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Emerging Opportunities in the Local Food Economy

Guy Land, Chief of Staff
Appalachian Regional Commission

The Appalachian Regional Commission



ARC's mission is to be a strategic partner and advocate for sustainable community and economic development in Appalachia.

Our goal is to bring Appalachia into socioeconomic parity with the rest of the nation.

The Appalachian Regional Commission

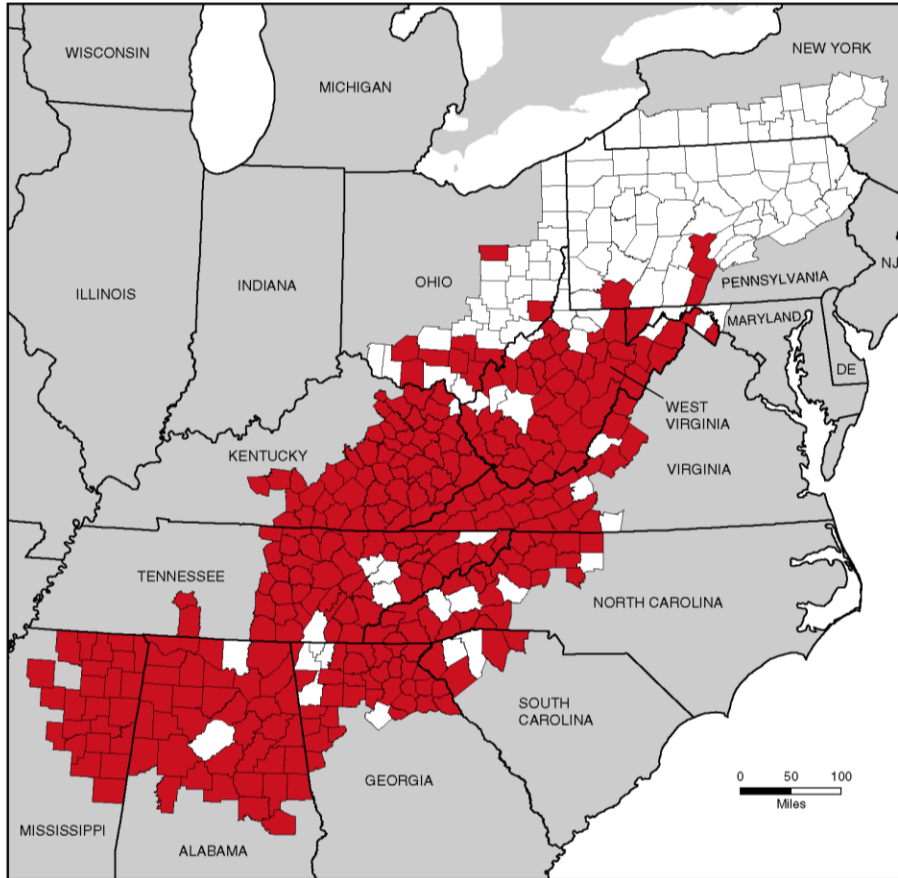
- 13 States
- 420 Counties
- 205,000 sq. miles
- 25.2 million people
- 73 Local Development Districts



