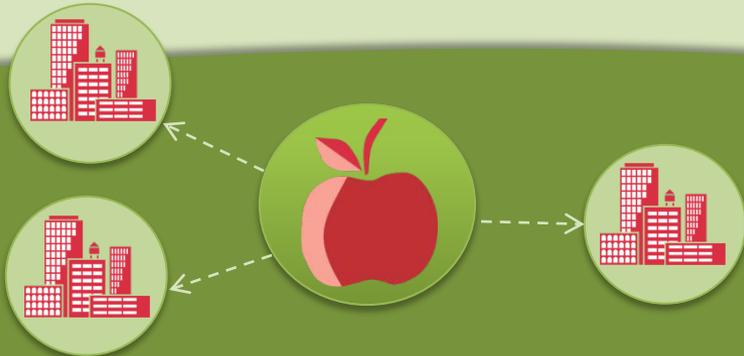




Snohomish County Food Hubs

Linda Neunzig

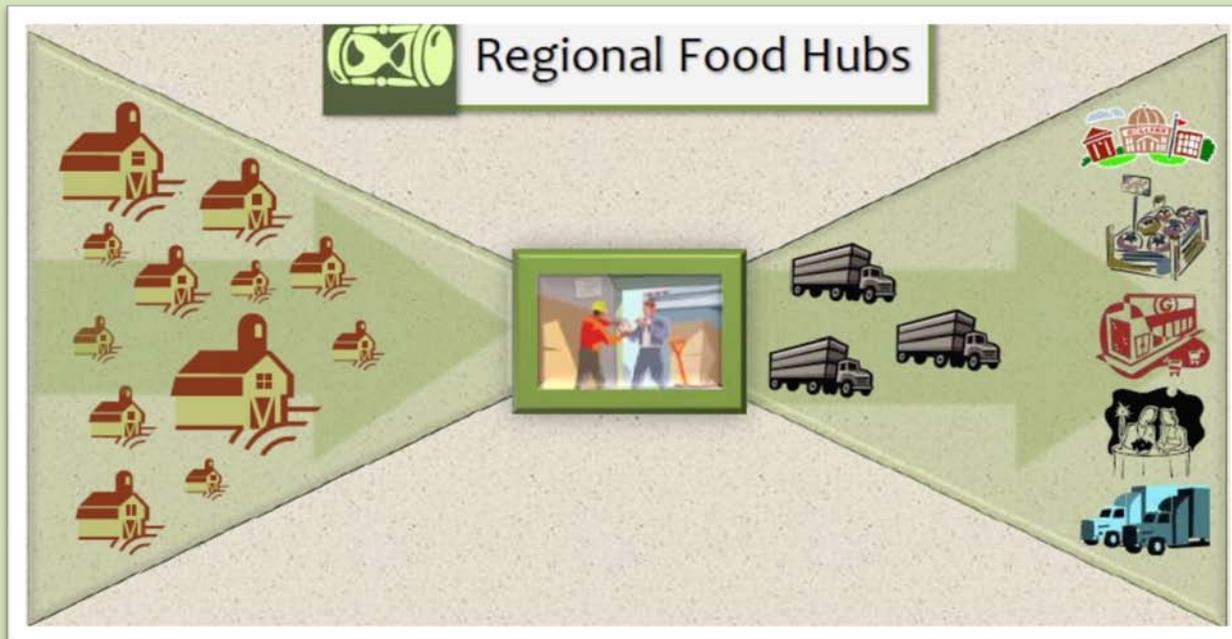
Snohomish County Agricultural Coordinator



Regional Food Hubs Definition

Working Definition

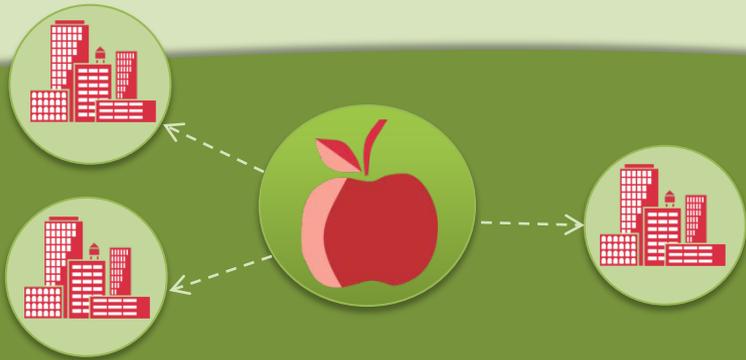
A business or organization that actively manages the aggregation, distribution, and marketing of source identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand.



