



ARC: Developing Local Food Infrastructure



Presenter: Leslie Schaller

April 2012

**The need for
relocalization
of infrastructure?**



Athens
Farmers Market
www.athensfarmersmarket.org

**No Farms
No Food™**

www.farmland.org  American Farmland Trust 1-800-431-1429



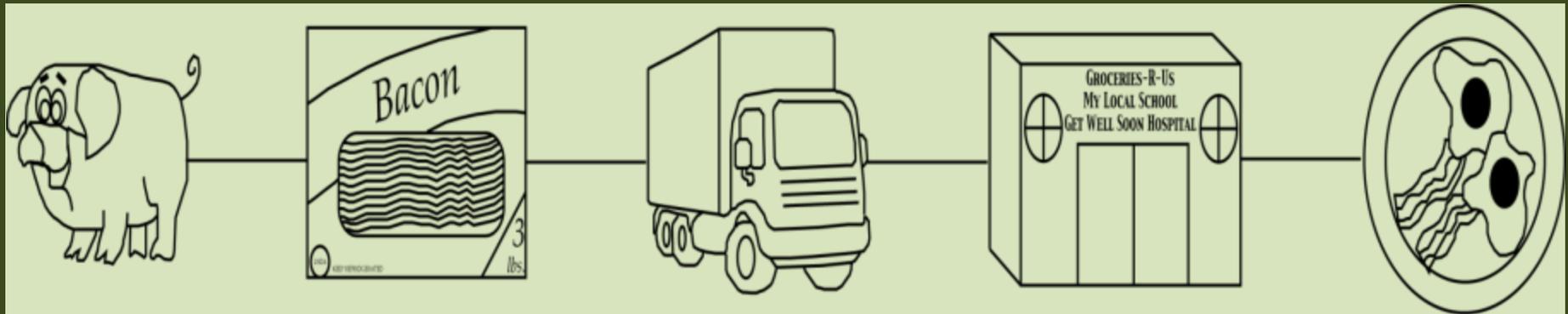
WE ❤️

OUR
FARMERS

The need for local infrastructure

- Regional food infrastructure dismantled since the 1950's
- Reorganize food production, processing and distribution
- Shortens supply chain for social, financial, environmental and political capital
- Creates a “food value chain” which engages all stakeholders in a just food system

