Healthy Food, Healthy Economies: Building Healthy Communities through Food Hubs

National Good Food Network
Food Collaboration
March 27, 2014
Presenters

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- Ellen Vollinger, FRAC
- Kate Fitzgerald, Fair Food Network
CONVERGENCE PARTNERSHIP
Healthy People, Healthy Places

ASCENSION HEALTH
THE CALIFORNIA ENDOWMENT
CENTERS FOR DISEASE CONTROL AND PREVENTION
KAISER PERMANENTE
THE KRESGE FOUNDATION
NEMOURS
ROBERT WOOD JOHNSON FOUNDATION
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W.K. KELLOGG FOUNDATION

Ensuring affordable access to healthy, sustainable food systems
Food and Agriculture Policy Collaborative

Ensuring affordable access to healthy, sustainable food systems
Healthy Food, Healthy Economies

• Nutritious food is affordable and accessible
• Supporting the production of nutritious, fresh food
Healthy Food, Healthy Economies

- Food is produced in ways that do not harm workers or the environment

- Food and agricultural systems create and sustain jobs and build wealth in rural and urban communities
NSAC: Who We Are and What We Do

- The National Sustainable Agriculture Coalition
- An alliance of 102 grassroots organizations
- Nationwide presence
- Advocates for federal policy reform to advance the sustainability of agriculture, food systems, natural resources, and rural communities.
NSAC Members

- The Wallace Center
- Wholesome Wave
- Fair Food Network
- Rural Advancement Foundation International (RAFI)
- The National Center for Appropriate Technology
- National Farm to School Network
- MSU Center for Regional Food Systems
- National Young Farmers Coalition
- Farmers Market Coalition
- California FarmLink
- Center for Rural Affairs
- Florida Organic Growers
Farm Bill 2014

- Huge, comprehensive piece of legislation impacting federal food and farm policy
- Written by the House and Senate Agriculture Committees
- Reauthorized every 5-7 years
- Signed into law on February 7, 2014

Photo courtesy of USDA
What now?

Nope!
What now?

Yep!
Farm Bill Implementation

- Listening Sessions
- Notice of Funding Available (NOFA) and Comments on NOFAs
- Agency Rulemaking and Public Comment Period
- Guidance Documents
- Federal Agency Staff Carry out Program
- Outreach and Education on Programs
USDA Programs

GRANTS
- Farmers Market and Local Food Promotion Program (formerly Farmers Market Promotion Program)
- Community Food Projects
- Value-Added Producer Grants
- Specialty Crop Block Grants
- Rural Business Enterprise Grant &
- Rural Business Opportunity Grant (soon to merge into one program)
- Community Facilities Grants

LOANS and LOAN GUARANTEES
- Business and Industry Guaranteed Loans
- Farm Storage Facility Loans
- Community Facilities Direct and Guaranteed Loan Program
Farmers Market and Local Food Promotion Program

Previously, the Farmers Market Promotion Program (FMPP)

**FY 2012 FMPP**
- **E.g.s.:** Farmers markets, mobile markets, food hubs, direct marketing websites, CSAs, EBT equipment
- **Range of grants:** $5,000 to $100,000
- **Max. term:** 2 year projects
- **$10 million in mandatory funding in FY 2012**
Farmers Market and Local Food Promotion Program

Example from 2012 Farmers Market Promotion Program:

- $89,875 to Clarkston Community Center, Clarkston GA, to assist refugee farmers by creating a food hub, implementing promotional and advertising campaigns, purchasing cold storage equipment, and expanding the Clarkston Farmers Market from monthly to weekly operation.
Farmers Market and Local Food Promotion Program

2014 Farm Bill Changes:

- Expands program purpose to include supporting local and regional food business enterprises
- Funding increase: At least $30 million per year (additional funding per year may be available through appropriations)
- ½ total funding dedicated to supporting local and regional food business enterprises, such as food hubs
Farmers Market and Local Food Promotion Program

More 2014 Farm Bill Changes:

• Adds to eligible applicants category: Ag coops or other ag business entity, economic development corporations, local governments, nonprofits, producer associations and networks (including CSA), public benefit corps., regional farmers market authorities, Tribal governments.
• Adds priority: Projects that benefit underserved communities
• Match requirement: 25% of total cost of project
• Prohibited uses: Purchase, construction, or rehab. of a building or structure.
Farmers Market and Local Food Promotion Program

Farm Bill Implementation
• NOFA
• Rulemaking with Opportunity for Public Comment

What?
• Types/sizes/terms of grants?
• Applicants are eligible?
• Application review process?
• Project evaluation?

