



Multi-Agency Initiatives:

Know Your Farmer, Know Your Food and Organic Literacy

Mark Lipson

Organic and Sustainable Agriculture Policy Advisor
Marketing and Regulatory Programs

Lindsay Buchanan

KYF2 Presidential Management Fellow

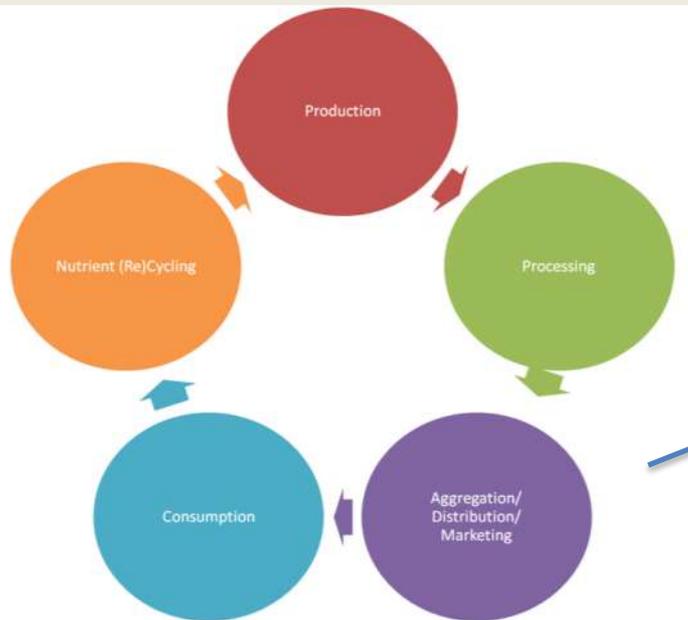
U.S. Department of Agriculture

Davis, CA, June 23, 2014



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)



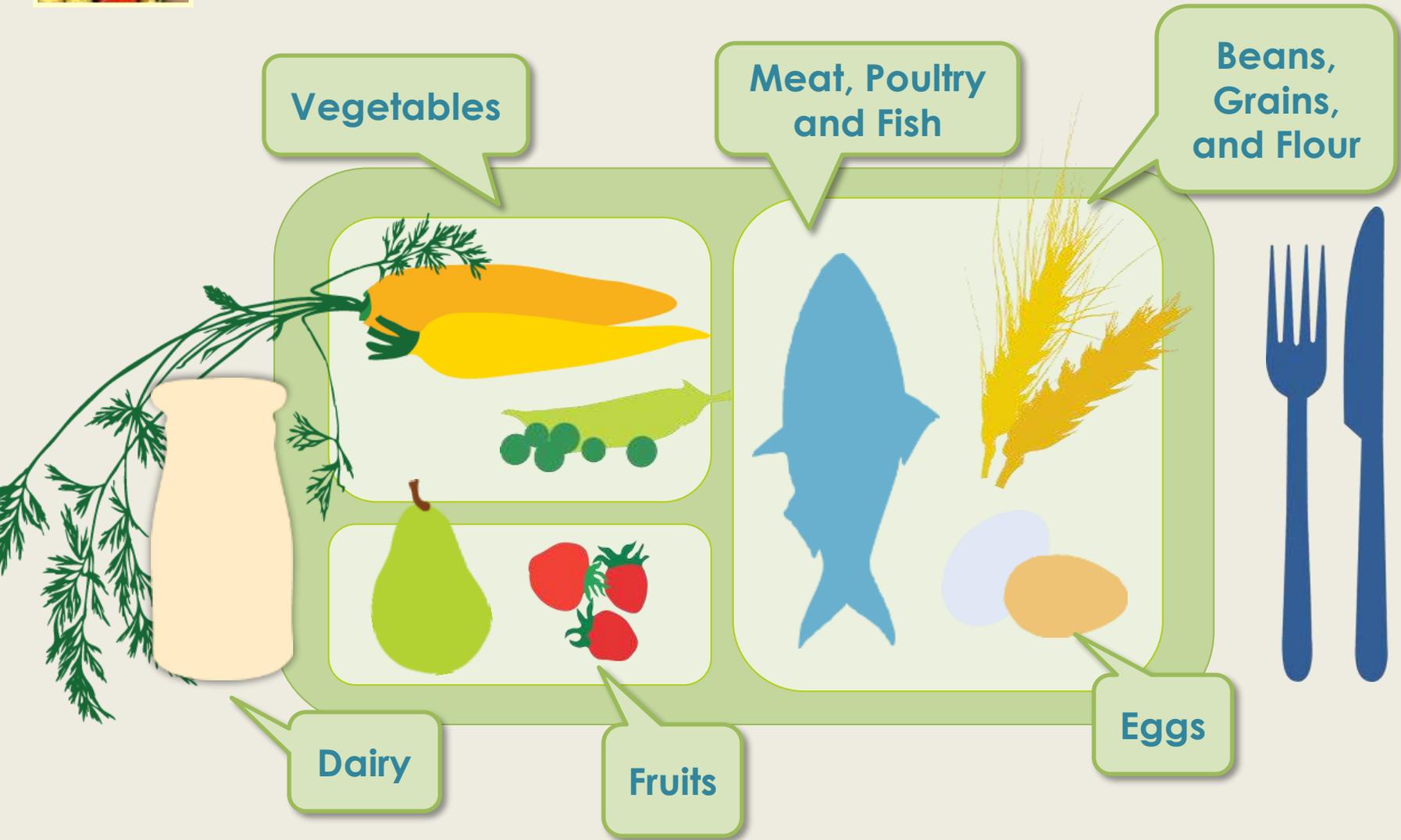
The benefits
(economic, social,
nutritional, etc.)
accrue to the local
community



