

# Building Local Food Systems



Mid-Ohio Regional Planning Commission



# **The Right People and the Right Strategies**

**Brian Williams**

**Farmland Policy Specialist**

American Farmland Trust Webinar

Nov. 15, 2011





# Local Food Production

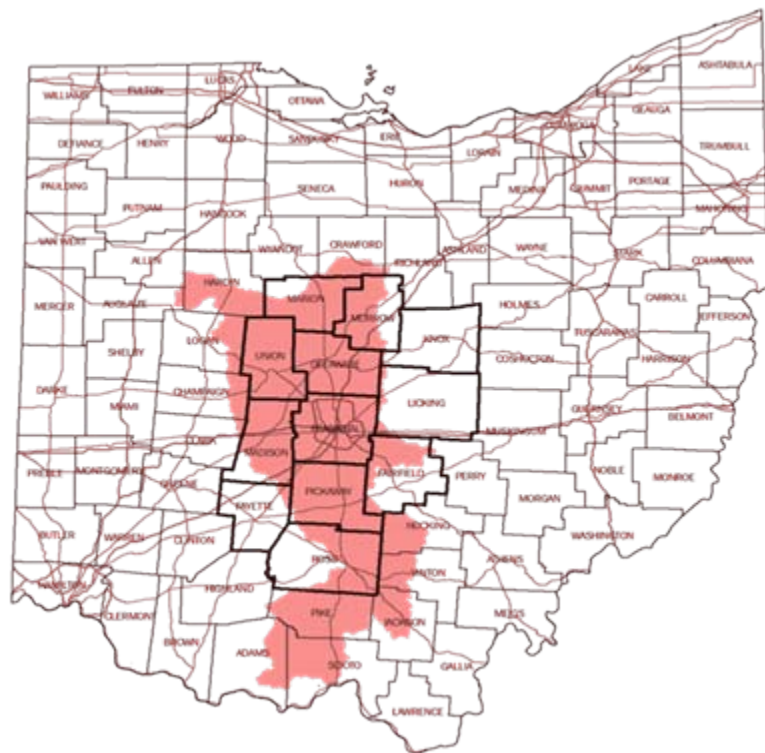
- Good for consumers
- Good for farmers
- Good for the economy
- Good for the land

[morpc.org/localfood](http://morpc.org/localfood)





# WHAT is local food?



Definitions vary: *County, region, state, watershed*

For MORPC: *food produced, processed, distributed, consumed in our 12-county region*



# WHY promote Local Food?

## Sustainability:

- Make farms viable
- Preserve farmland
- Promote healthy eating
- Accessibility to all
- Keep consumer food dollars in the region
- Create jobs





# MORPC general approach

- **Less focused on detailed research, assessment**
- **More focused on inclusion, commitment, process**
- **Plan:** a series of recommendations
  - bringing the right mix of people to the table
  - getting commitment throughout the region



# Connecting the dots







# WHO should be involved?

- Farmers, farm organizations
- Food-related businesses
- Processors and distributors
- Economic development
- Anti-hunger advocates
- Banks, lenders
- Health advocates
- Land-use planners
- Local governments
- University researchers
- Faith-based groups
- other





# Structure



- Put these interests on a steering committee or working group
- Assign task forces to bring in more people throughout the region



