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*Starting Over:
When Small Farms Become a Really Big Deal
or
Sustainable Foodshed Development*

2010 USDA Agricultural Outlook Forum

Brian Snyder, Executive Director
Pennsylvania Association for Sustainable Agriculture (PASA)
February 18, 2010



A Venn diagram consisting of three overlapping circles on a light beige background. The top circle is blue and labeled 'Growers'. The bottom-left circle is orange and labeled 'Eaters'. The bottom-right circle is green and labeled 'Market'. The circles overlap in the center, but the text is only present in the non-overlapping areas.

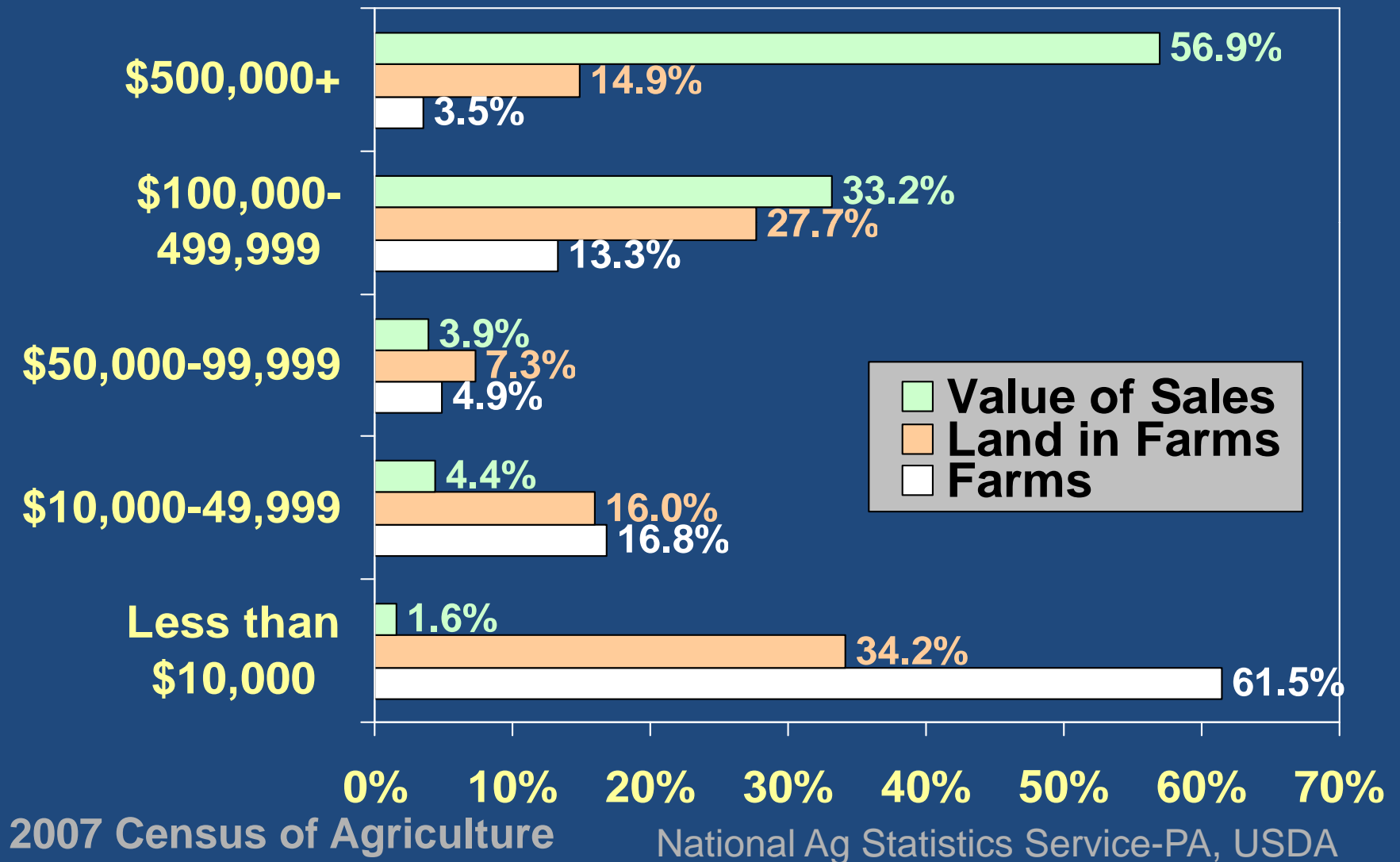
Growers

Eaters

Market

PA All Farms, All Sales & All Land, 2007 by Market Value of Ag Products Sold

63,163 farms (with sales or potential sales of \$1,000+ in 2007)



