

PARTNERING WITH LOCAL PRODUCERS



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OVERVIEW

- Evolving Food Marketing System
- Why Promote Local Foods
- Some Ways To Promote Local Foods

HISTORICALLY SPEAKING

- In pre-industrial society, most producers sold their products directly to consumers at village markets
- As US transitioned from an agrarian economy to an industrial economy, its food system also became highly industrialized

HISTORICALLY SPEAKING

- By mid1950s, shelves of chain supermarkets were stocked with branded food products manufactured by large companies and marketed to the largely homogeneous middle class
- By late 1980s, mass market for food began to break up along regional and demographic lines



ORGANIC, NOW LOCAL

- 17-21% annual growth rate for organic food sales compared to 2-4% annual rise in overall grocery sales
- Mainstreaming of organics has brought a backlash from those who say that corporate approach goes against the spirit of the organic movement



Local = Fresh

- “Fresh” is the most desirable food label & is *extremely/very important* to 62% of food shoppers (Health Focus, 2005)
- Millennials (16 to 25 year olds--second largest demographic group) rated ***freshness*** as their most important food criteria (74%), followed by “easy & fast to prepare” (71%)

WHY FEATURE LOCAL PRODUCTS?

- Consumer interest in freshness and sustaining communities
- Consumers want a personal connection with producers
 - Food safety/trust issues
 - “de-industrialize” the food they eat
- Differentiate from chains, build relationships with consumers



Locally Produced



- Certification--European Union's Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) are assigned to products that are traditionally produced, processed and prepared in a specific geographic area
- State Promotion Programs
 - Buy California, Oregon Bounty



Local Initiatives



BEYOND PRODUCE

- Most locally grown programs are focused on produce, but locally produced processed foods are gaining interest
- Processed foods at Farmers Markets
- Public markets
- Many categories with potential
 - Dairy products....meats...preserves...
dressings/condiments...breads/baked goods...

Now to the Experts

- Helge Hellberg, Marin Organic
- Lynn Giacomini Stray, Point Reyes Farmstead Cheese Company
- Tom Honer, Harvest Market