

Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



Local Agriculture Market Program (LAMP)



Local Agriculture Market Program

USDA- Agricultural Marketing Service

Farmers Market
and Local Food
Promotion
Program (FMLFPP)

Regional Food
System Partnership
Program (RFSP)

FMPP LFPP

USDA- Rural Development

Value Added- Producers
Grant (VAPG)

FY23 LAMP Funding

Program Name	Approximate Funding Amount
Farmers Market Promotion Program	\$15M
Local Food Promotion Program	\$62M
Regional Food System Partnerships	\$56M

What is the Farmers Market and Local Food Promotion Program (FMLFPP)?

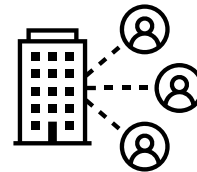
Purpose:

- Increase domestic consumption of and access to locally and regionally produced agricultural products, **and**
- Develop new market opportunities for farm and ranch operations serving local markets



FMPP

Supports **direct** producer-to-consumer marketing (farmers markets, roadside stands, CSA, agritourism, online sales)



LFPP

Supports **intermediary** supply chain entities that process, distribute, aggregate, and/or store local/regional food (Food hubs, aggregators, distributors, wholesalers and processors, along with value-added production enterprises like shared-use kitchen or kitchen incubators)



FMPP PROJECT TYPES

Project Type	Duration (Months)	Start Date	Completion Date	Minimum Award	Maximum Award
Capacity Building	36	September 30, 2023	September 29, 2026	\$50,000	\$250,000
Community Development Training and Technical Assistance	36	September 30, 2023	September 29, 2026	\$100,000	\$500,000
Turnkey Marketing and Promotion (NEW)	24	September 30, 2023	September 29, 2025	\$50,000	\$100,000

Required: cash or in-kind match equal to 25% of the
total FEDERAL portion

(e.g. if the award is \$100,000, then \$25,000 in matching funds would be required.)

Agricultural Marketing Service



**FY17 FMPP
Capacity Building
U.S. Farm Stay Association
Alsea, OR**



LFPP PROJECT TYPES

Project Type	Duration (Months)	Start Date	Completion Date	Minimum Award	Maximum Award
Planning	24	September 30, 2023	September 29, 2025	\$25,000	\$250,000
Implementation	36	September 30, 2023	September 29, 2026	\$100,000	\$750,000
Farm to Institution	36	September 30, 2023	September 29, 2026	\$100,000	\$750,000
Turnkey Marketing and Promotion (NEW)	24	September 30, 2023	September 29, 2025	\$50,000	\$100,000

Required: cash or in-kind match equal to 25% of the
total FEDERAL portion

(e.g. if the award is \$100,000, then \$25,000 in matching funds would be required.)

Agricultural Marketing Service



**FY17 LFPP
Implementation
Green Umbrella
Cincinnati, OH**



Who is eligible to apply for FMLFPP?

- Agricultural Business
- Producer Networks
- CSA Networks
- Food Council
- Local Governments
- Non-Profit Corporations
- Public Benefit Corporations
- Economic Development Corporations
- Regional Farmers Market Authorities
- Tribal entities

What types of costs are allowable under FMLFPP?



Salaries & benefits



Materials and supplies



Project travel



Equipment (special purpose)



Marketing and advertising

What types of costs are unallowable under FMLFPP?



Unrelated to local food systems



Purchase of food



Agricultural Production



No partners



Duplicative



Absence of critical infrastructure



Construction

What is the Regional Food System Partnerships (RFSP) Program?

RFSP supports the formation of multi-stakeholder partnerships that connect public and private resources to encourage local or regional approaches to planning and developing food systems.

- RFSP grants are intended to broadly support:
 - ❖ Convening partners;
 - ❖ Improving communication and collaboration;
 - ❖ Increasing economic opportunities for local or regional producers and food businesses.

Who is Eligible to Apply?

- **Partnership:** an agreement between one or more eligible entities and one or more eligible partners.
 - An eligible entity or an eligible partner can submit the application on behalf of the partnership.
 - Specify in the application which organization(s) in the partnership are responsible for receiving and managing the award.
- **Region:** an area bigger than a neighborhood but smaller than the entire country
 - The partnership has the authority to define the region for their project

The Partnership's Role

Partnerships will be responsible for:

- Determining the size and scope of the local or regional food system in which the project's goals, outreach objectives, and eligible activities are to be carried out;
- Coordinating with AMS to receive technical assistance for partnership activities, and providing technical assistance; and
- Conducting outreach and education for potential participation in the partnership agreement and eligible activities.

FMPP & LFPP Participation

- FMLFPP grantees or applicants are eligible to apply for and participate in RFSP grant projects, provided that
- The work proposed in the RFSP application does not duplicate work performed under the FMLFPP award or proposed in the FMLFPP application.

RFSP Project Types

Type	Amount	Duration
Planning & Design Grants	\$100,000 - \$250,000	24 months (2 years)
Implementation & Expansion Grants	\$250,000 - \$1,000,000	36 months (3 years)
Farm to Institution	\$250,000 - \$1,000,000	36 months (3 years)

What Does RFSP Fund?

- **Partnership** functions focused on building capacity for decision-making, coordination efforts, obtaining additional resources, and planning direction and needed activities.
- Activities that can be funded under this grant that are not commonly funded under other USDA programs may include:
 - Value chain coordination,
 - Convening multiple types of partners and stakeholders for strategic planning,
 - Grant-writing, and
 - Program exploration on behalf of partners and entities.

Which Projects/Activities are NOT Eligible?

Projects are not eligible for funding if the activities:

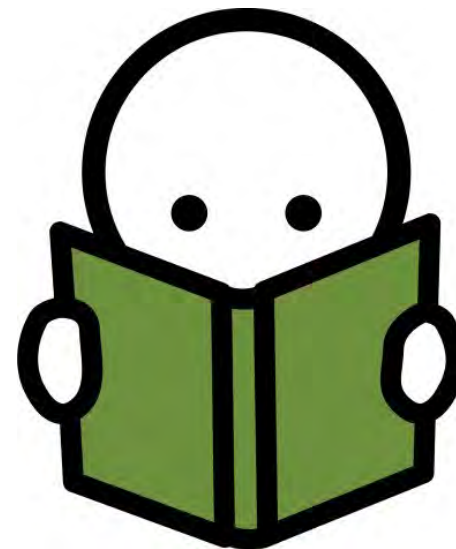
- Duplicate activities in a project
- Benefit only one agricultural producer or individual
- Depend upon the completion of another project
- Are for production-related expenses
- Are related to construction or purchasing land
- Provide capital for revolving loan funds or seed equity funds.

Priority Consideration

- Leverage significant non-Federal financial and technical resources **and** coordinate with other local, State, Tribal, or national efforts.
- Cover an area that includes communities with areas of concentrated poverty that provide significant opportunities for high impact investment; or
- Have a diverse set of relevant project partners, although such partners need not be based in the partnership's defined region.

REQUEST FOR APPLICATIONS (RFA)

- See if your idea fits LFPP, FMPP, and RFSP
- Eligibility
- READ RFA instructions



Important Dates and Action Items

Required Action	<i>Timing to Obtain/Submit</i>
AMS Deadline to receive final application and all supporting materials through Grants.Gov	May 2, 2023 – 11:59 p.m. Eastern Time
Obtaining Your Organization's UEI Number (if you do not already have one)	7-10 business days
Establishing an Active SAM.gov Account (if you do not already have one)	7-10 business days
Obtaining a TIN/EIN (if you do not already have one)	Up to 2 weeks
Creating your Grants.gov profile and registering your Authorized Organizational Representative (AOR) authorization	Up to 4 weeks



Don't wait until the last
minute!