The Power of “Small” Farms

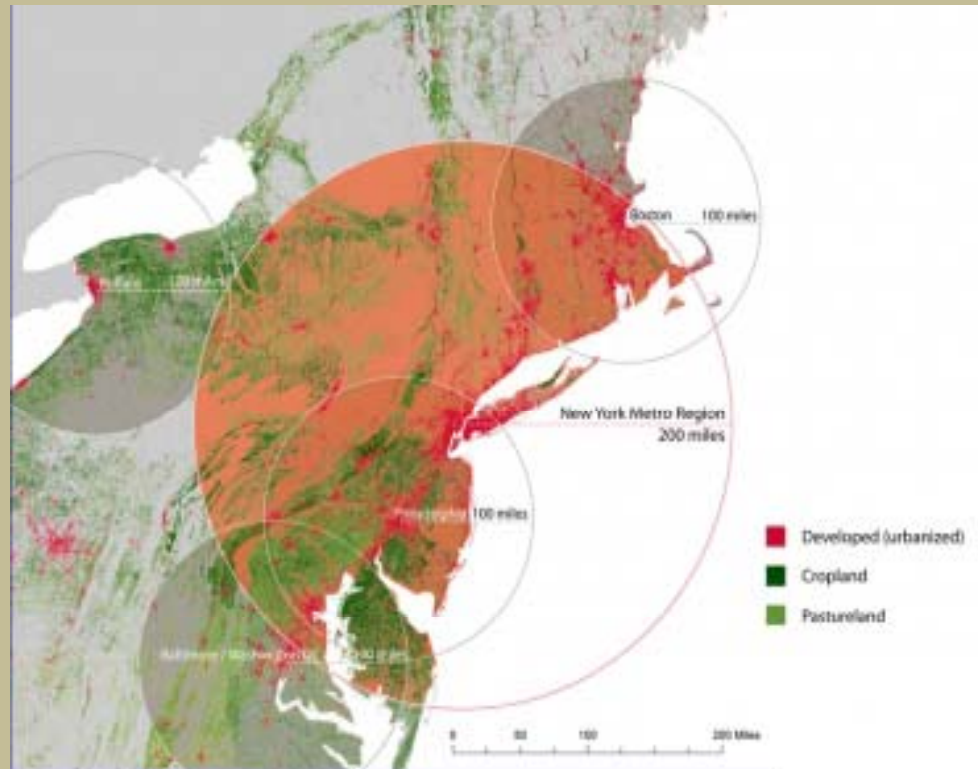
- Community Supported Agriculture (CSA):
1,000 shares X \$500/share = \$500,000 gross
- Using Ecological Design and Biodiversity to Make \$90,000/Acre – Joe Kovach, IPM Program, OSU/OARDC Wooster, OH <http://ipm.osu.edu>
- SPIN Farming (Small Plot Intensive): often in urban or semi-urban settings; reports of gross earnings of \$50K to \$100K on half-acre plots.
www.spinfarming.com

What is a Foodshed?

➤ Analogous to a watershed

A 'foodshed' is the geographical area from which a population derives its food supply. As such, 'foodshed analysis' refers to study of the actual or potential sources of food for a population, particularly those factors influencing the movement of food from its origin as agricultural commodities on a farm to its destination as food wherever it is consumed.

Christian J. Peters, Nelson L. Bills, Jennifer L. Wilkins and Gary W. Fick (2009).
Foodshed analysis and its relevance to sustainability. *Renewable Agriculture and Food Systems*, **24**, pp 1-7



Urban Design Lab

Earth Institute, Columbia University

Economic
Development

A Venn diagram with three overlapping circles on a light beige background. The top circle is blue and labeled 'Economic Development'. The bottom-left circle is orange and labeled 'Human Health'. The bottom-right circle is green and labeled 'Environmental Restoration'. The central area where all three circles overlap is labeled 'Sustainable Foodshed'.

