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“In the long view, no nation is healthier than its children or more prosperous than its farmers.”—H.S. Truman

2011 USDA Agricultural Outlook Forum

Cathleen Enright
Vice President, Federal Government Affairs
February, 2011





Overview

Farming foundation of USDA feeding programs

Evolution of agriculture/rural population and USDA feeding programs

Impact of feeding programs on farmers today



U.S. Agriculture and USDA Feeding Programs—An 80 Year Relationship

Early feeding programs

1903: Ability of children to learn impacted by hunger, recognized

1933: Agricultural Adjustment Act—USDA feeding program established

- **Non-price supported, surplus diverted to relief administrations**

U.S. Agriculture and USDA Feeding Programs—An 80 Year Relationship

1935: Section 32 Permanent appropriations

- **Schools begin to receive commodities**

1946: National School Lunch Act

1939: Experimental Food Stamp program

Historical feeding programs less significant to today's farm/rural sector?

1930's

- **>75% of U.S. counties dependent on ag**
- **Rural population is 25% of U.S. total with**
- **> 50% (30.4M) living/working on 6.3M farms**

2000

- **20% U.S. counties dependent on ag**
- **5.9M living/working on 2.1M farms**
- **2% of U.S. total**

Impact on farmers of Today's Food Assistance Programs

Stimulus? SNAP: \$1B spent = \$340M in farm production, \$110M value-added, 3300 jobs

New emphasis: Wellbeing of farm/rural families through economic development opportunities, off-farm jobs

Contemporary approach to nutrition and evolution of feeding programs

Focus on Healthier Food Options: Changes to Feeding Programs/Agricultural System

Dietary Guidelines for School Meals

Changes to Section 32 purchases

Fresh Fruit and Vegetable Snack Program

SNAP Health Incentives Pilot

Farmers/Senior Farmers Nutrition Programs

School Gardens

New Near Term Opportunities for Farmers

Sec 32 value-added commodity buys

~ 18% of 5200 U.S. farmers' markets could accept SNAP EBT (FY09)

Farmers' Market Nutrition Program (FY09)

- **17,543 farmers, 3,635 farmers' markets and 2,662 roadside stands can WIC coupons.**
- **> than \$20M in revenue to farmers**

New Long Term Opportunities for Farmers

Improving competitiveness by leveraging new business models

Strengthening rural communities by increasing farm and non-farm jobs

Encouraging next generation of farmers

Fostering an expanded, diverse demand by creating life-long customers