

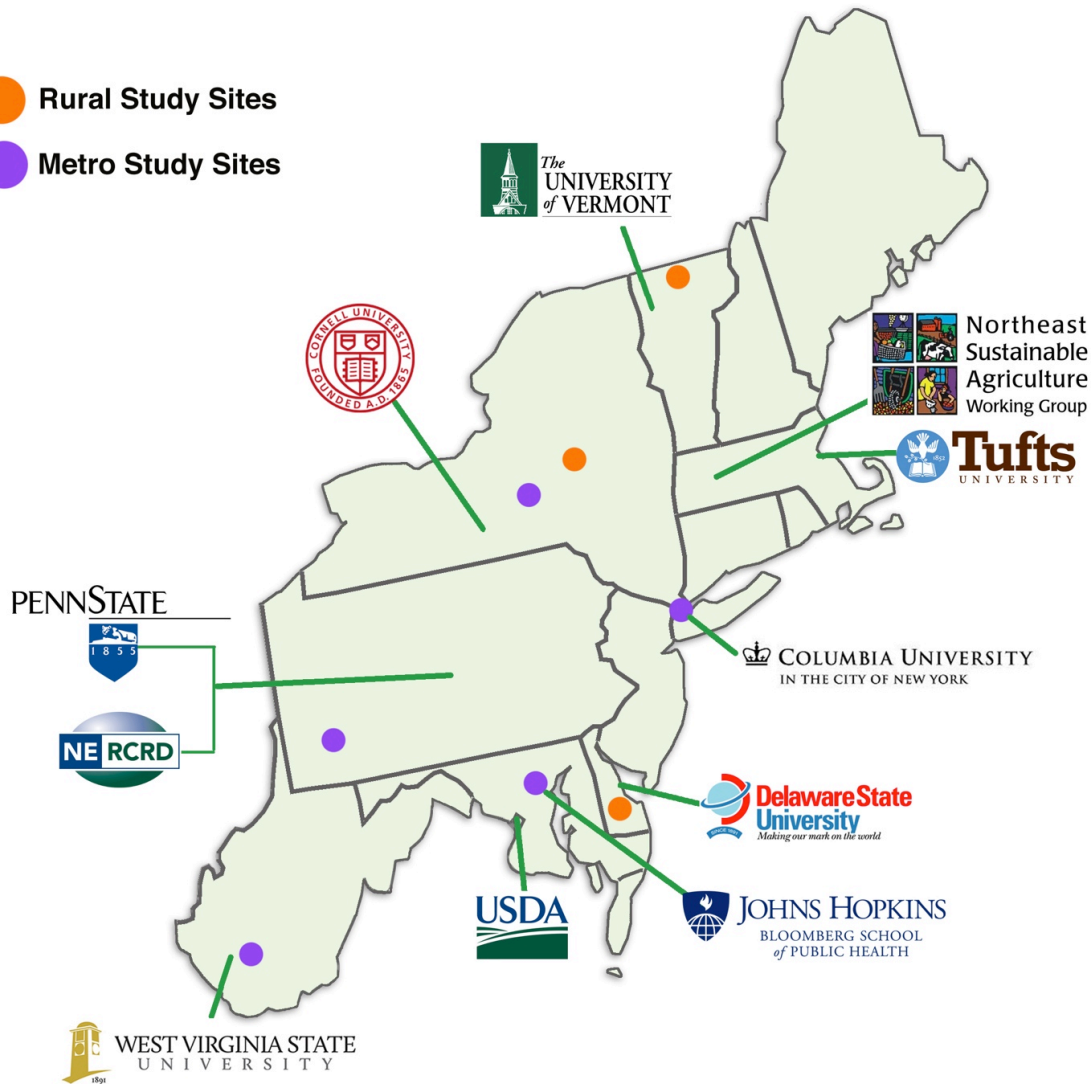




EFSNE

**Enhancing Food Security
in the Northeast**

-  Rural Study Sites
-  Metro Study Sites



Enhancing Food Security in the Northeast through Regional Food Systems

USDA Grant # 2011-68004-30057



Context: Two Versions of Food Security

The ability of a country or region to continually produce a significant portion of its staple foods

- Continuing loss of farmland
- Increased reliance on food outside of region
- Growth in farm numbers (mainly small)

Adequate access to an affordable food supply in low-income communities

- 7+ million food insecure, and rate increasing
- Problem with healthy food access in low-income areas
- Growing diet-related disease



Regional Approach

- 12 states from Maine to West Virginia and DC
- Why regional?
 - More variety in foods that can be grown = more likely to meet population's food needs
 - Efficiencies can be gained at regional scale
 - Economic development – more market opportunities for farms and supply chain members of various sizes

Project Goals

- Can greater reliance on regionally produced foods improve food access for low-income communities, while also benefiting farmers, food supply chain firms, and others in the food system?