Sustainable
Foodshed

Human Health

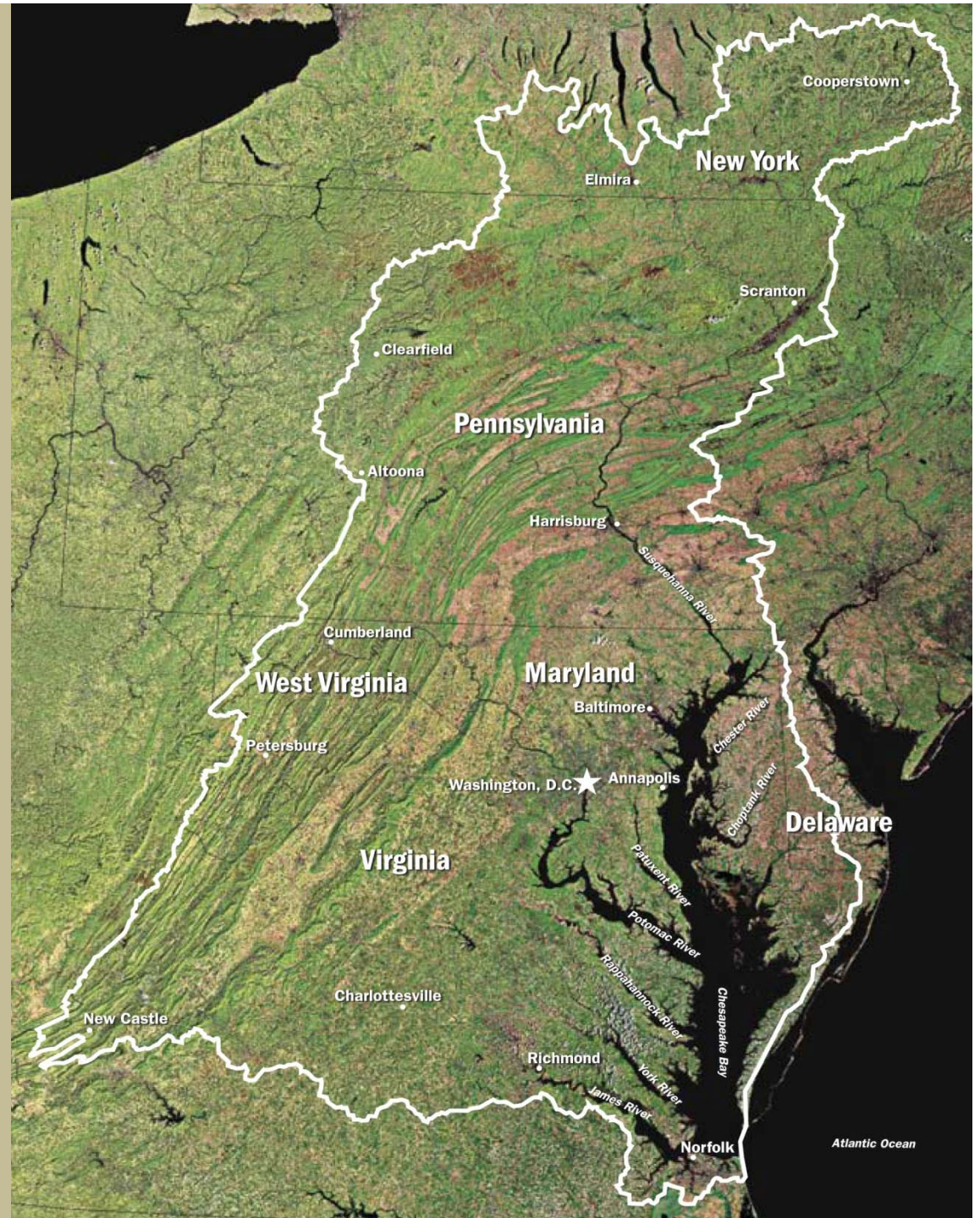
Environmental
Restoration

