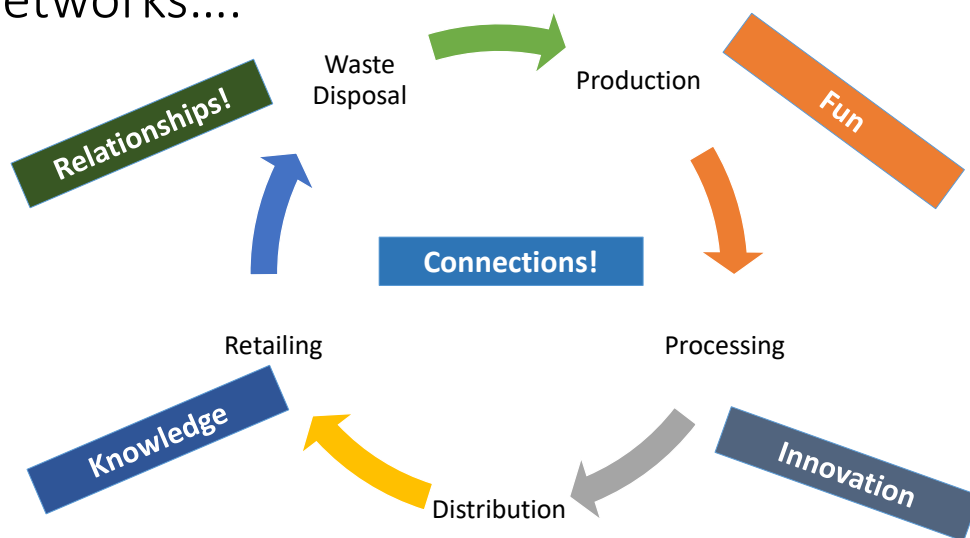


Local and Regional Food Systems Driving Community Wealth Creation

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What makes community food systems work?
Networks....



Why do farmers participate in local food systems?

Farmers surveyed indicate that producing food and food products for their local market ...

- Provides an additional level of pride in their products (91.3%)
- Provides an added level of satisfaction (88.7%).

A high number of respondents are motivated by their ...

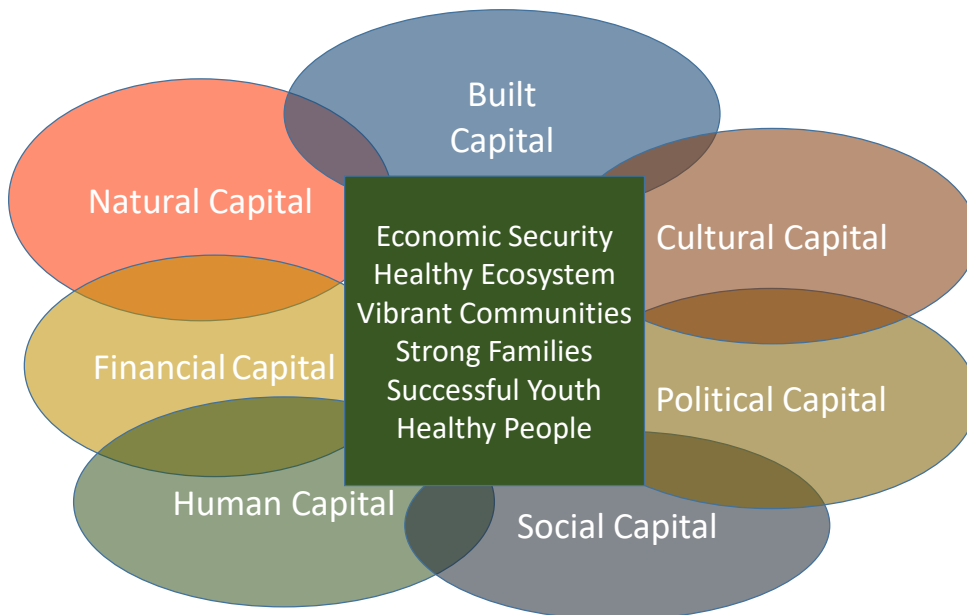
- Contribution to the quality of life in their community (78.6%)
- Additional income local foods provides to their operation (79%)
- ...and to family members (63.7%).

Many respondents agree that local food markets ...