Why Regional Food Hubs?

Demand

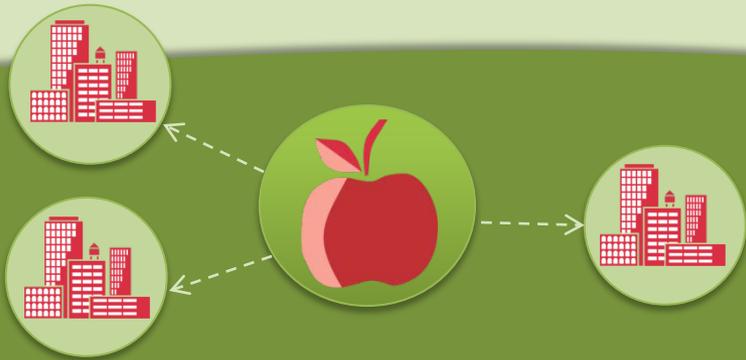
- Local food sales were estimated to be \$4.8 billion in 2008, and are projected to climb to \$7 billion in 2011 (USDA-ERS report)
- In 2011 National Grocers Association survey, 83 percent consumers said the presence of local food “very” or “somewhat important” in their choice of food store (up from 79 percent in 2009)
- 89 percent of fine dining restaurants surveyed by the National Restaurant Association in 2008 reported serving locally sourced items
- Seven of the top 10 food retail chains in US now promote local sourcing (USDA-ERS report)
- The number of farm to school programs totaled more than 2,000 in 2011, a five-fold increase since 2004 (National Farm to School Network estimates)



Why Regional Food Hubs?

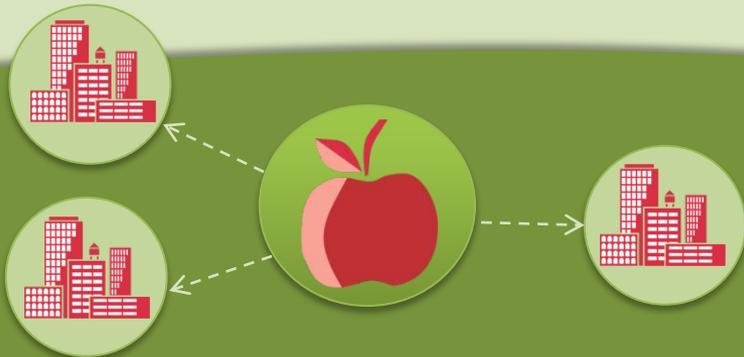
Supply

- **Farmers continue to be challenged by the lack of distribution, processing and marketing infrastructure that would give them wider market access to larger volume customers**
- **Particularly acute for operators of mid-sized farms, who are too large to rely on direct marketing channels as their sole market outlet, but too small to compete effectively in traditional wholesale supply chains independently**



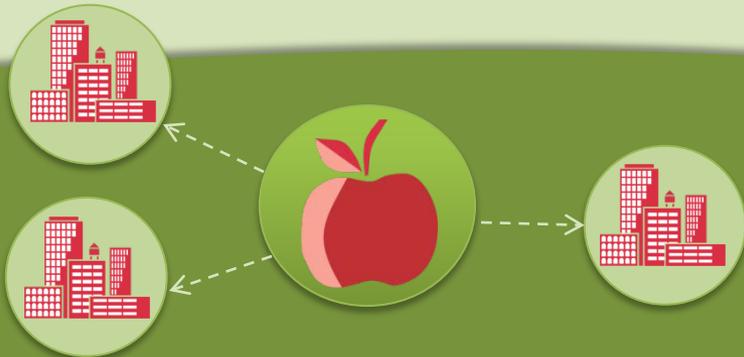
Local Food Hub – Charlottesville, VA

- **Started in 2009 by two women entrepreneurs, one with a background in retail and distribution and the other in nonprofit work**
- **Mission: “Local Food Hub is a nonprofit organization working to strengthen and secure the future of a healthy regional food supply by providing small farmers with concrete services that support their economic vitality and promote stewardship of the land.”**

