towards a more sustainable Buffalo Niagara

Food Access and Justice Working Team

Brian Conley, Facilitator (UB Regional Institute)
Jessica Hall, Facilitator (UB Food Systems Planning and Healthy Communities Lab)
Agenda

Welcome, meeting agenda review, and introductions  5 min

November Community Congress Events  10-15 min

Re-cap and update on progress  10 min

Linking food producers and consumers in Buffalo Niagara  30 min

Break  5 min

Team break-out sessions  45 min

Re-cap and Review  10 min
Working Team Process and Timeline

6 Meetings/4 Tasks

- April
- May
- June
- August

1. Establishing Goals
2. Frame Strategies
3. Identify Actions
4. Construct Indicators

+2 Additional Meetings

- September
- January

Nov 2013 Community Congress Workshops

What is next?

Winter 2014

- Review & Refine

At two more meetings in 2014 the working teams will consider feedback from the Fall Council and Community Congress sessions.

Draft Plan
Spring 2014

Regional Plan
For Sustainable Development

Food Access & Justice

#oneregionfwd
Community Congress Workshops

Tell us what your future Buffalo Niagara looks like.
• opportunity to tell us where to make investments and what strategies to pursue to get us closer to our shared Regional Vision and Values.
• highly interactive, hands-on workshops, One Region Forward will ask participants to work together mapping their future approach to land use, development, housing and transportation for our region.

How Your Input Will Guide the Work Ahead.
• Ideas and input will be used to create alternative scenarios
• These scenarios will be used to project outcomes, then be put to the test by estimating what each alternative would mean for our economy, our environment, and our communities.
Community Congress Workshops

5 Locations Throughout the region to attract a diverse public that is truly representative:

November 12\textsuperscript{th}: Town of Amherst
November 13\textsuperscript{th}: City of Buffalo
November 14\textsuperscript{th}: Town of Orchard Park
November 15\textsuperscript{th}: Town of Lockport
November 16\textsuperscript{th}: City of Niagara Falls
Scenario modeling:
A chance to say how we should grow

- A small-group hands-on exercise
- Map and “chips” to show where growth should go
- Markers to show what lands should be preserved
- And to indicate investments in transportation
Scenario modeling:
A chance to say how we should grow

- The chips represent a set of place types
- Each represents a square mile of land area
- Each has a different land use and density
- Recognizable to the typical lay person
- Illustrating the choices we have to make
- Instructing about land-use transportation connection
Scenario modeling:
A chance to say how we should grow

The seven place types include:

- Urban Centers
- Village Centers
- Traditional Neighborhoods
- Office/Industrial
- Suburban Strip
- Single Family Residential
- Exurban residential
Scenario modeling:
A chance to say how we should grow

- We will consolidate the maps
- Create several alternative scenarios
- Test each for their impact on key metrics
- To guide a choice of land use concept
Scenario modeling:
A chance to say how we should grow

- This builds on the Regional Framework effort
  - Base scenario was recommended in ENRF
  - But participants can trade up or down
- Learning from other regions and similar exercises
- Using an optimistic GBNRTC population projection
- Now testing the “game” by playing it
Reminders

The big picture

Reviewing meeting minutes

Finalized strategies?

List of action items

Remaining questions
Today’s Task

Identify Actions to help meet our goal of linking food producers to consumers

Final Draft Goals:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Actions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
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<td>✓ ✓</td>
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<tr>
<td></td>
<td>✓</td>
<td>?</td>
</tr>
</tbody>
</table>

What's missing?

Continue to develop strategies to link food producers and consumers

Given Goal #3, what additional strategic initiatives do we need to include to achieve this goal?

Initiate brainstorming for Actions and Indicators, based on strategies developed for Goal #3

#oneregionfwd
What steps should be taken, both today and in the future, to ease, reinforce and enhance the flow of food from its production to those who consume it?

A reminder on our distributed implementation model (possible actors):

- Local municipalities, county governments, state or regional agencies
- Private sector actors or businesses (developers, business decision-makers)
- Community Based Organizations, private citizens and farmers
- Collaborative partnerships across these groups
1RF Food Access & Justice Strategies

1. **Protect** our current and potential **farmland** from development pressures, economic decline, and environmental misuse and keep our farms farming.

