



United States Department of Agriculture

# **Federal, State and Local Policy**

## **Initiatives to support**

## **Local/Regional Food Systems**





# National Policy

2009 –Secretary Vilsack initialized the “Know Your Farmer, Know Your Food” Initiative.

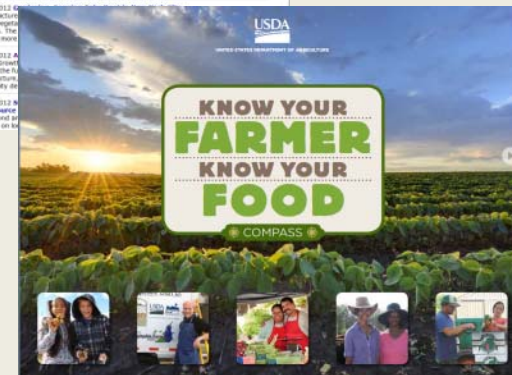
One of four pillars to revitalize our rural economy/create jobs – formalized role of ‘local foods’ in ‘local economies’.

- Connect producers with new opportunities in local and regional marketing and sales.
- Over 30 USDA technical and funding programs supported nearly 3,000 projects nationwide.



# Know Your Farmer, Know Your Food: - Resources for Navigating USDA -

- **Website:** One-stop shop for financial and technical assistance resources from USDA to grow your local food enterprise  
[www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer)
- **The Compass:** How USDA resources are put to work in your community  
[www.usda.gov/kyfcompass](http://www.usda.gov/kyfcompass)
- **The Compass Map:** See what's funded in your community and learn how others are using USDA programs



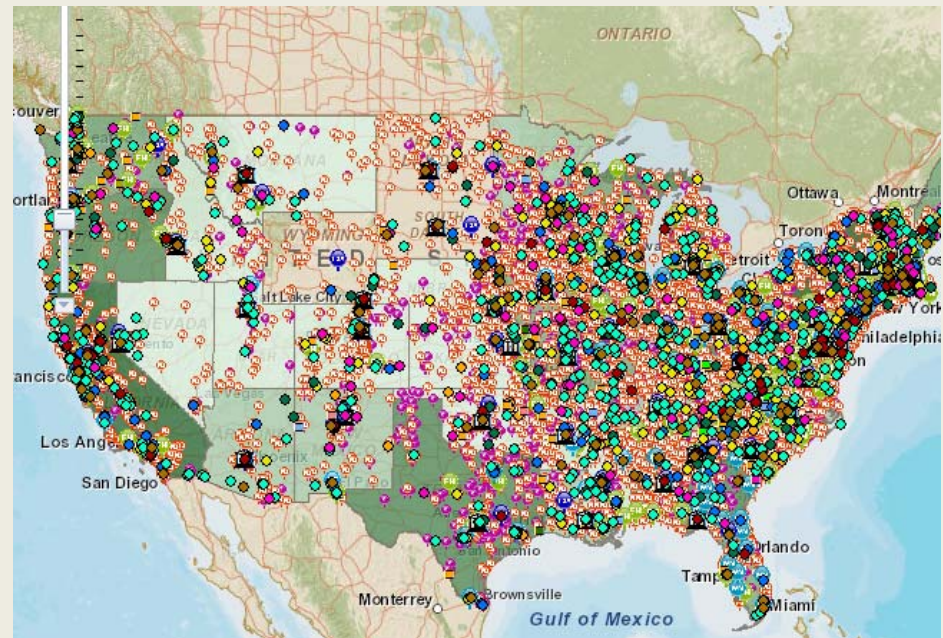
[www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer)



# The KYF Compass Map

## Includes data on:

- USDA-funded local food projects
- Farmers markets, food hubs, and other “context data” gathered by USDA agencies
- Projects and resources from 9 other Federal Departments



[www.usda.gov/kyfcompass](http://www.usda.gov/kyfcompass)