The Appalachian Regional Commission

1960

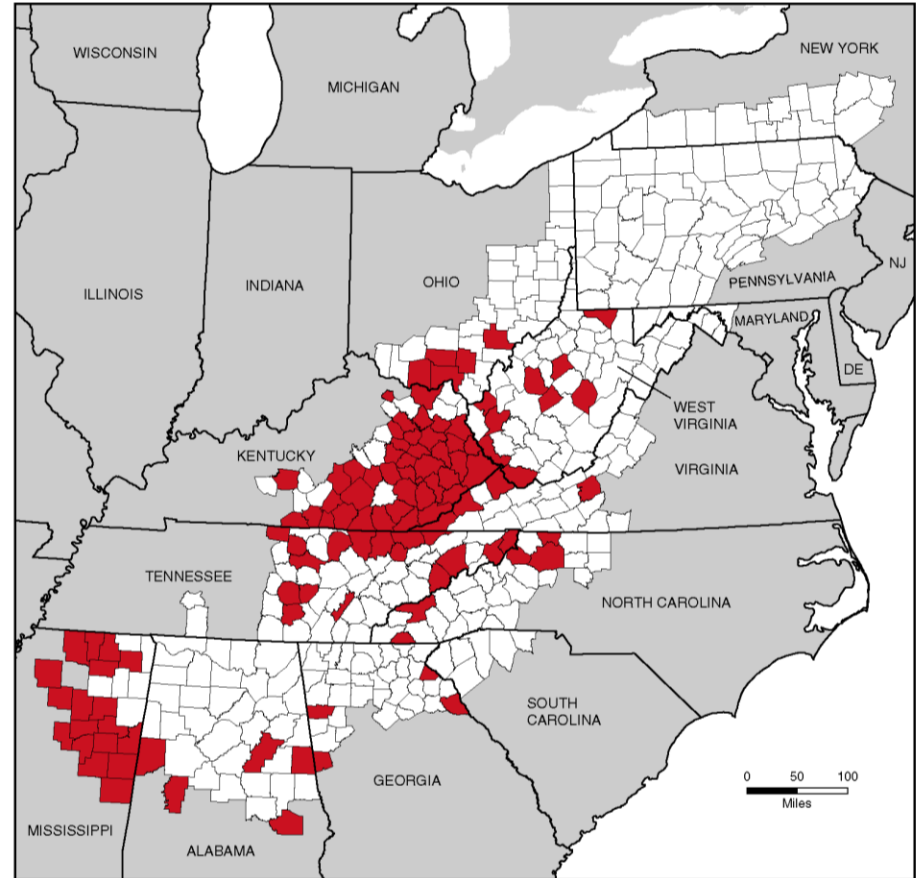
295 High-Poverty Counties



Data Source: Office of Economic Opportunity data from U.S. Dept. of Agriculture, Economic Research Service, 1960.

2007–2011

108 High-Poverty Counties



Data Source: U.S. Census Bureau, American Community Survey, 5-Year Estimates, 2007–2011.

