



Multi-Agency Initiatives:

Know Your Farmer, Know Your Food and Organic Literacy

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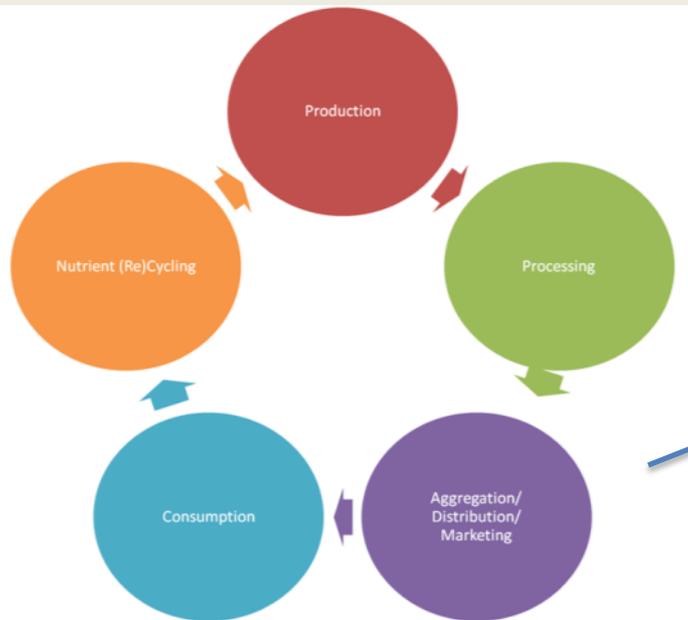
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What is a Local/Regional Food System?

All phases
of the lifecycle of food...



Take place within a
specific region (county,
state, multi-state area)



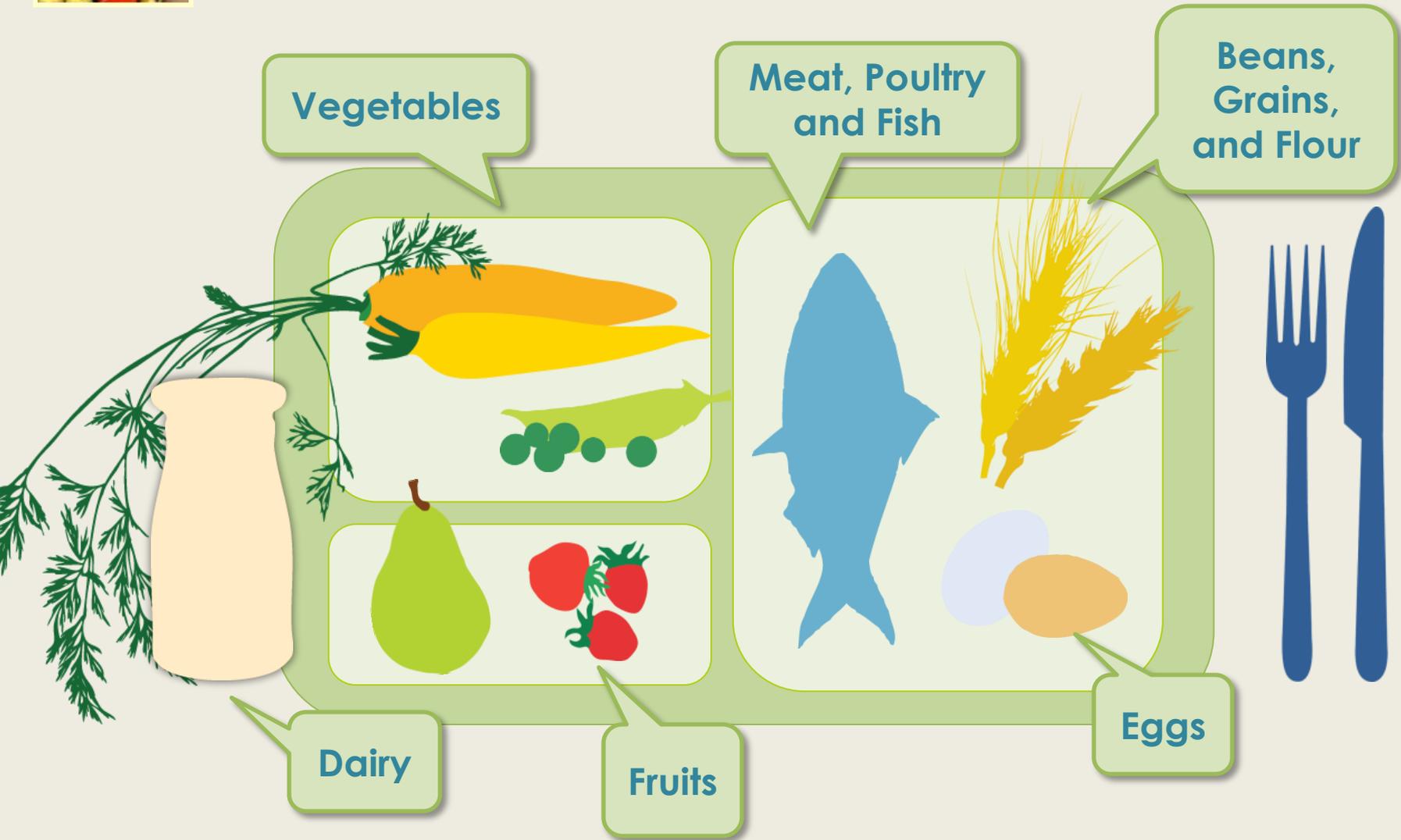
The benefits
(economic, social,
nutritional, etc.)
accrue to the local
community