**KNOW YOUR FARMER  
KNOW YOUR FOOD** USDA

# Find Resources to Fit the Need

You are here: Home / Know Your Farmer, Know Your Food / Compass Map



## Map Legend-Data Layers

### Projects by Compass Theme

- ☒ Careers
- ☒ Farm to Institution
- ☒ Infrastructure
- ☒ Stewardship
- ☒ Healthy Food Access
- ☒ Knowledge
- ☒ Marketing and Promotion
- ☒ Meat, Poultry, and Fish

### Projects by Recipient Type

- ☐ Projects by USDA Program
- ☒ Other Federal Partners

- ☒ ARC
- ☒ Commerce-EDA
- ☒ DOL
- ☒ DOT
- ☒ EPA
- ☒ HHS-ACF
- ☒ HHS-CDC
- ☒ HUD

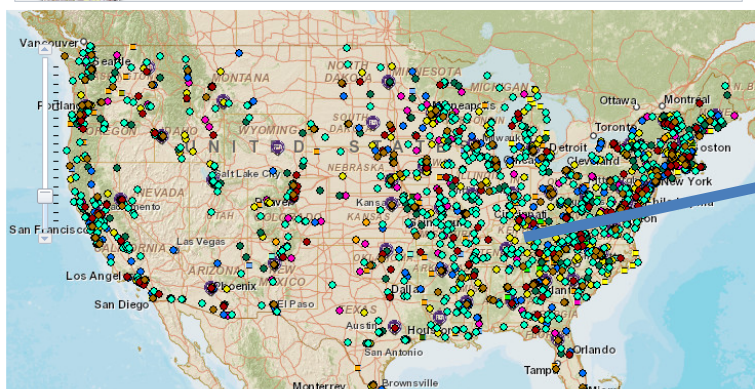
## Know Your Farmer, Know Your Food Compass Map

This map shows efforts supported by USDA and other federal partners as well as related information on local and regional food systems for the years 2009-2012.

To learn about specific projects or what's going on in a particular area, use the slide bar to zoom to that location, and select the pin symbols on the map. Note: Most projects are only accurate to the zip code level. If there are multiple projects in the same zip code, they will show up on the same pin. You can scroll through them using arrows at the top of the pop-up box.

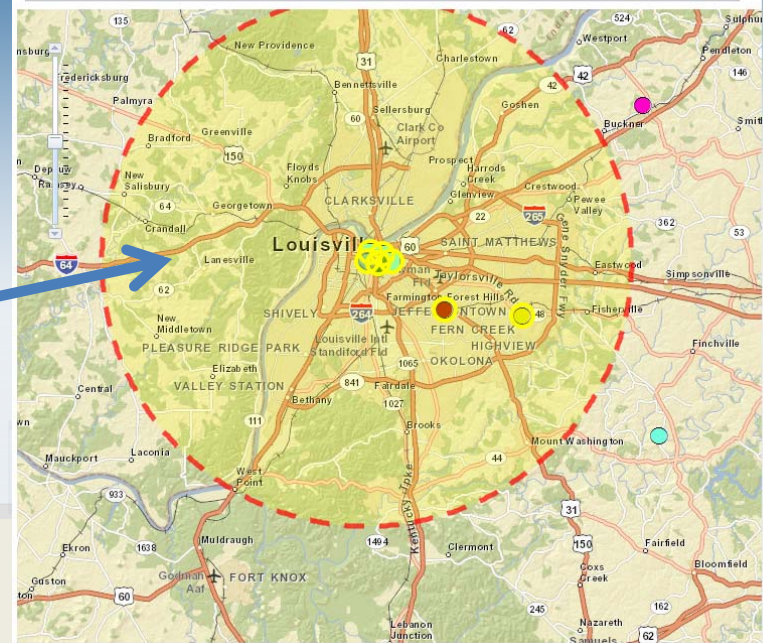
You can also Search by keyword or Locate projects in a given area by selecting the appropriate tab across the top of the map.

