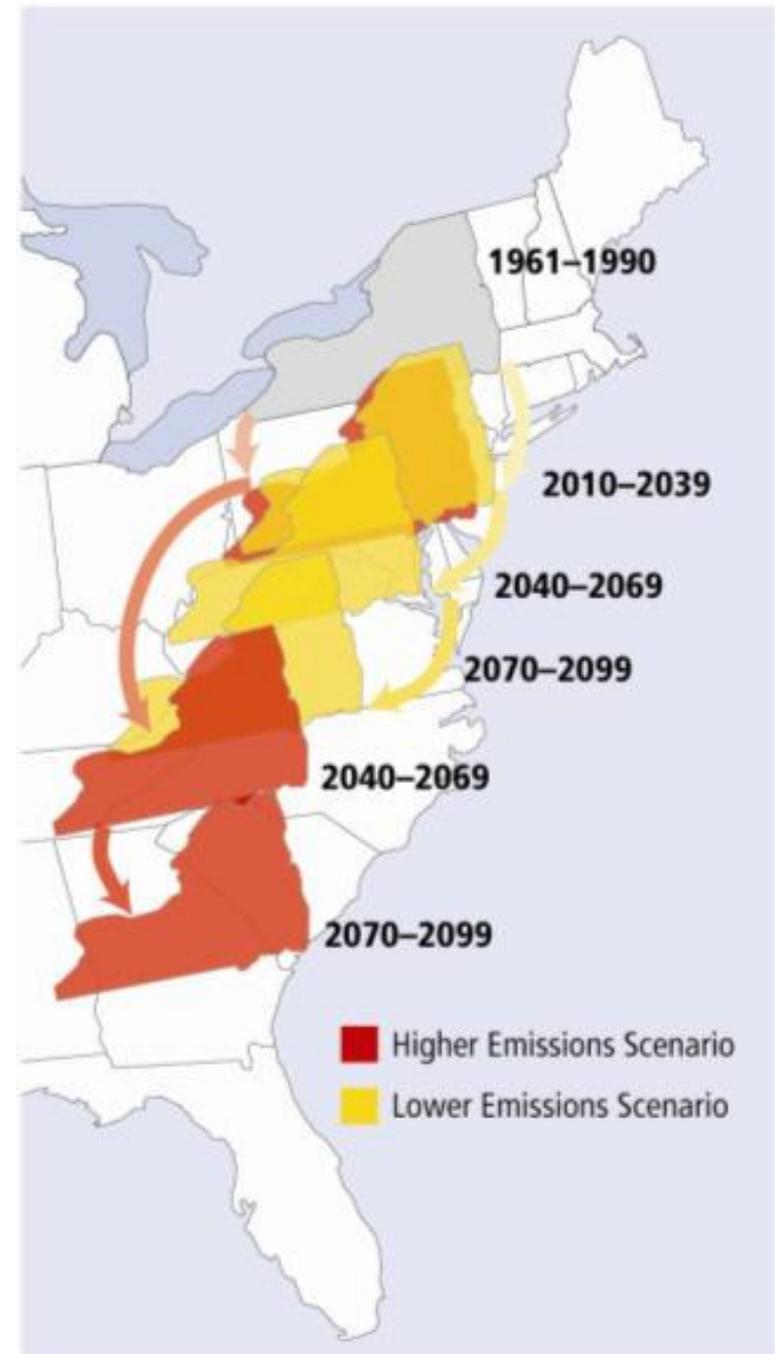


Source: A. DeGaetano, NERCC, Cornell University

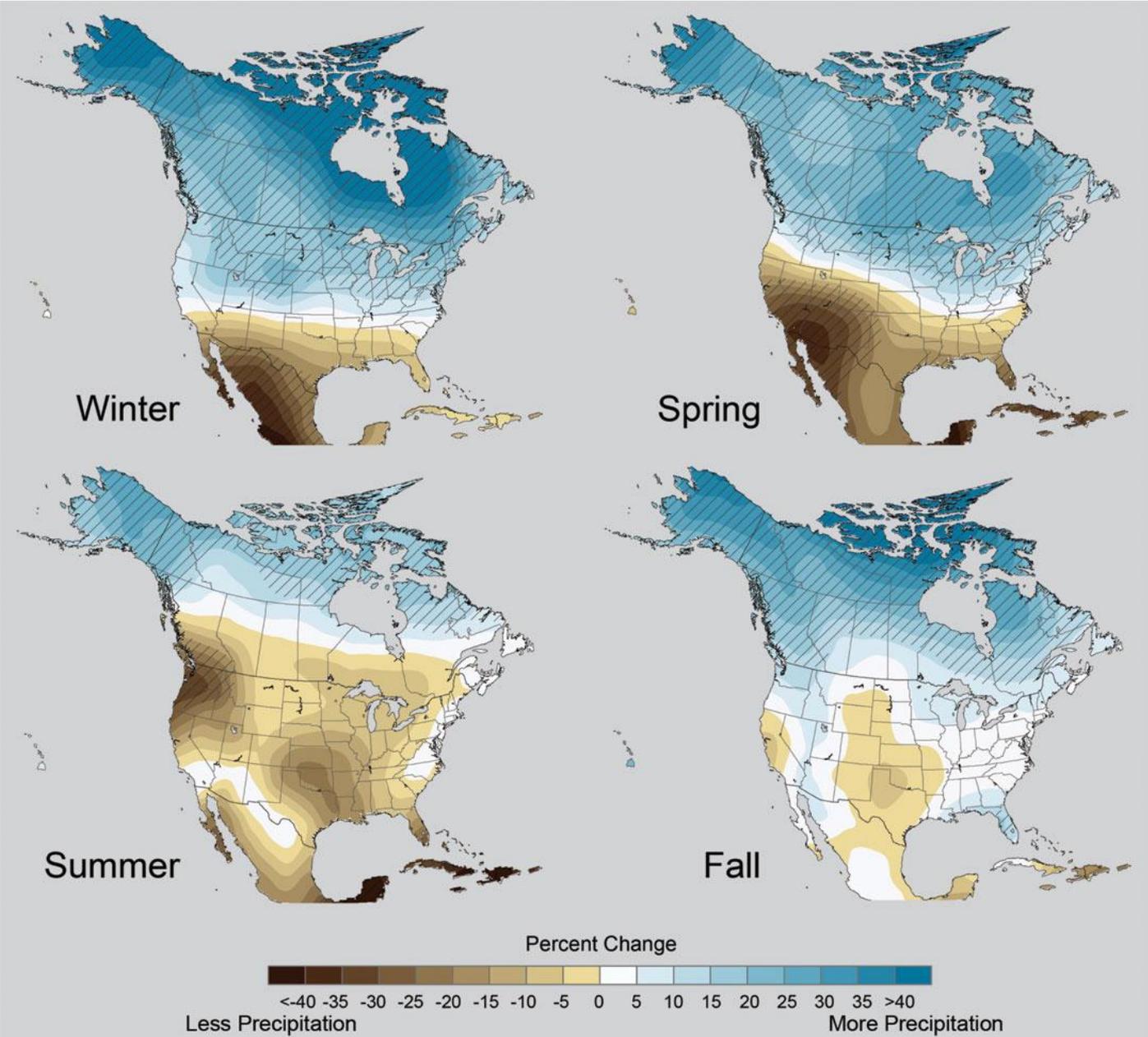
Trend (1958-2010) for increased frequency of heavy precipitation events