Traditional Supply Chain

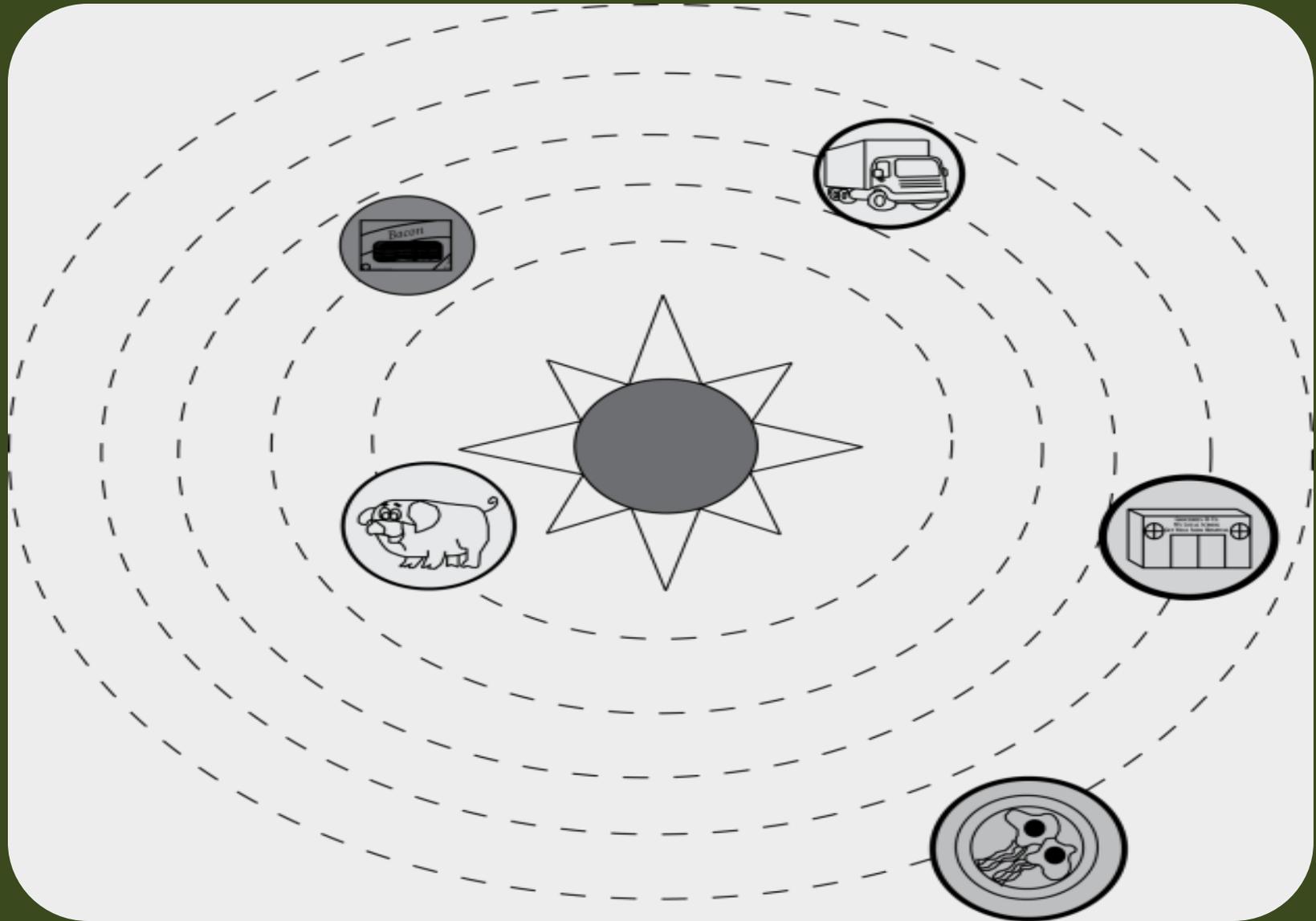


Production Processing Distribution Marketing Consumption



Supply Chain: A system of organizations, people, technology, activities, information and resources involved in moving a product or service from supplier to customer.

Can local food Infrastructure create a new orbit?



Mapping the Local Food Value Chain



Stages of Development of Local Food Value Chains – Assessing Assets

Natural

- Social
- Individual
- Intellectual

Emerging

Mature

- Built
- Political
- Financial





Value Chains: Defined

- Networks of businesses, nonprofit organizations and collaborative players who work together to satisfy market demand for specific products or services.
- Mental shift: “What is best for me and my enterprise now?” To “What can I and my enterprise do to maximize the economic, environmental and community benefit to all the stakeholders in the value chain?” Lead to deeply reciprocal networks and triple bottom line businesses.
- As value chains are built in response to market demand and involve clear and constant communication, they can be more responsive and innovative than traditional supply chains.

ACEnet's 5 C's of food infrastructure

1. Drives community consensus & cohesion
2. Creates competitive & viable food enterprises
3. Embeds collaborative culture
4. Leverages collective impact
5. Catalyzes capital and credit

Value Chain Interventions





Processing





Community desire to value-add

photo by sarah warda



photo by sarah warda

Food Ventures Center

28 million in 2011

over 120 tenants & users

Capital & collective impact leverage

Opened in 1996, expanded in 1999

Over \$1.4 million capital investment



ACEnet Food Ventures Center

Food & farm tenants expanding into two additional ACEnet facilities

Shared-use Central Kitchen



270 users since opening



Collaboration farmers & processors



Prepared Foods Production



Restaurants can get their start



Many caterers get their start



Microenterprises access small loans







CAUTION





Capital for equipment



TEC DIGITAL COMPUTING SCALE
SL36-15L

APPROVAL
SERIAL NO.
TOKYO ELECTRIC CO., LTD.

WEIGHT (LB)

UNIT PRICE (\$)

TOTAL PRICE (\$)

0.00

CAPACITY 15.0LB

Competitive Products Crackers shipped across the U.S.



Unique Tofu Pasta Production



Worker Owned
Cumbs
TOFU PASTA®

Sweet

05 19



Worker Owned
Cumbs
TOFU PASTA®

Herb & Garlic



Net Wt.
8oz.
(227g)

Cumbs
TOFU PASTA

Whole Wheat



Net Wt.
8oz.
(227g)





Blending and dry pack







Thermal Processing

Largest invest in processing equipment







Access to Wholesale Markets
Embracing competitive &
collaborative practices





vino de milo
all natural

gourmet sauces
250z
7089

TUSCAN
MERLOT



SHAGBARK



SEED & MILL CO.

