



# Local and Regional Food Systems at USDA

Tricia Kovacs



Local and Regional Food Systems

# What is a local/regional food system?

- Food is raised, produced, aggregated, stored, processed, and distributed in the locality or region where the final product is marketed to consumers
- Consumers receive information at the point of purchase about where the food's locality
- Community accrues the benefits of the system and its products

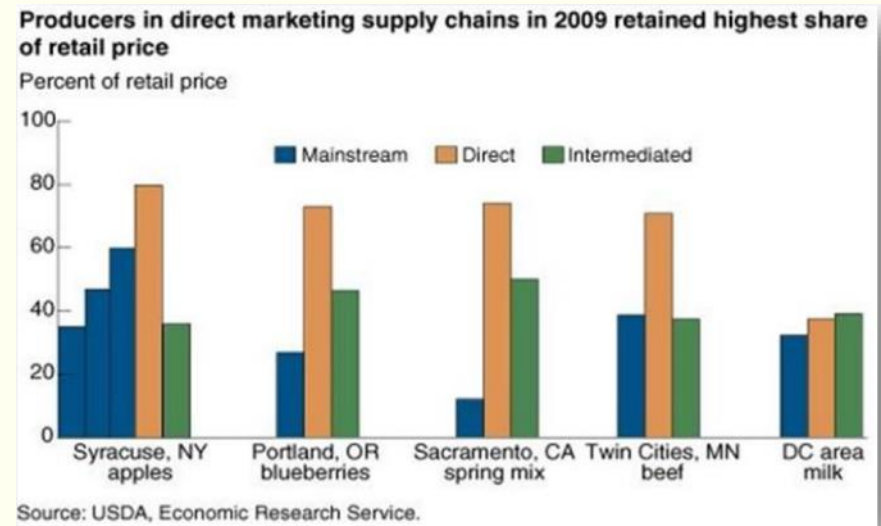
# Why local and regional food?

- Increases in sales and demand
- Benefits to producers, communities, and rural economies
- Local food economies support small and independent businesses
- Local and regional food contributes to resilient communities and food security



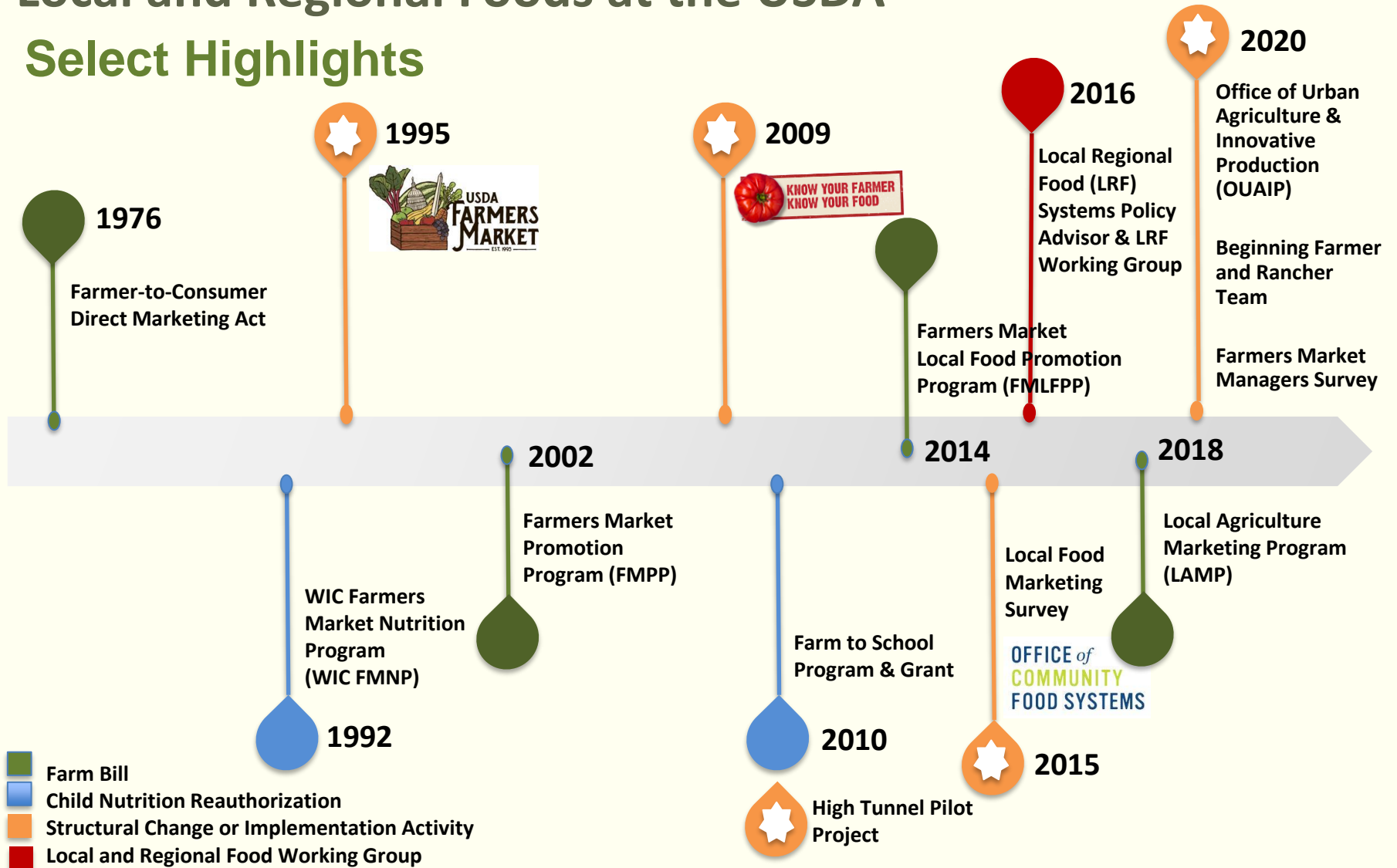
# Why local and regional food?