Summer heat index: How hot summers will “feel” in Upstate New York

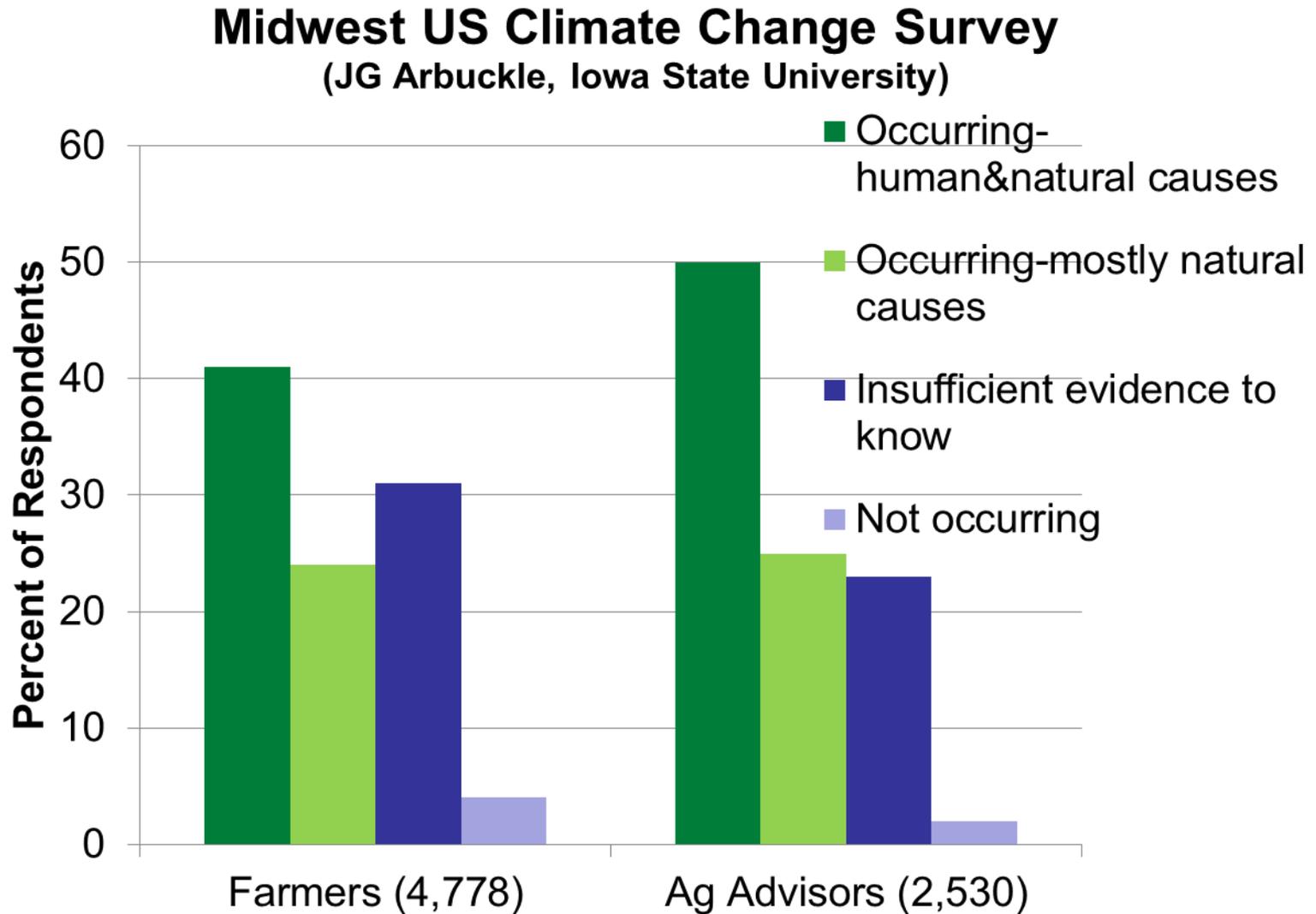


Projected Change in Precipitation: 2081-2099



Recent Midwest Survey Results:

- The majority (66%) of farmers think climate change is occurring
- Only 4 percent are convinced it is not



Climate Change & Agriculture

– NYS –

- **Challenges**

- Extreme weather: floods, droughts, high temp stress
- New pests
- More unpredictable



- **Opportunities**

- Adequate water
- Longer and warmer growing seasons
- Shifts in productivity elsewhere
 - Reduced glacial melt – Andes
 - Changes in ppt. patterns in Sierras



The Opportunities – NYS

- Potential to expand and diversify agriculture
 - New crops, new varieties - winter canola, wine grapes...
 - Double cropping
- Expanded markets
 - 30% of US population in NE – great cities to feed
 - Local grown, lower carbon footprint food supply
 - Job creation, economic development



What is needed to adapt?

- Decision tools based on economics
 - Cooling for dairies, new crops...
- Improved water management
 - Too much (drainage) or too little (irrigation)
- IPM strategies – new pests
- Communication strategies
 - Among farmers, educators, researchers
 - To policy makers
- Risk management



- Reducing GHG Emissions – Mitigation

- Nutrient management
- Reduced tillage, cover crops
- Energy conservation
- Waste to heat and power
- Renewable energy
 - Willows, grasses – cellulosic ethanol, combustion
- Solar and wind
- Extension - Research Partnerships



Climate Change & Agriculture

NE US – Eastern Canada Partnership

- Potential to expand and diversify agriculture in region
- Markets:
 - 75% of Canadian, 30% of US population - “Feeding our great cities”
 - Locally grown food, lower carbon footprint
 - Job creation, economic development
- Next step: Communication network – “open source agriculture”

Regional Cooperation

US – Canada

Public - Private Partnership



Programs & Resources

- Northeast Regional Climate Change Center
- Climate Change Program Work Team
 - Partners: Extension, faculty, government, private
- Cornell Climate Change -
<http://www.climatechange.cornell.edu>
- Responding to Climate Change in NYS (ClimAID)
- Institute for Climate Change and Agriculture
- US Canada – farmer-farmer network

Climate Change and Agriculture

No Longer Business as Usual

- More uncertainty, more risk
- Unlimited opportunities to mitigate, adapt
- We need research, outreach and education
- We need partnerships – more than ever



Cornell '06



Cornell '10



In 2050, what will my daughters say about their dad?