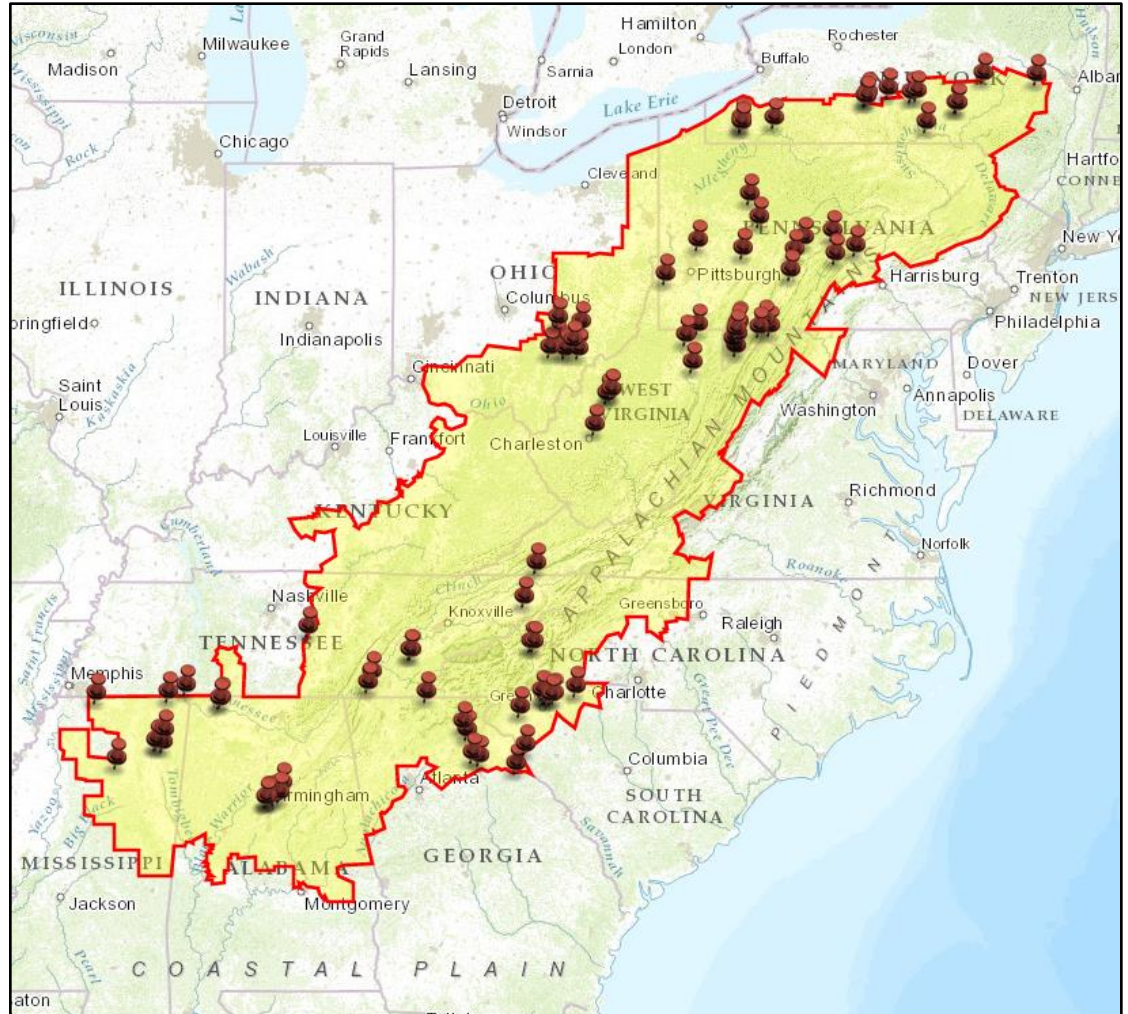
Why local food systems (and KYF2)?

- Economic diversification
- Place-based development
- Entrepreneurship
- Wealth creation
- Local leadership capacity development
- Health and competitive workforce



Appalachian Jobs and Local Food Economy tours

- Conducted over 100 site visits
- Visited over a dozen USDA-supported activities
- Highlighted the rich fabric of partnerships



Appalachian Jobs and Local Food Economy tours



What did we see?



- Farmers markets
- Food hubs
- High school Ag programs
- Community gardens
- Kitchen incubators
- Farm to school
- Culinary training
- Specialty food businesses



Importance of Interagency partnerships

2011 Jobs and Innovation Accelerator

- Lead Agencies:
 - EDA
 - Labor
 - SBA
- Winner:
 - Finger Lakes Food Processing Cluster



Importance of Interagency partnerships

2012 Rural Jobs and Innovation Accelerator

- Lead Agencies:
 - EDA
 - USDA
 - ARC
 - DRA
- Winner:
 - West Virginia Value-Chain Cluster
 - GrowWNC