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





The Know Your Farmer, Know Your Food Initiative

KNOW YOUR FARMER KNOW YOUR FOOD

Resources

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

KNYF Compass

KNYF Compass Map

View the Photos

EVERY FAMILY NEEDS A FARMER.
DO YOU KNOW YOURS?

Know Your Farmer, Know Your Food Campaign Mission

From: October 2012

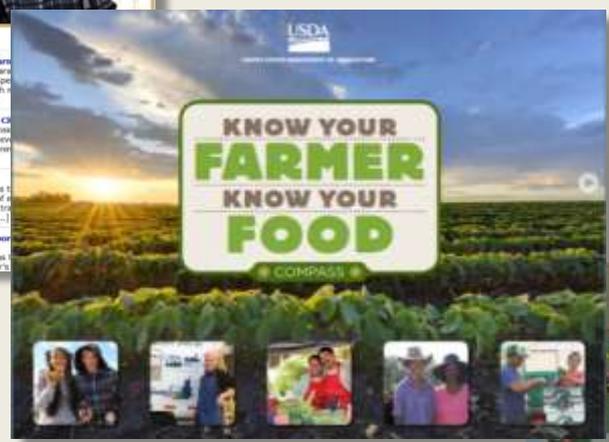
Latest Blogs

Dec 26, 2012 **Value-Added Grants Help Minnesota Pork Farm**
"We think that fresh air and sunshine are the best health guards... after operating a brochure from Pastures A Plenty Farm, Spie family and you quickly understand that those words are much more than 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, cones include vegetable crops - a lot of vegetable crops - growing even on 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 a dialogue on local foods among producers, consumers, farmer's [...]"



www.usda.gov/knowyourfarmer



7 Key Themes

- **Careers in Agriculture**
- Local Food Infrastructure
- Stewardship and Local Food
- Local Meat and Poultry
- Farm to Institution
- Healthy Food Access
- Local Food Knowledge



www.usda.gov/knowyourfarmer



Careers in Agriculture

Preparing New Farmers

- Beginning Farmers and Ranchers Development Program

Sharing Knowledge

- Cooperative Extension Service, KYF2 blog, publications

Access to Farmland and Equipment

- Microloans, EQIP high tunnels

Expanding Markets for Local and Regional Products

- Farmers Market Promotion Program, Value-Added Producer Grants

www.usda.gov/knowyourfarmer



USDA Resources: Piecing It Together

- Obtain loan to purchase a farm
- Learn about increasing sales in local markets at a BFRDP sponsored training
- Extend your growing season with a EQIP high tunnel
- Extend the life of your produce with a Farm Storage Facility Loan
- Sell at your local farmers market, supported by FMPP