Did he try?

Overview



Case Studies on Local Food Supply Chains

Miguel I. Gómez
Cornell University

Prepared for the New York State Council on Food Policy
Ithaca, July 17, 2013

Case Study Project Team: Robert P. King (University of Minnesota), Michael Hand (USDA-ERS), Gigi DiGiacomo (University of Minnesota), Kate Clancy (University of Minnesota), Miguel Gómez (Cornell University), Shermain D. Hardesty (University of California – Davis), Larry Lev (Oregon State University), and Edward W. McLaughlin (Cornell University)

Next presentation →

Research Questions



Case studies were designed to address two broad research questions:

1. What factors influence the structure and size of local food supply chains?
2. How do local food supply chains compare to mainstream supply chains for key dimensions of economic, environmental, and social performance?

Comparing Supply Chain Types



	Syracuse, NY (apples)	Portland, OR (blueberries)	Sacramento, CA (spring mix)	Twin Cities, MN (beef)	Washington, DC (milk)
Mainstream	Regional supermarket, nationally distributed apples from NY and WA	Large supermarket chain, grower-packer-shipper (OR and international)	Upscale regional supermarket, nationally distributed bagged organic greens	Upscale regional supermarket, nationally distributed natural beef	Private label milk sourced from a commercial dairy cooperative and sold in large supermarket chains
Direct Marketing	Residual sales (10%) at farmers markets	Diversified farm, farmers market and farm stand sales	Small organic farm, farmers market and restaurant sales	Small family farm, farmers market, buying club, and CSA sales	On-farm bottled, home delivery
Intermediated	Farm sales to small school district (1,600 students)	Organic berries delivered directly to 9-store grocery chain	Co-op grocery, bulk greens delivered directly to store	Grass-fed beef delivered directly to upscale regional supermarket	Five-store retail grocery, private-label organic milk

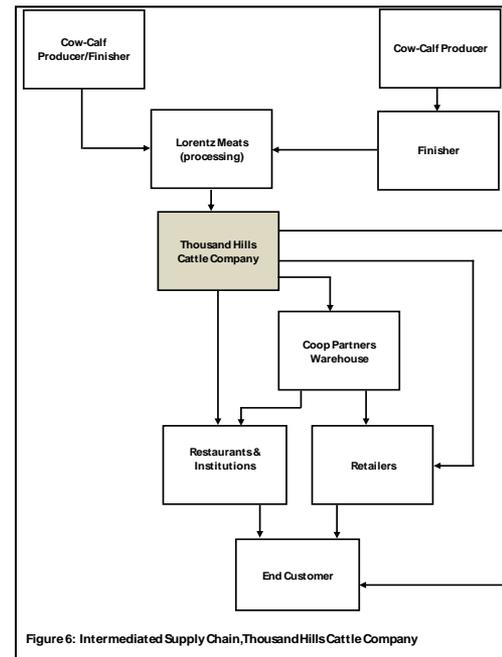
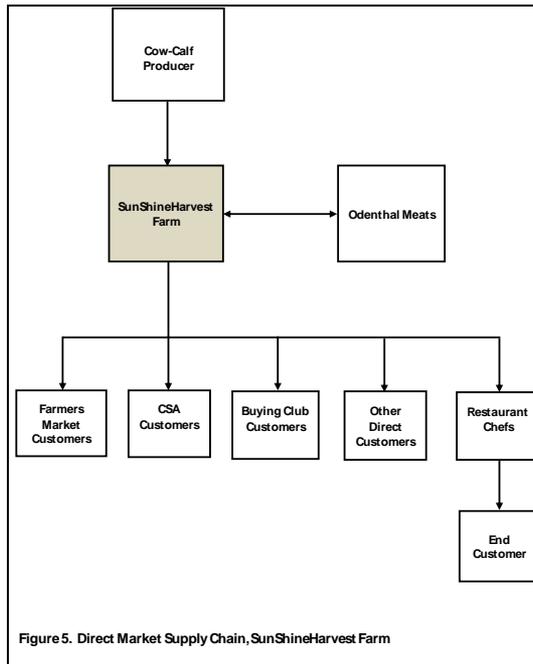


What Did We Learn?

Structure



Direct market supply chains consistently offer consumers detailed information about where, by whom, and how the product was produced ... but the addition of intermediaries to the supply chain makes it more difficult to convey this information.



Structure



- Farms that market direct to consumers often maintain a diverse portfolio of market outlets and business models.
- Durable relationships between supply chain partners – characterized by a high degree of trust, information sharing, and decision sharing over time – are important in all three types of supply chains.
- Prices received by producers are consistently decoupled from commodity prices in both the direct market and intermediated case study supply chains.

Structure



- Collective organizations, especially farmers markets and consumer cooperatives, can play significant roles in both direct and intermediated supply chains ... but none of the local chains studied was built around a producer-led cooperative.
 - Local food supply chains typically bypass mainstream infrastructure ... but plugging into it could offer opportunities to scale up.
- To date, few of the intermediated supply chains have benefited significantly from the infrastructure of knowledge and services created by the presence of other successful local food supply chains and local food organizations ... but some are innovators helping to create local distribution infrastructure.