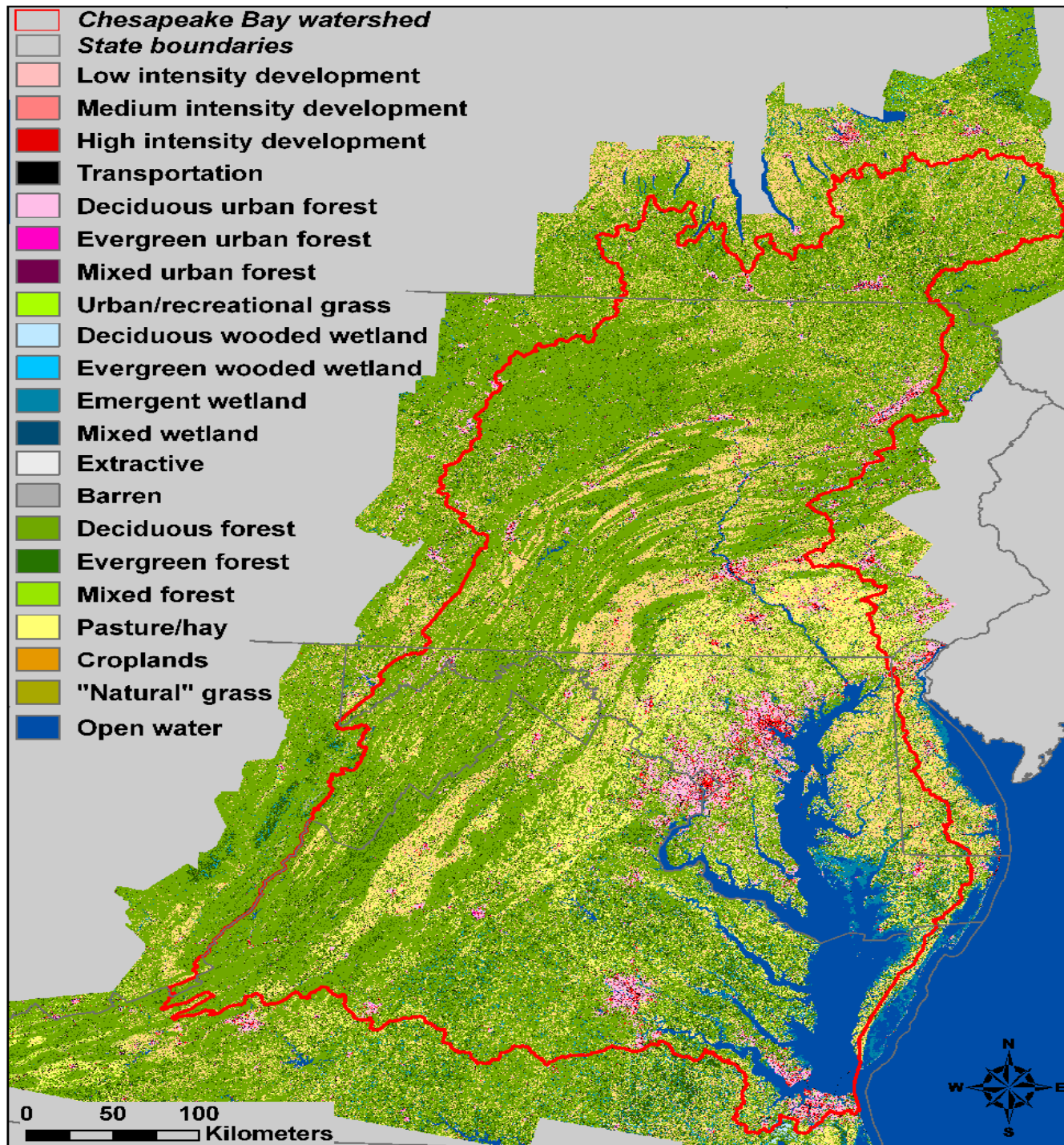
Here's a radical
idea . . .

What if we
thought of a
foodsheds and
watersheds as
one in the same?