Information about the product's origin is conveyed to the consumer so they can "choose local"



Local WHAT?





Opportunities for Beginning Farmers and Ranchers

Why Local?

- Helps beginning farmers and ranchers get their start
- Provides new market opportunities
- Captures higher margins





USDA and Local/Regional Food Systems

How is USDA involved?

- Increasing the local food supply
- Supporting infrastructure
- Improved access to local foods





**KNOW YOUR FARMER
KNOW YOUR FOOD**



The Know Your Farmer, Know Your Food Initiative

**KNOW YOUR FARMER
KNOW YOUR FOOD**

**EVERY FAMILY
NEEDS A FARMER.
DO YOU KNOW YOURS?**

Resources

- Know Your Farmer, Know Your Food Campaign Website
- Photo: Children at a local farmers market. Credit: The Health Communication Center at Penn State

Latest Blogs

Dec 26, 2012 **Value-Added Grants Help Minnesota Pork Farm**
"We think that fresh air and sunshine are the best health guards... see after opening a brochure from Pastures A Plenty Farm, Spie family and you quickly understand that those words are much a slogan. It's the family's philosophy. Pastures A Plenty's [...]"

Dec 19, 2012 **Gardening, Farming Take Root in New York City**
"If your picture of New York City is skyscrapers and neon, consider include vegetable crops - a lot of vegetable crops - growing even rooftops. The Big Apple boasts the largest community gardens bringing more local food into the city's food system. [...]"

Dec 12, 2012 **Agriculture is Smart for Smart Growth**
"Smart Growth" is a term we hear more and more often. It is a plan for the future, they consider the highest and best use of infrastructure, organizations and people. From housing to transportation community developers and planners are asking how Smart [...]"

Dec 07, 2012 **South Dakota Local Foods Conference Support and Resource Providers**
"The second annual South Dakota Local Foods Conference was dialogue on local foods among producers, consumers, farmer's [...]"

USDA
UNITED STATES DEPARTMENT OF AGRICULTURE

**KNOW YOUR FARMER
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COMPASS

A large graphic featuring a sunset over a field of crops. At the bottom, there are five small circular images showing various people and farm scenes.



www.usda.gov/knowyourfarmer



Know Your Farmer, Know Your Food: Resources for Navigating USDA



Resources

- > KYF2 Home
- > Our Mission
- > Grants, Loans, and Support
- > Tools and Resources
- > Our Partners
- > Blog

KYF Compass



KYF Compass Map



View the Photos



Grants, Loans, and Support

Grants, Loans & Support

Know Your Farmer, Know Your Food (KYF2) is helping communities scale up local and regional food systems and strengthen their economies. Not every community will need the same assistance, and navigating USDA's offerings is no small task.

We want to simplify the process and help communities put USDA programs to work for them, so we're playing matchmaker. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA's offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers' market that wants to accept SNAP benefits, a community kitchen that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs might come in handy.

Also, for more details on how these programs can be put to work in your community, check out our blog and our program memos. In our program memos, USDA Deputy Secretary Merrigan mixes program information with real stories about how communities have successfully partnered with USDA to scale up local food systems and address challenges facing their communities. For the latest updates and announcements regarding programs, make sure to check out our blog's [Grants](#) and [Loans & Support](#) categories.

Agricultural Marketing Service

- Farmers Market Promotion Program
- Federal-State Marketing Improvement Program
- Specialty Crop Block Grants

AMS Memo

Farm Service Agency

- Farm Loan Programs
- Farm Storage Facility Loans

FSA Memo

Food and Nutrition Service

- Senior Farmers' Market Nutrition Program
- Supplemental Nutrition Assistance Program
- WIC Farmers' Market Nutrition Program
- Special Supplemental Nutrition Program for Women, Infants and Children



Grants, Loans, and Support

Rural Business Enterprise Grant (RBEGr)

Type: Grants

Max award: There is no max award, but smaller projects receive priority points

Big idea: The RBEGr program funds projects that facilitate the development of small and emerging rural businesses, distance learning networks, and employment-related adult education programs.