Size

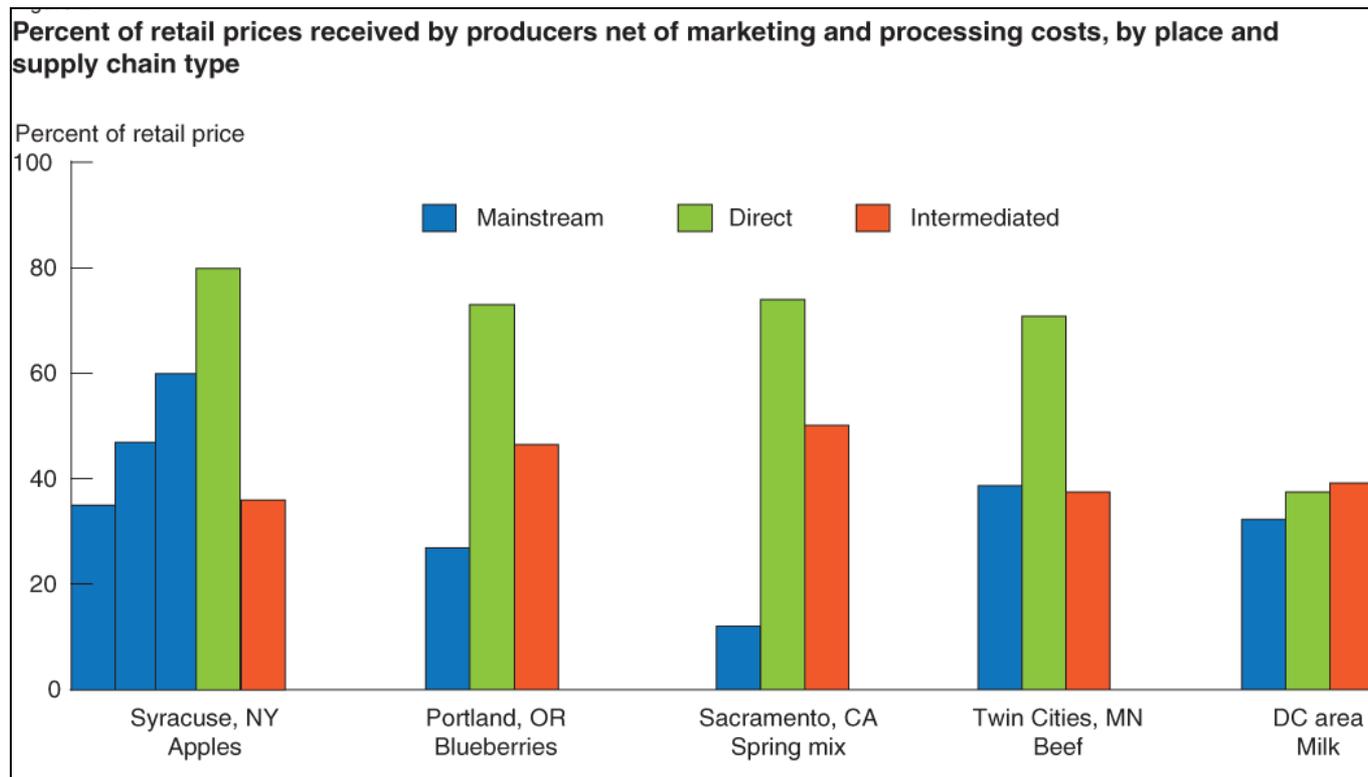


- Aggregate direct market and intermediated supply chains account for a very small portion of total demand for each product-place combination.
- Access to and costs associated with processing and distribution services are critical for success but are not currently limiting the size of the direct market and intermediated supply chains studied.
- Fixed costs for compliance with regulatory and operating standards (public or private) are not currently viewed as a major constraint on the ability of low-volume local food products to use mainstream distribution channels in the cases studied.
 - Lack of year-round availability imposes some limits on market opportunities for local fresh produce products ... but retailers are willing to adapt.

Performance



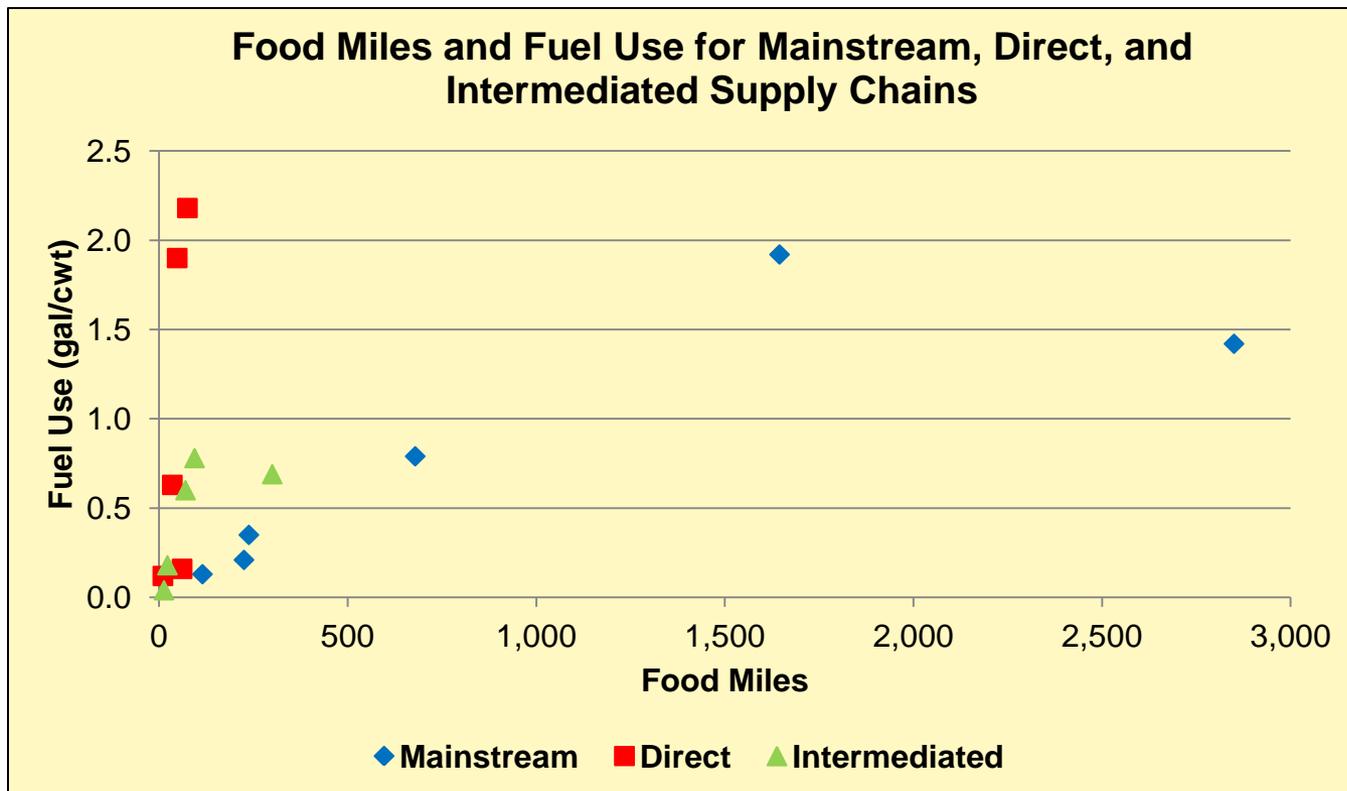
Producers in local food supply chains tend to receive higher revenues per unit and a larger share of retail price, even after netting out costly marketing activities.



Performance



Products in local food supply chains travel fewer miles from producer to consumer than in mainstream chains, but fuel use per unit of product can be greater



Performance



- Retail price premiums are difficult to maintain when “local” is the only differentiating characteristic.
- Almost all of the wage and business proprietor income generated in the local food supply chains studied (direct and intermediated) accrues within their respective local areas ... but mainstream supply chains also contribute significantly to local economies.
- Local food supply chains tend to place more emphasis on social capital creation and civic engagement, although results vary widely across supply chain types and locations.