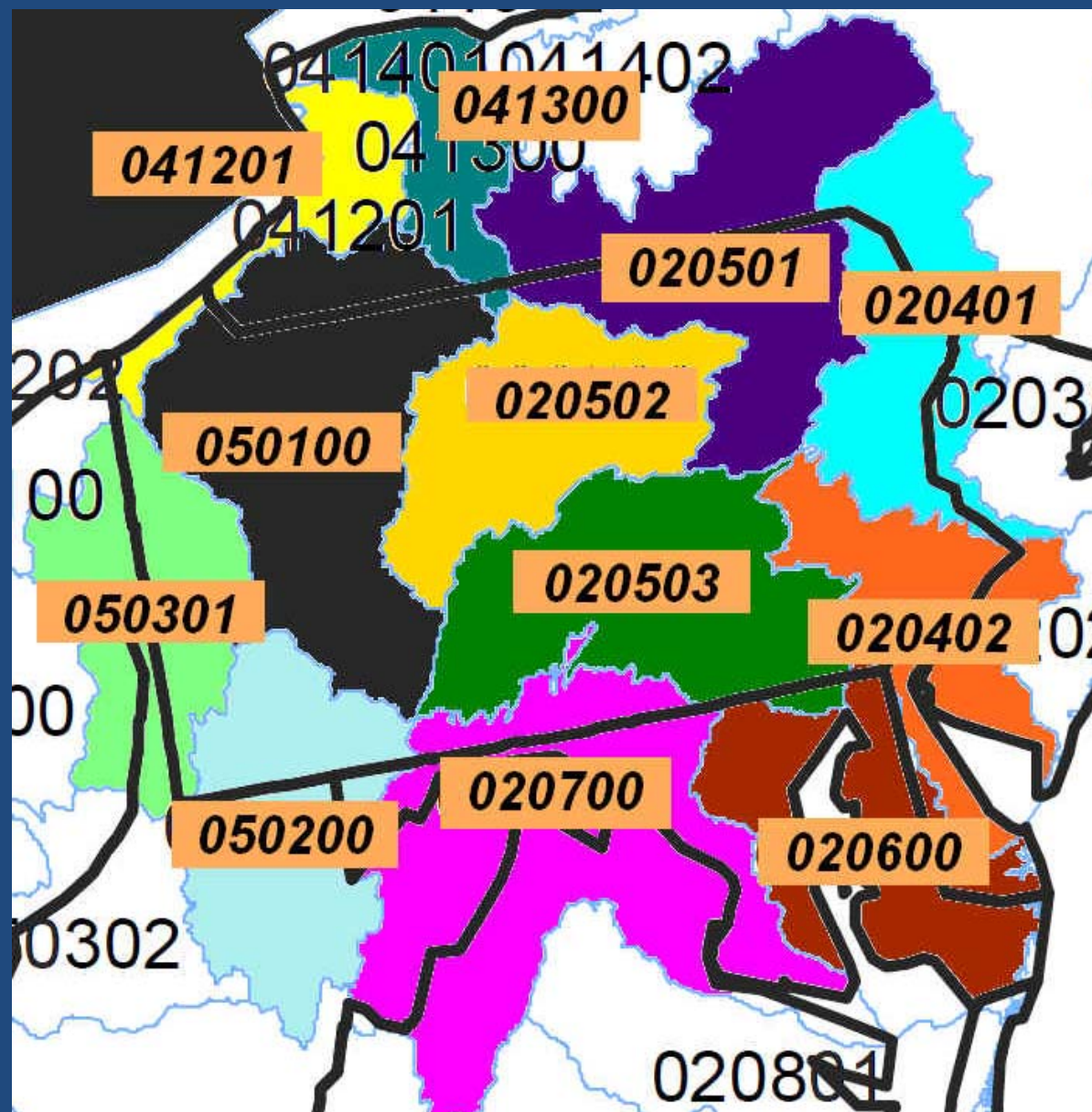
Bern Sweeney
Stroud Water Research Center
Chester County, PA