USDA - Value-Added Producer Grant Fiscal Year 2023 Program Cycle



FY 2023 Available Funding: \$31 Million (National Competition)

Purpose: The USDA Value-Added Producer Grant, administered by USDA Rural Development, provides funds for economic planning activities or eligible working capital expenses to enable viable Agricultural Producers to develop businesses that produce and market Value-Added Agricultural Products and to create marketing opportunities for such businesses.

Maximum Award Amounts & Grant Period

\$75,000 Planning or \$250,000 Working Capital; Up to 36 months

Matching Requirement

1-to-1 match (50 percent of total project costs) cash or eligible in-kind contributions to be used only for eligible project purposes.

Application Deadlines (60 Day Application Window):

Paper: Due to the State Office where you are located by May 16, 2023

Grants.gov: Due by 11:59 eastern on May 11, 2023

More information

Visit the [Value-Added Producer Grants webpage](#) or contact Greg York, Management and Program Analyst, USDA Rural Development at Gregory.York@usda.gov or (202)281-5259.

TIPS AND TRICKS

- What need are you addressing?
- Clear rationale & objectives; how will objectives be met? By whom?
- Describe the expected outcomes
- The more collaboration, the better
- Be specific, concise and answer EVERY question
- Who benefits from the project?
- Focus on sustainability of project beyond grant period



PEER REVIEW

- 7-10 applications
- Program you are NOT applying



**HELP
WANTED**

<https://www.ams.usda.gov/services/grants/peer-review>

Contact us!



<https://www.ams.usda.gov/services/grants>

JuliAnna Arnett
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A SUMMIT ON SCALABLE SOLUTIONS TO CREATING COMMUNITY FOOD SYSTEMS

Presented by Central Appalachian Network in partnership with the United States Department of Agriculture

***SPONSORED BY: THE EDUCATIONAL FOUNDATION OF AMERICA, FOUNDATION FOR A HEALTHY KENTUCKY,
AND SUGARBUSH VALLEY IMPACT INVESTMENTS***

A Fair Food System is a six-part summit series that discusses scalable solutions to creating community food systems. The summits include educational presentations, panel discussions, networking events, and breakout sessions to address community food system issues within Central Appalachia.

Topics have included Local Food Value Chains, Climate Resiliency, Healthcare, SNAP Incentive Programs, and Food Policy.

Our goals for this Summit:

1. Facilitate a learning environment regarding the problems related to nutrition security such as healthy food access and affordability.
2. Engage a coalition of organizations who are working to build and support resilient and accessible community food systems.
3. Employ targeted technical assistance from the USDA and other qualified providers.
4. Attract federal, public, and private funding for scalable programs addressing nutrition security in Central Appalachia.
5. Invite nonprofit partners within Central Appalachia who are working on related projects to join the network.

Agenda – Summit 6

March 23, 2023 9:00AM–1:00PM EST

Time	Topic
9 – 9:10	Welcome to Day Six of the Summit
9:10 – 9:20	Goals of the summits and impacts since mid-2022
9:20 – 10:15	USDA AMS Programs <ul style="list-style-type: none">• Julianna Arnett Local and Regional Food Systems Senior Agricultural Marketing Specialist, Transportation and Marketing Program, USDA Agricultural Marketing Service• Leslie Schaller – CAN project funding through USDA LAMP Investment
10:15 – 10:45	Recommendations from Our Fields: Farmers on Farm Policy <ul style="list-style-type: none">• Kenya Abraham -- Co-founder of SLAK Market Farm• Feedback from other attendees
10:45 – 11:50	Funders Investing in Food System Solutions <ul style="list-style-type: none">• Invest Appalachia—Baylen Campbell• Osteopathic Heritage Foundation of Nelsonville-Cheryl Graffagnino• PCAP --- CDFIs – Marten Jenkins
11:50 – 12:00	Interaction & break
12:00 – 12:55	Regional and State Policy Recommendations for a Fair Food System <ul style="list-style-type: none">• The Ohio Ecological Food and Farm Association – Amalie Lipstreu• Kentucky HB 384 discussion with Kimberly Ishmael & Martin Richards
12:55 -1:00	Wrap-up What’s next for CAN --- last pitch for working groups



Julianna Arnett

Local and Regional Food Systems Senior Agricultural
Marketing Specialist, Transportation and Marketing
Program, USDA Agricultural Marketing Service

Investments in Central Appalachia Farmers Market Promotion Program



Recipient: Community Farm Alliance Inc.

Award Amount: \$599,913.00

The Farmers Market Resiliency Project: Strengthening and Stabilizing the Farmers Markets of Kentucky through a Comprehensive Market Training Program, Technical Assistance, and a Peer-to-Peer Network

FARMERS MARKET SUPPORT PROGRAM



(PHOTO FROM RINEYVILLE FARMERS MARKET IN RINEYVILLE, KY)



COMMUNITY
FARM
ALLIANCE



FARMERS MARKET SUPPORT PROGRAM



(PHOTO FROM RED BIRD FARMERS MARKET IN BEVERLY, KY)



COMMUNITY
FARM
ALLIANCE

Recipient: Rural Action

Award Amount: \$267,055.98

Growing the Shawnee Farmers Market - Networking, Peer Learning, and Technical Assistance Strategies to Expand Local Foods in a Destination Community



Recipient: Tri-State Local Foods dba The Wild Ramp

Award Amount: \$464,136.00

Implementation of an Online Ordering Platform in Response to COVID 19,
Expanding the Availability of Local Agricultural Products



Recipient: Grow Ohio Valley, Inc.

Award Amount: \$240,727.00

The Public Market: Growing Regional Agriculture with a Year-Round Farmers Market



Recipient: Foundation for Appalachian Kentucky, Inc.,

Award Amount: \$150,608.90

Northfork Local Food Promotion Program

Northfork Local Foods
August 13, 2022 · 🌐



Foundation for Appalachian Kentucky
August 13, 2022 · 🌐



Recipient: Appalachian Center for Economic Networks

Award Amount: \$162,140.00

Growing Market Momentum

ATHENS FARMERS MARKET
NEW LOCATION

as of Nov. 2

ATHENS COMMUNITY CENTER

701 East State Street

#1 farmers market in Ohio!



Investments in Central Appalachia

Local Food Promotion Program



Recipient: God's Pantry Food Bank, Inc., Lexington

Award Amount: \$465,658.56

SE KY Health and Education Farm-to-Institution Program



Recipient: Appalachian Sustainable Development

Award Amount: \$429,946.85

Building a Local Beef Value Chain in Central Appalachia



Recipient: West Virginia Food and Farm Coalition

Award Amount: \$499,980.93

Pop's Pickles and Mamaw's Molasses: Creating an Authentic Appalachian Brand for ValueAdded Makers in West Virginia