More Information



- Presentation slides:
<http://foodindustrycenter.umn.edu/NewsEvents/PastEvents/index.htm>
- USDA/ERS Report on *Comparing the Structure, Size, and Performance of Local and Mainstream Food Supply Chains*
<http://www.ers.usda.gov/Publications/ERR99/>
- Longer case study reports and background information are published on The Food Industry Center web site:
http://foodindustrycenter.umn.edu/Local_Foods_Case_Studies/index.htm
- USDA/ERS Report on *Local Food Systems: Concepts, Impact, and Issues*
<http://www.ers.usda.gov/Publications/ERR97/>
- 1st Quarter 2010 issue of *CHOICES Magazine* on local foods:
<http://www.choicesmagazine.org/>

Questions?



Detailed research design, recorder's guide, and pilot study:

http://foodindustrycenter.umn.edu/Local_Foods_Case_Studies/index.htm

Other questions?

Miguel Gómez

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Next presentation →

Supporting Food Systems as an Arena for Civic Engagement and Collective Impact: An Ecosystems Approach

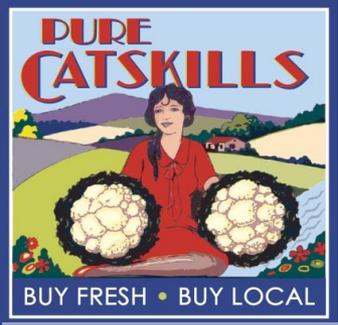
NYS Council on Food Policy

Ithaca, NY

July 17, 2013

Jeff Piestrak,

jmp36@cornell.edu



A groundswell of food systems initiatives are emerging across NYS and the Northeast...



REPRESENTING A WEALTH OF INVESTMENT AND ASSETS...



Library Home » Cornell University Library

Local and Regional Food Systems

An index of initiatives and resources

Last update: Nov 15th, 2010 | URL: http://www.library.cornell.edu/food

Home | Cornell | By Region

Home | Print Page

Welcome

There is a growing body of research on the issues related to nutrition & health, the structure and function of food systems.

A number of initiatives have arisen to build the infrastructure necessary to sustain the relationships between educators, researchers and consumers in direct, mutually beneficial relationships.

This Local and Regional Food System Index provides information on food systems, or "foodscapes," that are locally or regionally based for the benefit of consumers to whom producers are directly connected. (Hendrickson and Stevenson; 2008)

If you have any questions, comment

Initiatives and resource

There are a number of state and local organizations and state business

- [BuyLocalNY Yahoo Group](#)
- [Center for Agricultural Enterprises and Related Consulting to Agriculture](#)
- [Cornell Programs](#) - a list of programs including [Local Markets](#)
- [EatWild listings for NY](#)
- [Great Local Foods Network](#) - sustainable Finger Lakes
- [Hunger Action Network](#)
- [Local Harvest Listings](#)
- [New York Coalition for Healthy Plant-based Food](#)
- [New York Farm Viability](#)
- [New York Nut Growers](#) - information to assist
- [New York Organic Dairy Industry](#), including
- [New York State Department of Agriculture](#)
- [New York State Governor's Office](#) university and extension
- [New York State Integrated](#)
- [New York Times Local](#)
- [New York Wine & Culinary](#)
- [NY Farmnet](#) - free, confidential
- [NY Farms!](#) - broad based
- [NYS Ag Marketing Resources](#)
- [NYS Council on Food](#)
- [NYS Department of Agriculture & Markets](#)
- [NYS Department of Agriculture & Markets](#)
- [NYS Small Scale Food](#)

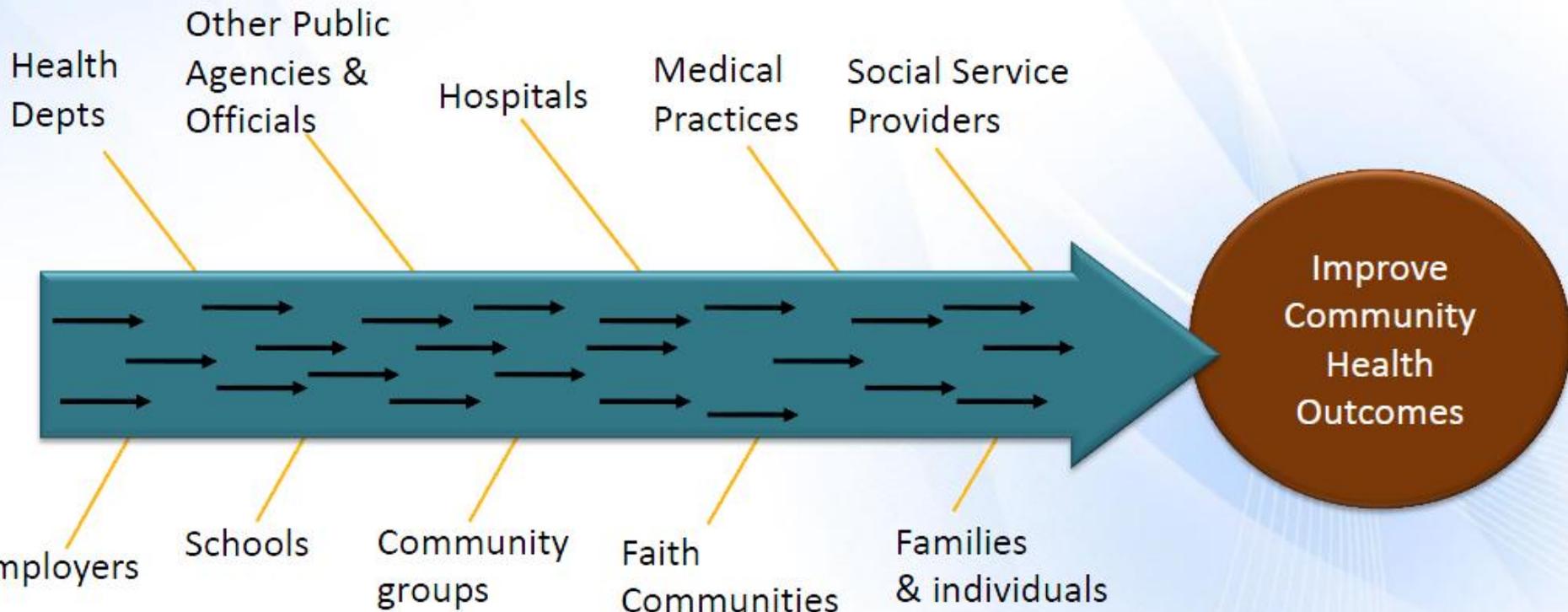
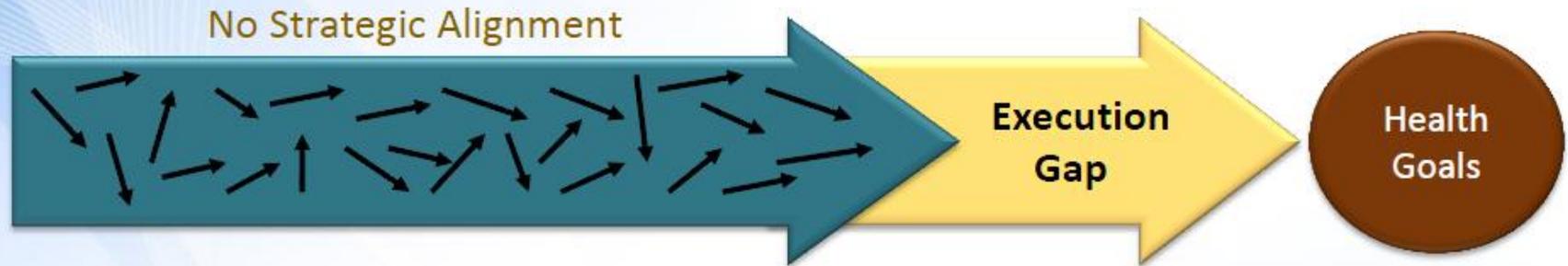
Data Sources