**Corn
Tortilla Chips**
12 oz.

*Ingredients: organically grown Ohio corn,
water, lime, sunflower oil, & salt.
No GMO's*
Processed in a facility that also processes shell
seedmill.com 80 Columbus Rd., Athens, OH 45701-7400





Aggregation





CHESTERHILL PRODUCE AUCTION



FRESH LOCAL PRODUCE
MONDAY + THURSDAY AT 4:00PM



8380 Wagoner Rd. | Chesterhill, OH



FOR MORE INFO VISIT: WWW.OHIOFOODSHED.ORG OR CALL 740-767-4938



Ready for OU Foodservice





Ohio University chef buying local for
Baker University Center & dining halls

Traditional buyers shifting to more local

BRAND NEW!



Vino de Milo
is proud to
introduce its
BRAND NEW
line of

**BRUSCHETTA
TOPPINGS!**

All-natural,
wine-based,
amazing flavors.

Order now and use code
BRUSCHETTA to save
15% off your order!

Offer good thru Aug. 31, 2009

Bottlers
utilize fresh
ingredients
& buy from
farmers



Distribution





Support Your Local Food Economy



Distribution





A photograph of a warehouse interior. In the foreground, an orange pallet jack is positioned on a concrete floor. To the left, there are metal shelving units with various items, including a large white plastic bag hanging from a shelf. In the center, there are stacks of blue and green plastic containers. To the right, there are more metal shelving units, some with boxes of strawberries. The background shows more shelving units and a doorway. The text "Warehouse essential" is overlaid in the center of the image.

Warehouse essential



Distribution Infrastructure

Collaboration along the value chain






Green B.E.A.N.
Delivery
.com

Delivery 6



Delivery.com

Partnering with Regional Distributors

Home How it Works What We Offer In The Kitchen About Us Contact Us [Member Login](#)



Green B.E.A.N.
Ohio
Organic Produce & Natural Groceries

[SIGN UP NOW](#)



to-your-door
flavor!

Networked with the best local farmers and artisans, Green B.E.A.N. Delivery provides home delivery of organic produce & natural groceries to the communities of Cincinnati, Northern Kentucky, Dayton and Columbus.

[learn more](#) [browse store](#)

featured artisan



VINO DE MILO

vino de milo (Athens, Ohio) Jonathan Milo Leal started vino de milo in 2003 in Athens, Ohio with a [...]

featured recipe



BLACK AND WATERMELON RADISH AND CUCUMBER SANDWICHES

Ingredients: 2 slices multigrain bread Goat cheese or cream cheese Black radish, peeled and sliced as thin as [...]

what's new?



social



We have lots of great events this weekend, we hope to see you out and about! [@14KBrewRun](#)
[@bluegrassbabies](#) #fallfun #greatcauses 2 days ago

Need a laugh? Check out our FB page for today's contest and a chance to win some goodies from Farm to Kitchen Foods! <http://t.co/nmkTPb3> 4 days ago



Direct Sales





Athens Farmers Market

\$3 million in 2011

115 vendors – over 40 on the wait list



We A
Food
Bene



Almost \$50,000 in EBT in 2011

Ohio Senior Farmers' Market Nutrition Program

Fruits	Vegetables	Herbs
Apples	Asparagus	Basil
Berries (all)	Beans	Chives
Citrus	Beets	Cilantro
Green	Broccoli	Dill
Peaches	Brussels Sprouts	Garlic
Pears	Cabbage	Homestead
Pumpkin	Carrots	Leaves
Tomatoes	Cauliflower	Marjoram
Pan-fried	Celery	Mustard
	Con	Onion
	Corn	Peas
	Cucumbers	Peppers
	Eggplant	Radishes
	Green (all)	Shallots
	Kale	Squash
	Kohlrabi	Sweet
	Lentils	Tomatoes
	Onions	Turnips
	Potatoes	Yogurt

Ohio WIC Farmers' Market Nutrition Program (FMNP)



We Food Bel

2008 FMNP Coupons Accepted Here !!

May be used to purchase authorized farmers' fruit, vegetables, and herbs only.

For information: 

Starline

11525 RIVER RD - ATHENS GA.

ORGANICS



Small white label with illegible text.



MASON

THE
Highlands



Bread & Butter Pickles

16 oz. / 454 grams

THE
Highlands



Dilly Beans

16 oz. / 454 grams

THE
Highlands



Watermelon Rind Pickles

9.2 fl oz / 261 grams

CRUMBS BAKERY



CRUMBS BAKERY

TRACTOR SUPPLY CO.