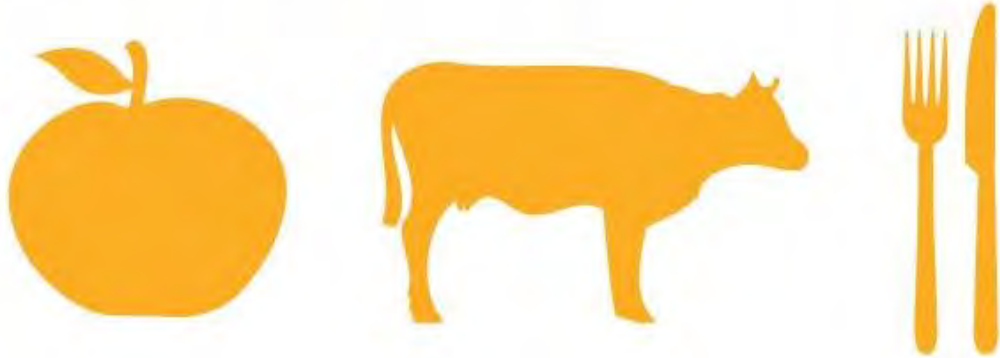


Recipient: Natural Capital Investment Fund

Award Amount: \$456,000.00

Adapting Value Chain Coordination to Enhance Market Opportunities

Value Chain Cluster Initiative



Recipient: Appalachian Abattoir, LLC

Award Amount: \$499,568.00

West Virginia Branded Beef: Expanding into Wholesale Markets and Advancing West Virginia's Livestock Value-Chain



Recipient: Appalachian Center for Economic Networks

Award Amount: \$88,641.75

Planning to Advance Mobile Meat Slaughter and Processing in Ohio and Central Appalachia



NEEDS ASSESSMENT RESULTS

Survey dynamics:

- Distributed electronically from May 13, 2021 to August 14, 2021
- 231 responses received from 50 Ohio counties.
- 142 identified primarily as consumers, 81 as producers, 8 as processors.
- 13,413 total acres represented, an average 172 acres per producer.



MOBILE MEAT OPINIONS Among All Respondents

- 67.2% believe mobile meat slaughter would alleviate regional processing bottleneck.
 - Uncertainties around staffing, volume, and capacity
- 54% had no concerns about introducing mobile slaughter to region.
 - Concerns include zoning, regulatory, and food safety

Advancing Mobile Meat In Appalachia

LFPP PROJECT 2020-2022

CONSUMERS

- Strong preference for local meat
- Value supporting local farmers and local economics
- Preference pasture-raised, non-GMO feed, and grass-fed and finished growing practices
- Top barriers are high prices and inconvenient markets
- 90.78% of respondents likely or very likely to purchase if more local red meat was available

PRODUCERS

- Current practices engaged in by producers: 1) Pasture-raised (50%) and Grass-fed and finished (50%), 2) Non-GMO feed (21%)
- Very few producer certifications: Humane (8%), Naturally Grown (4%), Organic (3%)
- Highest impact barriers: 1) Significant wait times for slaughter dates, 2) Distance to processor too far, 3) Managing logistics of multiple processors
- Most producers would send more animals to market with fewer barriers

PROCESSORS

- Limited response rate symptom of core issue: processors operating at full capacity and lack employees
- No processor considered the introduction of a mobile slaughter unit as a negative
- Processors see mobile slaughter as the most impactful solution, with collaborative cold storage as a next best alternative

Advancing Mobile Meat In Appalachia

LFPP PROJECT 2020-2022

CHALLENGES

- Farms need infrastructure (handling, offal, waste water)
- Farmer co-op momentum difficult to secure
- Additional logistics require extra management
- Limited to one location per day to meet throughput needs
- Follow-on cold storage & processing streams
- Lack of successful examples in region
- Employee retention & inspector workload issues remain

OPPORTUNITIES

- Mobile solves a specific problem (geography, zoning, land use, etc)
- Possible start-up or test business
- Could answer workload issues?
 - Preferred by slaughter & inspection personnel
- "Innovation" demand = investment potential
- More scalable, flexible than brick and mortar
- Meets both consumer and farmer mandate for humane slaughter
- May result in higher quality carcass according to studies

MOBILE MEAT FINDINGS

The Project Team conducted focus groups, interviews, and stakeholder summits to determine the benefits and concerns related to introducing a mobile meat slaughter unit to the Ohio and Central Appalachia region. The team also visited Bay Area Ranchers Co-op (CA) and Island Grown Farmers Co-op (WA) to learn directly from mobile meat slaughter unit operators.



For final project deliverables and project team contact information, visit:

ACENETWORKS.ORG/LFPP

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Investments in Central Appalachia Regional Food Systems Partnerships



Recipient: Appalachian Resource Conservation & Development Council

Award Amount: \$505,758

Northeast Tennessee Food Vision



CONSERVATION

FARMER & GARDENER TRAINING

FOOD JUSTICE



Recipient: KCARD

Award Amount: \$937,409

Kentucky Food System Collaboration

2023

**KENTUCKY LOCAL
FOOD SYSTEMS SUMMIT**

Recipient: Appalachian Sustainable Development

Award Amount: \$999,968

*Expanding Food and Agriculture Value Chains in Central Appalachia
by Creating a Multi-Stakeholder Cooperative*





OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION 2023 FARM BILL PLATFORM

PROMOTING SOIL HEALTH AND CLIMATE RESILIENCE THROUGH CONSERVATION POLICY

OEFFA members believe that it's essential to our future to invest in the health of our soil and build climate resilience through conservation programs in the 2023 Farm Bill.

When federal programs cultivate equity and invest in—rather than exploit—our shared and finite resources, we build strength and resilience necessary for long-term agricultural sustainability and we create a foundation for a good life for everyone in our community.



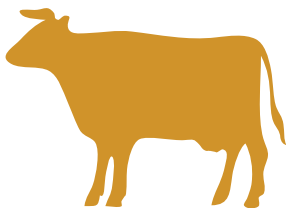
Ohio Agriculture Under Threat

Farmers, who build intimate knowledge of their land over time, have witnessed the effects of a changing climate. Ohio farmers are experiencing flooded fields, heat stress on crops and livestock, and property damage from severe weather.

Scott Myers of Woodlyn Acres Farm has seen heavy rain events firsthand on his farm. He notes the rising cost of drainage tile as demand grows from other flooded farmers, and recalls local snow ploughs being used to clear streets after summer storm damage.

“Climate change is actually happening,” Myers said. “It doesn’t matter which side of the political landscape you’re on, we all need to agree it’s going to be a real issue that we have to deal with and our children need to deal with.

And it’s very important that we do something about it.”



Field-Tested Climate Solutions

Current agricultural practices cause about 10 percent of total U.S. greenhouse gas emissions. For example, when soil is left bare without roots to hold it in place, erosion causes carbon to be released into our atmosphere.

Yet, **farmers are a critical part of systems-based solutions to climate change.** Organic farming and good soil health practices—like cover cropping and



Scott Myers grows about 2,500 acres of hay, corn, soybeans, sunflowers, peas, and small grains in Wayne County, Ohio utilizing organic and no-till practices.

long-term, diverse crop rotations—help to sequester carbon in the soil, while building the resilience farmers need to adapt to more frequent weather extremes and provide a stable food supply for our communities.

When Myers first transitioned to organic production and began planting cover crops for year-round ground cover, he saw immediate benefits to his corn yields because the wheat, barley, and rye were “holding soil and nutrients on the land rather than those nutrients going into the watershed.”





OEFFA 2023 FARM BILL PLATFORM

PROMOTING SOIL HEALTH AND CLIMATE RESILIENCE THROUGH CONSERVATION POLICY



Rising to the Challenge Together

Because climate solutions take all of us working together, acting as good neighbors and acknowledging our shared responsibility to future generations, OEFFA supports increased access to resources and technical assistance that make it easier for all farmers to be good stewards of the land.

Demand for current conservation programs has long exceeded funding, with 50 percent or more of farmers who apply turned away each year. Carie Starr applied for the Environmental Quality Incentives Program (EQIP) many times, but has not received funding, and she learned that very few pasture programs are funded in the state.