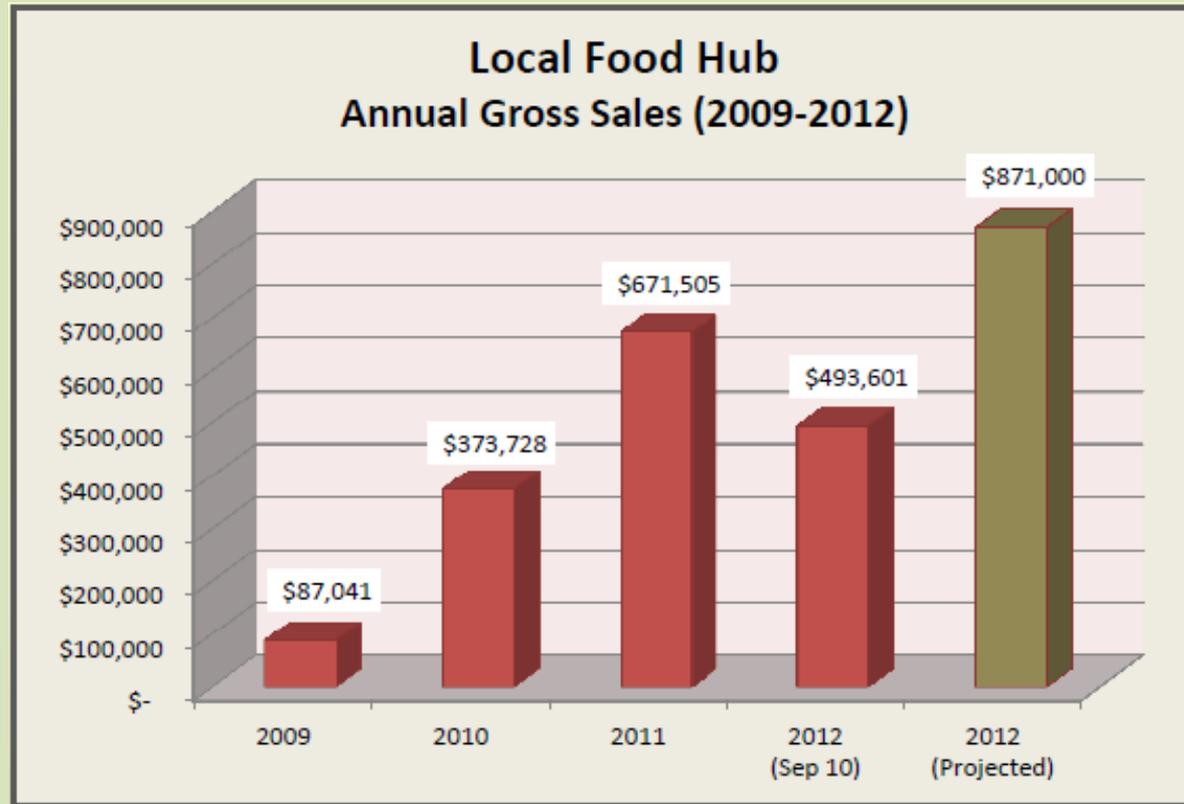


Local Food Hub

- Currently works with more than **75 small and mid-sized family farms** (annual sales under \$2 million) within 100 miles from Charlottesville
- Produce farms from 1 to 30 acres and orchards from 20 to 500 acres
- Offers fresh produce, meat, eggs, and value added products to **more than 150 customers, which includes:**
- Schools, Restaurants, Grocery stores, Senior centers, College dining halls, Hospital (see video at <http://vimeo.com/14964949>), Several distributors, processors, and caterers



Local Food Hub – Charlottesville, VA



- **Annual Gross Sales for 2011: \$671,505**
- **Projected Gross Sales for 2012: \$871,000**

Local Food Hub IMPACTS – Charlottesville, VA

Producer Impacts

- Ensures that 80% of the sales price goes back to the producer
- 100% of their producers rated product pricing fair to excellent
- Producers have increased farm sales by an average of 25% since working with the hub
- 60% of their producers plan to increase production
- Provides numerous workshops for their producers in areas such as Integrated Pest Management, season extension, crop rotation, farm business planning, and food safety (GAP/GHP)

Local Food Hub provided a “good opportunity to open up a market that was not available to us otherwise, and as a result, we have expanded production of our crops considerably and hired more folks due to increased demand.”