Crums Bakery
Pizza of the Day



WASH STATE
WSP
WSP
WSP
WSP

ALL FARMS
We accept?

Buy local
food first
From the White Hills

VEST & BERRIE
"The Berry Vest"
got berries?

We Accept
Food Stamp
Benefits





Marketing



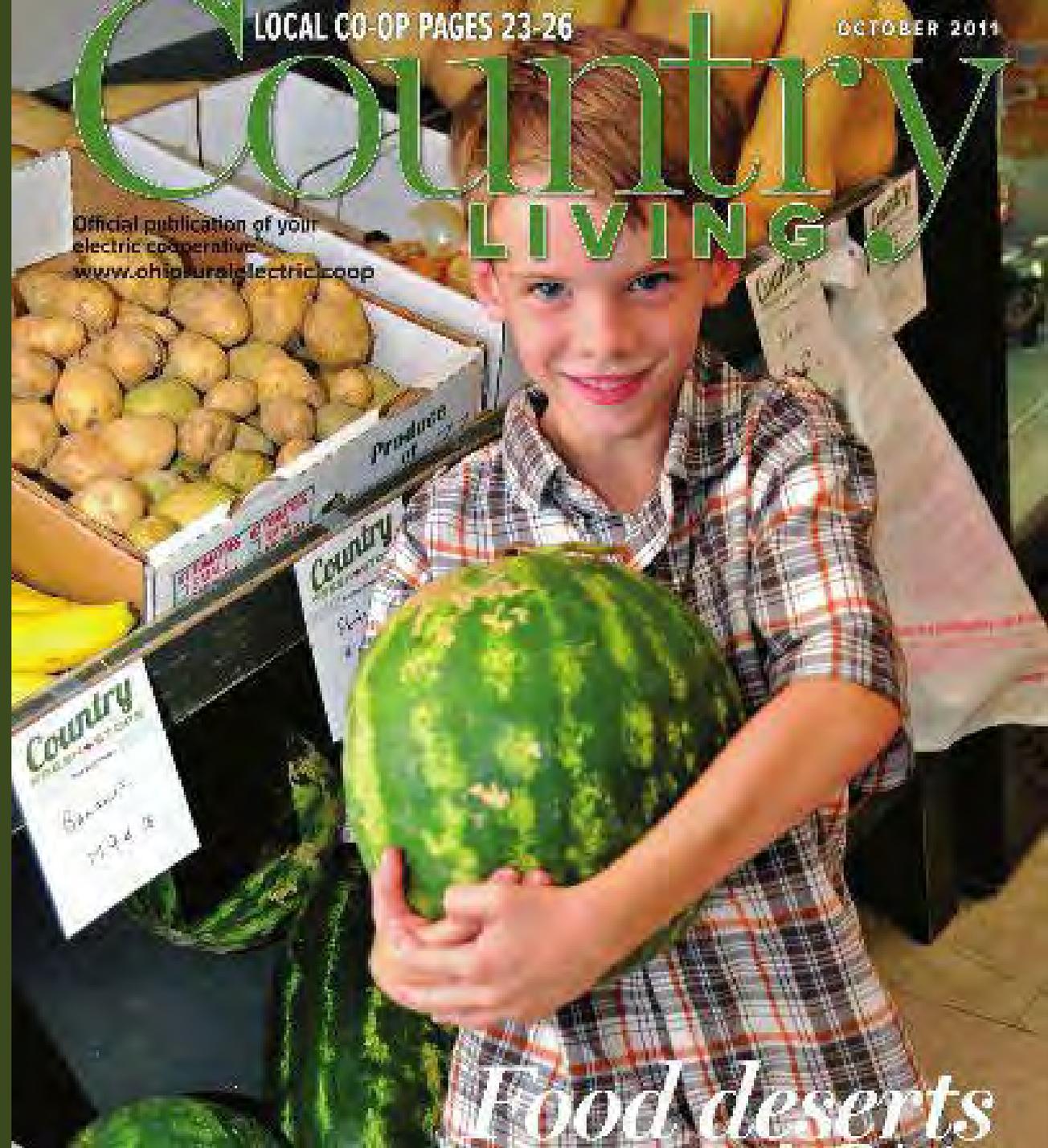
Incubator graduates promote more local food sales





Country LIVING

Official publication of your electric cooperative
www.ohioruralelectriccoop.com



Food deserts

celebrate local
shop the best of Ohio



QUALITY
LOCAL
PRODUCTS
celebrate local!

