Growing our Local Food Economy

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Director, Local Food & Agricultural Development
Bluegrass Greensource Sustainability Summit
February 4, 2020
To promote the development of a more vibrant local food economy by supporting food-related agricultural development.
Connecting farmers with:

- Distributors
- Processors
- Restaurants
- Retailers
- Schools
- Institutions
- Other market opportunities
IMPACT TO DATE

• 5.5 years of work
• 80+ farmers + food businesses in 30+ counties
• 80+ buyers
• Conservative estimate: $4.1 million in sales for KY farmers since June 2014
Supporting our local food system has important economic, health, and environmental benefits.
• Means different things to different people
• Can mean:
  – Grown in certain geographic area
  – Processed in a certain geographic area
• For my work:
  – Farm products that are grown or raised on a KY farm (e.g., vegetables, meat, eggs) or value-added items made from KY farm-impact ingredients (e.g., marinara made with KY tomatoes)
WHAT SHOULD WE BE CONCERNED ABOUT?

• Clear and specific definitions of local
• Commitments to meaningful local purchasing
• Transparency and source identification
• Moving beyond farmers’ markets
• Increasing access to healthy, local food
WHAT IS HAVING THE BIGGEST IMPACT?

• Contractual commitments to purchasing local food *(definitions, commitments, transparency, beyond FMs)*
  – UK Dining / Aramark
  – Lexington Convention Center / Levy

• Innovative programs that support Kentucky farmers and increase access to healthy, local food *(increasing access)*
  – Kentucky Double Dollars
  – Kentucky Farm Share Coalition
H. Kentucky Farm Impact and Kentucky Food Business Impact Purchasing Commitment

Dining Partner commits to spend, directly or indirectly through its network of distributors and suppliers, the following amounts on purchases that qualify as Kentucky Farm Impact (as defined below) and Kentucky Food Business Impact (as defined below):

<table>
<thead>
<tr>
<th>Contract Year</th>
<th>Total Amount</th>
<th>Required Kentucky Farm Impact Portion of Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1, 2016, through June 30, 2017</td>
<td>$1,648,193</td>
<td>$652,977</td>
</tr>
</tbody>
</table>

Dining Partner shall increase the amount of its total Kentucky Farm Impact and Kentucky Food Business Impact purchases by Five Percent (5%) each Contract Year. Dining Partner shall increase the amount of its Kentucky Farm Impact portion of its total Kentucky Farm Impact and Kentucky Food Business Impact purchases by Three Percent (3%) each Contract Year. By the 2023-2024 Contract Year, total Kentucky Farm Impact and Kentucky Food Business Impact purchases shall be at least Twenty Percent (20%) of Dining Partner’s food and beverage purchases for that Contract Year and each future Contract Year.
For purposes of this Contract, Kentucky Farm Impact purchases shall mean purchases that meet the requirements of either of the two categories below:

**Majority or Direct Kentucky Farm Source**

- The food product or the primary ingredient is sourced exclusively or predominantly (>50%) from Kentucky farms. For this category, specific farm sources can be identified, though they may be co-mingled.

**Mixed or Indirect Kentucky Farm Source**

- It can be reasonably concluded that >10% and less than 50% of the principle ingredient or total ingredients of the food was/were sourced from Kentucky farms. For this category, specific farm sources are not tracked and cannot be identified.

For purposes of this Contract, Kentucky Food Business Impact purchases shall mean purchases do not meet the requirements for Kentucky Farm Impact, but do meet the requirements for either of the two categories below:

**Kentucky Food Business/Entrepreneur**

- Vendor of the product is a food grower, processor or value adding enterprise operating primarily in Kentucky, and the owner or the majority of the owners of the enterprise is/are Kentucky residents.

**Kentucky Located Food Processor**

- The food processor adds significant value to the food product through Kentucky operations, beyond aggregation, transportation or distribution, but the food processor is not owned or controlled by Kentucky residents.
<table>
<thead>
<tr>
<th>Kentucky Farm Impact</th>
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</thead>
<tbody>
<tr>
<td><strong>Majority Farm Impact</strong></td>
</tr>
<tr>
<td>Greater than 50% of the ingredients are sourced from KY farms.</td>
</tr>
<tr>
<td><strong>Some Farm Impact</strong></td>
</tr>
<tr>
<td>Minimum of 10% of the ingredients are sourced from Kentucky farms.</td>
</tr>
<tr>
<td><strong>No Farm Impact</strong></td>
</tr>
<tr>
<td>Ingredients are not sourced from a KY farm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kentucky Business Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kentucky-owned Business</strong></td>
</tr>
<tr>
<td>Majority of business is owned by Kentucky citizens, and is operating primarily in Kentucky.</td>
</tr>
<tr>
<td><strong>Kentucky-located Processor</strong></td>
</tr>
<tr>
<td>A non-Kentucky owned business engaged in <strong>significant value adding</strong> at a Kentucky-based operation.</td>
</tr>
<tr>
<td><strong>No Business Impact</strong></td>
</tr>
<tr>
<td>Products that a do not undergo significant value-adding and/or are only aggregated, re-packaged, or redistributed.</td>
</tr>
</tbody>
</table>
## Revised KPIs (Kentucky Farm and Food Business Impact)