“In order to mitigate climate change, we need to financially incentivize small farmers growing healthy and safe food,” Starr said.



Carie Starr of Cherokee Valley Bison Ranch rotationally grazes bison on 50 acres in Perry County, Ohio, helping to regenerate the landscape.

The 2023 Farm Bill should invest in successful conservation programs sought by farmers like Carie, including EQIP, the Conservation Stewardship Program (CSP), and the Grazing Land Conservation Initiative (GLCI). It should also fund the National Organic Certification Cost-Share Program (NOCCSP) and state soil health programs.



THE FUTURE IS IN OUR HANDS

The farm bill shapes virtually every aspect of the U.S. food and agricultural system. The 2023 Farm Bill is our single greatest opportunity to realize our vision for a future where sustainable and organic farmers thrive, local food nourishes our communities, and agricultural practices protect and enhance our environment.

Democracy belongs to all of us, and it's up to us to advocate for strong policies that benefit our whole community and the Earth. Your voice is needed to make sure government and public institutions are accountable and exercise their responsibility to protect our health and well-being and support natural ecosystems.

To join us in calling for farmer-focused climate solutions in the 2023 Farm Bill, including EQIP, CSP, GLCI, NOCCSP, and state soil health programs, go to action.oeffa.com/farm-bill.





OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION 2023 FARM BILL PLATFORM

INCREASING INVESTMENTS IN LOCAL AND REGIONAL FOOD SYSTEMS

OEFFA members believe that increasing investments in diverse, local and regional food systems in the 2023 Farm Bill is essential for our future.

Access to local, fresh, nutrient-dense food is foundational to community health. When federal programs empower small-scale agriculture and local entities to be good neighbors and community builders, our regional food system becomes healthier, stronger, and more resilient and equitable.



Decades of Disinvestment

Our regional food system includes farms, value-added producers, farmers markets, food hubs, produce auctions, processors, distributors, retailers, organizations, and more.



Increased investment in these community-level assets and local infrastructure for aggregation, processing, and distribution is overdue. **Without support, Ohio's family farmers and food businesses will continue to disappear from our communities, cutting off an important source of local food.**

More than 34 million Americans are food insecure, but Alex Ball of Old City Acres believes there's plenty of food to feed everyone. The challenge is distribution—one local producers are uniquely equipped to address.

"I got started farming when I was 18 because I saw a grocery store in my neighborhood close down. I saw the effects of food access directly in my own backyard. I thought, I've got to help feed people in my community," said Ball. **"Small, local farms are community farms. They're businesses that are built on community, on selling to local folks."**

His farm has taken steps to "grow the community of people who have access to [his] food" by creating a more inclusive CSA model, but he notes that competition from corporate delivery services and lack of access to capital to grow his business are obstacles.



For 10 years, Alex Ball has farmed year-round on his quarter-acre urban market garden outside Detroit, MI.

OHIO'S LOCAL FOOD SYSTEM



\$80 million in direct-to-consumer sales and \$118 million in retailer and restaurant sales in 2017



15 full-time jobs created per \$1 million in revenue (compared to only 3 jobs for food that leaves the region)



400 farmers markets generate about \$11,000 per market day



Nearly 75 percent of farmers markets accept federal nutrition assistance



OEFFA 2023 FARM BILL PLATFORM

INCREASING INVESTMENTS IN LOCAL AND REGIONAL FOOD SYSTEMS



Field-Tested Solutions

Even modest investments in local and regional food systems can yield large returns.

Hamilton County, Ohio-based Green Umbrella received a Local Food Promotion Program (LFPP) grant in 2017 to grow two existing regional food hubs. The hubs co-located to share space and common expenses to achieve cost-saving efficiencies, developed new wholesale markets, and received technical assistance to meet food safety requirements and improve warehousing and transportation capabilities.

Annual sales increased from \$21,500 to \$734,843 and the number of new institutional clients grew from 8 to 126.

Streamlining existing programs, ensuring equitable access, and providing more support will lead to better public health outcomes, more food system jobs in the community, preservation of farmland and culture, and better resilience against supply chain disruptions.



Meeting Our Untapped Potential

Many farmers' livelihoods depend on strong local and regional food systems, including support for cooperative development, urban agriculture, supply chain investments, more regional facilities for flash-freezing and meat processing, and programs such as Produce Perks, which make healthy, local foods more accessible.

The U.S. Department of Agriculture (USDA) should increase investments in the farm bill's Local Agriculture Market Program (LAMP), which includes LFPP—proven successful by Green Umbrella in Cincinnati—the Farmers Market Food Promotion Program (FMFPP), and Value-Added Producer Grants (VAPG).



THE FUTURE IS IN OUR HANDS

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Democracy belongs to all of us, and it's up to us to advocate for strong policies that benefit our whole community and the Earth. Your voice is needed to make sure government and public institutions are accountable and exercise their responsibility to protect our health and well-being and support natural ecosystems.

To join us in calling for farmer-focused solutions in the 2023 Farm Bill, including key improvements to the Local Agriculture Market Program, go to action.oeffa.com/farm-bill.





OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION 2023 FARM BILL PLATFORM

ADDRESSING CONSOLIDATION IN THE FOOD AND AGRICULTURE SYSTEM

OEFFA members believe that agricultural consolidation puts family farmers at a disadvantage and weakens the diverse regional food systems essential for a resilient future. We want to change that.

Federal policy can help to level the playing field—currently heavily tilted toward large-scale, commodity agriculture—by empowering local farmers and food leaders to preserve our local food heritage and create strong regional food systems that can serve diverse communities.



Consolidation Weakens Our Food System

Four large conglomerates overwhelmingly control the U.S. meat supply, driving down opportunities and earnings for farmers while driving up prices for consumers. This consolidation creates a bottleneck in the meat supply chain, which can have disastrous results, as we saw during the COVID-19 pandemic.



In Ohio, few independent meat processors remain.

Farmers may have to travel hours and book years in advance, making it difficult for them to start or expand their business. There are no certified organic processing plants left in the entire state, preventing livestock producers from transitioning into higher value organic markets.

“I had one buyer increase our contract for my chicken, but I only have two options for getting my birds processed,” said Henry Jochem of Primaterra Farm in Perry County, Ohio. “Pleasant Valley is 1 hour 45 minutes away and King and Sons is 3 hours. It’s a huge cost in time and fuel. And, while I was able to schedule enough appointments to cover my usual production, they are so busy that **it’s hard to get additional appointments now so I can grow.**”

A decades long policy failure to invest in regional food systems has also left Ohio with a shortage of mills and other food processing facilities, including those that would allow farmers to cost-effectively can, freeze, pickle, and dry their products.



Michelle Ajamian has owned Shagbark Seed & Mill in Athens County, Ohio since 2010.



Community-Based Solutions

“Every town in the United States has a Mill Road or a Mill Creek Road, and that’s because every town had a mill. But, starting in the late 1960’s or 70’s, those mills started disappearing,” said Michelle Ajamian of Shagbark Seed & Mill.

Michelle decided to focus her business on milled products and dried beans because “those are the primary sources of nutrition and calories on a plate worldwide and have been since agriculture began. And yet, the local food system is focusing on fruits and vegetables, which are really important, but you can’t really live on those things.”



OEFFA 2023 FARM BILL PLATFORM

ADDRESSING CONSOLIDATION IN THE FOOD AND AGRICULTURE SYSTEM

Although her business and farm partners face extremely high start-up and operation costs, “the government is not supporting us at all. We don’t get any support for what we’re doing. But Big Ag is.”