- Provide an added level of independence for agricultural producers (79.1%)
- Provides for a better working environment for themselves, their families and workers (64.1%),
- Allows them to concentrate on high quality products (77.2%)



Building Community Capitals



Source: Cornelia Flora and Jan Flora, Iowa State University

Comprehensive Wealth Creation

Measuring Rural Wealth Creation A Guide for Regional Development Organizations

NADO Research Foundation

November 2016

<https://www.nado.org/measuring-rural-wealth-creation-a-guide-for-regional-development-organizations/>

Creating wealth that is “rooted in place through local ownership and control and building more self-reliant and resilient economy.”

Build lasting livelihoods – the capabilities, the assets - both material and social resources - and the activities required for a means of living

Think in terms of Net – Measuring both what creates and what takes away from the capitals

Human Capital: The existing stock of skills, understanding, physical health, and mental wellness in a region’s people

Leadership capacity
Wisdom
Knowledge & Skills
Self-Efficacy
Health

Indicators

- Increase the number of food and farm businesses employing new and innovative techniques
- Improve a health outcome for a target population
- Increase the number of transactional partners (businesses, producers, growers) participating in an educational program
- Increase the number of business people and consumers participating in educational programs

Strategies

- Technical assistance on latest techniques
- Providing educational opportunities, including mentoring and networking
- Community leadership programs that explore community assets

Social Capital: The existing stock of trust, relationships, and networks in a region's population

Interactions Among Groups Collective Identity Sense of Shared Future

Indicators

- Increase the number of partners in a value chain
- Increase diversity of partners (number of economic sectors represented, demographic diversity, or other metric of interest to region) involved in leadership roles in the value chain
- Increase number of low-income people who engage with/influence/make decisions in the value chain
- Increase the number of volunteers in a project

Strategies

- Community leadership programs that explore community assets
- Opportunities and spaces for interactions among diverse stakeholders in the food system
- Place-building and space-making



Jacqueline Smith left sheep cheesemaker Green Dirt Farm earlier this year to launch Central Grazing Co., which sells locally grown lamb. File photo by MIKE RANSELL - The Kansas City Star

EAT & DRINK

Small farms band together to grow their connections to consumers who hunger for local food



BY ANNE BROCKHOFF
Special to The Star



July 28, 2015 03:00 AM
Updated July 28, 2015 08:08 PM



At first glance, Howard's Grocery, Café & Catering seems exactly what the name implies. When it opens next month, the grocery will carry local products, and the café will serve cheeseburgers, grilled-cheese sandwiches and seasonal fare. Owner Craig Howard will

THE KANSAS CITY STAR.

THE DOUGLAS COUNTY FOOD POLICY COUNCIL

- ✓ Established by the County Commission in 2010
- ✓ Convened as a joint City-County Council in 2013
- ✓ Identifies the benefits, challenges and opportunities for a successful food system
- ✓ Recommends local policies to support food system
- ✓ Represents a wide range of stakeholders in food system



Natural Capital: The existing stock of natural resources in a region's places

Water Quality
Soil Health
Natural Beauty
Diversity of animals
and plants

Indicators

- Increase the number of acres of land growing produce for a market opportunity
- Increase the number of acres or sites where residents and visitors can enjoy natural amenities
- Improve regional air quality or water quality measured by national standards
- Increased volume of waste recycled, such as glass in value chains focused on bottled products

Strategies

- Encourage farmers to diversify operations through new market opportunities
- Provide on-going technical assistance on sustainable soil and water management strategies



Natural Amenities are important for people to feel attached to their place and want to live there

Political Capital: The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making

Civic engagement
Decision-making
broadly shared
Groups can
influence standards,
regulations and
enforcement

Indicators

- *A broad range of consumers become active in food and farm policy at local, state and national levels*
- *Increase the number of value chain stakeholders on nonprofit boards of directors related to value chain work and on citizen's advisory committees or task forces at area educational institutions, healthcare institutions, or other regional anchors*
- *Increase the number of opportunities to communicate value chain priorities to elected officials, such as through site visits, meetings or phone calls, testimony*
- *Increase the number of new policies supporting value chain strategies and outcomes*

"Maybe at first you come because you think the food's better for you. Before you know it you find yourself curious, finding yourself with questions. How was it grown? Were chemicals used? How were the animals treated? And at places like farmers' markets you get to ask those questions, to people who actually have answers for you. . . . Pretty soon you start caring more about things like sustainability than you might have before. (Julian, farmers' market)"

Perhaps in this sense especially—in growing citizens attuned to justice—we can say some of these spaces are engaging in a political project, versus practicing politics as usual. While citizenship-as-membership governs conduct within social groups, more-than-active citizens seek bridges across social groups.