– Whitney Critzer of Critzer Family Farm

Local Food Hub IMPACTS – Charlottesville, VA

Economic and Social Impacts

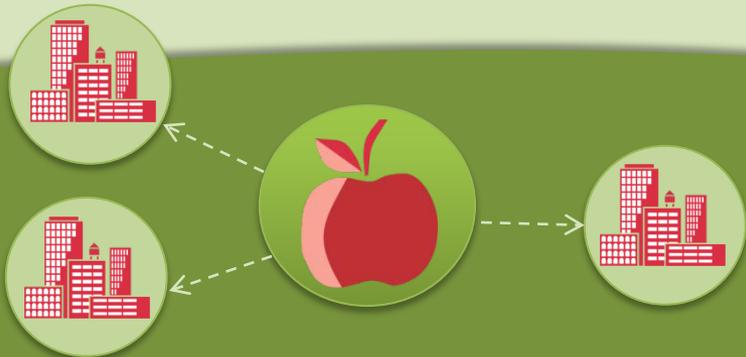
- Reinvested over \$1.3 million in the local farming community
- Created 15 paid jobs at their distribution and farm operations
- Hub services have helped to retain and support over 200 agriculture-related jobs
- The 120 active food hub buyers reported increasing their local food purchases by an average of 30%
- The hub's educational farm offers apprenticeships and high-school internships to budding farmers
- Donated more than 130,000 pounds of produce to hunger relief organizations, with 25% of the organic produce from their own 6 cultivated acres from educational farm donated to area food bank

NGFN Food Hub Collaboration

Collaboration between USDA, Wallace Center at Winrock International, and the National Good Food Network

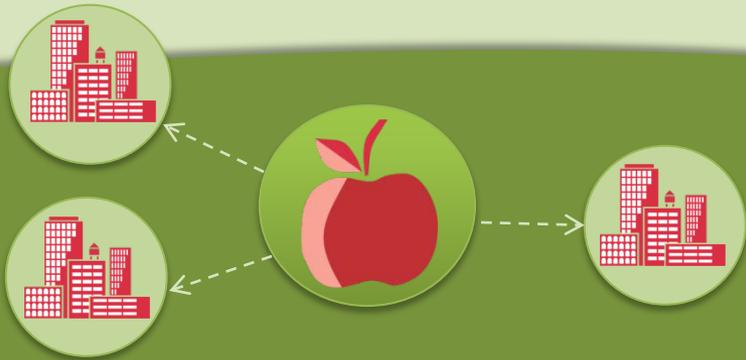
Major Accomplishments to Date:

- Carried out a national survey of regional food hubs
- National database of operating food hubs
- Published the *Regional Food Hub Resource Guide*
- Convened a national gathering of over 150 food hubs and their supporters to launch a *Food Hub Community of Practice*