2. **Adopt** agricultural practices that reduce the consumption of water, energy and chemical inputs in the growing process.

3. **Support** all forms and scales of **food production in urban areas**.

4. **Connect** local farmers to the full range of **local opportunities** to market and distribute their products.

5. **Strengthen** the **economic viability** of the local food system so that local producers, processors, and distributors are competitive within the global market.

6. Attract and support a **new generation of workers** to careers in food production, processing, distribution and education to ensure a **robust and consistent** food system workforce.

7. **Heighten public awareness** of local food production, processing and distribution.

8. **Create** a culture that values **healthy eating** and a strong **local food economy**.

9. **Enhance opportunity** for *all* individuals in *all* communities to obtain healthy foods.
Recruit a Working Team Contributor

Keep involved as a Working Team Member at www.oneregionforward.org

Food Access and Justice Working Team

Get Involved

Be a Working Team Contributor

Help us move One Region Forward by contributing comments and suggestions to our Working Teams. Be a part of the Working Team process by contributing online to the nuts and bolts of One Region Forward’s planning process.

Learn more about how the Working Teams and Contributors will guide the work of One Region Forward.

If you would like to be a Working Team Contributor, we ask that you submit a request using the form below. Our project team will follow-up with email instructions on how you can be a “Working Team Contributor” so you can review preliminary content generated by these groups and contribute suggestions and comments to refine this body of work.
If you have any questions, please feel free to contact us

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You can also find us on Twitter, Facebook, Google+, Flickr and YouTube
Growing Together

Planning for food in a sustainable Erie-Niagara region
Goals

- Support food producers
- Support food consumers
- Link food producers and consumers
One tomato’s story

- Wholesaler
- Processor
- Distributor

SCALE AND CONSOLIDATION
What is GAP Certification?

• GAP certifications demonstrate that a food handling agency has identified and reduced risks of food contamination in:
  • Farm Production
  • Field Harvesting & Field Packing
  • House Packing Facility
  • Storage & Transportation
  • Wholesale Distribution Center/Terminal Warehouse
  • Terrorism prevention
Why is GAP Certification important?

• Reduces the possibility of food contamination
• Consumer demand
  • 1 in 6 Americans suffered from a food-borne illness in 2011.
• Private sector demand
  • Increasingly requiring GAP certification
• Food Safety Modernization Act of 2011
  • Establishes mandatory minimum standards, based on known safety risks, for produce growers to implement and document.
GAP Certification Process

- Develop a Food Safety Program
  - Risk assessment
    - Water, soil amendments, animals/livestock/wildlife, land use history.
  - Manual of Standard Operating Procedures (SOP’s)

- Audit
  - By USDA, NYS Department or Third Party

- Follow-Up Audit
  - If initial audit found violations

- Unannounced Verification Audit
  - Compliance audit conducted during the growing season
Challenges and Opportunities?

- “Onerous government mandated regulations that don’t seem to apply to small diversified operations”

Downsides

- Time and effort to become certified
- Cost to implement and to maintain certification
- Detailed record keeping is time consuming and costs more money
One Farmer’s Experience With GAP Certification

• Certified one crop on a farm that grows over 40 crops and has produce sales over 1 million dollars.

• Total First Year Cost - $5,162
  • Capital Costs - $2,560
  • Annual Costs - $2,602
Food processing

Food Processors
by square feet of space
- 0 - 2,499
- 10,000 - 39,999
- 2,500 - 9,999
- 40,000+

Source: ReferenceUSA 2012
## The scale of food processing

<table>
<thead>
<tr>
<th>Processor Size (sq. ft.)</th>
<th>N</th>
<th>%</th>
<th>Employees</th>
<th>% of Employees</th>
<th>Sales ($1000)</th>
<th>% of Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 2,499</td>
<td>129</td>
<td>51.19%</td>
<td>457</td>
<td>7.60%</td>
<td>45,944</td>
<td>2.52%</td>
</tr>
<tr>
<td>2,500 - 9,999</td>
<td>46</td>
<td>18.25%</td>
<td>562</td>
<td>9.35%</td>
<td>90,603</td>
<td>4.96%</td>
</tr>
<tr>
<td>10,000 - 39,999</td>
<td>54</td>
<td>21.43%</td>
<td>622</td>
<td>10.35%</td>
<td>338,355</td>
<td>18.52%</td>
</tr>
<tr>
<td>40,000+</td>
<td>23</td>
<td>9.13%</td>
<td>4369</td>
<td>72.70%</td>
<td>1,351,622</td>
<td>74.00%</td>
</tr>
<tr>
<td>Total</td>
<td>252</td>
<td>100.00%</td>
<td>6010</td>
<td>100.00%</td>
<td>1,826,524</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Source: ReferenceUSA 2012
## Food Processing