- In mainstream supply chains, farmers retain only 17.4 cents of the consumer food dollar on average
- In “short” supply chains, local producers received up to seven times the share of the retail price compared to mainstream chains



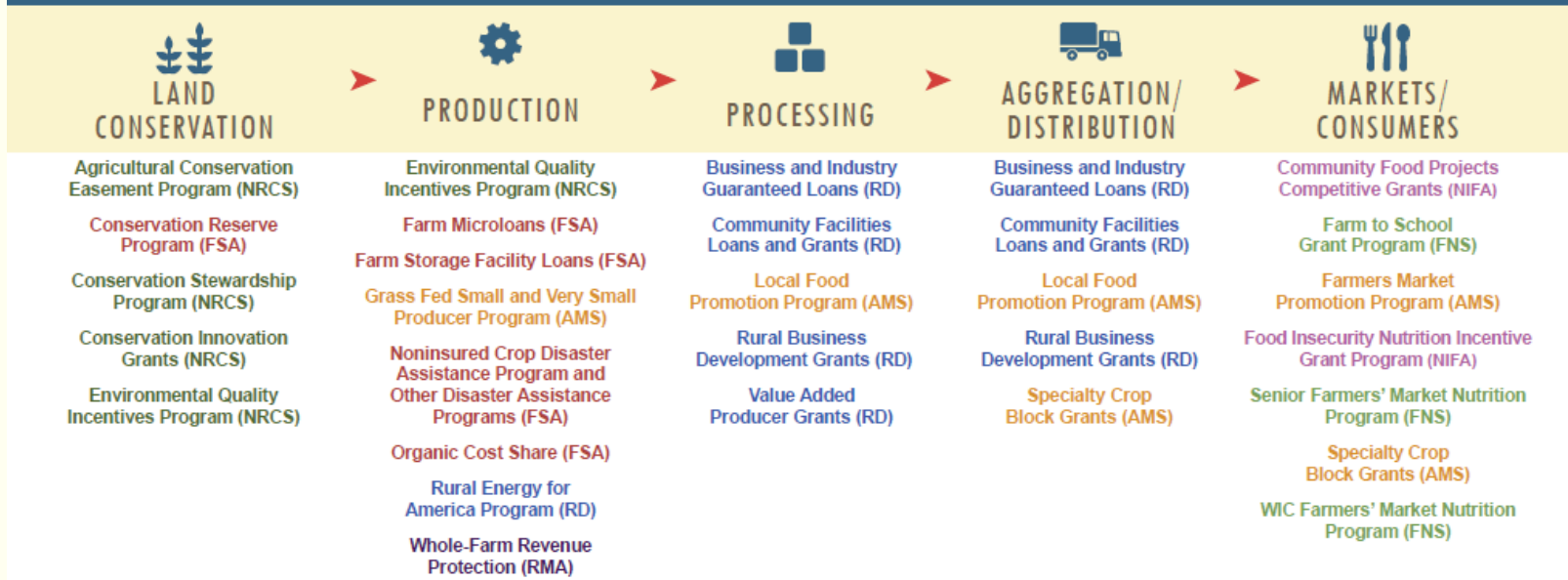
# Local and Regional Foods at the USDA

## Select Highlights



# 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:**

<ul style="list-style-type: none"> <li>Agriculture and Food Research Initiative (NIFA)</li> <li>Beginning Farmer and Rancher Development Program (NIFA)</li> <li>Conservation Technical Assistance (NRCS)</li> <li>Enhancing Agricultural Opportunities for Military Veterans (AGVETS) (NIFA)</li> <li>Federal State Marketing Improvement Program (AMS)</li> </ul>	<ul style="list-style-type: none"> <li>Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers Program (2501 Program) (OAO)</li> <li>Risk Management Education Program (RMA)</li> <li>Rural Cooperative Development Grants (RD)</li> <li>Small Business Innovation Research (NIFA)</li> <li>Specialty Crop Block Grants (AMS)</li> <li>Specialty Crop Research Initiative (NIFA)</li> <li>Sustainable Agriculture Research and Education Program (NIFA)</li> </ul>
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**COLOR KEY**