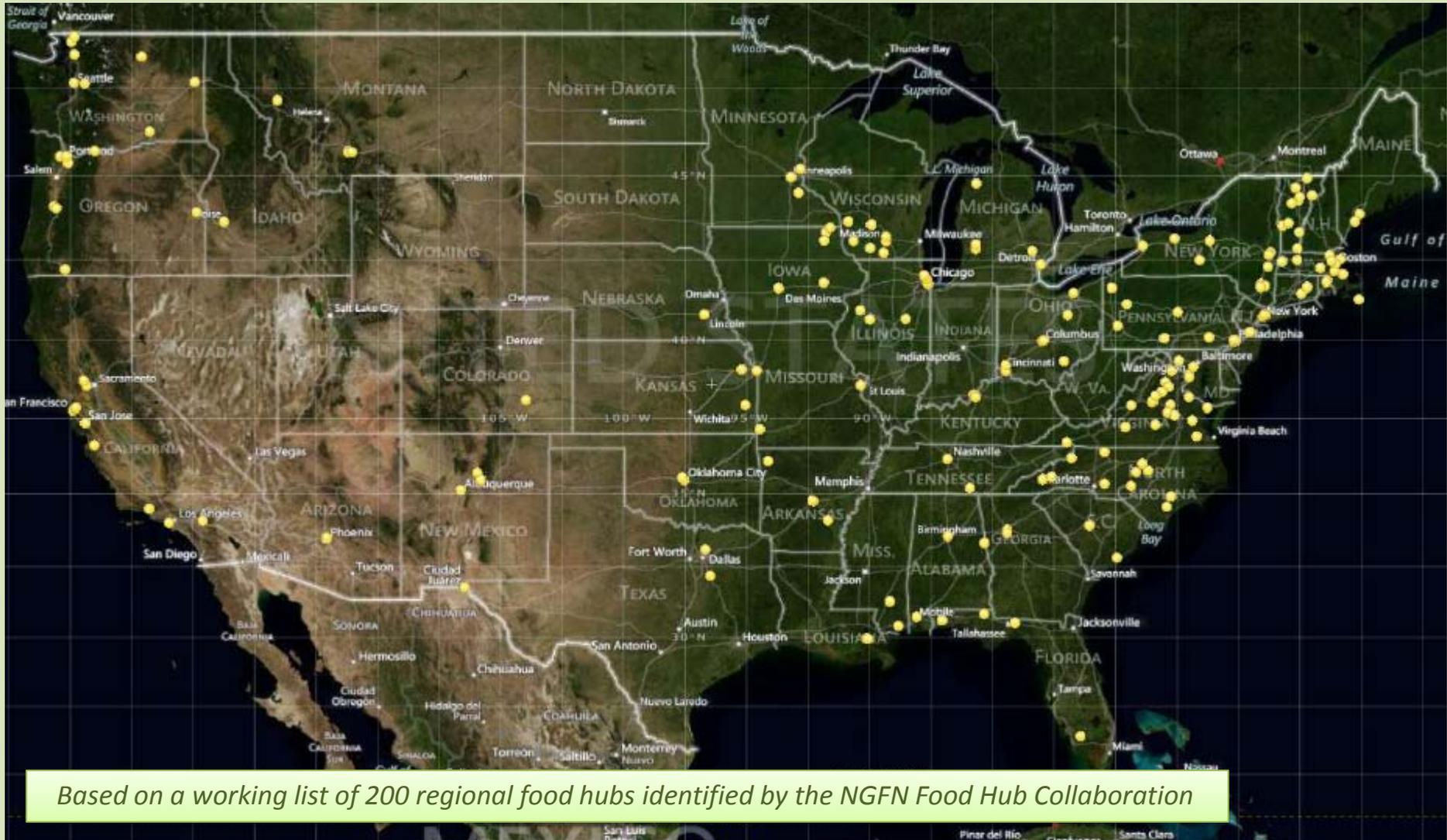


Food Hub Survey Key Findings

- Offer a wide range of food products, with fresh produce being its major product category
- Sell through multiple market channels, with restaurants serving as an important entry market
- Socially driven business enterprises with strong emphases on both “good prices” for producers and “good food” for consumers. **More than 40 percent operate in "food deserts" to increase access to fresh, local food products in underserved communities**
- Offer wide range of services to both producers and consumers



Regional Food Hubs



Based on a working list of 200 regional food hubs identified by the NGFN Food Hub Collaboration