<table>
<thead>
<tr>
<th>Processor</th>
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<th>Sales ($1000)</th>
<th>% of Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Slaughtering and Processing</td>
<td>14</td>
<td>5.56%</td>
<td>600</td>
<td>9.98%</td>
<td>401,886</td>
<td>22.00%</td>
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<tr>
<td><strong>Bakeries</strong></td>
<td>148</td>
<td>58.73%</td>
<td>1870</td>
<td>31.11%</td>
<td>173,586</td>
<td>9.50%</td>
</tr>
<tr>
<td>Beverage</td>
<td>28</td>
<td>11.11%</td>
<td>413</td>
<td>6.87%</td>
<td>217,073</td>
<td>11.88%</td>
</tr>
<tr>
<td><strong>Dairy</strong></td>
<td>5</td>
<td>1.98%</td>
<td>639</td>
<td>10.63%</td>
<td>550,913</td>
<td>30.16%</td>
</tr>
<tr>
<td>Fruit and Vegetable</td>
<td>9</td>
<td>3.57%</td>
<td>1516</td>
<td>25.22%</td>
<td>161,682</td>
<td>8.85%</td>
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<tr>
<td>Grain and Oilseed Milling</td>
<td>5</td>
<td>1.98%</td>
<td>120</td>
<td>2.00%</td>
<td>107,469</td>
<td>5.88%</td>
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<tr>
<td>Sugar and Confectionary Products</td>
<td>16</td>
<td>6.35%</td>
<td>612</td>
<td>10.18%</td>
<td>135,656</td>
<td>7.43%</td>
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<tr>
<td>Other Processing</td>
<td>27</td>
<td>10.71%</td>
<td>240</td>
<td>3.99%</td>
<td>78,259</td>
<td>4.28%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>252</td>
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</table>

Source: ReferenceUSA 2012
Food wholesale

by square feet of space

- 10,000 - 39,999
- 2,500 - 9,999
- 40,000+

Source: ReferenceUSA 2012
## The scale of food wholesale

<table>
<thead>
<tr>
<th>Wholesaler Size (sq. ft.)</th>
<th>N</th>
<th>%</th>
<th>Employees</th>
<th>% of Employees</th>
<th>Sales ($1000)</th>
<th>% of Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500 - 9,999</td>
<td>26</td>
<td>16.35%</td>
<td>138</td>
<td>2.88%</td>
<td>140,617</td>
<td>4.03%</td>
</tr>
<tr>
<td>10,000 - 39,999</td>
<td>111</td>
<td>69.81%</td>
<td>1,084</td>
<td>22.58%</td>
<td>1,142,331</td>
<td>32.74%</td>
</tr>
<tr>
<td>40,000+</td>
<td>22</td>
<td>13.84%</td>
<td>3,578</td>
<td>74.54%</td>
<td>2,205,848</td>
<td>63.23%</td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
<td>100%</td>
<td>4,800</td>
<td>100%</td>
<td>3,488,796</td>
<td>100%</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Wholesaler</th>
<th>N</th>
<th>%</th>
<th>Employees</th>
<th>% of Employees</th>
<th>Sales ($1000)</th>
<th>% of Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confectionery</td>
<td>15</td>
<td>9.43%</td>
<td>153</td>
<td>3.19%</td>
<td>181,624</td>
<td>5.21%</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>10</td>
<td>6.29%</td>
<td>468</td>
<td>9.75%</td>
<td>391,680</td>
<td>11.23%</td>
</tr>
<tr>
<td>Fish &amp; Seafood</td>
<td>11</td>
<td>6.92%</td>
<td>116</td>
<td>2.42%</td>
<td>93,612</td>
<td>2.68%</td>
</tr>
<tr>
<td>Fresh Fruits &amp; Vegetables</td>
<td>15</td>
<td>9.43%</td>
<td>141</td>
<td>2.94%</td>
<td>95,038</td>
<td>2.72%</td>
</tr>
<tr>
<td>General Line Grocery</td>
<td>18</td>
<td>11.32%</td>
<td>783</td>
<td>16.31%</td>
<td>890,271</td>
<td>25.52%</td>
</tr>
<tr>
<td>Meat &amp; Meat Products</td>
<td>10</td>
<td>6.29%</td>
<td>271</td>
<td>5.65%</td>
<td>243,673</td>
<td>6.98%</td>
</tr>
<tr>
<td>Other Grocery &amp; Related Products</td>
<td>49</td>
<td>30.82%</td>
<td>433</td>
<td>9.02%</td>
<td>365,452</td>
<td>10.48%</td>
</tr>
<tr>
<td>Packaged Frozen Food</td>
<td>19</td>
<td>11.95%</td>
<td>1,079</td>
<td>22.48%</td>
<td>970,374</td>
<td>27.81%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>159</td>
<td>100.00%</td>
<td>4,800</td>
<td>100.00%</td>
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</tr>
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</table>