- [Behavioral Risk Factor Surveillance System \(BRFSS\)](#). Collection of data gathered by state health departments through telephone interviews with U.S. adults.
- [Business Resources](#) recommended by Mann Library (Cornell users only)
- [Center for Disease Control and Prevention \(CDC\)](#) Data & Statistics, including [diabetes](#) and [obesity](#)
- [Community Food Security Coalition](#) Sources of data for Community Food Assessments (CFA).
- [Community Profiles](#) Offers tools for using community indicators to understand and tell stories about communities across a range of topics
- [Cornell Program on Applied Demographics \(PAD\)](#) brings skills in demographics, economics, statistics and data analysis to organizations with data, information and advice. PAD works closely with the New York State Department of Agriculture and other organizations
- [County Health Rankings](#) County-level data, including healthy food outlets. This database ranks each county based on the multiple health factors that determine a county's health. The county health rankings have an interactive map.
- [Cropland Data Layer \(CDL\)](#) Crop specific digital data layers, suitable for use in geographic information systems. See [USDA Geospatial Data Gateway](#). Interactive online [CropScape](#) mapping/query tool includes ability to analyze and export as spreadsheet.
- [Food and Agriculture Organization of the United Nations \(FAO\)](#)
 - [Agricultural Development Assistance Mapping \(ADAM\)](#) tool is a platform that gathers information on agricultural needs, objectives, in-country activities, and funding modalities, and aggregates the data to generate a map. The [GAEZ Data Portal](#) has been designed to support sustainable management of natural resources and includes capabilities including the ability to browse, query, visualize and download tabular and spatial data.
- [Farmers Markets Geographic Coordinates \(U.S.\)](#) -USDA created Excel spreadsheet containing names and addresses of Farmers Markets in US.
- [GIS Data Sources](#) -List of Geospatial Information Systems (GIS) data sources, for spatial visualization and analysis. Several examples of this type of application
- [Health Indicators Warehouse](#) -[National Center for Health Statistics](#) site offering variety of data by topic and geographic area. Provides access to high quality data for improving understanding of a community's health status and disease burden.
- [New York MarketMaker](#) Interactive mapping system that locates businesses and markets of agricultural producers and consumers.
- [New York State](#)
 - [Data Center](#) -Source of economic and demographic data, tracking the trends of NY state, its business and industry
 - [Department of Agriculture & Markets](#)
 - [Health Statistics](#) -Wide range of data relating to health and disease in New York State.
 - [Kids' Well-being Indicators Clearinghouse \(KWIC\)](#) gather, plot, map and monitor New York State's children in order to improve outcomes for children and families.
 - [Statistical Yearbook](#) -Organized into chapters focusing on specific governmental functions or services, such as Human Services, and Agriculture. Each section includes "Highlight" information along with detailed information for New York City and 57 counties outside NYC.
 - [Producer Market Listings](#) in this guide
- [SimplyMap](#) -Create maps using consumer demographics and market research (Cornell users only).
- [SoilWeb: An Online Soil Survey Browser](#) -Online soil survey data services from UC Davis, including high resolution scale detailed soil survey data (SSURGO) in many parts of the lower 48 states.

with diverse agenda, but **common** **challenges**

- **Lack of communication, coordination and collaboration**
- **Competition for resources & duplication of effort**
- **Access to information** that is convenient, timely, relevant and actionable, supporting
- **Strategic problem solving** and measurable outcomes

The Need to Collaborate around a Strategy



Key Questions

How Can We:

- **Leverage existing resources/assets** more effectively (& equitably) for the greater good,
- **Empower communities and leaders** with the tools and resources they need to make good decisions,
- **Guide and link their activities** for greater collective impact, to
- **Strengthen state & regional food systems** capacity, sustainability, health, resilience

Task Force on Diversifying NYS Economy through Industry-Higher Education Partnerships

2009 Report **called for development of “innovation ecosystem”**, linking “university-based innovation assets to drive sustainable economic growth”.

Creating and maintaining mechanisms for information sharing and networking among ecosystem participants recognized as vital.

New York’s agriculture and food sector, including development of markets for local foods, identified area of strength and opportunity.

“Knowledge Ecosystems”

- **Interlinked knowledge resources**, databases, and human experts
- Foster evolving knowledge interactions, **improved decision-making** and innovation through **networks of collaboration**, and
- **Support networked learning communities**
- **Enabling self-organization and adaptation** in response to changing environment

Regional Knowledge Ecosystems

”Regional knowledge ecosystems will become the framework for how researchers, investors, universities and others will interact.”

Future Knowledge Ecosystems Report

-Institute for the Future (IFTF)

<http://www.iftf.org/our-work/people-technology/technology-horizons/future-knowledge-ecosystems/>



The Northeast Regional Center
for Rural Development



UMASS
AMHERST



The
JOHN MERCK
Fund

for



Northeast Food Knowledge Ecosystem

Northeast Sustainable
Agriculture Working Group
Northeast's Food and Farm Network

FOOD



WESTERN
MOUNTAINS
ALLIANCE



THE EARTH INSTITUTE
COLUMBIA UNIVERSITY GSAPP
Urban Design Lab
A Joint Laboratory of the Earth Institute and the Graduate School
of Architecture, Planning and Preservation



College of the Holy Cross



Cornell University
Albert R. Mann Library



Farm To Institution New England (FINE)