Who can apply: Local and state governments and authorities, Indian tribes and non-profit organizations are eligible to apply. For the purposes of this program a "rural community" is an area where the population does not exceed 50,000, or is next to a city or town with more than 50,000 people.

Real examples: The Glynwood Center, located in the Hudson River Valley of New York, developed a mobile livestock unit to provide local ranchers access to slaughter and processing equipment and, ultimately, local markets. USDA awarded Glynwood a \$99,800 Rural Business Enterprise Grant to weatherize the mobile unit, as well as to hire a coordinator to assist with logistics and marketing.

Possibilities: Regarding business development, RBEGr may fund a broad array of activities including:

- Acquisition or development of land;
- Construction, conversion, or renovation of buildings;
- Purchase of machinery and equipment, including refrigerators and processing equipment;
- Capitalization of revolving loan funds;
- Provision of training and technical assistance (unless related to agricultural production);
- Project planning.

Get more information: For more program information click [here](#), and to apply for any USDA Rural Development program contact your state or local office [here](#).





USDA and Local/Regional Food Systems

Extending the Growing Season

- Seasonal High Tunnel initiative (hoop houses)



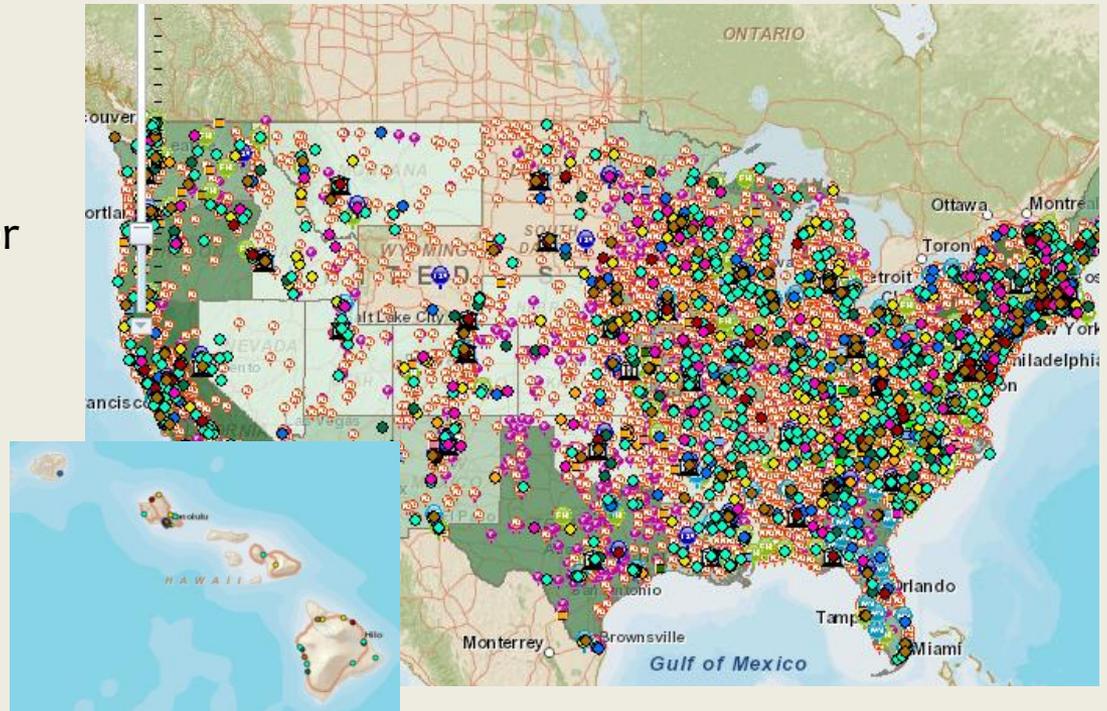
NRCS State Conservationists:

<http://www.nrcs.usda.gov/wps/portal/nrcs/sitenav/national/states/>



The KYF Compass Map

- Includes data on:
 - USDA-funded local food projects
 - Farmers markets and other “context data” gathered by USDA agencies
- Projects and resources from 9 other federal departments
- Updated regularly