Source: ReferenceUSA 2012
Corner Stores

Source: ReferenceUSA, 2012
Corner stores

- No laws prevent corner stores from selling fresh and nutritious foods.
- Face same regulations as any store type with same food services.
Corner stores

Challenges to store owners:

- Procurement
  - What to purchase, and where?
- Shelf life
  - Highly perishable products
- Marketing
  - Little experience marketing specialized products.
- Nutrition education
  - Consumers need education about healthy food and preparation.
Direct Marketing

Farmers markets
- 25 in the region
- Some accept EBT (Senior Farmers Market Nutrition Program, SNAP) and WIC
- Sell a range of products, from eggs to veggies to baked goods and cheese

Direct Marketing

Farmers markets
• Provide direct connection between farmers and consumers on a periodic basis at a temporary location, such as in a public park or municipal parking lot.

Opportunities
• Cuts out the middleman, allows farmer initiative
• Farmer-consumer contact increases public awareness
• Can be tied with public food assistance to increase affordability and access to healthy food

Challenges
• Transport and other marketing costs high for farmer
• No guarantee of sales
• Infrequent – not a stable source of food for most
Direct Marketing

CSAs

• Farmers sell shares, or memberships, at the beginning of a growing season. In return, shareholders receive weekly supplies of fresh food throughout the year or the growing season.

• Drop-offs at designated places – farm stands, grocery stores, community centers, etc.

Opportunities

• Farmers can tailor growing to shares, demonstrated demand.

• Strong connection between farmer and consumer.

• Shares can be distributed creatively, as part of food assistance or to institutions.

Institutional purchasing

• 200,000 students in school and college eat at educational institutions each year.
• At UB, Campus Dining and Shops spends $5.8 million on food (of $6.3 million on total food services, 2011-2012).
  • 28%, or $1.6 million, went to local food sources (49% of this to Desiderio’s).
• Most non-local spending through Sysco and US Foods.
• Meat demand cannot be met locally - $1 million.
University at Buffalo Food Purchasing:
Campus Dining and Shops

Does a State preferred source carry the food at less than 15% more than market price?

Yes?
Purchase.

No?
Check State’s Centralized Commodity Contracts (CCC).

Yes?
Purchase.

No?
Solicit bids or RFPs for purchases over threshold amount.

Does a CCC offer the food at the lowest price?

No?
Get another quote and give CCC two days to match it.

Yes?
Purchase.

Did the CCC match the lowest quoted price?

Yes?
Purchase from CCC.
Food Hubs

**USDA Definition:**

"A business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand."

Food Hubs

Benefits might include, but aren’t limited to:

• Opening new markets for local producers
• Increasing consumer access to and knowledge of local products
• Brokering fairer prices for farmers and matching farmers with buyers
• Streamlining transportation and distribution, lowering cost
• Providing storage and processing facilities
• Bring food to underserved communities

Food Hubs

Food hubs can:

• Be both virtual (online) and physical
• Broker sales to restaurants, institutions, and consumers
• Operate as nonprofits, farmer-owned cooperatives, or private companies
• Specialize or carry a wide range of goods

Food hubs meet the needs of the local food economy by giving farmers the benefits of scale without sacrificing the local connection.

Questions?

Thank you, Working Group!