“What really needs to happen is businesses like mine, these mills around the country, need to get more support so they can, in fact, have a sustainable operation. Other parts of this sector of agriculture are highly subsidized because they’re focusing on these two crops: GMO corn and GMO soybeans. **Help us make our community better, that’s what needs to happen,**” Ajamian said.



Replacing Concentration with Diversity

Consolidation is the enemy of diversity and it harms community economic or environmental health. **Just as diverse farms support thriving ecosystems, food system diversity fosters resilience.** Addressing consolidation makes local production, processing, aggregation, and distribution investments viable.

The next farm bill should support an agriculture system that includes farms and businesses with diverse operations and scales that make it possible to care for —instead of exploit—the land.

OEFFA supports common sense payment limits and changes to crop insurance subsidies to ensure that government assistance reaches the farmers who need it most and who use farming practices that foster diversity, thereby reducing risk. We also support fair and transparent contracts that protect livestock farmers from predatory corporate practices.



THE FUTURE IS IN OUR HANDS

The farm bill shapes virtually every aspect of the U.S. food and agricultural system. The 2023 Farm Bill is our single greatest opportunity to realize our vision for a future where sustainable and organic farmers thrive, local food nourishes our communities, and agricultural practices protect and enhance our environment.

Democracy belongs to all of us, and it’s up to us to advocate for strong policies that benefit our whole community and the Earth. Your voice is needed to make sure government and public institutions are accountable and exercise their responsibility to protect our health and well-being and support natural ecosystems.

To join us in calling for farmer-focused solutions in the 2023 Farm Bill, including crop insurance and subsidy reforms that prioritize diverse family farmers, go to action.oeffa.com/farm-bill.





OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION 2023 FARM BILL PLATFORM

INVESTING IN ORGANIC AND SUSTAINABLE RESEARCH

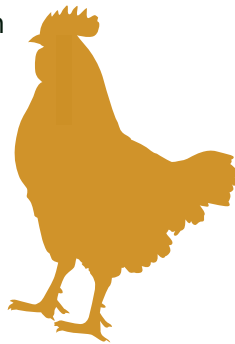
OEFFA members believe a transformative investment in organic and sustainable research in the 2023 Farm Bill is necessary to address our nation's most urgent food, agriculture, climate, and public health challenges.

Organic and sustainable farming practices should receive a fair share of federal research dollars and farmers should have access to research that helps them farm responsibly and profitably. Supporting good farming through science enhances the health of our land, air, water, and communities.



Research Needs to Support Ecological Farming Systems

Publicly funded agricultural research has led to the advancement of countless innovative techniques and practices that have helped farmers across the country. Unfortunately, these **investments have declined by about one-third since 2002**, putting the U.S. well behind other countries.



Organic agriculture has grown despite little investment in public research. **Less than 2 percent of the U.S. Department of Agriculture's annual research budget is spent on organic production topics, although the organic market has grown to more than 6 percent.** As a result, many organic and diversified growers have lacked access to seeds, breeds, and management practices designed for their systems and organic research has not been available to benefit the broader farming community.

For the U.S. to sustain long-term food security for all, the farm bill must also greatly expand **investment in research on agricultural climate solutions** that work with nature to reduce greenhouse gas emissions and sequester carbon in the soil. There has been a lack of investment in this area, despite organic and regenerative agriculture's potential to aid climate change mitigation and adaptation. We can do better!



Every \$1 invested in publicly funded agriculture research generates \$20 in economic activity.



Abbe Turner operates Mushroom Harvest Provisions, a local food distribution business serving about 50 restaurants in central Ohio. "Small farming... can be very challenging at times. But the method of production matters. It matters to the health of our soil and water. It matters to the nutrition of the products we produce."

Research is also needed on organic nutrient density and wellness and to support food system equity, food safety, and supply chain resiliency.



Farm-Tested Research

For 20 years, Abbe Turner has been involved in farming, including goat and mushroom production. She received a Sustainable Agriculture Research and Education (SARE) grant to try to improve farm profitability by collecting commercial food waste to use as an animal feed for her pigs, goats, and chickens.



OEFFA 2023 FARM BILL PLATFORM

INVESTING IN ORGANIC AND SUSTAINABLE RESEARCH

“Research for small farms... is particularly important because we operate on smaller margins, and we have higher risk when we try new things,” said Turner. “We learned a lot of lessons and we wouldn’t have been able to explore that and share the information with other farmers without that SARE grant.”

All farmers need access to high quality research that is relevant to their specific region and type of operation, but this is particularly critical for organic, beginning, BIPOC, and other traditionally underserved and undercapitalized farmers.

Donnetta Boykin of Endigo’s Herbs and Organics in Montgomery County, Ohio has been farming vegetables since 2003 and plans to create food boxes specifically tailored for elderly, disabled, and low-income community members.

In 2022, she received a SARE grant to compare different powdery mildew treatments to compare effectiveness, cost, and yield. In addition to helping her better tackle a key challenge on the farm, Boykin will help other farmers when she shares her findings at conferences, demonstrations, and online.



Rebuilding Publicly Funded Agriculture Research

The 2023 Farm Bill should invest in public research, including ATTRA (one of Turner’s favorites), the Economic Research Service, the Agricultural Research Service, and the National Institute of Food and Agriculture (NIFA), which includes SARE, the Organic Transitions Program, the Specialty Crop Research Initiative, and the Organic Agriculture Research and Extension Initiative.

OEFFA members want long-term research on cover crops, organic no-till, natural fertility, and food nutrition and disease to be widely accessible to farmers.

Organic and sustainable research can support good farming practices that help ALL farmers mitigate and adapt to a changing climate, protect our natural environment, and support healthy communities.



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To join us in calling for farmer-focused solutions in the 2023 Farm Bill, including investments in NIFA and other agricultural research programs, go to action.oeffa.com/farm-bill.





OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION 2023 FARM BILL PLATFORM

PROVIDING MORE SUPPORT FOR BEGINNING AND BIPOC FARMERS

OEFFA members believe that providing more support for beginning and BIPOC farmers should be a priority in the 2023 Farm Bill, so we can address our nation's current and historic inequities and build a robust and resilient food system for our future.

With nearly half of all U.S. farmland expected to change hands in the next two decades, now is the time to help historically underserved farmers get on the land and thrive in their businesses.



Beginning and BIPOC Farmers Face Structural Challenges

Starting and managing a successful farm is always fraught with challenges, but beginning and BIPOC farmers are disproportionately impacted by limited affordable farmland, lack of capital and financing, and difficulty accessing markets and infrastructure.

Land access is the top challenge reported by beginning and BIPOC farmers, and the leading reason they leave agriculture. Rising land prices, farmland consolidation, and urban development have put secure access to affordable farmland increasingly out of reach for many.

Additionally, **institutional racism has excluded BIPOC farmers** from access to land, financial resources, and information, which continues to shape US. farming and land ownership demographics.

Historically, beginning and BIPOC farmers have had difficulty accessing USDA programs. Immigrant and non-English speaking farmers, in particular, face language barriers and a lack of culturally trained staff at local field offices. Improved outreach and streamlined application processes are needed to make these programs more widely accessible.



Affordable Farmland Access

Accessing land and capital has been a key challenge for beginning farmer Jonathan Greer. **“As black farmers... we’re trying to break into this space to try and acquire some bit of land, so that we can build some type of farm and so we can leave a**



Jonathan and the Greer family have farmed vegetables and herbs for 3 years at Eden’s Blessing Family Farm in Perry County, Ohio.

legacy for our children and then they can appreciate farming and then build upon what we’ve built.”