<span style="color: #C85130;">■</span>	Agricultural Marketing Service (AMS)
<span style="color: #8B4513;">■</span>	Farm Service Agency (FSA)
<span style="color: #4F7942;">■</span>	Food and Nutrition Service (FNS)
<span style="color: #800080;">■</span>	National Institute of Food and Agriculture (NIFA)
<span style="color: #2E8B57;">■</span>	Natural Resources Conservation Service (NRCS)
<span style="color: #1E90FF;">■</span>	Office of Advocacy and Outreach (OAO)
<span style="color: #483D8B;">■</span>	Risk Management Agency (RMA)
<span style="color: #4169E1;">■</span>	Rural Development (RD)

[www.ams.usda.gov/localfood](http://www.ams.usda.gov/localfood)

USDA is an equal opportunity employer, provider, and lender.

# Farmers Market Promotion Program (FMPP)

- Increase access to locally and regionally produced agricultural products
- Develop direct producer-to-consumer market opportunities by providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, and agritourism activities

[ams.usda.gov/services/grants/fmpp](https://ams.usda.gov/services/grants/fmpp)





## Local Food Promotion Program (LFPP)

- Offers grant funds with a 25% match to support the development and expansion of local and regional food business enterprises to increase domestic consumption of, and access to, locally and regionally produced agricultural products
  - LFPP Planning Grants
  - LFPP Implementation Grants



[ams.usda.gov/services/grants/lfpp](https://ams.usda.gov/services/grants/lfpp)





# Regional Food System Partnerships (RFSP)

- Supports partnerships that connect public and private resources to plan and develop local or regional food systems. The program focuses on strengthening the viability and resilience of regional food economies through collaboration and coordination. LFPP Planning Grants
  - Planning and Design Projects
  - Implementation and Expansion Projects

[ams.usda.gov/services/grants/rfsp](https://ams.usda.gov/services/grants/rfsp)



# Value Added Producer Grants

- Rural Development Grant Program
- Helps agricultural producers enter into value-added activities related to processing and/or marketing of bio-based, value-added products
- Grant and matching funds can be used for planning activities or for working capital expenses related to producing and marketing a value-added agricultural product
- Examples of working capital expenses include:
  - Processing costs
  - Marketing and advertising expenses
  - Some inventory and salary expenses



# Federal State Marketing Improvement Program (FSMIP)

- Offers grants with a one-to-one dollar match to assist in exploring new market opportunities for U.S. food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

[ams.usda.gov/services/grants/fsmip](https://ams.usda.gov/services/grants/fsmip)



# Specialty Crop Block Grant Program (SCBGP)

- Enhance the competitiveness of specialty crops (fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops; including floriculture)

[ams.usda.gov/services/grants/scbgp](https://ams.usda.gov/services/grants/scbgp)



# Local Foods, Local Places

## *Desired outcomes*

- More economic opportunities for local farmers and local businesses.
- Better access to healthy local food, especially among disadvantaged groups.
- Revitalized downtowns, Main Streets, and existing neighborhoods.

# Local Foods, Local Places

- Understand context
- Refine the problem statement
- Customize agenda and materials to include relevant case studies
- Coach community on stakeholder participation
- Engage federal stakeholder partners

## Assess

Three calls  
Contextual research

- Conduct community tour
- Affirm collective vision
- Assess assets, challenges relative to advancing local food system, smart growth and economic development goals
- Discuss relevant case studies and generate ideas for what can work here
- Refine goals and identify specific actions and timelines to move goals forward

## Convene

Two days on site  
Facilitation and additional customization

- Document Action Plan
- Conduct follow up discussions to review and refine action steps
- Engage project steering committee and stakeholders to identify additional resources/Funding
- Finalize the blueprint for implementation

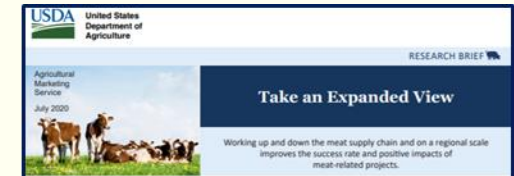
## Implement

Three calls  
Develop memo and refine actions

# AMS Local Food Research and Development

## Turning Research into Action

- NMPAN analyzed 35 AMS Grant funded projects most relevant to meat and poultry processing totaling \$2,113,983 in grant funds. The grants were awarded between 1999-2015.
- Initial assessment used to inform more strategic decisions by AMS, policymakers and interested stakeholders.
- 6 case studies and 4 research briefs written for external stakeholders to learn from previous grant projects and implement lessons learned.