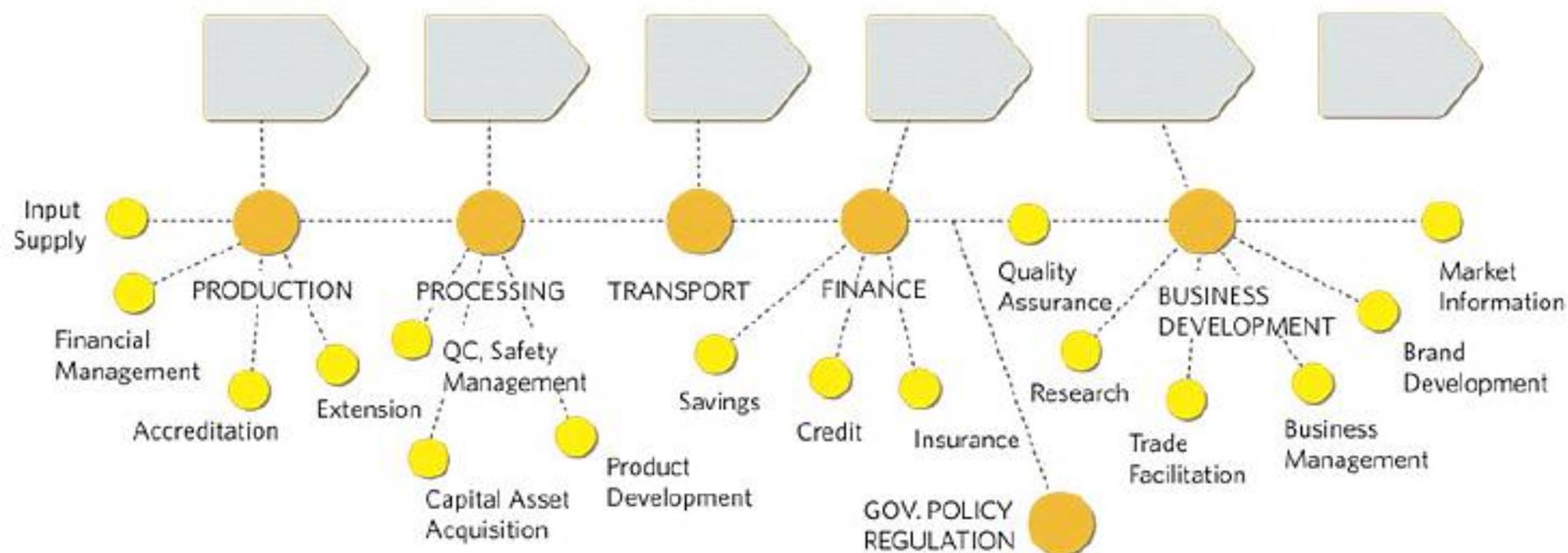


American Farmland Trust

B. THE PARTNER NETWORK

Including support services and stakeholders

The PARTNER NETWORK is included in the market chain's wider vision and its purpose is to **support, intervene** or assist the different links of the chain and facilitate the development of the business. Partners are external actors or organizations (public or private) that are not included in the value chain's core stages but occupy a critical role in the functioning of the business and enable the chain to operate efficiently. Usually a value chain is supported by public or private sector partners that deliver a number of business support services at critical points of the core stages (production, post-harvest and marketing). In chains that do not function efficiently, it is probable that partners are missing or not working in an effective fashion.



Linking Worlds –The Value Chain Map

<http://linkingworlds.org/view-all-resources/72-link-methodology-2>

AgriVIVO –A Network of Networks

<http://www.agrivivo.net/>

- Works as a **common registry to interlink the data** managed in existing communities and databases
- Stores **pointers** to and **relations** between the data managed anywhere
- Facilitates search** across several communities/directories
- Share people profiles**, affiliations, competencies, publications across communities

Now



Better networking



Five Conditions of Collective Impact

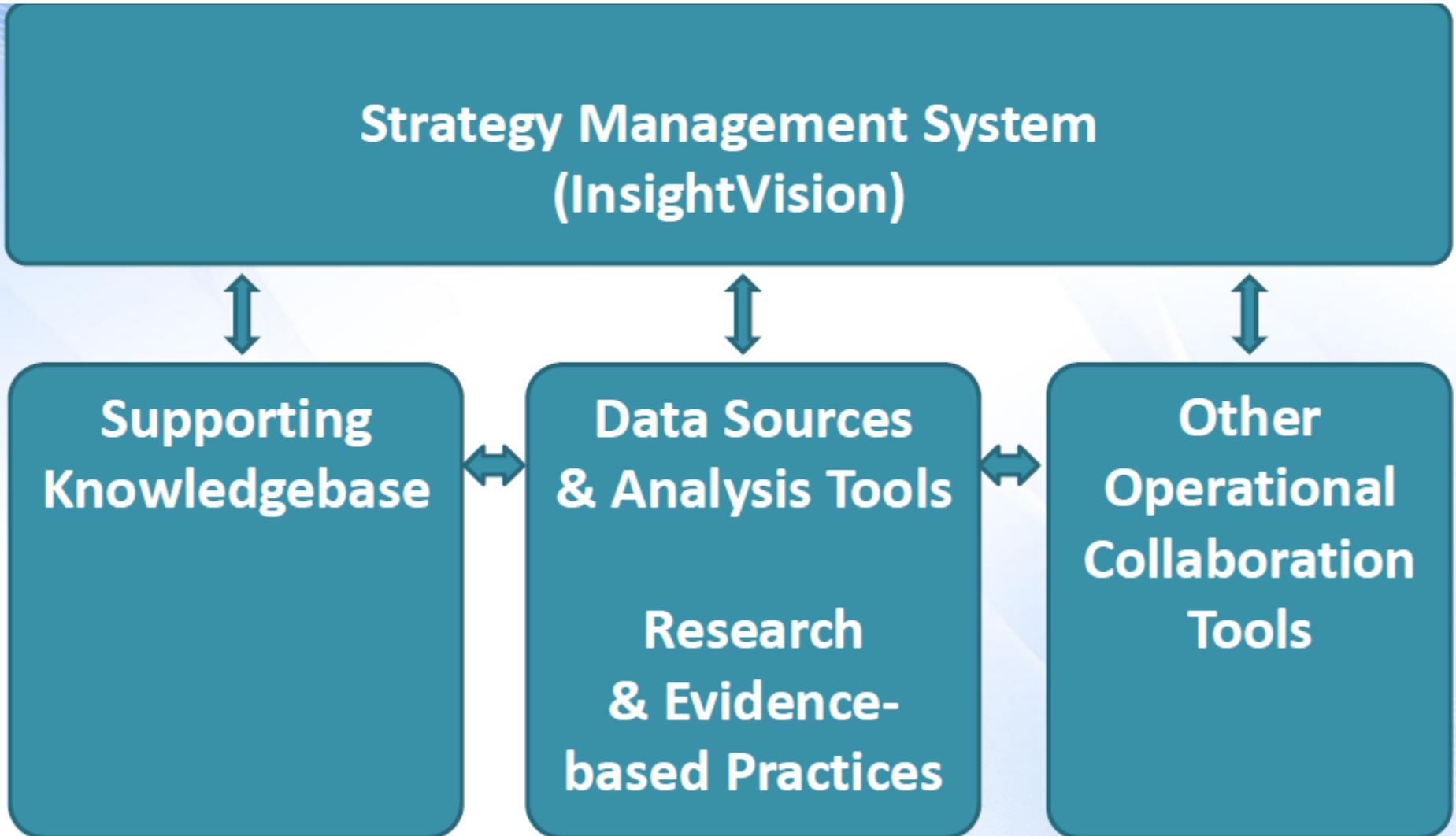
- 🍏 **Common agenda:** the F2P Strategic Plan articulates a shared vision and identifies ways to strengthen Vermont's food system over the next ten years.
- 🍏 **Mutually reinforcing activities:** the F2P Network reflects and supports *existing* programs, projects, and organizations; and seeks to advance *new ideas* in a coordinated fashion.
- 🍏 **Continuous communication:** the F2P Network and the Vermont Food System Atlas provide new opportunities for communication and collaboration.
- 🍏 **Shared measurement:** The F2P Goals and measurements described in this chapter link the analysis of the Plan with the actions and progress of the Network.
- 🍏 **Backbone support:** VSJF provides logistical support to coordinate the F2P Network and maximize the collective impact of the F2P Strategic Plan, maintains the Vermont Food System Atlas, and publishes annual indicators of progress.