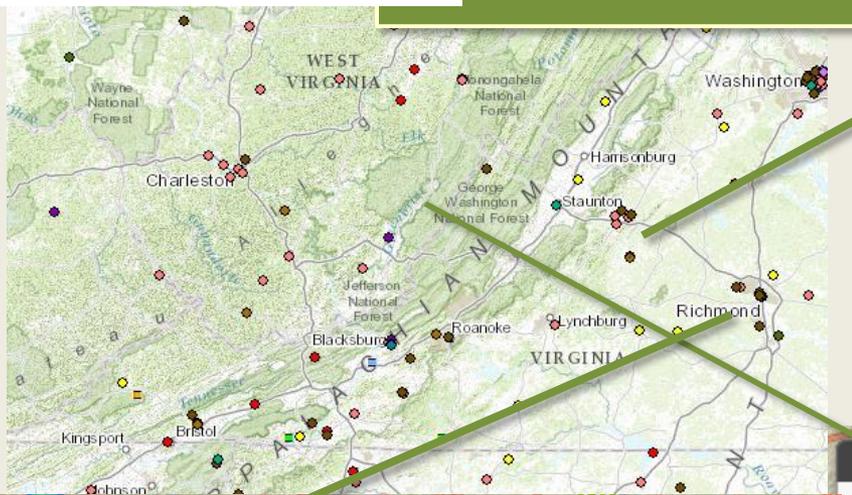
www.usda.gov/kyfcompass



**KNOW YOUR FARMER
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Explore Options, Partnerships, and Opportunities



(1 of 2)

USDA Project: Farmers Market

Description To construct a permanent farmers market pavilion for the citizens of Albemarle County and surrounding areas. Help small and emerging producers increase their incomes by giving them the opportunities to sell their products directly to the consumers.

Recipient Town of Scottsville

Year 2009

More Information [More Info](#)

Funding Amount (\$) \$50,000

Program Name Rural Business Enterprise Grant

(2 of 8)

USDA Project: Virginia FAIRS

Description Grant funds used to support/develop a center for cooperative development, helping with local food marketing among other things.

Recipient Virginia Foundation For Ag, Innovation, & Rural Sustainability (Fairs)

Year 2009

More Information [More Info](#)

Funding Amount (\$) \$200,000

Program Name Rural Cooperative Development Grant

Funding Type Grant

USDA Agency RBS

USDA Mission Area Rural Development

Compass Marketing and Promotion

[Zoom to](#)

USDA Project: Shenandoah Valley Beef Initiative

Description Conduct a feasibility study to determine if selling meat products directly to consumers under a branded label vs. their current marketing live animals as a commodity through traditional marketing channels such as auction markets brings added value.

Recipient Shenandoah Valley Beef Initiative

Year 2010

More Information [More Info](#)

Funding Amount (\$) \$46,500

Program Name Value Added Producer Grant

Funding Type Grant

USDA Agency RBS

USDA Rural Development

[Zoom to](#)



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Find Resources to Fit the Need

USDA United States Department of Agriculture

Topics Programs and Services Newsroom Blog Site Map A-Z Index

You are here: Home / Know Your Farmer, Know Your Food / Compass Map

**KNOW YOUR FARMER
KNOW YOUR FOOD**
COMPASS

Map Legend-Data Layers

- Projects by Compass Theme
 - Careers
 - Farm to Institution
 - Infrastructure
 - Stewardship
 - Healthy Food Access
 - Knowledge
 - Marketing and Promotion
 - Meat, Poultry, and Fish
- Projects by Recipient Type
- Projects by USDA Program
- Other Federal Partners
 - ARC
 - Commerce-EDA

Know Your Farmer, Know Your Food Compass Map

This map shows efforts supported by USDA and other federal partners as well as related local and regional food systems for the years 2009-2012.

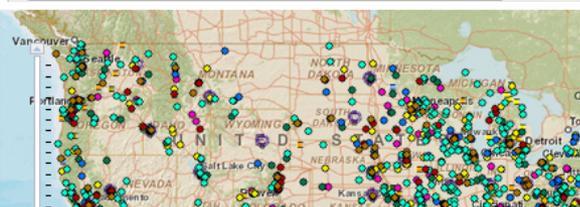
To learn about specific projects or what's going on in a particular area, use the slide bar at that location, and select the pin symbols on the map. *Note: Most projects are only accurate to the county level. If there are multiple projects in the same zip code, they will show up on the same pin through them using arrows at the top of the pop-up box.*

You can also Search by keyword or Locate projects in a given area by selecting the appropriate map layer across the top of the map.

Basemaps Search Locate Resources

Projects For Text:

Farmers Markets



Basemaps Search Locate Resources Results: 73

State	Town	Project Title
AL	Uniontown	Uniontown Beginning Farmer Training & Outreach Project
AR	El Dorado	Growing Farmers Market Vendors through improved technology usage by project participants
AR	Little Rock	Crop Insurance Education and Business and Financial Literacy



www.usda.gov/knowyourfarmer



Questions for the Committee

- What **types of local and regional food resources and information** are most helpful to beginning farmers and ranchers?
- How can KYF2 **leverage successful programs** to increase impact for beginning farmers and ranchers?
- What are the **key barriers or challenges** hindering beginning farmers and ranchers from utilizing certain programs?
- Is the information available on the KYF2 website presented in an **accessible format**?