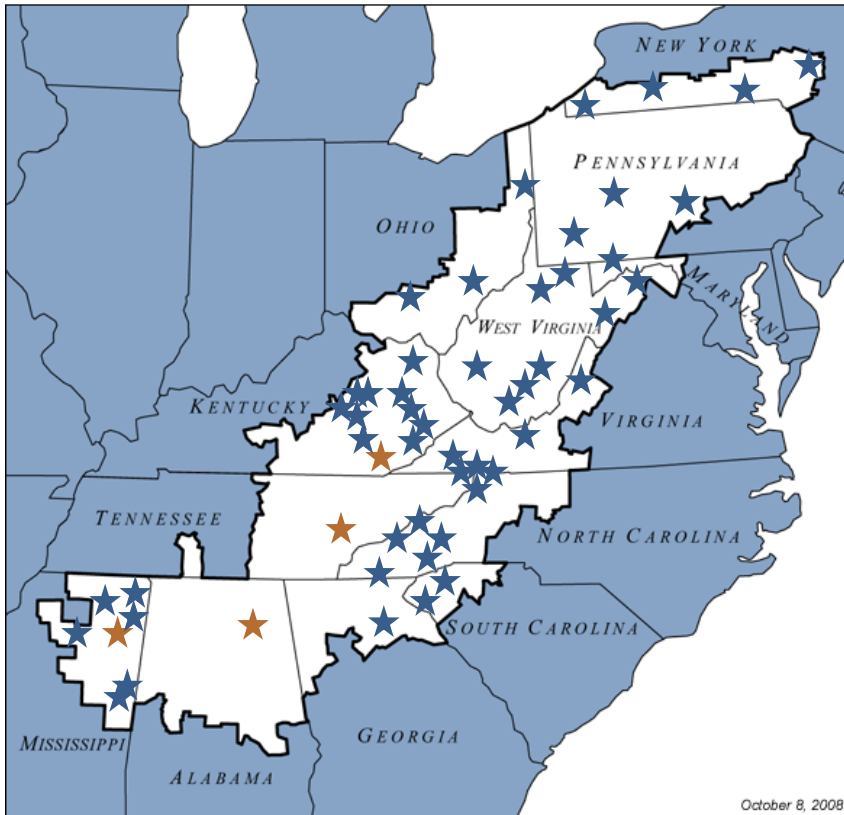


THE
CONSERVATION FUND

GROWWNC
TOGETHER WE CREATE OUR FUTURE

Importance of Interagency partnerships

2013 Appalachian Livable Communities



Source: Appalachian Regional Commission

**Appalachian Livable Communities winners*



Partners: USDA, EPA, & ARC



Importance of Interagency partnerships

E3 (Energy, Environment, Economy)

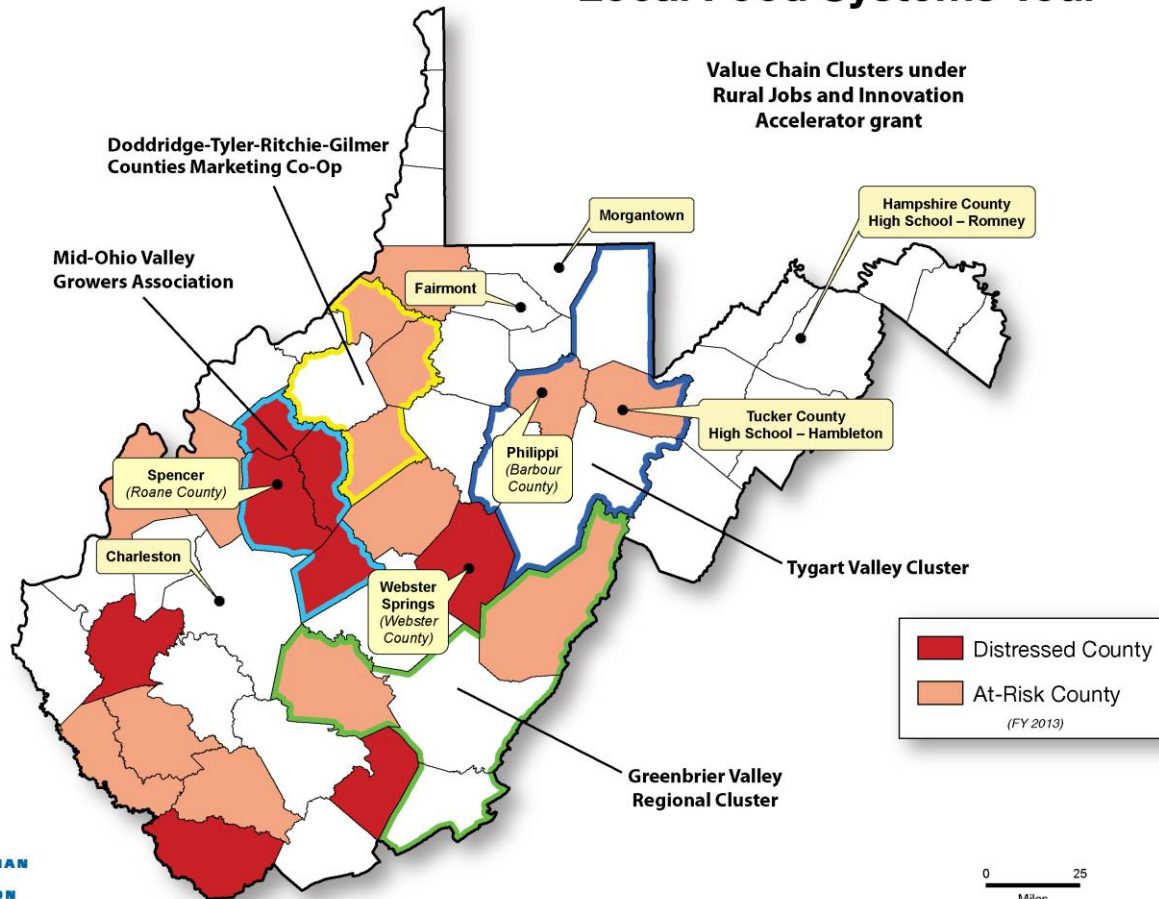
- Participating Agencies:
 - EPA
 - Commerce
 - Energy
 - Labor
 - USDA
 - ARC