Greer has experienced challenges navigating federal farming programs. “When you’re a beginning farmer... you don’t know what you don’t know. And so... sometimes you don’t know what to ask for, what to look out for, and you kind of feel like you’re alone and isolated.”

For beginning farmer Dana Hilfinger of Roots, Fruits, and Shoots Farm in Licking County, Ohio, farm bill programs have been essential.






OEFFA 2023 FARM BILL PLATFORM


PROVIDING MORE SUPPORT FOR BEGINNING AND BIPOC FARMERS


"NRCS EQIP cost-shares have enabled my farm to grow much faster than I otherwise could," she said. "The high tunnel and cover crop seeds I purchased through the program allowed me to offer more winter vegetables to my customers and improve the soil quality on my farm."


BEGINNING AND BIPOC FARMERS

Source: National Young Farmers Coalition 2022 Survey

 54 percent of young farmers and 75 percent of Black farmers say they currently need more access to land

 41 percent of young farmers and 59 percent of Black farmers say access to capital is "very or extremely challenging"

 In 1910, there were almost 1 million Black farmers. Today, there are only about 45,000.

 95 percent of U.S. farmers are White and 98 percent of farmland is White-owned



Investing in Next Generation Farmers

Beginning and underserved farmers using ecological practices to grow food for our communities should receive priority support in the 2023 Farm Bill.

The bill should improve equity, accessibility, and representation in USDA programs; incentivize farm transition to beginning farmers and prevent further land loss in communities of color; enhance technical assistance; increase direct financial assistance and access to credit, and invest in urban agriculture.

Key programs serving next generation farmers include the Farming Opportunities and Training and Outreach, Beginning Farmer and Rancher Development Program, Outreach and Assistance to Socially Disadvantaged and Veteran Farmers and Ranchers Program, and the Office of Urban Agriculture and its programs.



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To join us in calling for farmer-focused solutions in the 2023 Farm Bill, including the key programs serving next generation and urban farmers, go to action.oeffa.com/farm-bill.



Osteopathic Heritage Foundations Funding Priority: Healthy Food Access

Cheryl Graffagnino, Program Officer

March 2023

Mission



To improve the health and quality of life in the community through education, research and service consistent with our osteopathic heritage.

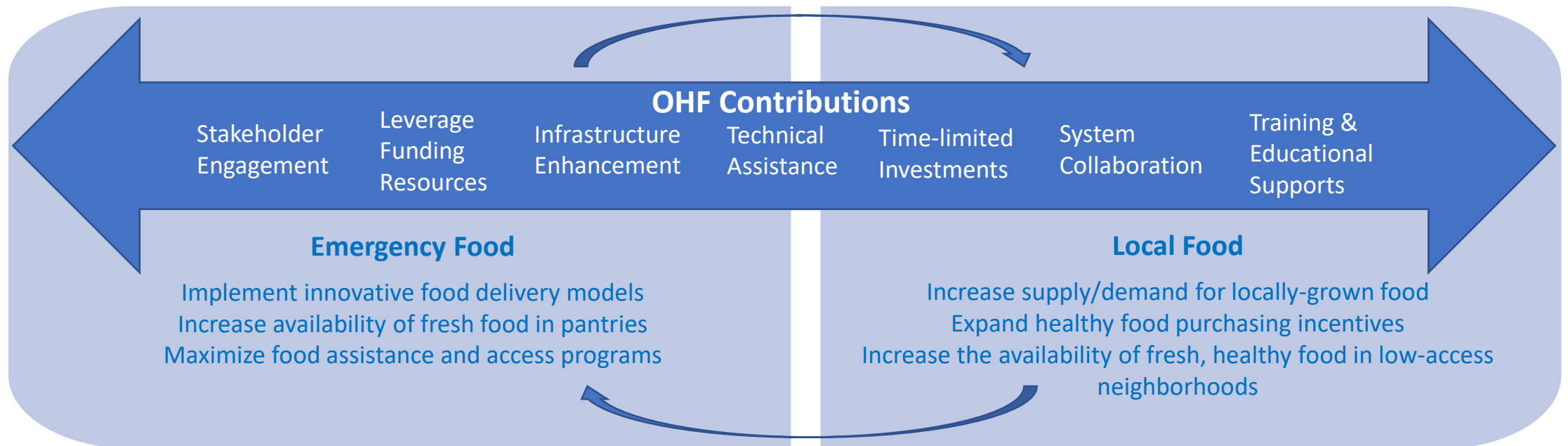
Funding Priorities



Healthy Food Access Strategic Investment Framework



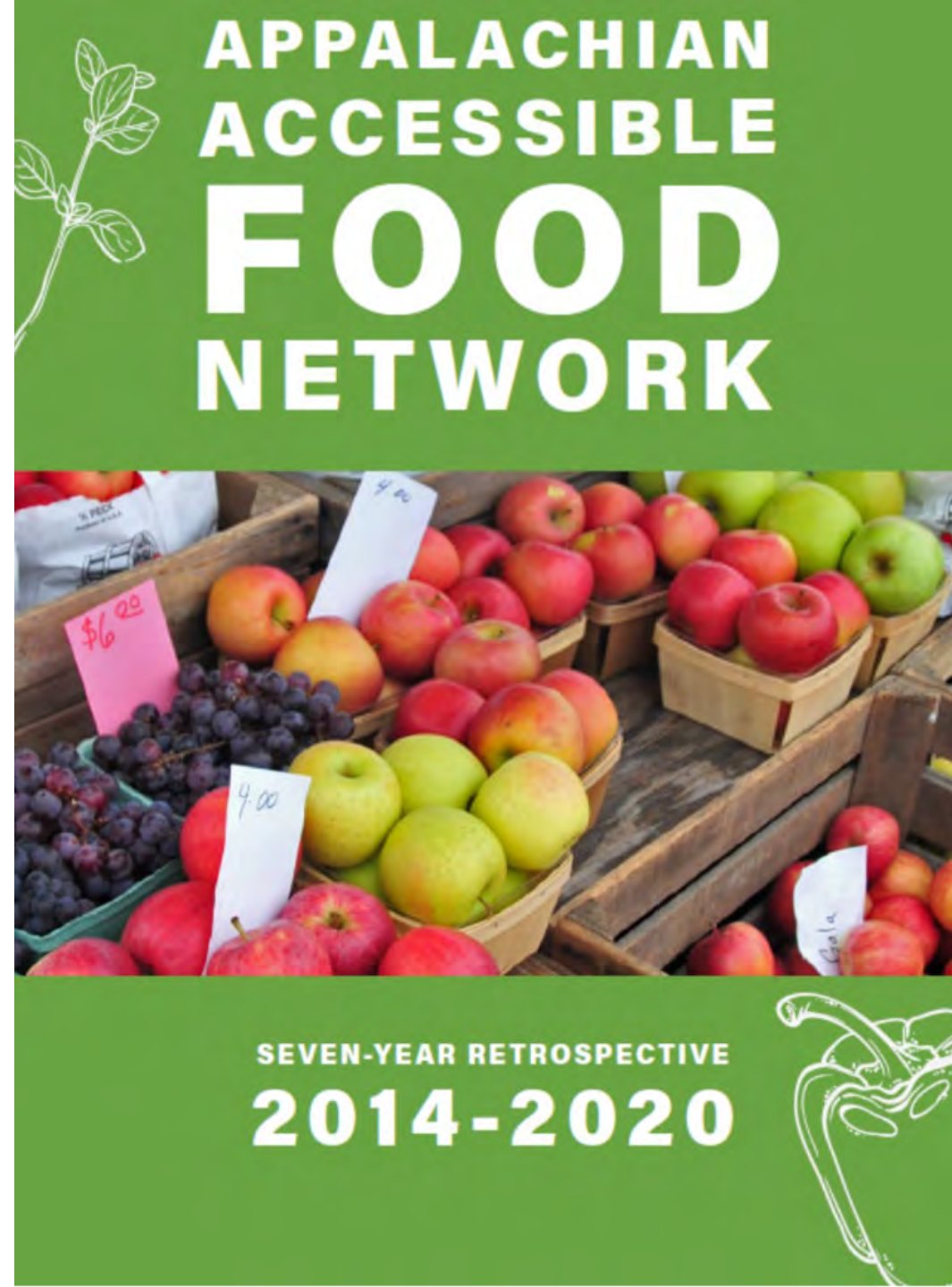
Healthy Food Access Funding Priority: Community health is improved when fewer people experience hunger and more vulnerable people have access to healthy food.