When?
• RFA released?
• Applications due?
• Awards granted?
Community Food Projects Grant Program

2014 Request for Applications in OPEN!

- **E.g.s:** farmer and gardener training, food hubs, food access assessments and planning, farm stands, CSAs
- **Types of grants:** Planning, Project Implementation, Training/TA
- **Max. grant award:** $25,000 to $500,000 (depending on grant type)
- **Max. term:** 3 years
- $5 million in mandatory funding available for FY 2014
- **Deadline:** 5pm EST March 31, 2014
Community Food Projects
Grant Program

Example from 2013 CFP:

• $300,000 to Common Market, Philadelphia, PA to further develop and launch the Delaware Valley Grown brand, expand work with regional hospitals on improving procurement, build on partnership with low-income residents to improve food security through urban agriculture and a CSA program, and assist with ongoing renovations at its new expanded facility (including cold storage facilities and facility docking).
Community Food Projects Grant Program

2014 Farm Bill Changes

• Grant term extended from 3 years to 5 years
• Starting in FY 2015, funding increased to $9 million

Farm Bill Implementation

• FY 2015 NOFA
Value Added Producer Grant Program

2013-2014 Request for Applications is still OPEN!

• E.g.s: commodity processing or segregation, on-farm renewable energy, mid-tier value chains (such as food hubs), market differentiation, local food marketing
• Types of grants: economic planning and working capital
• Max. grant award: $75,000 (planning) and $200,000 (working capital)
• Max. term: 3 years
• **Up to $28 million in funding available**
• **Deadline: Extended to April 8, 2014**
Value Added Producer Grant Program

Example from 2012 VAPG:

- $150,000 to Wisconsin Food Hub Cooperative in Madison, WI to assist in the startup of this regional fresh produce food hub and packinghouse, which will aggregate local produce sold under the Wisconsin Farmed brand.
Value Added Producer Grant Program

2014 Farm Bill Changes

- Additional priority producer category: veteran farmers and ranchers
- Priority category for groups of producers now uses qualitative assessment

Farm Bill Implementation

- Changes to FY 2013-2014 (and other) NOFAs
- Public Listening Session in April or May 2014
- Rulemaking with Opportunity for Public Comment
What You Can Do!

• Sign up for NSAC updates for the latest news and action: http://sustainableagriculture.net/
• Like us on Facebook; follow us on Twitter (@sustainableag)
• Follow up: ekim@sustainableagriculture.net
• Participate in USDA Listening Sessions
• Submit thoughtful comments during rulemaking
• Apply for program resources and spread the word
SNAP Incentives
and Food Hubs
Kate Fitzgerald
for Fair Food Network

March 26, 2014
Direct marketing: the introduction to “local”
Double Up Food Bucks: How it Works
Double Up Food Bucks: Response from Customers

89% of customers report buying more fruits and vegetables.

94% of customers report buying more fruits for snacks.

83% of customers report buying fewer potato chips, candy, and cookies.
• **Price**: 93% of customers reported that the price was better at the farmers’ market than where they usually buy produce.

• **Accessibility**: Nearly 95% of customers reported the market was easy to get to.

• **Selection**: 93% of customers reported that the selection was better at the farmers’ market than where they usually buy produce.

• **Quality**: 93% of customers reported that the quality was better at the farmers’ market.
Healthy food access -- economic opportunity and changing attitudes about local food.

Study of 349 markets with SNAP incentive programs:

- Generated $2.1 - $4.3M in economic activity
- Saved or created 23 to 47 jobs
Double Up Food Bucks: Quantifiable Success

*Michigan Farmers’ Markets Combined SNAP and DUFB Sales Growth*

- **2007**: $16,000
- **2009**: $36,792
- **2011**: $1,307,548
- **2013**: $2,373,347

DUFB Program Begins in 2009
Quantifiable Success

Michigan Farmers’ Markets – Total 2013 SNAP Sales

Ensure affordable access to healthy, sustainable food systems
Food Insecurity Nutrition Incentive Program

- Competitive grant program
- Fruit and vegetable incentives for SNAP participants
- At all types of retail
- Many kinds of groups are eligible to conduct programs
- Grants require 1-1 match
- $100 million total 2014-2018
Fair Food Network

For more information and updates:

- **Web:** www.fairfoodnetwork.org
- **Email:** info@fairfoodnetwork.org
- **Phone:** (734) 213-3999
- **YouTube:** View educational and promotional videos from FFN www.youtube.com/fairfoodnetwork
- **Facebook:** www.facebook.com/FairFoodNetwork
- **Twitter:** @fairfoodnetwork