### FY19

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Kentucky Impact Purchasing (min)</td>
<td>$1,730,602.65</td>
</tr>
<tr>
<td>Portion that <strong>must have some farm impact</strong> (min)</td>
<td>$672,566.31</td>
</tr>
</tbody>
</table>
LOCAL SALAD BAR PROGRAM
FRESH, SEASONAL, LOCALLY GROWN
Commitment to purchase 28,000# of salad greens + toppings for 2019-2020 school year

Serving as a model for other Aramark higher ed accounts
Partnership between UK Dining + Marksbury Farm + Clem’s to provide whole KY pasture-finished meat to campus

- 2018-2019—3 beef + 5 hogs per week → 96 beef + 160 hogs
  - Product used in residential dining
- 2019-2020—4 beef + 6 hogs per week → 128 beef + 192 hogs*
  - Product usage expanded to athletics + local restaurant partners

- Whole animal utilized
- Less risk for farmer
- Synergies for all partners involved
(d) The Contractor is to make a good faith effort to secure Kentucky Farm Impact and/or Locally Processed Food items whenever it is economically feasible and/or there is mutual agreement that it is environmentally prudent to do so. Both categories geographically refer to anything produced within the State of Kentucky. Beginning July 1, 2021, and for each Contract Year thereafter, it shall be mandatory that Kentucky Farm Impact and/or Locally Processed Food items are equal to or greater than ten percent (10%) of all purchases related to the food and beverage operations. Further, Kentucky Farm Impact items shall be no less than fifty (50%) percent of those purchases. “Kentucky Farm Impact” is defined as food having at least fifty (50%) percent of its principal ingredients sourced from a Kentucky farm. “Locally Processed Food” is defined as adding significant value to the food product through Kentucky operations.
EXPANDING CONSUMER AWARENESS + INCREASING TRANSPARENCY

Growing Our Local Food Economy

**Lockbox $$$ B L D**
Located within 21c Museum Hotel, experience fresh, farm to table options from chef, Cody DeRoesti. His preparations will leave your taste buds delighted. And while you’re there, you’ll notice it’s not just the food that’s creative; enjoy “Tomorrow’s Weather,” a multimedia work of art that hangs from the ceiling. Truly an all-around experience no one should miss!

167 West Main Street – (502) 899-8860 – lockboxlex.com

**Lockbox made Open Table’s list of “Top Restaurants for Art Lovers.”**

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**Middle Fork Kitchen Bar $$$ D**
Middle Fork began as a beloved food truck and evolved into a top-notch new-American dining experience in the heart of Lexington’s Distillery District. Located in Old Pepper Distillery Building, Middle Fork features a custom-built Argentinean wood-fire grill and open kitchen design, serving locally-focused seasonal fare that infuses complex and rich flavors, all in a cozy atmosphere.

1224 Manchester Street – (859) 309-9854 – middlegorkb.com
WHAT SHOULD WE BE CONCERNED ABOUT?

- Clear and specific definitions of local
- Commitments to meaningful local purchasing
- Transparency and source identification
- Moving beyond farmers’ markets
- Increasing access to healthy, local food
• Purpose: double federal nutrition assistance benefits to purchase KY grown produce, meat, eggs, and dairy
• Launched in 2017
• Funding
  – USDA
    • SNAP
  – KADF
    • WIC, SFMNP, MED

2019 STATISTICS

41 Farmers Markets
10 Fresh Stops
1 Retail Location

12,000+ Participants

$115,000+ redeemed
• 2019—41 farmers markets, 10 Fresh Stop Markets, 1 retailer
• 2020—additional markets + 2 retailers (Louisville + EKY)
Kentucky Farm Share Coalition
Workplace Wellness CSA
• Community Supported Agriculture (CSA)
• Produce subscription—weekly delivery of:
  • Seasonal
  • Local
  • Certified organic produce
• 20-22 weeks: May through early October
• Payment upfront for entire growing season
• Shared risk and bounty between farmer and consumer
Dr. Tim Woods / UK Ag Economics Dept.