www.stroudcenter.org



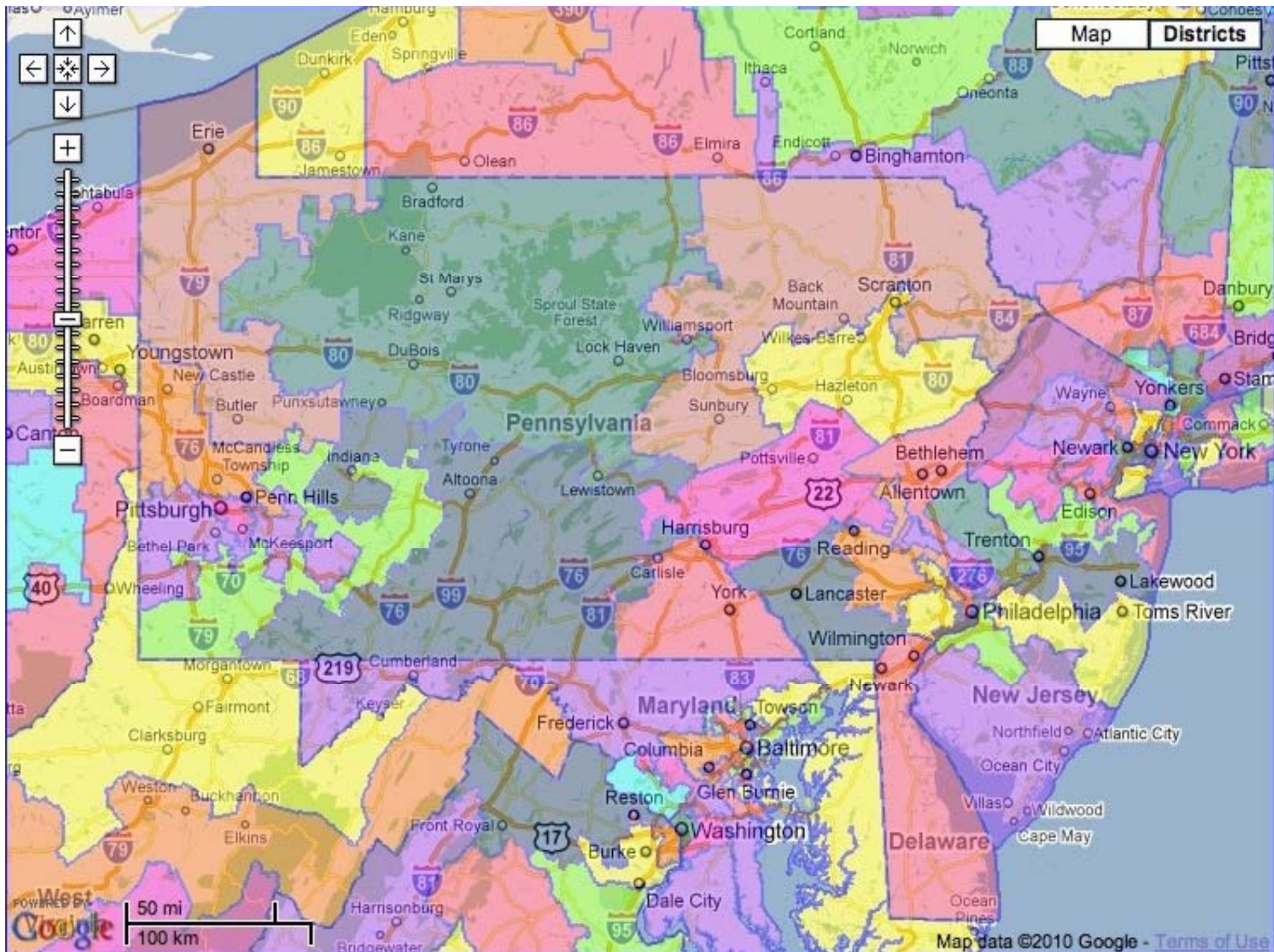


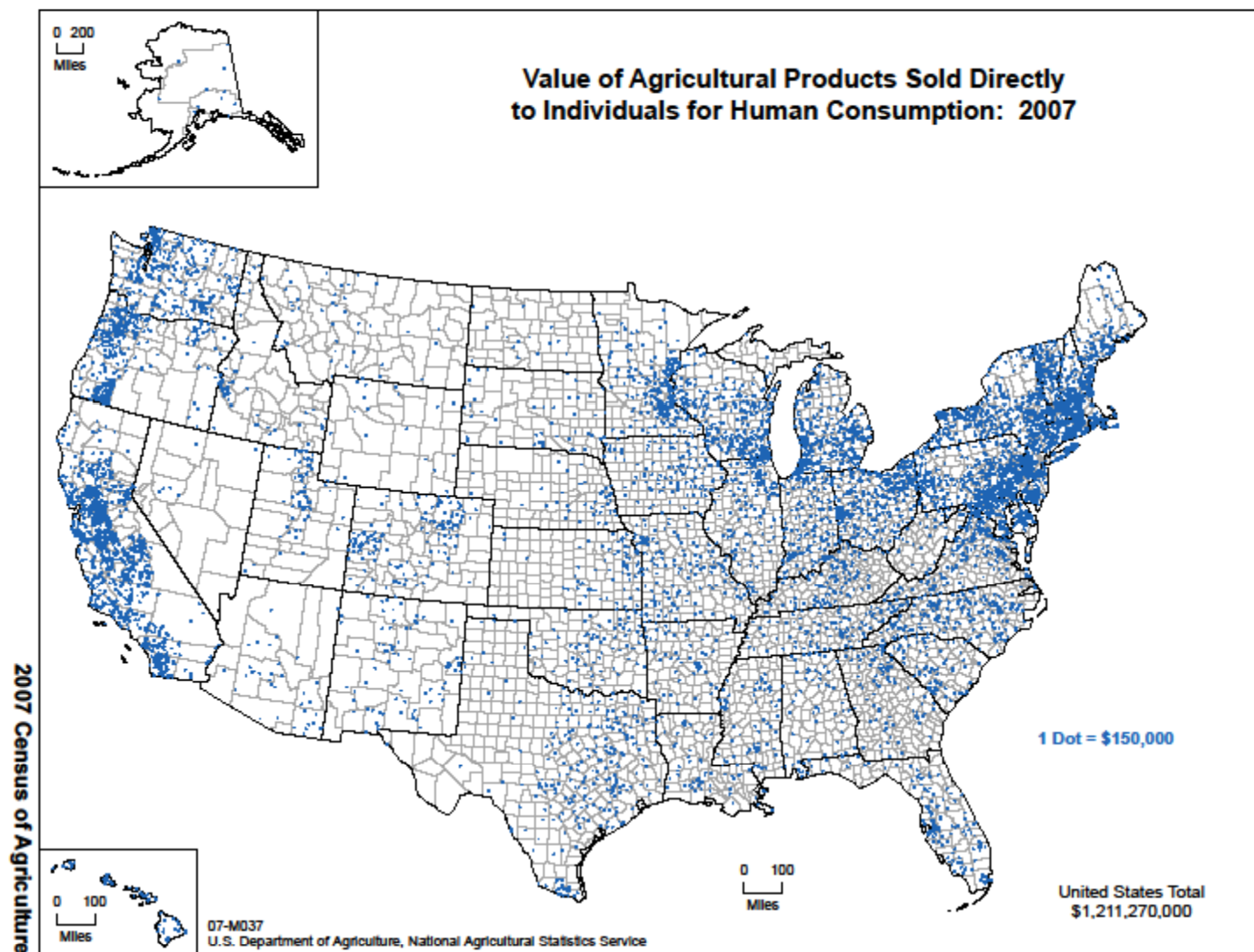
Ag Census Watershed Data Coming for 6-digit Hydrologic Unit Codes Nationwide