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

**KNOW YOUR FARMER
KNOW YOUR FOOD**

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 Merigan 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 (RBEG)

Type: Grants

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

Big idea: The RBEG 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 reply. 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, RBEGs 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](#).



www.usda.gov/knowyourfarmer



USDA and Local/Regional Food Systems

Extending the Growing Season

- Seasonal High Tunnel initiative (hoop houses)



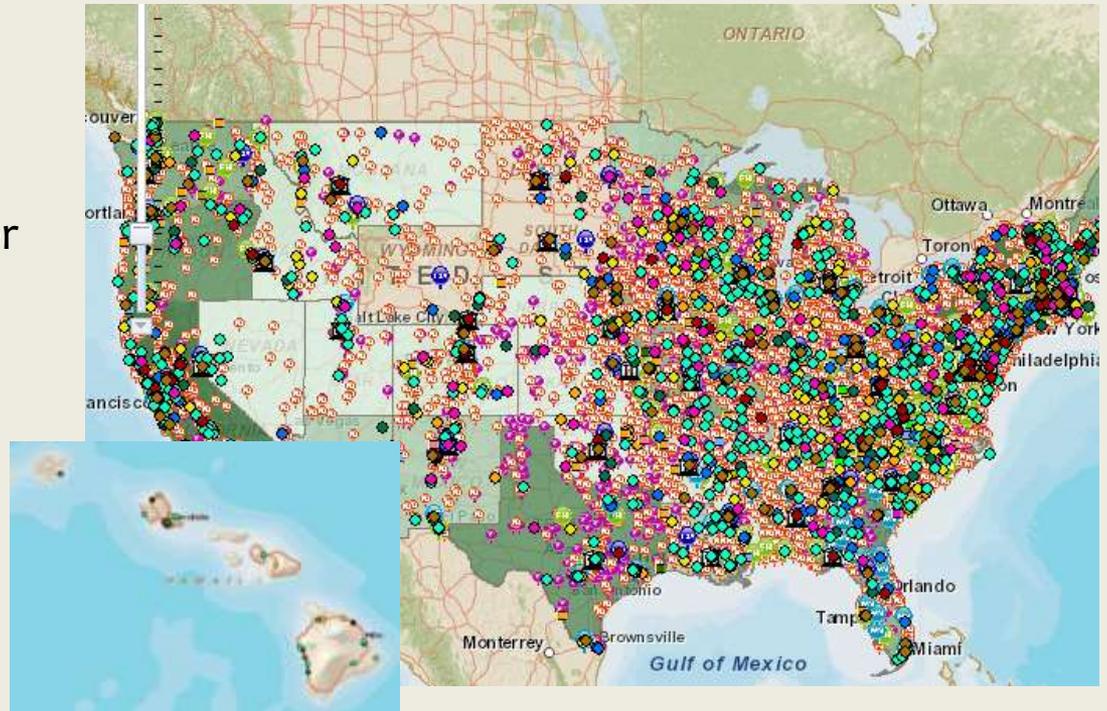
NRCS State Conservationists:

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



The KYF Compass Map

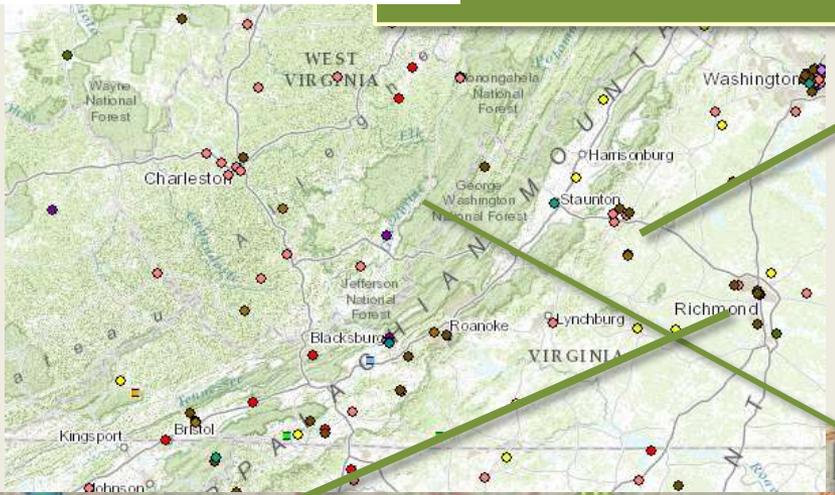
- Includes data on:
 - USDA-funded local food projects
 - Farmers markets and other “context data” gathered by USDA agencies
- Projects and resources from 9 other federal departments
- Updated regularly