QUALITY
LOCAL
PRODUCTS
celebrate local!

QUALITY
LOCAL
PRODUCTS
celebrate local!



Congratulations

You Just
HELPED
SUPPORT
YOUR LOCAL
ECONOMY!

Thank You

ARTISAN NOURISHING SIMPLE RAW
QUALITY CUPCAKE HARVEST CANDLES
ROOTS WHOLESOME SOAPS SOAP
ECO-FRIENDLY HANDMADE CRAFT
FINEST GOURMET JAM TRADITIONS
HONEY TEA CO-COOKING DAIRY BREAD
celebrate local
shop the best of Ohio
A SENSE OF PLACE ARTISAN CHOCOLATE UNIQUE
SALSA CUPCAKE PETS PASSION
AUTHENTIC ORGANIC PASTA
SUSTAINABLE WINE COFFEE
CANDY BLISS GROWTH HOLIDAY
ECDI



FARMER'S MARKET

And *your* Kroger Athens
Proudly Supports

- Green Peppers 81¢ each
- Red Peppers \$1.99 each
- Cucumbers 86¢ each
- Corn in husk 20¢ each

Local Products



Market Partnerships

FARMER'S
MARKET

And

your Kroger Athens

Proudly Supports

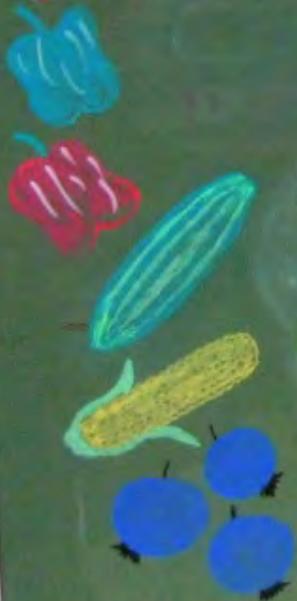


NEW LOCATION
for Ohio Proud Items

Behind Our
Cheese Shop.

Thank You!

Local
Products
from our
Community



more than
six million reusable bags last year.
One reusable bag can replace as many as
1,000 plastic bags over its lifetime.
On a national level, Kroger recycled more than
12 million pounds of plastic last year, including

Store #901





**Buy Fresh!
Buy Local!**

**SAMPLING EVENT
featuring**

**Crumb's
Bakery**

**FRIDAY NOV. 22
11 am - 2 pm
Athens Kroger**



This ad sponsored by Food We Love™. Shop for Food We Love™ products at: Kroger, Publix, Dole's, The Freshway, Kroger, The Marketplace, or ASK YOUR RETAILER TO CARRY FOOD WE LOVE™ PRODUCTS!



Market Partnerships



This is Michelle. This is Brandon.



They milled this local Spelt.



So you can have a healthy, and local Spelt Crust Pizza.



Brandon and Michelle have now opened Stagbark Seed and Mill Company bringing local farm products to us. Now that's sustainable!

Try this fresh, local and delicious alternative to whole wheat.

Only at **Avalanche Pizza**
we bake to differ.

594-4664

Check out avalanchepizza.NET & Pizzagoes.com

\$6.99
Any Large Local Crust Pizza
 with 1/2 lb of toppings
 (Maximum 2 pizzas per order)
 Monday - Friday
 11:00am - 10:00pm
 6010 N. Highways 101 & 102



Local Producers & Market Partners tell the story of the value chain



Regional Brands



It's Ohio's newest way to experience local foods! Sign up for the newsletter, read the blog, use the interactive map and start planning your next food adventure!

30MileMeal.com

REAL FOOD · REAL LOCAL · REAL GOOD



Country
FRESH  STOPS



**Buy local
food first**

from the Ohio Hills

The 30 Mile Meal Project



A collaborative effort of the region's local food growers, producers, markets, businesses, the Appalachian Center for Economic Networks and the Athens County Convention & Visitors Bureau

Focus on Infrastructure

- Capital from private and public sources to reorganize food production, processing and distribution
- Program financial support and partnerships to create a “food value chain” which engages all stakeholders in a just food system
- Corporate partners in the value chain need to invest with seed capital/equity and go beyond loans and purchase orders

Value Chain Measures

ACEnet Prioritization

- Number, diversity, and strength of network relationships within the Value Chain
- Number and types of public & private Infrastructure opportunities & gaps in the Value Chain
- Number and type of opportunities to build social, financial, intellectual, built and political capital available to stakeholders in the Value Chain (*Rural Wealth Creation Indicators*)

Collaboration + Program Support = Local Food Economy



Local Food Economy Story

Business *Remixed*
ATHENS COUNTY, OHIO

www.businessremixed.com

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Featured People

“ I live by the triple bottom line:
family, health, happiness. ”

Chris Chmiel, Founder
Integration Acres Ltd.