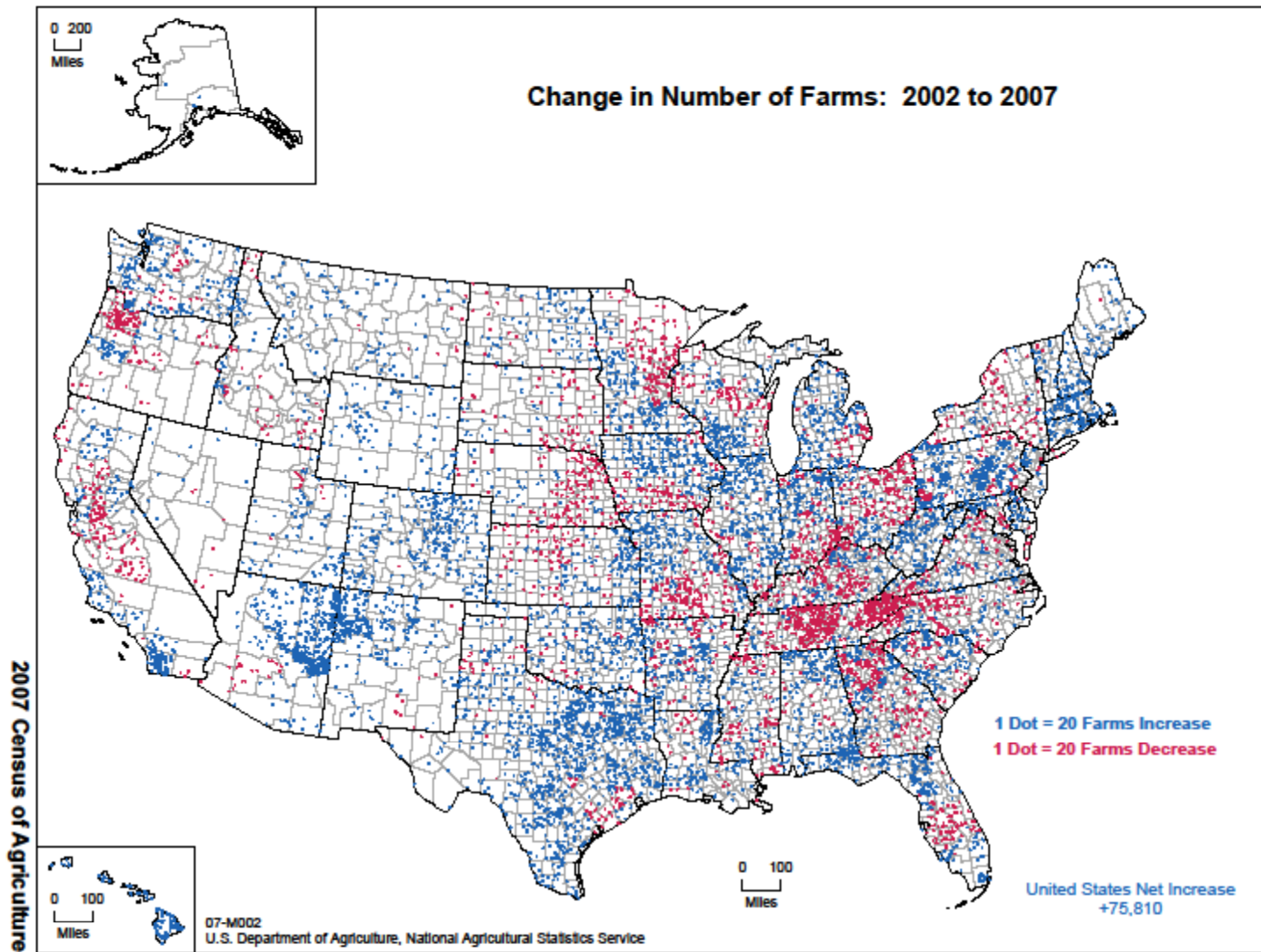


12 watersheds in
Pennsylvania

*New
for 2007*











Food Alliance

Operates an independent, 3rd-party certification program that growers, processors, packers and distributors use to:

- differentiate and add value to products
- protect and enhance brands . . . with credible social and environmental claims.



Producer Certification Standards



Provide safe and fair working conditions



Ensure animal health and humane treatment



No hormone or antibiotic supplements



Do not raise GMO crops or livestock



Reduce pesticide use and toxicity



Protect and enhance soil resources



Protect water resources



Provide wildlife habitat



Continually improve practices





PENNSYLVANIA BUY FRESH BUY LOCAL

GOOD FOOD NEIGHBORHOOD



linking local food, farms and people

PASA's Comprehensive Foodshed Strategy





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