Role of Adaptive Learning in Achieving Collective Impact

“Adaptive problems...are complex, the answer is not known, and even if it were, no single entity has the resources or authority to bring about the necessary change. Reforming public education, restoring wetland environments, and improving community health are all adaptive problems....**reaching an effective solution requires learning by the stakeholders** involved in the problem, who must then change their own behavior in order to create a solution.”

www.ssireview.org/articles/entry/collective_impact

Supporting Collective Impact through shared information and communications infrastructure:
the “Digital Backbone”





Connecting willing markets and quality sources of food from farm and fisheries to fork in New York.

Market Research

Age **Where**

Population 18 years and under

[Advanced Search](#)

Find a Business

Farmer/Rancher **With**

by product i.e. apple

NY 50 miles of Zip

[Advanced Search](#)

Register Your Business

Register, at no cost, to help others find your business, to keep your information updated, and to participate in the Buy & Sell Forum.

[Already registered? Log In.](#)

Business Spotlight

Cross Island Farms

Cross Island Farms produces Certified Organic Pastured Pork, Goat, Beef, and "Just Laid" Eggs, Certified Organic fruits and vegetables, and other all-natural produce. Farm tours, primitive camping, organic workshops, and organic volunteer opportunities make Cross Island Farms an agri-tourism destination. Located on 102 acres on Wellesley Island in the beautiful 1000 Islands Region of the St. Lawrence River in...



Happening Now

Buy & Sell Forum	 8 Listings	 101 Listings	 8 Listings	 0 Listings	 4 Listings
Upcoming Events	Latest Posting (Services and Equipment) Custom Feed Processing (Certified Organic)				
Directory Search					
Now In Season					

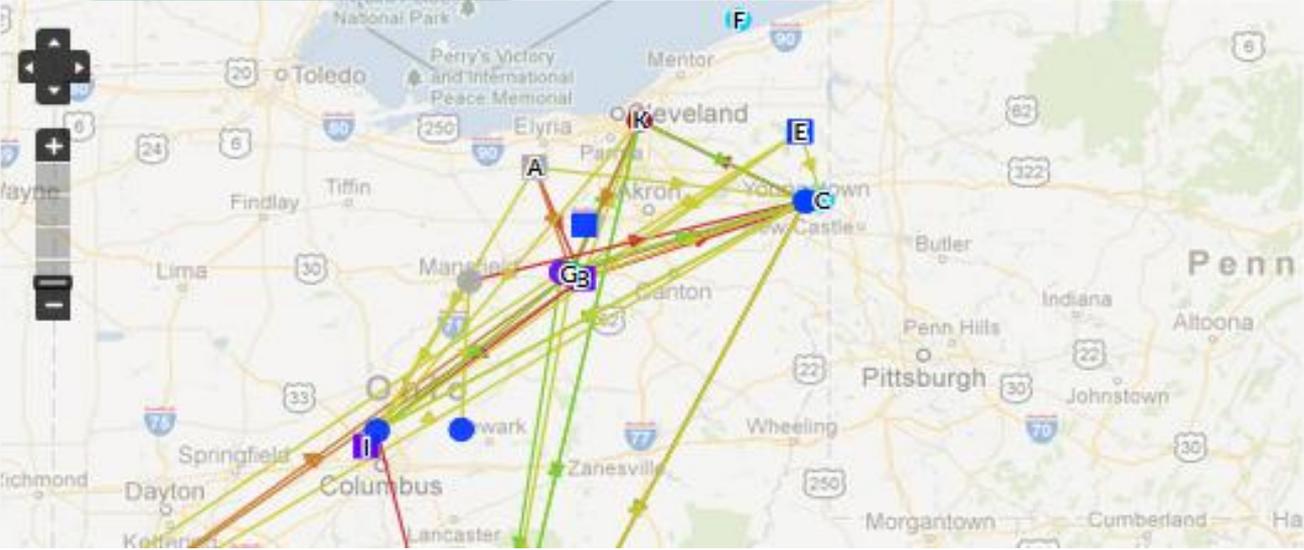
[View All Advertisements](#)

Business Cluster Map of Potential Supply Chains

▼ Click for Help

▼ Find Business Cases

Show Confidential Business Cases



Features on the Map

- A. Black River Organics [See Business Case](#)
- B. Local Roots Market and Cafe [See Business Case](#)
- C. Workforce Food Centers [See Business Case](#)
- D. Regional staple grain, bean, and flour processing [See Business Case](#)
- E. Red Basket Farm Greenhouse Project [See Business Case](#)
- F. Ohio Wine and Culinary Center [See Business Case](#)
- G. Cold Storage Rental [See Business Case](#)
- H. Carriage House Farm [See Business Case](#)

How Can NYSCFP Help?

Encourage:

- **Greater transparency, sharing of information** about/between existing agencies, programs, project, businesses (creation of networked registry). Support signing of Food Metrics Bill.
- **Investments in capacity.** Support:
 - **Relationship building** between transactional and support players, promoting trust and understanding
 - Resources and infrastructure supporting **adaptive learning**
 - **Networks** that promote communication and coordination between stakeholders (and where appropriate, value chain transparency)
 - **“Backbone” support** –orgs and programs which help connect dots in and beyond NYS