Collaborative project
On the Menu...

- COIC’s Role
- Baseline – what we know
- The Economic Impact
- Investing in Growth
Local Government & Food Systems

COIC is working with a collaborative network to develop a sustainable food system to integrate food production, processing, distribution, and consumption, focusing on locally produced goods.
What we Know
"As a dining service provider with 325 clients, it is our objective to serve what our customers are demanding. We are working to source local food from within the community we operate in."

- Melissa Miller, Sodexo Dining Services Manager, COCC
The Region is Growing

Bend has the 6th fastest growing population in the nation.
Farms have Room to Grow

This is a very young sector ripe for growth

Grow 44 varieties of vegetables

Raise 8 types of animals

61% were established in the last 7 years

49% operate on <10 acres and generate an average $47k in annual sales

Opportunity Benefit Gap Growth
Competitive Advantage

We need to act now to stay competitive with imports

Demand

Farm land and crop diversity

Meat Products

Entrepreneurs

Market Intelligence

Infrastructure

Supply

Opportunity Benefit Gap Growth

Competitive Advantage
The Impact
Economic Impact

For every dollar spent by consumers on food from a local producer

76¢ stays in the local economy

Only 28¢ stays in the local economy

Local food vs Imported food
Economic Impact

Local food sector generates activity in the wider economy

$1 Million + $800,000

Farms & Ranches + Other Industries

Opportunity Benefit Gap Growth
Growth Potential - Jobs

If all 28 farms and ranches increased productivity, then...

39 63

Opportunity Benefit Gap Growth
Growth Potential - Sales

If all 28 farms and ranches increased productivity, then...

Sales by Producers

$1.5 million → $3.1 million

Sales Throughout the Economy

$2.6 million → $5.4 million
Investing in Growth
Opportunities
Support farmers to expand production

“I don’t enough have time in the day to farm, raise animals, manage employees and meet with buyers.”

SARAHLEE LAWRENCE, OWNER, RAINSHADOW ORGANICS
The Whole Picture

A dynamic local food sector is within reach

- Demand
- Meat Products
- Entrepreneurs
- Infrastructure
- Supply
- Market Intelligence
- Farm land and crop diversity

Opportunity, Benefit, Gap, Growth
Using the production levels demonstrated by six farmers and ranchers, we assume that producers could intensify their production practices.

**FOOD HUB**
One-stop shop for the exchange local foods

**BUY LOCAL**
Shift nearly 10% of consumers’ total purchases of vegetables and fruits from commercial grocery stores to local farmers.
Food Hub

Broker
Facilitate selling and buying

Aggregate
Combine raw products

Store
Dry, Cold & Freezer

Process
Wash, cut & bag

Marketing
Brand and advertise the product

Opportunity  Benefit  Gap  Growth
Economic
Supports local food economy, keeps money circulating locally and reduces leakage

Social
Increases access to healthy food for all demographics

Environment
Preserves working landscapes and agricultural heritage

The Food Hub is not only an investment in the food system, but also an investment in regional natural resource economy and community health and wellness.
Benefits

Local food sector offers more than just economic benefits

- Agricultural Heritage
- Food Security
- Dollars Circulate Locally
- Jobs and Entrepreneurism
- Preserve Working Landscapes
- Lifestyle

Opportunity > Benefit > Gap > Growth
Thanks!

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