# HOW to assess?

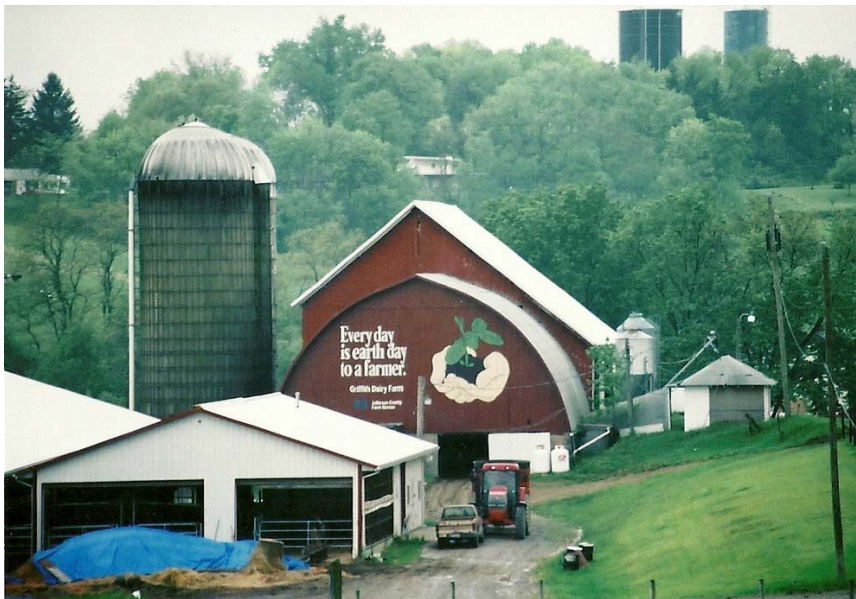
- Avoid “paralysis by analysis”
- Use available research and data
- Get snapshot of current conditions:
  - ~Production ~Processing ~Distribution
  - ~Consumption ~Resources ~Barriers





Getting from here ...

... to here







# HOW to plan?

- Consider ways to overcome the barriers you've identified
- Identify people/groups to break down barriers
- Analyze strategies used elsewhere



# Local food is NOT limited to:

- Farmers markets
- Community gardens



Those popular venues account for one part of your plate,  
one part of the year



## The questions in any region:

- How do we feed ourselves on local food year round?
- How do we promote sustainable, resilient economic development?





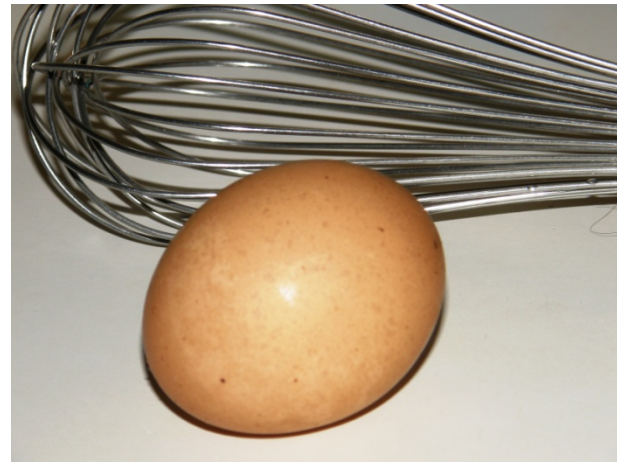
**The answer:**

Processing and  
distribution

– The local-food  
'infrastructure'



Which comes first?



Supply or demand?