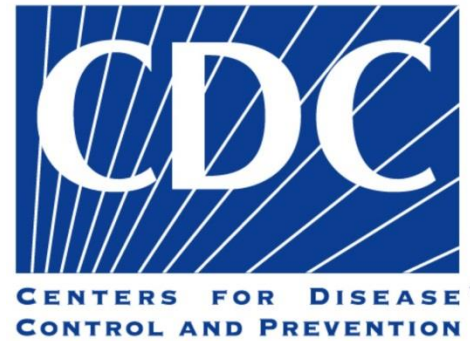
E3: ECONOMY - ENERGY - ENVIRONMENT
A SUSTAINABLE GROWTH STRATEGY

Rural Jobs Accelerator – WV

West Virginia Jobs and Local Food Systems Tour



Rural Jobs Accelerator – WV



Rural Jobs Accelerator – NC



Greenville, SC



Trends

- Lots of enthusiasm
- Entering the economic mainstream
- Changing face of agriculture

Appalachian Foodways Tour Makes Stop In Amesville

By April Jaynes - Special to The Messenger
Dateline: Amesville, OH
Updated Fri, Jun 7, 2013 2:09 pm



Members from the Appalachian Regional Commission (ARC) visited Green Edge Gardens in Amesville on Wednesday morning to get a firsthand look at how the farm operates, what cultivation challenges it faces and how organic farming economically supports the surrounding community — on both a consumer and producer level.

ARC Federal Co-Chair Earl Gohl and Chief of

Senior Federal and State Officials Join Arc for Appalachian Foodways Tour in West Virginia



States News Service
May 23, 2013 | Copyright

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WASHINGTON -- The following information was released by the Appalachian Foodways Commission:

W.Va.'s Local-Food Movement a Model for Appalachia

By The Associated Press | Wednesday, May 22, 2013 10:39 a.m. CDT

MORGANTOWN, W.Va. (AP) — With eight in 10 farmers making less than \$10,000 a year, West Virginia will never rival big Midwestern factory farms in producing food. But creative collaborations with food



Food Tour Gets off to a Fiery Start

Ag and Trade | Growth and Development

03/21/2013

0 comments | SHARE | print

The head of the Appalachian Regional Commission bites into local food promotion as an economic development tool. He starts in the foodie capital of Southern Appalachia, Western North Carolina, with a visit to Smoking J's Fiery Foods in Candler.