Investment Outcomes: Measurable increases in accessibility, affordability and consumption of healthy and local foods for residents.

Appalachian Accessible Food Network

- 2013 - Strategic Planning
- 2014 – AAFN Phase I
- 2017 – AAFN Phase II
- 2019 – AAFN Phase III
- 2021 – AAFN Phase IV



Questions?



Thank you

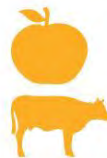
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**Partner
Community
Capital™**

*Business lending to advance equity
and help communities flourish.*



**Value Chain
Cluster Initiative**



Food Business Development From Field to Fork



About Us

- US Treasury-certified CDFI
- Serving Central Appalachia & the Southeast
- Patient, flexible capital
- Special programs & connections to advisory services
- Triple-bottom-line framework
 - creating jobs
 - supporting the community
 - preserving the environment



PCAP Lending

Amount

- \$5,000 - \$1.5 million*
- Senior or subordinated debt

Uses

- Real estate
- Business acquisition
- Fixed assets
- Working Capital
- Solar and energy efficiency

Interest Rate

- Fair: 6% - 12%
- Priced based on risk
- Higher than banks/traditional lenders

Terms

- Working capital..... up to 3 years
- Equipment..... up to 10 years
- Real estate..... up to 20 years

No prepayment penalties

*\$1.5 million - \$2.5 million w/SBA 504 or USDA B&I programs



Swift Level Fine Meats *Lewisburg, WV*

Sector: retail & wholesale deli meats, smoked meats, handmade sausages, charcuterie, seafood, value-added foods

TA: workforce development training and business assessment with Range Meats Academy; additional training scheduled for 2023 will include meat-cutting and merchandising

Highlights:

- Woman-owned business
- Sourcing from more than 75 area producers
- Voted WV's Best Butcher Shop!



www.swiftlevelfinemeats.com

Technical Assistance & Training



- Local food & farm businesses along the value chain -
 - Examples:
 - Individual business TA: marketing, accounting & bookkeeping, business planning, a&e design
 - Intermediary TA: feasibility studies, financial modeling, kitchen design, organizational management, strategic planning, legal services



*Business lending to advance equity
and help communities flourish.*



Technical Assistance:

Liberty Newberry
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libertynewberry@vc2.org

Lending:

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Senior Business Lender, WV
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Visit us online
partnercapital.org | [@partnercap](https://twitter.com/partnercap)



What will you do in the next three months to build a fair food system in your community?

Mentimeter

Help build policy around issues that impact my community

Buy Local

Work in my local schools to help kids understand where their food comes from, pulling in a diverse array of farmers.

Fund mini-grants to food pantries for cold food storage purchase

Fund cold food storage for pantries

fund cold food storage

Start a small grocer focusing on perishable

Farm bill advocacy

Ensure a diversity of voices are present in our



What will you do in the next three months to build a fair food system in your community?

 Mentimeter

Continue learning from others and building relationships across the region

Hold a WV Processing, Aggregation, Distribution (PAD) Summit grounded in Diversity, Equity, Inclusion, Liberation principles!



Designing a better food system

The Farm Bill

- The farm bill is the framework for our food and agricultural system in the U.S.
- Reauthorized ever 5 years, the 2023 Farm Bill will shape the future of agriculture for years to come.
- OEFFA members fought for many of the programs included in the 2018 Farm Bill and, working with them and our national partners, were able to secure many



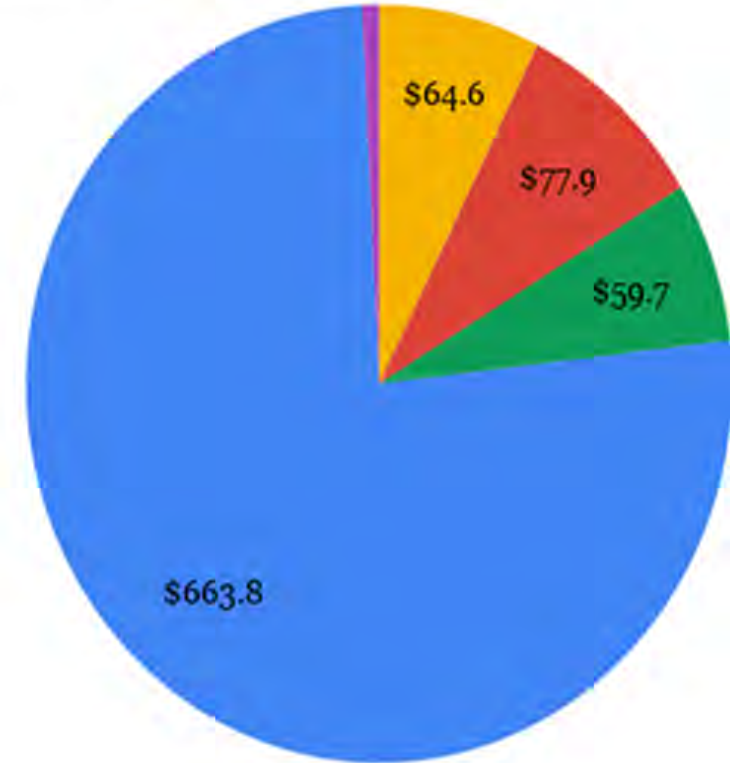
Typical spending

The nutrition title represents about 77% of all farm bill funding while the remaining 23% relates to commodities, crop insurance subsidies and conservation

Big Four

Projected 10 Year Farm Bill Spending in Billions

- Title I: Commodity Programs*
- Title XI: Crop Insurance Subsidies*
- Title II: Conservation Programs*
- Title IV: Nutrition*
- Everything Else: \$6.7B*





Member Driven



1

PROMOTE SOIL
HEALTH AND CLIMATE
RESILIENCE THROUGH
CONSERVATION
POLICY

2

INCREASE
INVESTMENTS IN
LOCAL AND
REGIONAL FOOD
SYSTEMS

3

ADDRESS
CONSOLIDATION
IN THE FOOD AND
AGRICULTURE
SYSTEM

4

INVEST IN
ORGANIC AND
SUSTAINABLE
RESEARCH

5

PROVIDE MORE
SUPPORT FOR
BEGINNING AND
BIPOC FARMERS

7 Active working groups are:

Reviewing

- Reviewing other platforms—NSAC, National Organic Coalition, etc. as well as existing marker bills

Refining

- Refining: Is something missing, need to be removed or added?

