More than Miles:
Lessons from (and for) the Local Food Movement

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Savanna Lyons,
Program Director
“To build, support and strengthen a statewide network of those involved in West Virginia’s local food economies, with the interconnected goals of improving access to healthy, locally-produced food for all West Virginians and helping viable food and farm businesses to grow.”
About the Coalition

“To build, support and strengthen a statewide network of those involved in West Virginia’s local food economies, with the interconnected goals of improving access to healthy, locally-produced food for all West Virginians and helping viable food and farm businesses to grow.”

Let’s get more local food from West Virginia farmers to West Virginia consumers!
About the Coalition

Who can be part of the Coalition?

Farmers, market managers, food processors, distributors, agencies, health professionals, extension agents, researchers, nonprofits, aspiring growers, restaurants, youth groups, and institutions that feed people...
Local Food and Local Wood

“Our industry has very little visibility”

“Industry is working as thousands of isolated businesses”

“Cooperation is at a small scale outside of limited industry trade associations, state forestry departments, and those of universities and non-profits”
Local Food and Local Wood

“Sustainability and productive forest management are US advantages”

“Little marketing effort put out as owners and managers focused on being the General Manager and not the Sales Manager”

“System wide change will work while working in isolation will fail”
What is local food?
What is local food?

How local is local?
“Local” is still in the eye of the beholder.

It’s been possible to avoid specific criteria, because customers are becoming more educated about the chain of supply.
What seems to be working

The “story of the product” help customers engage (and promote)
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“Value chains” give customers a way to place a face with a product and to see how their set of values is reflected in that product.
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The “story of the product” help customers engage (and promote)

“Value chains” give customers a way to place a face with a product and to see how their set of values is reflected in that product.

Branding programs are effective, especially if they help branded entities to meet values-based criteria
The “story of the product”

Enter the “locavore.” (2005)
*The Omnivore’s Dilemma* (2006)
*Animal, Vegetable, Miracle* (2007)
“The 100-mile diet.” (2007)

*King Corn* (2007)
*Food, Inc.* (2008)

New York Times and other major outlets
The “story of the product”

“Heritage breeds”

“Heirloom varieties”

“Grass-fed, grass-finished”

“Free range”

“Artisan breads”
KNOW YOUR FARMER
KNOW YOUR FOOD

USDA
Know Your Farmer, Know Your Food
Compass Stories

Photo: Children at Dayton Elementary in Dayton, NV harvest potatoes from the Healthy Communities Garden at their school.

Latest Blogs

May 31, 2012 Feeding More Marylanders by Stretching Federal Dollars
Editor’s note: Cross-posted from the USDA blog. Benjamin Taylor of Taylor’s Produce in Preston, Maryland loads a bin of sweet corn destined for the Maryland Food Bank. Taylor’s produce donated nearly seven thousand pounds of freshly picked produce to the Food Bank.
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The "story of the product"
Value Chains

1. Relationships in the supply chain are based on a written set of values and a shared vision.
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2. Products are differentiated from similar food products based on positive product attributes and/or environmental and social attributes (e.g. sustainable or organic production, treatment of farm workers)
Value Chains

Traditional food supply chains often have these characteristics:
• Each company in the chain seeks to buy as cheaply and sell as expensively as possible
• Competitive, adversarial, win-lose
• Farmers often bear risk, seen as interchangeable
• Food processors, marketers may benefit disproportionately (compared to farmers)
Value Chains

Characteristics of values-based supply chains:
• Supply chain partners take a strategic interest in the performance of other partners
• Farmers are partners with rights and responsibilities
• High levels of trust, which is based on fairness, stability, predictability of agreement, and confidence that partners will not exploit one another
• Shared decision leads to fairness for all partners
Monroe Farm Market
(Monroe County, WV)
on LocallyGrown:

http://monroefarmmarket.locallygrown.net/
## Monroe Farm Market

### Our Growers

<table>
<thead>
<tr>
<th>Grower</th>
<th>Location</th>
<th>Method</th>
<th>Products</th>
<th>View</th>
<th>Photos</th>
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<td>Breezy Knoll Farm</td>
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</tr>
</tbody>
</table>
Branding programs

A program of the national organization Food Routes
Branding programs

Two ways to do it:

Offer a logo or branding package to companies that meet certain criteria

Create a comprehensive marketing and technical assistance program that includes a shared brand
Branding programs

• National branding program for local food, local chapters develop own strategy
• 30 members in WV chapter: restaurants, markets, on-farm market
• Member benefits include branding materials
• Markets must be producer-only
Branding programs

A program of Appalachian Sustainable Development
Abingdon, VA
Branding programs

• Targets wholesale (especially grocery)
• Certified organic
• Provides packing and grading facility
• Provides organic certification help and food safety training (Good Agricultural Practices)
Local Food Hub

Green Bell Peppers

Local Food Hub Educational Farm
Albemarle County, Va
food grown close to home
Ideas for other local industries

Explore ways to tell the story of your product from start to finish. Get the media on your side.

Build supply chains that are values-based and appeal to the customer on the basis of values.

Explore branding programs that have real meaning, maybe part of a bigger package to support business development.
Thank you!

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http://www.wvhub.org/foodandfarmcoalition