Sectoral Research Teams

- Consumption
- Distribution
- Production
- Outreach
- Education

Organizational Chart

Advisory Board: Robert King, Toni Liquori, David Marvel, Joyce Smith

Stephan J. Goetz
Project Director

Kate Clancy
Deputy Director

Obj. 1:

Consumption

Anne Palmer

Linda Berlin

A. Bonanno

Anita Bono

Kate Clancy

Kathy Dischner

Bonnie Dunn

Carol Giesecke

Clare Hinrichs

Heather Mikulas

Obj. 2: *Distribution*

Miguel Gomez

Patrick Canning

Kate Clancy

Oliver Gao

Frank Ge

Elaine Hill

Kris Parks

Obj. 3: *Production*

T. Griffin/C. Peters

Michael Conard

David Fleisher

Obj. 4: *Outreach*

Kathryn Ruhf

Linda Berlin

Michael Conard

Kristen Devlin

Deno DeCiantis

Obj. 5: *Education*

C. Peters

Linda Berlin

Carol Giesecke

Tim Griffin

Clare Hinrichs

Scenarios & Modeling

C. Peters

Alessandro Bonanno

Patrick Canning

Kate Clancy

Michael Conard

Dave Fleisher

Frank Ge

Miguel Gomez

Market Basket

- milk
- bread
- ground beef
- potatoes
- apples
- cabbage
- canned peaches
- frozen broccoli



- Construction through iterative process
 - CONS (store inventory, intercept surveys)
 - DIST (local foods in supply chains)
 - PROD (baseline for all products and capacity)
 - SCEMO (starting point for scenarios and models)

Consumption Objectives

Examine current and potential community-level constraints and opportunities for improving access to regionally produced healthy food for people in low-income communities.

At eight locations in the Northeast:

- Assess food access
 - Consumer intercept surveys
 - Focus groups
 - Market basket inventories
 - Store owner interviews
- Examine structural factors
 - Consumer behavior
 - County-level statistical modeling

Locations:
New York City, NY
Onondaga County, NY
Baltimore, MD
Pittsburgh, PA
Charleston, WV
Essex Co., VT
Southern DE
Madison Co., NY





Distribution Objectives

- Identify and assess food supply chains for low-income areas of the Northeast
- compare site-specific, regional and global chains
- identify policy interventions



Production Objectives

Quantify the current and potential capacity of the urban and rural Northeast to produce food that meets consumer needs



For 300 Northeast counties

- Baseline production data
- Capacity (GIS and modeling)
- Where future production could occur
- Climate change impact and land use changes
- Dietary and demographic change



Any questions about project background or research objectives?