www.usda.gov/kyfcompass



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



Find Resources to Fit the Need

USDA United States Department of Agriculture

Topics Programs and Services Newsroom Blog

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

Basemaps Search Locate Resources

Projects Farmers Markets

For Text:

Basemaps Search Locate Resources Results: 73

State	Town	Project Title
AL	Uniontown	Uniontown Beginning Farmer Training & Outreach Project
AR	El Dorado	Growing Farmers Market Venders 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**?



Organic Values, Opportunities and Challenges for BFRs

- Long Term Growth of Demand at All Levels and in All Segments
- USDA Organic Integration
- Certification Evolution
- BFRs Shaping the Future of Organic



Why Organic?



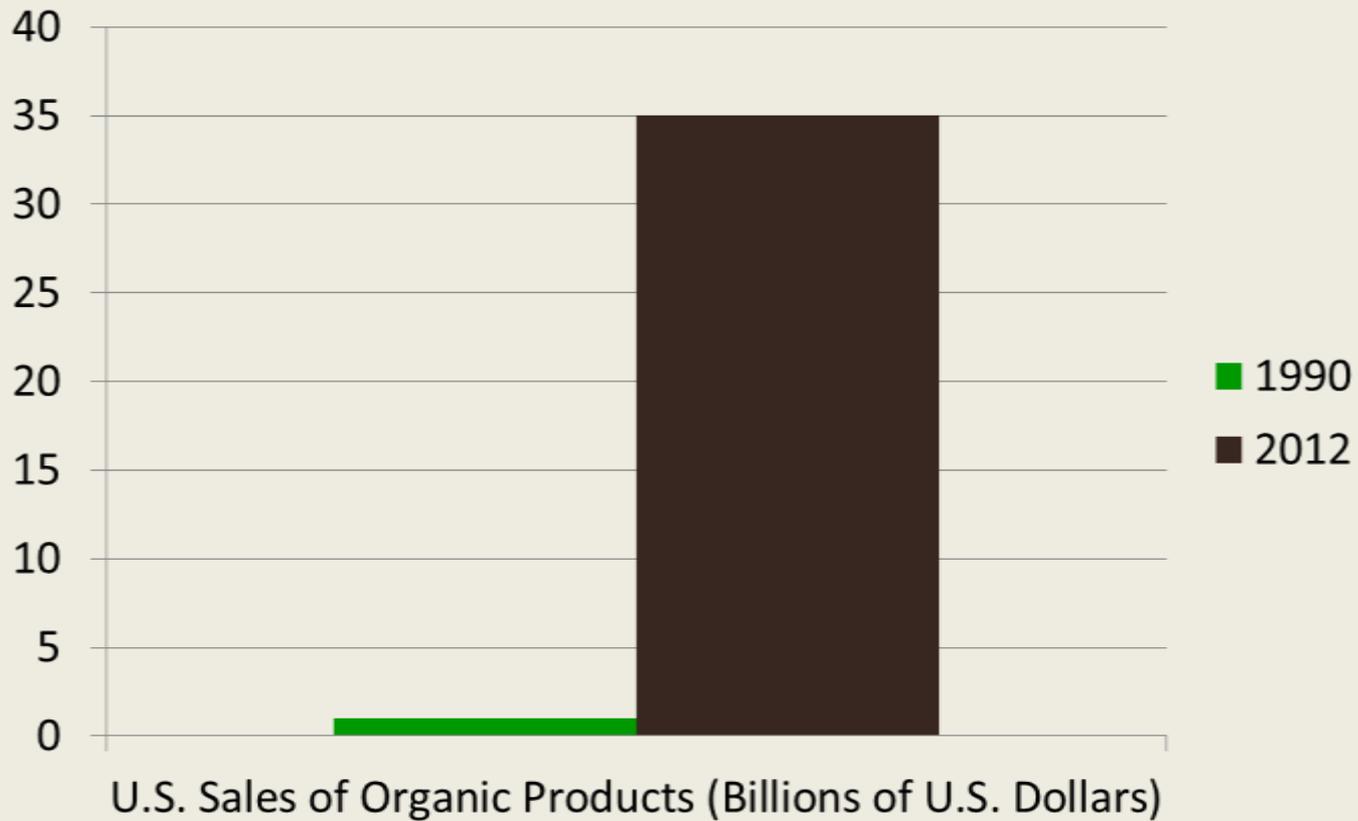
- Less toxic inputs
- Animal welfare
- Rural development
- Economic opportunities