Pilot study: people who participate in CSA report:

- **Decrease** in annual doctors’ visits
- **Decrease** in expenditures on RXs
- **Increase** in fruit + vegetable intake
- **Increase** in perceived health¹

• 5 Farms
• 7 Employers
• 730 employee vouchers used
  • $129,000 (employer $)
  • $326,000 (employee $)
• estimated $455K direct farm impact
Partnership between LFUCG, Organic Association of Kentucky, 4 certified organic Central Kentucky farms

- $200 vouchers toward the purchase of an organic CSA share for 20-22 week season
- Pick up @ City Hall on Thursdays
- 2017—101 employees / $50,000+ farm impact
- 2018—152 employees / $76,000+ farm impact
- 2019—148 employees / $74,000 farm impact
- 2020—target: 150 employees + ROI analysis
FIELD TO TABLE DINNERS

- 2016—Walnut Lawn Farm / Chef John Foster / Bluegrass Double Dollars
- 2017—Grimes Mill Winery / Chef Ouita Michel / Food Chain’s teaching and processing kitchen
- 2018—Historic Courthouse / 16 all-star chefs / Glean KY
- 2019—The Kentucky Castle / Chef Jason Walls / Locust Trace Agriscience Center
- 2020—TBD
• Goal: convene local food practitioners (nonprofit, government, extension, higher ed, etc.) to share innovative programs, best practices, networking around food systems development

• 2020 Summit—February 26, 2020 @ UK
  – Partnership between UK Food Connection, Bluegrass Farm to Table, & Kentucky Department of Agriculture
  – 200+ attendees / 30+ breakout sessions / 80+ speakers / local lunch / networking reception
  – Registration now open: https://conta.cc/2PfLJiy
SEASONALITY GUIDE

Eat

LOCAL

A GUIDE TO SEASONAL EATING IN KENTUCKY
WHY LOCAL?

- Fresher taste and higher in nutrients
- Support local farm families
- Fewer miles between the farm and your table

**Spring**
March-May

<table>
<thead>
<tr>
<th>Arugula</th>
<th>Cilantro</th>
<th>Kale</th>
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<tbody>
<tr>
<td>Asparagus</td>
<td>Collards</td>
<td>Kohlrabi</td>
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<tr>
<td>Bok Choy</td>
<td>Cucumbers</td>
<td>Lettuce</td>
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<tr>
<td>Broccoli</td>
<td>Green Garlic</td>
<td>Mushrooms</td>
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<tr>
<td>Chard</td>
<td>Green Onions</td>
<td>Radishes</td>
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<tr>
<td>Cilantro</td>
<td>Herbs</td>
<td>Salad Mixes</td>
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<tr>
<td>Spinach</td>
<td>Strawberries</td>
<td>Turnips</td>
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<td>Summer</td>
<td>JUNE-AUGUST</td>
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<td>APPLES</td>
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<td>CAULIFLOWER</td>
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<td>BEETS</td>
<td>CHARD</td>
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<td>COLLARDS</td>
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<td>CUCUMBERS</td>
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<tr>
<td>CABBAGE</td>
<td>GREEN GARLIC</td>
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<tr>
<td>CANTALOPE</td>
<td>GREEN ONIONS</td>
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<td>HONEYDEW</td>
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<td>LETTUCE</td>
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<td>SNAP PEAS</td>
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<td>ZUCCHINI</td>
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Fall
SEPTEMBER-NOVEMBER

ACORN SQUASH
APPLES
ARUGULA
BEETS
BLACKBERRIES
BROCCOLI
BUTTERNUT SQUASH
CABBAGE
CANTALOUPE
CARROTS
CAULIFLOWER
CUCUMBERS
EGGPLANT
GREEN BEANS
GREEN ONIONS
HERBS
HONEYDEW
KOHLRABI
LEAFY GREENS
LETTUCE
OKRA
PEARS
PEPPERS
POTATOES
PUMPKINS
RADISHES
SPAGHETTI SQUASH
SWEET CORN
SWEET POTATOES
TOMATOES
TURNIPS
WATERMELON
WINTER SQUASH
ZUCCHINI
Winter
December-February

Acorn Squash
Butternut Squash
Kale
Lettuce
Microgreens
Mushrooms
Winter Squashes

Availability subject to change with weather and production practices
If every family in the state spent 10% of their annual food budget on Kentucky farm products, it would keep over $1 billion in our local economy.

For the average family, a ten percent budget shift means spending only $13 a week on local food.

For more information about the local food system please visit:

www.bgfarmtotable.org
www.facebook.com/farm2table
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