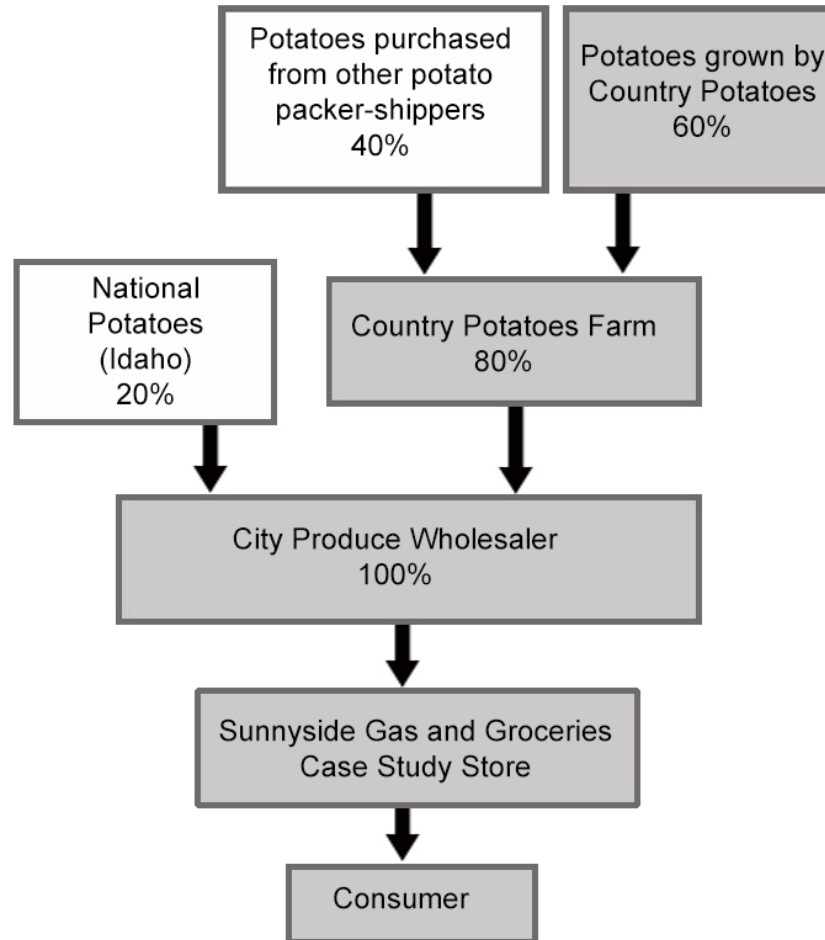
Supply Chain Case Studies

Focal Products Chosen

	Store 1		Store 2	
New York City, NY	N/A*	N/A	Frozen broccoli	Potatoes
Syracuse, NY	Canned Peaches	Frozen Broccoli	Apples	Cabbage
Madison County, NY	Milk	Ground Beef	Potatoes	Cabbage
Baltimore, MD	Bread	Potatoes	Canned Peaches	Frozen Broccoli
Pittsburgh, PA	Frozen Broccoli	Cabbage	N/A	N/A
Charleston, WV	Ground Beef	Apples	Bread	Potatoes
Essex County, VT	Frozen Broccoli	Ground Beef	Milk	Potatoes
Sussex County, DE	Milk	Frozen Broccoli	Apples	Ground Beef

N/A: store dropped from the study

Supply Chain for Potatoes, Madison Co., NY



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Pittsburgh, PA	Frozen Broccoli	Cabbage	N/A	N/A
Charleston, WV	Ground Beef	Apples	Bread	Potatoes
Essex County, VT	Frozen Broccoli	Ground Beef	Milk	Potatoes
Sussex County, DE	Milk	Frozen Broccoli	Apples	Ground Beef

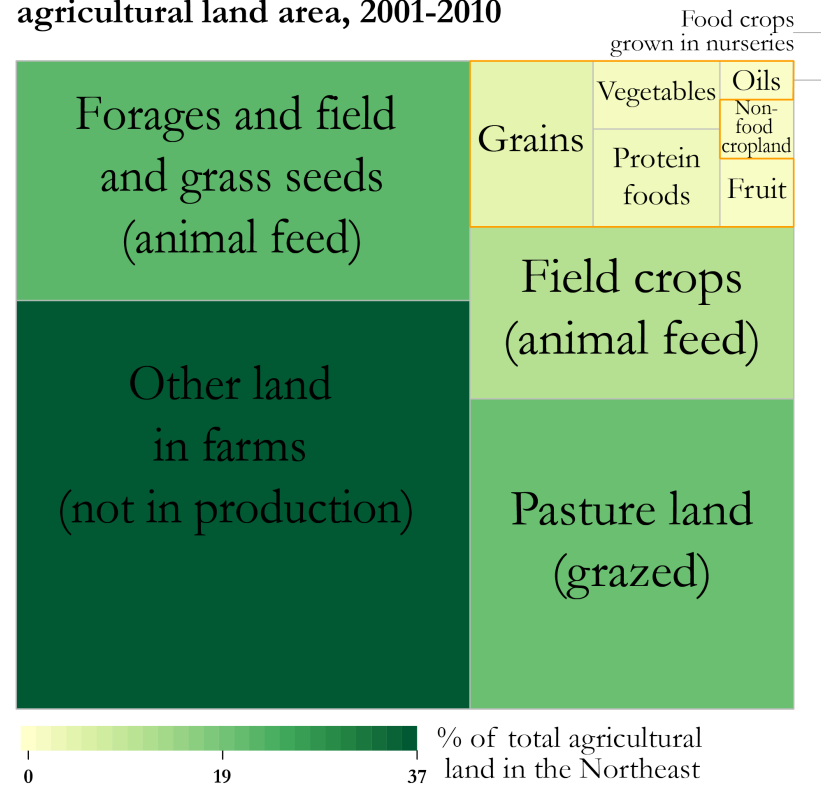
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“Regional Self Reliance”

Establish the baseline current production of healthy foods in the Northeast.

- Baseline production of all foods

Northeast regional mean agricultural land area, 2001-2010



Baseline Balance (Regional)

Vegetable Group	Regional Self-Reliance
Dark Green	12%
Starchy	33%
Red and Orange	13%
Other	34%



eXtension Community of Practice

- Community, Local and Regional Food Systems eCoP
 - Webinars, articles, ask-an-expert
 - CLRFS eCoP sponsored a national conference, September 2014
- Over 300 colleagues have joined from across the US
- [http://www.extension.org/
community and regional food systems](http://www.extension.org/community_and_regional_food_systems)



<http://agsci.psu.edu/research/food-security>



A story about the roles and challenges of independent food retailers in the Northeast

Composed of multiple elements of the project, for example:

- Store owner in-depth interviews and case studies
- Focus-group and intercept survey reports back to store owners
- Satisfaction levels of shoppers as to prices, quality, and availability
- Prices of MB foods \leftrightarrow sites of production/processing