Carolan 2016

Built Capital: The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places

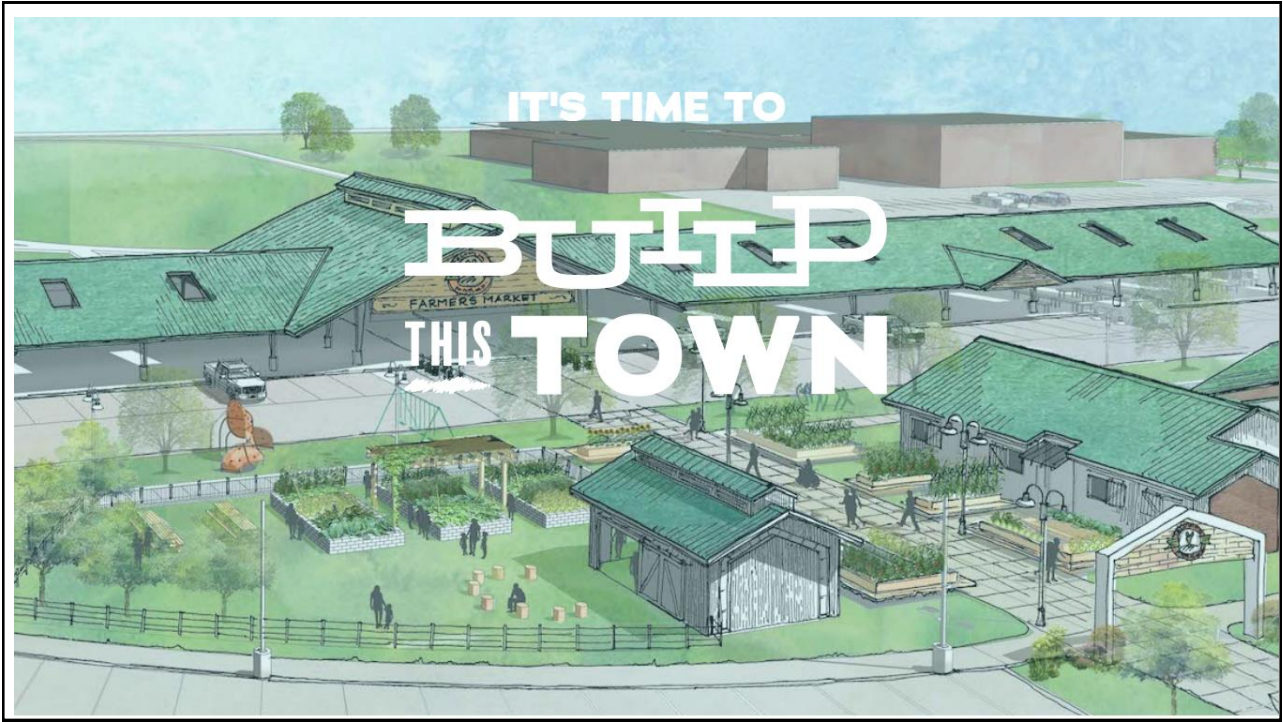
Aggregation and distribution
Processing plants
Road improvement
Broadband

Indicators

- Increase the capacity of regional infrastructure
- Improve storage capacity for regionally produced products, such as square feet of cold storage
- Grow the regionally owned/controlled processing capacity for value chain products,
- Increase the locally controlled distribution points or points of sale for regional products or services, such as regional food hubs, local retailers selling local foods or beverages, or businesses offering specialized services

Strategies

- Developing private-public partnerships
- Investing in public goods like community owned processing or storage – or marketing and internet access



Resilience

Capacity of the system to absorb shocks and bounce back

- Longer, specialized, centralized and consolidated supply chains are vulnerable to disruption

Tornados

Hurricanes

Floods

Pandemics

Global trade

Hurricane Matthew – North Carolina 2016

Flooding in Pitt County from Hurricane Matthew, photo
by National Weather Service

**SIMPLY NATURAL
CREAMERY**
WWW.SIMPLYNATURALCREAMERY.COM



“When Hurricane Matthew hit, the eye went directly over Simply Natural Dairy. They are grass fed, so didn’t lose feed and could keep feeding. In the past, they had received two USDA Value-Added Producer Grants to put in bottling and to establish ice cream production. Their milk is in stores, and they also have a on-farm ice cream store with agrotourism. When the hurricane hit, theirs was the only bottled milk in the local stores for over a week. This is one of the benefits of the VAPG. And this is also part of the loss of transportation and infrastructure in the hurricane.” – Scott Marlow, RAFI-USA, Pittsboro North Carolina

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