# USDA Local and Regional Food Systems Resources and Information

## AMS

- Local Foods Directories (CSA, Farmers Market, Food Hub, On-Farm Market)
- Local and Regional Food Market News

## FNS

- Farm to School Census
- State of Origin for USDA Foods
- USDA DoD Fresh Program FFAVORS Reports

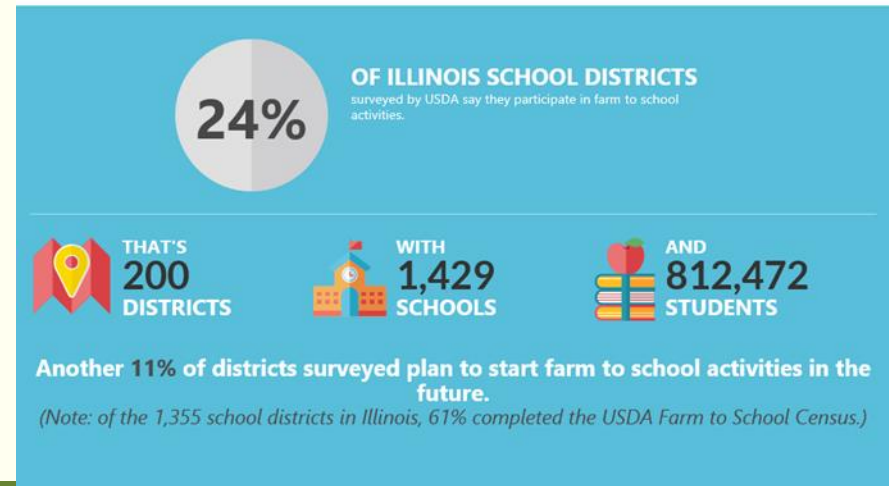
## NASS

- Local Food Marketing Practices Survey
- National Farmers Market Managers Survey

Misc (Census of Agriculture, Census of Aquaculture, Organic Survey, Market News)



## ILLINOIS DISTRICTS





# Local Food Systems Response to COVID

Resource Hub Partners About Login

<https://lfscovid.localfoodeconomics.com>

## Local Food Systems Response to COVID

Building Better Beyond

Find Resources

Our Partners

The COVID-19 pandemic and associated public health and social distancing mandates caused unprecedented shifts and disruptions for Local and Regional Food Systems (LRFS). Impacts on farm enterprises, value chain stakeholders, market channels, and

USDA Agricultural Marketing Service (AMS) along with the cooperating research team led by the University of Kentucky seek to enrich existing efforts within LRFS communities of practice who provide essential support to our nation's local food



Local and Regional Food Systems

# Local Food Systems Response to Covid

Building Better Beyond



## Project Partners



**WEBINAR SERIES**

# **LOCAL AND REGIONAL FOOD SYSTEMS RESPONSE TO COVID-19**

**BUILDING BETTER BEYOND**

**MARKETING INNOVATIONS  
WHEN COMMUNITIES EAT  
AT HOME**

**October 19 | 1 PM EST**

**FORMAL AND INFORMAL  
COOPERATIVE DEVELOPMENT  
TO SUPPORT LOCAL AND  
REGIONAL FOOD SYSTEMS**

**February 15 | 1 PM EST**

**RETAINING & ENGAGING  
NEW LOCAL CUSTOMERS:  
TENSIONS AND  
OPPORTUNITIES**

**November 16th | 1 PM EST**

**ONLINE PLATFORMS:  
PIVOTS AND PLANNING FOR  
THE FUTURE**

**March 15 | 1 PM EST**

**EMERGENCY FOOD,  
CHARITY, AND THE LOCAL  
FOOD SYSTEM**

**December 21 | 1 PM EST**

**INTEGRATING NATIONAL  
CONSUMER SURVEY  
RESULTS INTO FUTURE  
PLANNING**

**April 19 | 1 PM EST**

**INNOVATIONS IN STATE  
POLICIES AND  
IMPLICATIONS FOR LOCAL  
AND REGIONAL FOOD  
SECTORS**

**January 25 | 1 PM EST**

**NEXT STEPS TO SUPPORT  
THE LOCAL FOOD SYSTEM  
IN TIMES OF UNCERTAIN  
CONSUMER BEHAVIOR**

**May 17 | 1 PM EST**



# Thank you!

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