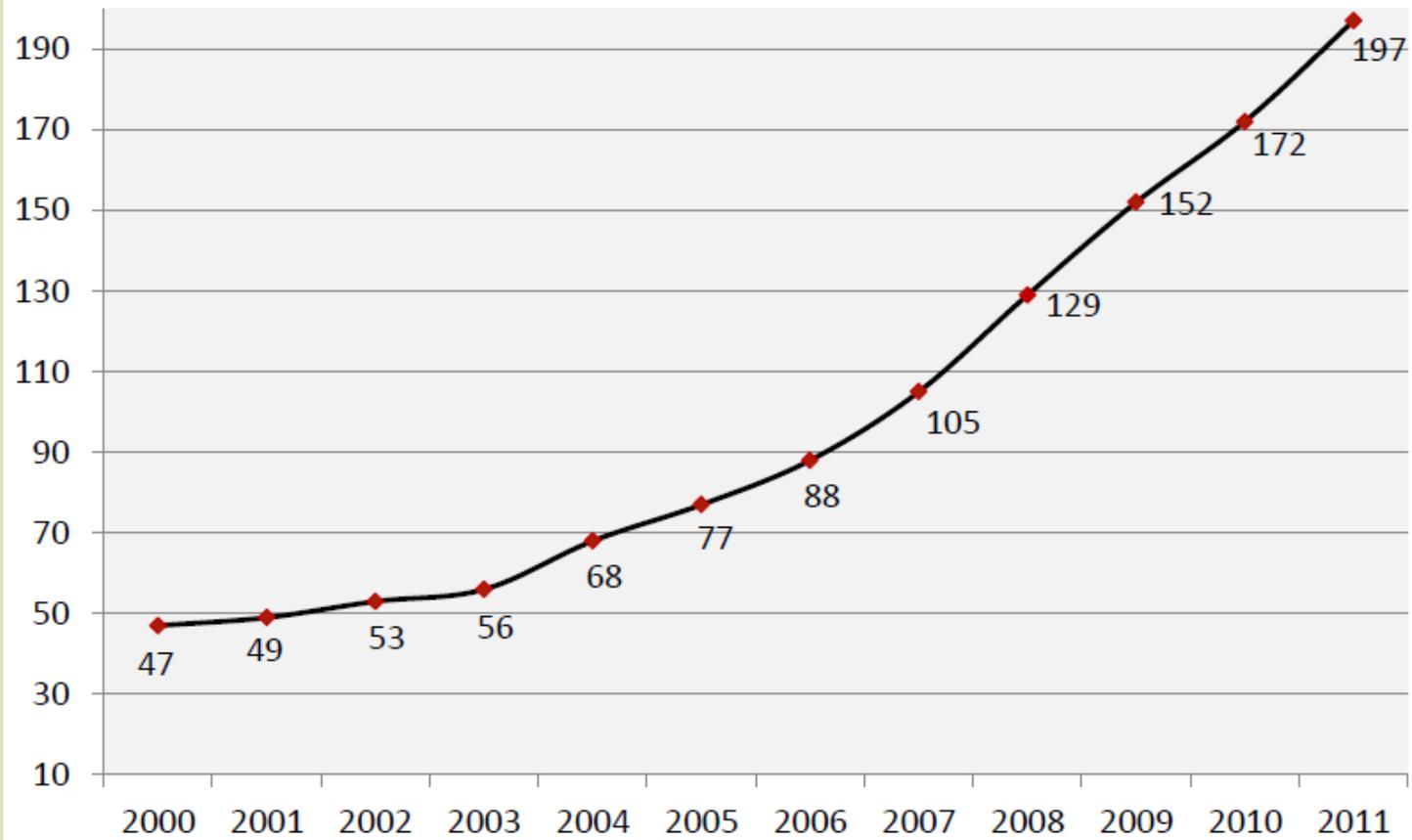
Regional Food Hub Classifications

Breakdown of Regional Food Hubs*

Food Hub Legal Status	Number	Percentage
Privately Held	91	46%
Nonprofit	59	29%
Cooperative	39	20%
Publicly Held	8	4%
Informal	3	1%
Intermediated Market Model	Number	Percentage
Farm to Consumer (F2C)	78	39%
Farm to Business/Institution (F2B)	67	34%
Both F2B and F2C	55	27%

**Based on a working list of 200 food hubs identified by the NGFN Food Hub Collaboration (Aug. 6, 2012)*

Growth in the Number of Food Hubs (2001-2011)*



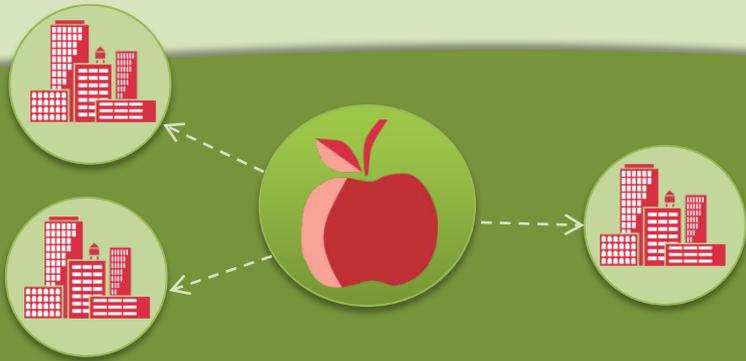
At least 68 food hubs have started in the past three years (2009-2011), with at least 25 food hubs established in 2011 alone

**Based on a working list of 200 food hubs identified by the NGFN Food Hub Collaboration (Aug. 6, 2012)*

Snohomish County Agriculture Initiative

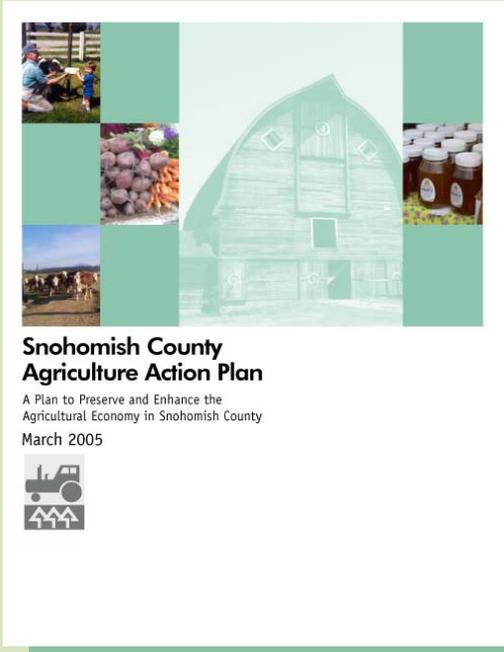
Preserving and enhancing the agricultural economy in Snohomish County is one of Executive Aaron Reardon's top priorities by:

- Preserving a land base for agriculture
- Pursuing complementary industries
- Creating more effective infrastructure services, and
- Developing strategies for new products and markets

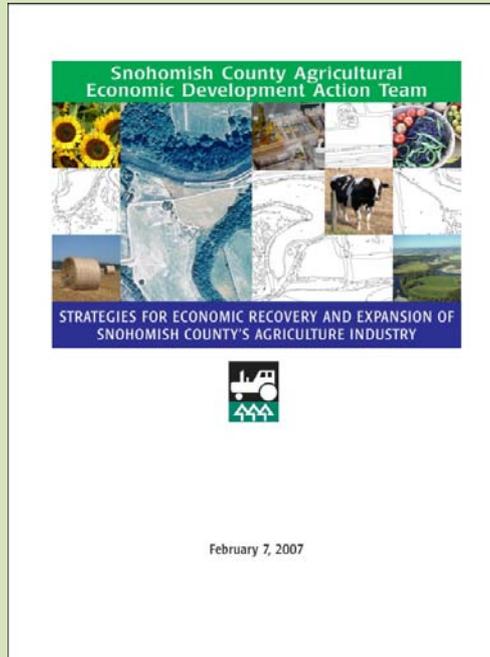


Snohomish County Agriculture Initiative

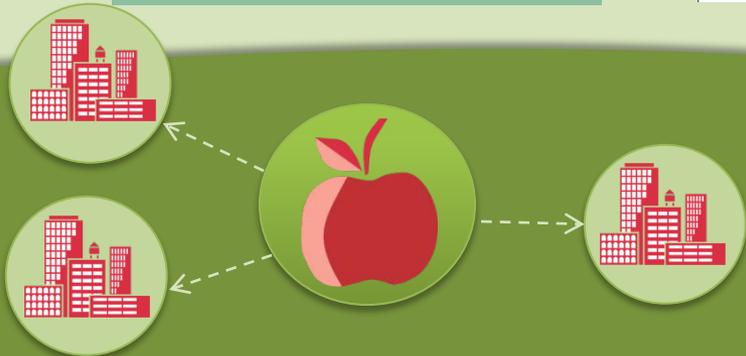
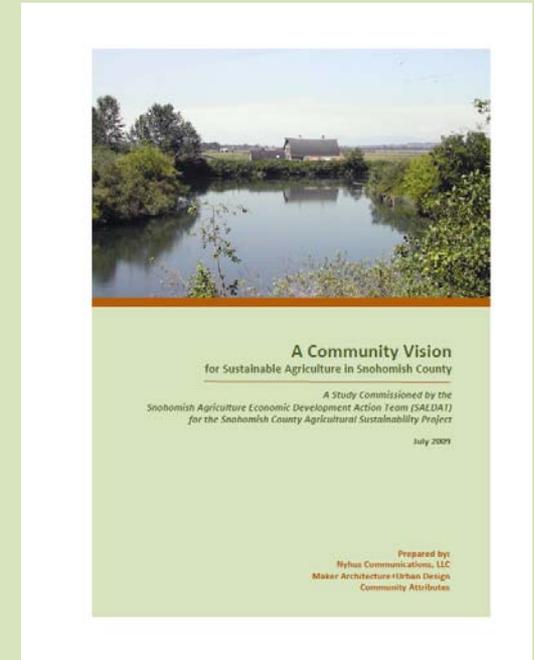
Agriculture Action Plan