## Basemaps Search Locate Resources



## Basemaps Search Locate Resources Results: 7

State	Town	Project Title
KY	Jeffersontown	Jeffersontown Gaslight Square Farmers Market Pavilion
KY	Louisville	Farm to School
KY	Louisville	To Increase the Year-round Availability of Local Food, Improving the Long-term Viability
	Louisville	Communities Putting Prevention to Work



[www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer)



# Know Your Farmer, Know Your Food: - Resources for Navigating USDA -



## KNOW YOUR FARMER KNOW YOUR FOOD

### Resources

- > KYF2 Home
- > Our Mission
- > Grants, Loans, and Support
- > Tools and Resources
- > Our Partners
- > Blog

### KYF Compass



### KYF Compass Map



### View the Photos



## Grants, Loans, and Support

### Grants, Loans & Support

*Know Your Farmer, Know Your Food (KYF2)* is helping communities scale up local and regional food systems and strengthen their economies. Not every community will need the same assistance, and navigating USDA's offerings is no small task.

We want to simplify the process and help communities put USDA programs to work for them, so we're playing matchmaker. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA's offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers' market that wants to accept SNAP benefits, a community kitchen that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs might come in handy.

Also, for more details on how these programs can be put to work in your community, check out our blog and our program memos. In our program memos, USDA Deputy Secretary Merrigan mixes program information with real stories about how communities have successfully partnered with USDA to scale up local food systems and address challenges facing their communities. For the latest updates and announcements regarding programs, make sure to check out our blog's [Grants](#) and [Loans & Support](#) categories.

### Agricultural Marketing Service

- [Farmers Market Promotion Program](#)
- [Federal-State Marketing Improvement Program](#)
- [Specialty Crop Block Grants](#)

[AMS Memo](#)

### Farm Service Agency

- [Farm Loan Programs](#)
- [Farm Storage Facility Loans](#)

[FSA Memo](#)

### Food and Nutrition Service

- [Senior Farmers' Market Nutrition Program](#)
- [Supplemental Nutrition Assistance Program](#)
- [WIC Farmers' Market Nutrition Program](#)
- [Special Supplemental Nutrition Program for Women, Infants and Children](#)

## Grants, Loans, and Support

### Farm to School Grants Program (FNS)

**Type:** Grant

**Max award:** Planning, Implementation and Support Service grants are available from \$20,000 - \$100,000. Matching funds of 25% of the total project is required.

**Big idea:** To help schools source more foods locally and to provide complementary educational activities to students that emphasize food, farming, and nutrition.

**Who can apply:** Eligible schools, State and Local agencies, Indian Tribal Organizations, agricultural producers or groups of agricultural producers, and non-profit entities.

**Possibilities:** Applicants are planning programs to bring local or regionally produced foods into school cafeterias; hands-on learning activities such as school gardening, farm visits, and culinary classes; and the integration of food-related education into the regular, standards-based classroom curriculum.

**Real example:** Portland Maine Public Schools is using a Farm to School grant to update central kitchen equipment, certifications, and training in order to become a large-volume processor of local foods. The project also includes a number of experiential learning activities such as school gardens, after-school agriculture clubs, school curriculum, taste testing, and chef-to-school. The school district will also hold an annual "Local Food Show" open to the public exhibiting the farms, recipes, and student projects related to farm to school.

**Get more information:** For more information on Farm to School grants, click [here](#). Information on the Farm to School program, including resources and frequently asked questions, can be found [here](#).

[www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer)



Many definitions for 'local/regional food systems', 'food hubs', etc. – one key outcome is the local economic impact.

Average – each hub supports 20 jobs and nearly \$4 million in annual sales.(MSU)

Multiplier effect of up to \$1.63 or every dollar of final demand for food hub products generates an additional \$.63 in related industrial sector. (Cornell study).