[▶ Read Story](#)



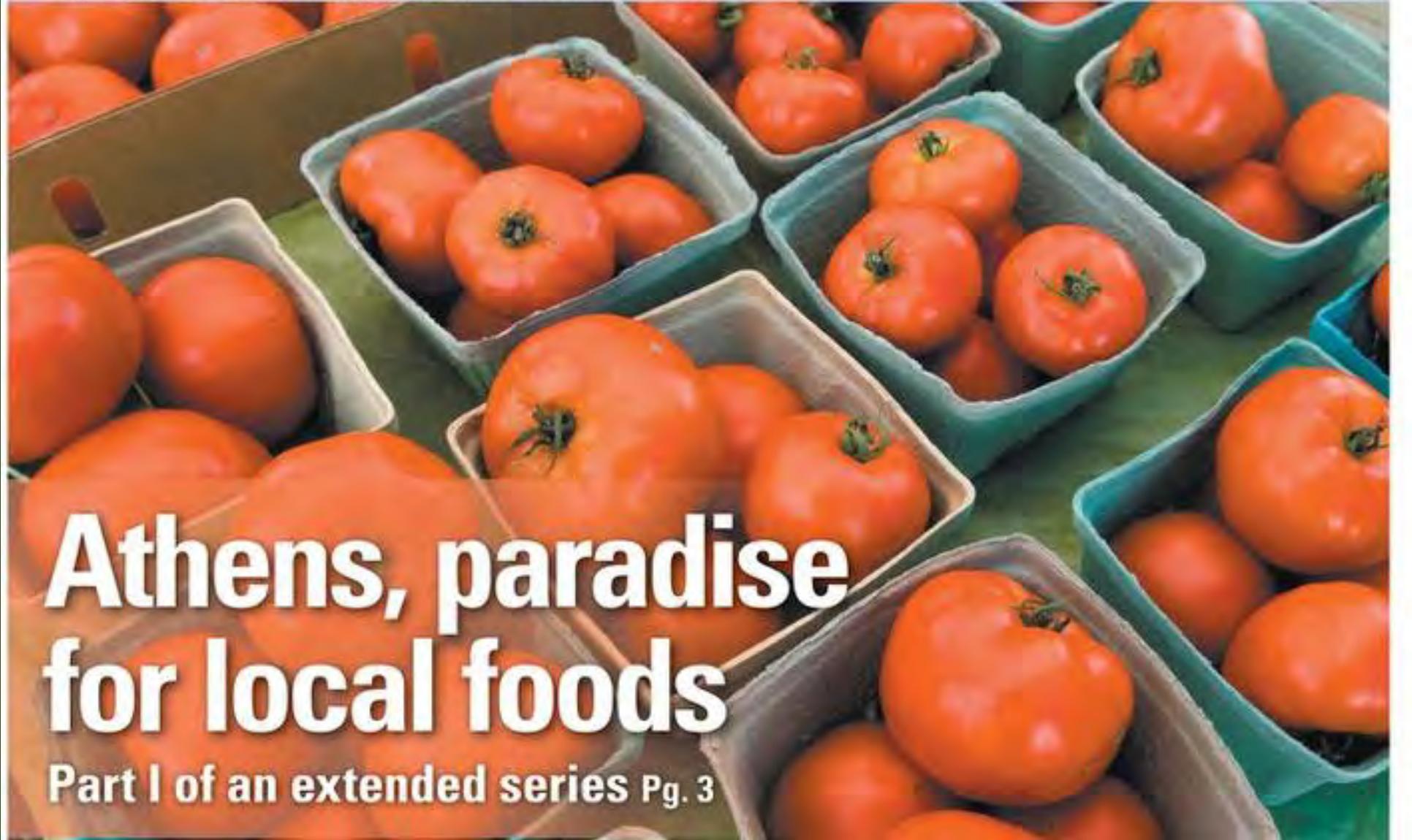
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Athens, paradise for local foods

Part I of an extended series Pg. 3



Want to hear more? Or come visit?

Call me at ACEnet 740-592-3854 ext. 115

or email me: leslies@acenetworks.org