



Kentucky Agriculture Development Board





Growing Our Local Food Economy

The logo for METRO Louisville features a stylized yellow fleur-de-lis symbol above the word "METRO" in yellow and "Louisville" in blue. The text is set against a blue background with a faint, larger fleur-de-lis pattern.



Local Food Economy Work Group

Kick-Off March 2006

Collaborative, multi-jurisdictional effort involving elected officials from Louisville and surrounding cities and counties, the private sector and assistance from Kentucky Cooperative Extension Service



Benefits of strong local food economy

- Keeps food dollars local, allowing revenues to circulate within our region.
- Lower transportation costs
- Fresher food, better food
- More job opportunities for area residents
- Enhanced food security providing a stable food supply for consumers and a stable market for growers.

Researchers hired in 2007 to:

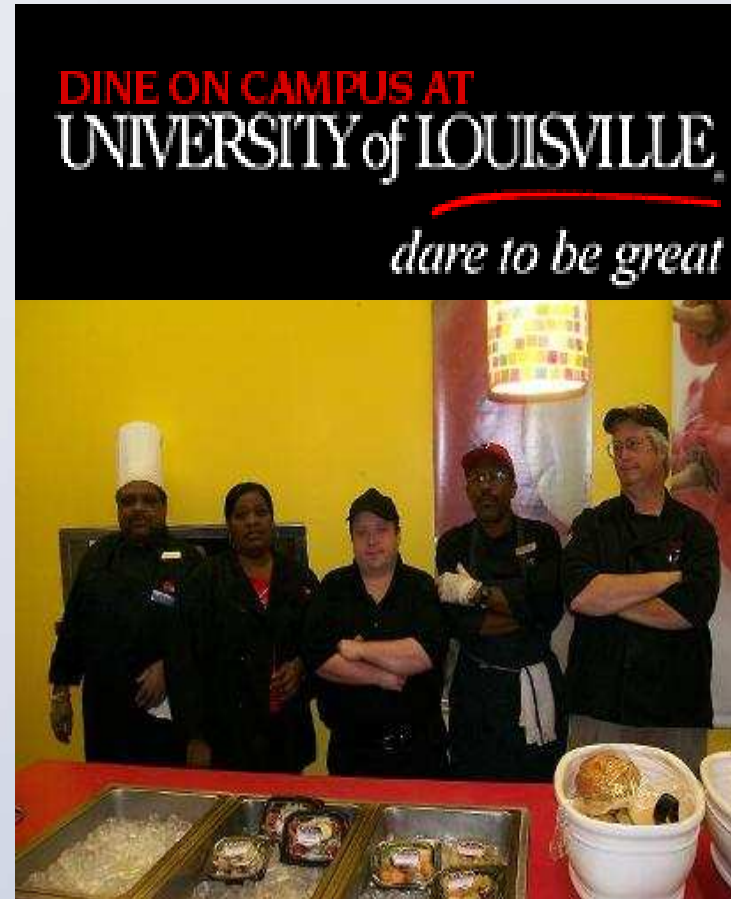
- Conduct broad based interviews
- Map existing food system
- Review data-scan Kentucky agriculture focusing on 23 county region
- Undergo demand analysis
- Develop key strategies to increase local foods across all sectors
- Conduct farmer surveys
- Analyze most promising concepts
- Estimate income potential for Kentucky farmers
- Make recommendations





\$3 billion food market

One
recommendation
from the study:
creation of a
***public interest
broker***



Broker = acting as an agent in
arranging a deal, sale, or
contract

Public interest = not paid by
either party, but by a third
entity



**Public Interest
Broker,**
made possible
by federal
Wired65 dollars,
Kentucky
Agricultural
Development
dollars, and work
group
participants,
began working
formally in June
2009

Sarah Fritschner

30 years (24 in Louisville) writing about food for daily newspapers and national magazines with a particular interest in locally produced foods.



Work Includes

- Increasing the demand for farm products
- Increasing the capacity of farmers to produce those products

The goal

To help
revive the
farm
economy and
help farmers
stay on the
farm since
the decline of
tobacco



Working with individual farmers and consumers



Trimble County farmer Chad Heveline

**Working with
larger food
users,
educating,
brokering,
tracking
down local
food**



Building capacity

Partner with
Morrisons to present
a Healthcare Local
Food Market
workshop in August

(please give me your contact
information if you're interested in
attending)



Identify barriers to local food purchasing

- **Supply**
- **Processing**
- **Distribution & Aggregation**

Is there enough farm food in Kentucky for everyone?

