ARC: Developing Local Food Infrastructure

Presenter: Leslie Schaller  April 2012
The need for relocalization of infrastructure?
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

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?
Stages of Development of Local Food Value Chains – Assessing Assets

Natural
- Social
- Individual
- Intellectual

Emerging
- Built
- Political
- Financial

Mature
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
Vino de Mil is proud to introduce its BRAND NEW line of BRUSCHETTA TOPPINGS!

All-natural, wine-based, amazing flavors.

Order now and use BRUSCHETTA to 15% off your purchase.
Community desire to value-add
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
Restaurants can get their start
Many caterers get their start
Microenterprises access small loans
Capital for equipment
Competitive Products
Crackers shipped across the U.S.
Unique Tofu Pasta Production
Blending and dry pack
Thermal Processing
Largest invest in processing equipment
Access to Wholesale Markets

Embracing competitive & collaborative practices
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
Traditional buyers shifting to more local

Ohio University chef buying local for
Baker University Center & dining halls
Bottlers utilize fresh ingredients & buy from farmers
Distribution
Support Your Local Food Economy
Warehouse essential
Distribution Infrastructure
Collaboration along the value chain
Partnering with Regional Distributors

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
Direct Sales
Athens Farmers Market

$3 million in 2011

115 vendors – over 40 on the wait list
Almost $50,000 in EBT in 2011
Marketing
Incubator graduates promote more local food sales
Local and organic produce

Local Garlic $6.99 lb

Snowville Creamery

Big Rumen Farm

Bramble Creek Farm
Congratulations
You Just
Helped
Support
Your Local
Economy!
Thank You
Market Partnerships
FARMER'S MARKET
And
Kroger Athens
Proudly Supports
NEW LOCATION
for Ohio Proud Items
Behind Our Cheese Shop.

Thank you!

Local Products
from our Community
Local Producers & Market Partners tell the story of the value chain.
Regional Brands

30 Mile Meal
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

Food We Love
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

Thank you, Athens,
gardeners, workers, farmers, teachers,
students, parents, artists, activists,
conscientious citizens,
& cooks
for leading the
delicious revolution!
Local Food Economy Story

www.businessremixed.com

Featured People

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

Chris Chmiel, Founder
Integration Acres Ltd.
Athens, paradise for local foods

Part I of an extended series Pg. 3
Want to hear more? Or come visit?
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