Asheville the launching point for foodways tour

Mar 20, 2013 | 0 Comments

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Hallmarks of success

- Tailored to circumstances of individual communities
- Features an “anchor” organization
- Reflects a diverse set of partners



Words of caution

- Not a “silver bullet” for a local economy
- A major food hub isn’t for everyone
- “Infrastructure” is undeveloped

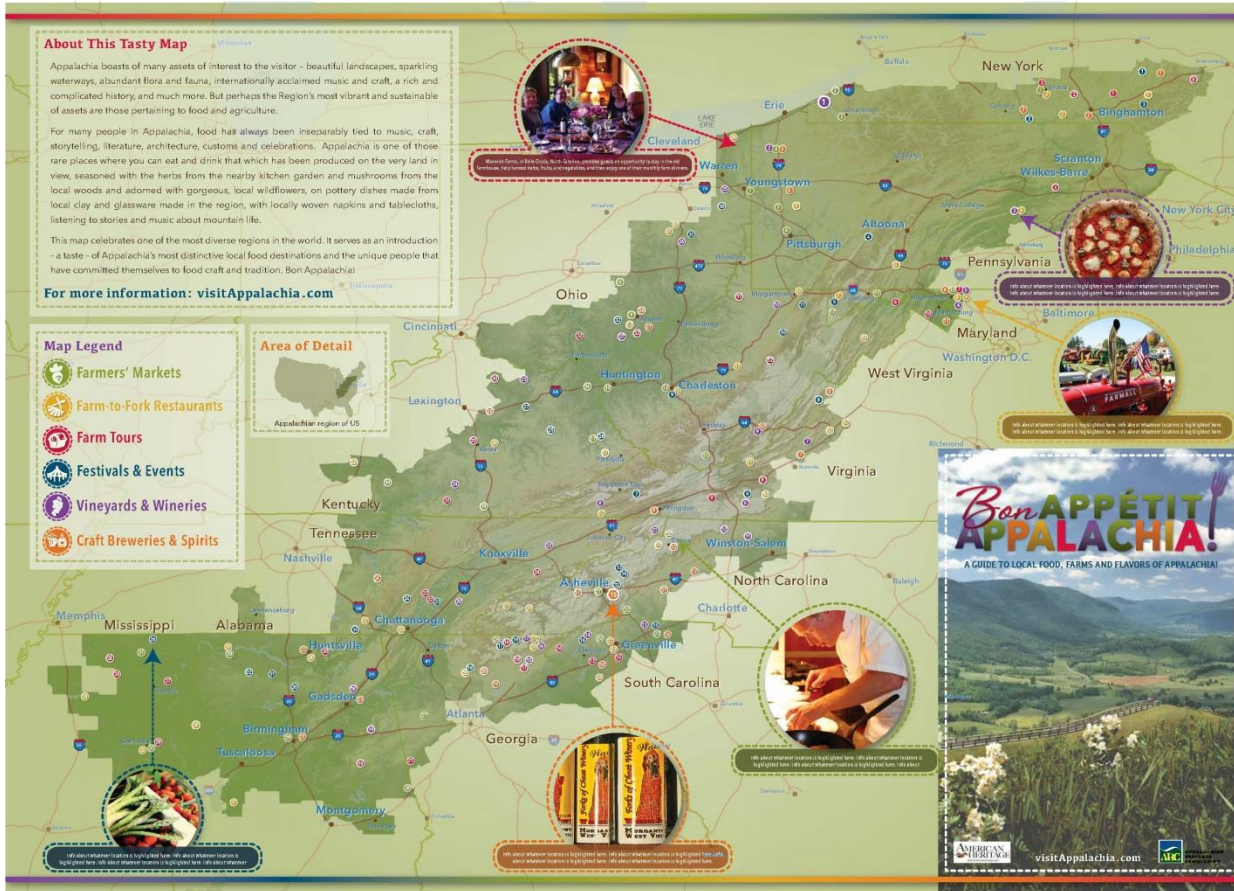


Areas to focus on



- Technical assistance and ag incubators
- Access to capital
- Value-added activities, including specialty food development and export promotion

Looking forward



- ARC's food map
- Additional interagency collaboration
- Rural Export Partnership



Questions?

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