# Processing





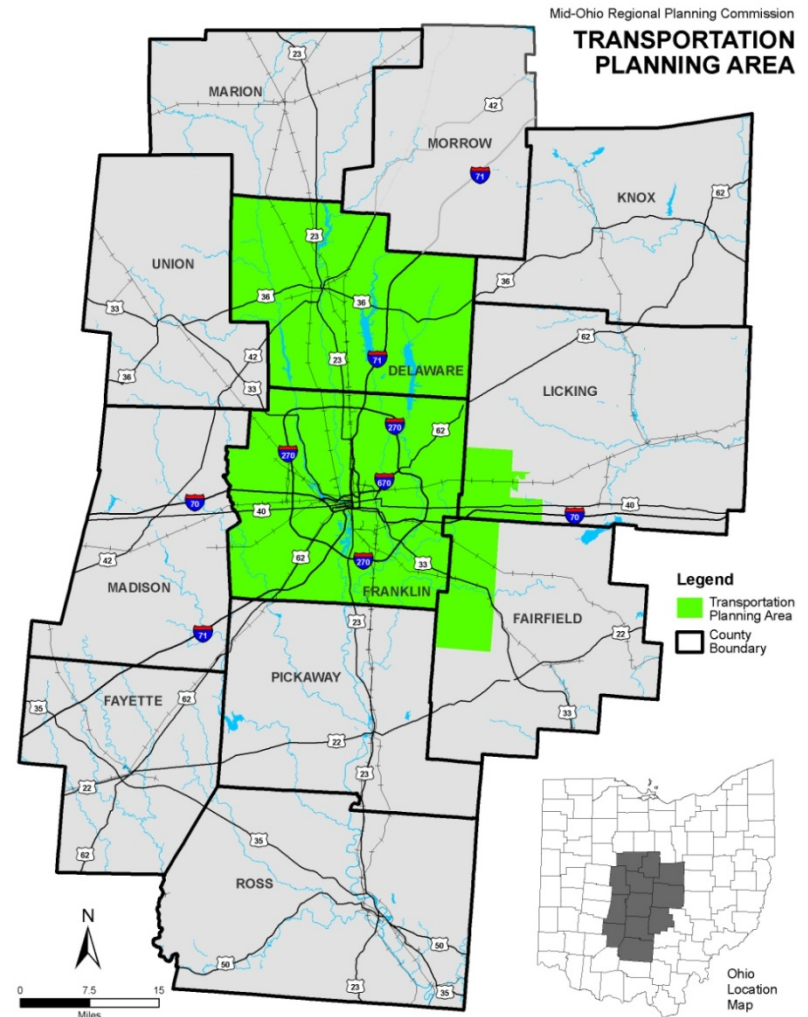
# Distribution





# Implementation

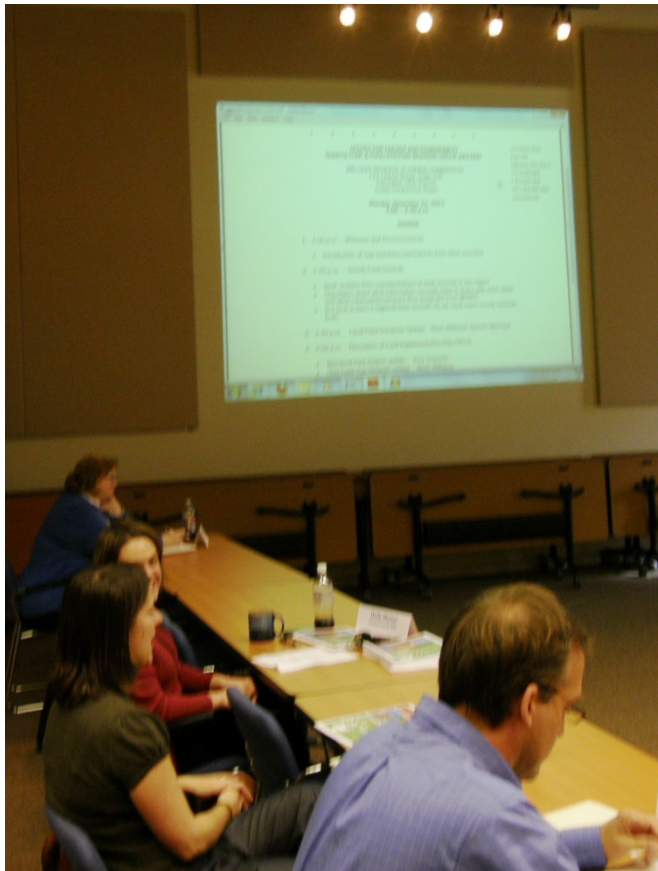
- Local resolutions
- Collaborate with other local-food efforts
- Look at state policies
- Work with business groups







# Food councils



Local councils to  
serve each of the 12  
counties;

Regional council  
with  
representatives of  
each county





# Fresh food for all

Local food has a successful niche.  
The goal is to make it a mainstream success.





Connect with us:

[www.morpc.org](http://www.morpc.org)



twitter

facebook

You Tube