# Today

- Over 300 food hubs operating
- 8,400 Farmers Markets operating
  - 5,000 accept EBT/SNAP –  
expanding healthier food choices.
- Local schools spent over \$385 million/\$1.6 million in KY on local foods (2011-12 school year).





# Impact of New Farm Bill

- Sets aside 5% of business loan guarantee funds for 'local foods';
- Triples funding for local food enterprises (Farmers Market/Local Food Promotion programs);
- Restores Beginning Farmer/Rancher Development funding;
- Authorizes USDA participation with Treasury (CDFI)/HHS in the Healthy Food Financing Initiative (reduce food deserts); and
- Continues microloan program for smaller producers.
- Adds option for expanding Value-Added Producer Grant purposes to local foods (hubs, other venues for supporting local producers)



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# Appalachian Regional Commission

- Kentucky Food System Tour (May 2014)
- Local Foods/Local Places (w/EPA/USDA)
- Bon Appétit Appalachia (tourism mapguide)






# USDA Facilitating Discussions in Eastern Kentucky

- Quarterly meetings with local, state, Federal, educational and non-profit organizations
  - Focus on local food economy opportunities and challenges in eastern KY.
  - Two working groups: 'Project Development Group' and 'Increasing Local Consumption and Healthy Diet'.
  - An outcome of discussions -- KY established its first summer feeding site at a farmers' market in the Promise Zone (Letcher County)



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# Kentucky Policy

- Governor and First Lady Beshear strongly support local foods:
  - Kentucky Agriculture Council's 5-year strategic plan – incorporates role of local foods in overall strategy for the Commonwealth.
  - Governor's Garden - GreenTeam 
  - Governor's Local Issues Conference – two sessions on 'local foods' – increased interest by local government officials on how to integrate into community and build local food economies.





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# Shaping Our Appalachian Region



- Congressman Rogers/Governor Beshear
- Regional: ARC/East Kentucky-53 counties
- 1,500-1,700 attended summit – Dec. 2013
  - ARC/USDA supported conference



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- 10 Working Groups, including: Agriculture, Community and Regional Foods, Natural Resources.
- Recommendation: 1-3 years – invest in local/regional food systems:
  - Increase income of producers/entrepreneurs
  - Stimulate Community Development/Infrastructure
  - Improve access to Healthier Food Choices
  - Greater Food Security
  - Youth engagement
  - Capture emerging Culinary/Agritourism trends



- Ag Development Fund: (Est. 2000 with Kentucky's Master Settlement Agreement Funds) – Examples:
  - \$50,000 for Carlisle County Extension District Board to purchase kitchen and audio-visual equipment for value-added operations
  - Louisville/Jefferson County Metro Government was approved for \$120,000
  - Mapping of Agriculture Industry - resources



- Kentucky Proud
  - Homegrown by Heroes/Growing Warriors
  - Appalachian Proud
  - Restaurant Rewards (20% of purchase cost, up to \$12k annually)

Every \$1 invested in KY Proud returned \$4.70 in new farm income (2008 UK study)





# Community Policy

- Louisville Farm to Table – identified local food markets – 1<sup>st</sup> KY city to establish coordinator
- East Kentucky Farm to Table (2014)
  - Pastured Poultry – Farm to School
  - ‘Face to Food’ Local Food Crawl
  - Double Dollars/SNAP at Farmers’ Market
- Lexington – Hired Coordinator in August 2014
  - 6 surrounding counties – focus: infrastructure, capacity building, projects and partnerships

- UK – Food Connection
  - \$5 million public-private partnership



- Started in Southeast Kentucky in 2010
  - Now four states: KY, TN, VA and WVA
  - 25 partner sites in 39 counties (2013)
    - More than 1,500 families and 50 community gardens.
    - Fed 19,500 people growing over 1,151,000 pounds of food.



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Kentucky's Local/Regional Foods Movement  
is **GROWING!!!**



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