We know that most food eaten in Kentucky doesn't come from farmers markets

\$34K last fall for fresh food at Jefferson County Public Schools



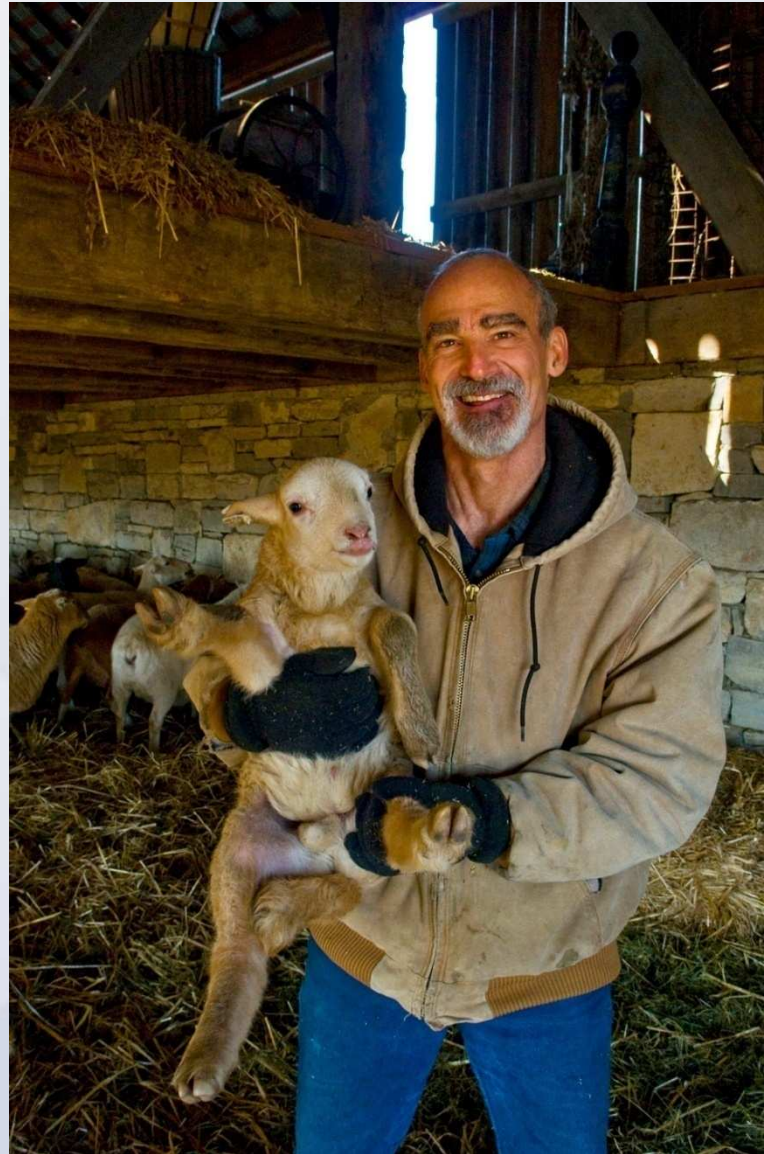
Variety means success



This farm family sold produce:

- Wholesale to supermarkets
- Wholesale to distributors
- Community supported agriculture
- Buying clubs
- Auctions

16 farmers
in Kentucky
are growing
lamb for
Whole
Foods, some
Krogers and
some
restaurants.



Working with local producers, processors and distributors to widen the supply chain, allows more local farm products to pass from the country to city markets.





Benefits beyond local:

- Antibiotic free
- No added hormones
- Constant grass access (raising omega-3)
- Humane weaning



You can help grow the local food economy

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- Shop CSAs and farmers' markets
- Buy local in independent markets
- If you eat beef, buy and serve local
- Serve local and seasonal at home
- Ask “what’s local” at restaurants; request a hamburger
- Ask your office, professional group etc. to purchase local for meetings; mention local food on evaluation forms

Sarah Fritschner
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