- Environmentally sound farming systems
- Biodiversity





Growth of U.S. Organic Sales





Secretary's May 2013 Guidance

Five areas of organic integration:

- Regulatory reciprocity within USDA
- Research
- Data
- Training and outreach
- Encouraging growth of sector

Organic Working Group Teams for each area



Overview

- Organic Agriculture
- Benefits of Organic Certification
- Is Organic an Option for Me?
- Organic Fact Sheets
- Organic 101 Blogs

Programs and Services

- View Organic Standards
- Become Certified Organic
- Find Financial Resources for Farmers
- Learn About Research and Education
- Get Production and Conservation Assistance
- Buy Improved Crop Insurance

What the USDA Organic Label Means

Organic certification requires that farmers and handlers document their processes and get inspected every year.



4/4 << || >>

Organic Agriculture

USDA is committed to helping organic agriculture grow and thrive. To help meet Secretary Vilsack's goal of increasing the number of certified organic operations, USDA is delivering results through its many programs which serve the growing organic sector. October 2012 marked the 10th anniversary of the USDA Organic Seal, and we are proud that it has become a leading global standard.

What is Organic Agriculture?

Organic agriculture produces products using methods that preserve the environment and avoid most synthetic materials, such as pesticides and antibiotics. USDA organic standards describe how farmers grow crops and raise livestock and which materials they may use.

Organic farmers, ranchers, and food processors follow a defined set of standards to produce organic food and fiber. Congress described general organic principles in the Organic Foods Production Act, and the USDA defines specific organic standards. These standards cover the product from farm to table.





2014 Farm Bill!

Five areas of organic integration:

- Restores funding for **Organic Research and Extension Initiative** (\$20 M/yr)
- Restores and increased **National Certification Cost-share** (\$11 M/yr)
- Restores **Organic Data Initiative** (\$5 M)
- **Organic crop insurance** mandates
- **Organic Research and Promotion “Checkoff”** exemptions and options



Sound and Sensible Certification Initiative

Maintaining organic integrity in a sound and sensible manner

Current Landscape:

- Ten years of NOP implementation
- Complex regulatory scheme
- Strict process-based oversight





Issues

- Inconsistent certification process
- Recordkeeping focus and burden
- Expense of certification
- Burden of time that is involved in inspections and maintaining paperwork
- Some farms that comply with organic standards avoid certification



Goal - Make Organic Certification:

Affordable, Accessible and Attainable for all operations

- **Affordable** – reasonable fees, reasonable compliance costs
- **Accessible** – certifiers and technical assistance available locally
- **Attainable** – Clear and understandable standards, plain language, reasonable record keeping requirements



Hitting the Sweet Spot

- Certifying agents must ensure organic integrity while setting sensible limits on paperwork
- Obtain enough information to verify compliance, but ...
- ...minimize the amount of documentation required for certification





BFRs and the Organic Future

- It won't be your moms' and dads' organic system
- Still in relative infancy of knowledge and performance
- Adaptation of national programs





Thank You!

Mark Lipson

USDA Organic & Sustainable Agriculture Policy Advisor

mark.lipson (at) osec.usda.gov

(202) 720-4256

Lindsay Buchanan

KYF2 Pres. Mgt. Fellow

Lindsay.buchanan (at) osec.usda.gov

(202) 494-9578