Snohomish County Agriculture Economic Development Action Team



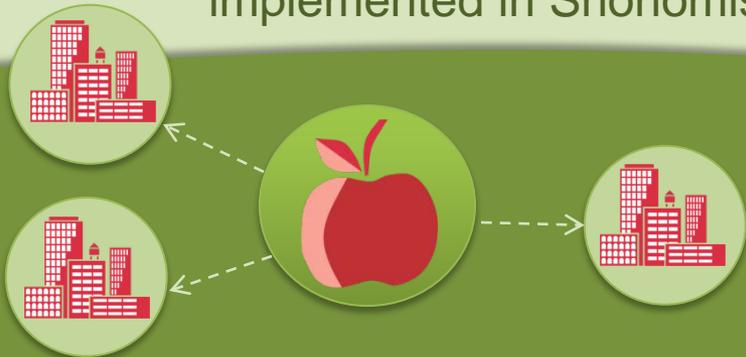
Agriculture Sustainability Report



Agriculture Sustainability Project

Areas of Opportunity

1. Year-Round Public Market: Draw a consistent consumer base to help farmers' capture a higher proportion of potential sales
2. Processing Facilities: Allow farms to increase farmgate value of products
3. Agritourism: Promotional signage to branch Snohomish County and participating farmers
4. Biofuels: Innovative technology derived food and fuel usage from canola crops
5. Distribution Hubs: Infrastructure is required to help connect farmers with purchasers
6. Food Systems Planner: Ensure food and agriculture policy plans are implemented in Snohomish County

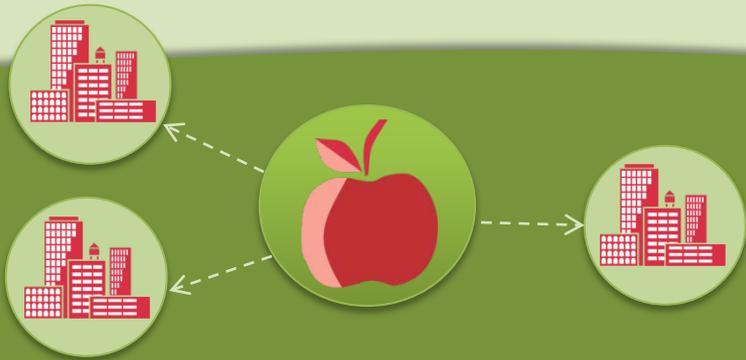


Snohomish County Food Hub

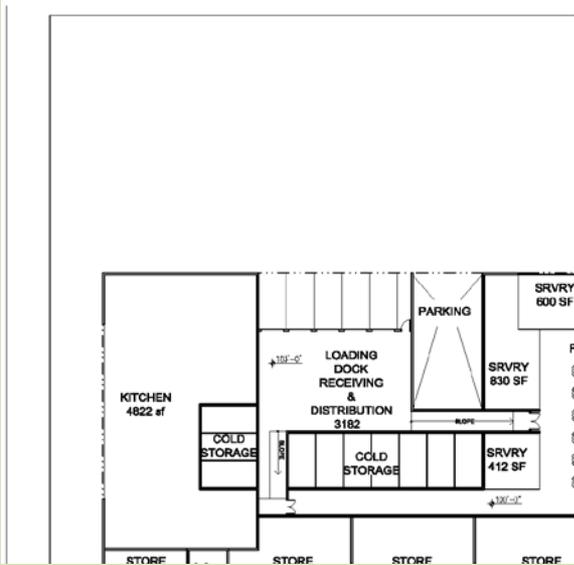


Snohomish County Food Hub

- 58,000+ square feet
- 5,500 square feet of Commercial kitchen/processing
- Distribution Hub for ag products
- 2 - 3 restaurants
- 80 vendor stalls - permanent and day stalls
- Downtown Everett
- SCGA master lease



Snohomish County Food Hub

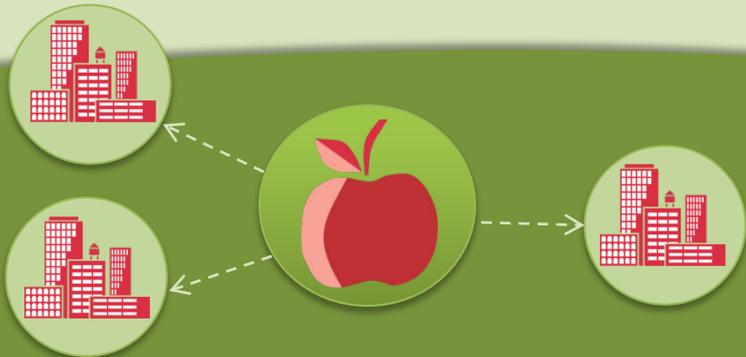


Snohomish County Food Hub



Snohomish County Food Hub

- The SCGA is a non-profit organization devoted to advancing economic growth among Snohomish County farmers



Contact Information

Linda Neunzig

Agriculture Coordinator

linda.neunzig@snoco.org

(425) 388-7170