Reflecting

- Thinking through proposed legislation and administrative actions

Reforming

- Developing recommendations and advocating

Key Marker Bills Introduced

Opportunities for Fairness in Farming (OFF Act)

- S. 557, HR 1249

Farm System Reform Act

- S 271, HR 797

American Beef Labeling Act

- S 52

Justice for Black Farmers Act

- HR 1167

Food Deserts Act

- HR 1230

Healthy Food Financing Initiative Reauthorization Act

- S 760

Strengthening Local Meat Processing Act

- S 354, HR 945



Marker Bills coming soon

Climate and Soil Health

- The Agricultural Resilience Act

Local and Regional Food Systems

- Local Farms and Food Act

State Policy

Wins and In-progress





Family Farm ReGeneration Act (OH HB 95)

Now being administered by the Ohio Department of Agriculture, OEFFA advocated for this bill to increase access to and secure tenure on farmland.

The bill establishes a tax credit for farmland owners and grants a tax credit to anyone who sells or rents agricultural assets to a beginning farmer. These asset owners will get a 3.99% tax increase on sale prices or three-year gross rental income.

A tax credit is also available for farmers to offset

Building Soil health Policy In Ohio

- OEFFA has convened the Ohio Soil Health Initiative for more than three years now. This is a diverse group of organizations, state and county agency staff, farmers and soil scientists are working actively to maximize the water holding and infiltration capacity of agricultural soils, improve water quality, address climate change and build farmer viability.

- The three tiered strategy includes the deployment of soil



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OEFFA
POLICY

www.actionoeffa.org



House Bill

384

*The Healthy Farm and Food
Innovation Fund*

Kentucky Grown for Kentucky Homes



COMMUNITY
FARM
ALLIANCE

Contact Info

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- www.cfaky.org



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Today we will cover...

- What is House Bill 384?
- Why do we need it?
- What are the impacts?
- How do we succeed?
- Engagement and Opportunities



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What is House Bill 384?



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HB 384



The Healthy Farm and Food Innovation Fund would **create a structured state fund** capable of receiving state, federal, and private philanthropy funds to help Kentucky **address food and nutritional security and support local farmers.**

Priority #1:
Used to house matching funds for
federal grant programs.

HB 384



This fund would specifically match grants for programs that help:

- Farmers
- Local Producers
- Seniors
- Children and WIC participants
- SNAP participants

Applicants to the fund are **required to use KY grown products**, helping put money back into the pockets of farmers and expanding their businesses.



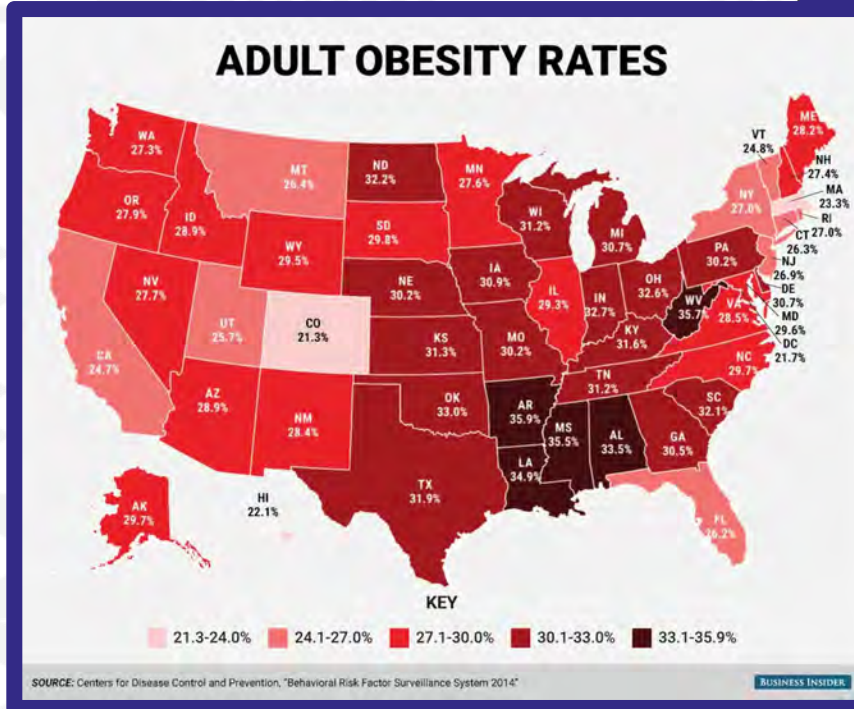
Why do we need House Bill 384?



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Nutritional Health

- Kentucky ranks in the bottom in health and food statistics with **66% of adult Kentuckians being overweight**.
- A study found that **only 4.7% of Kentuckians consume two or more fruits and three or more vegetables daily**. The U.S. average was 8%.
- Kentucky has one of the highest prevalence for pediatric obesity in the nation. Approximately **38% of Kentucky children ages 10-17 years are considered overweight or obese** according to BMI-for-age standards. **Half of Kentucky's children in poor families are overweight or obese**.



Program Stability

Many federal grants fund these great programs. But, **a lot of federal grants require a match. For many nonprofits that is a huge challenge**, creating program instability and hindering growth.

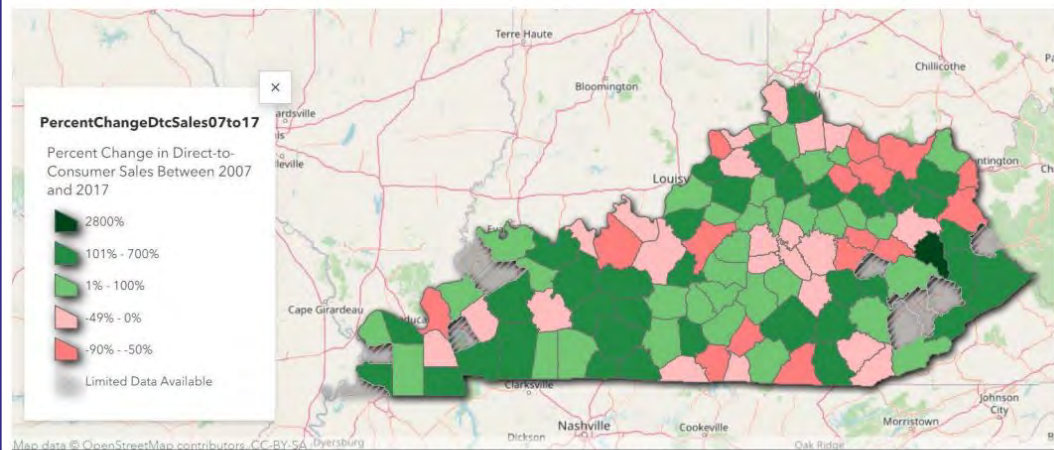


Figure 3. Percent Change in Direct-to-Consumer Sales Between 2007 and 2017 (NASS, Census of Agriculture 2007 and 2017, Quick Stats)

A majority of counties saw an increase in direct-to-consumer sales between 2007 and 2017. Direct-to-consumer sales includes farm sales at farmer's markets, roadside stands, online direct farm sales, and CSA's.

These maps are currently in development by the Kentucky Center for Agriculture and Rural Development. For more information, contact KCARD at (859) 550-3972 or kcard@kcard.info

- The Healthy Farm and Food Innovation Fund would **allow the nonprofit to leverage the fund as match** for the federal grant. Having access to this fund allows more time spent on the programs and **securing a growing future**.
- We know people want to eat local. The map to the left shows that **in many Kentucky counties local produce purchasing went up anywhere from 100% to 700%**.
- **SNAP participation at farmers markets from 2014-2020 went up 123%**. Around that time is when KDD was implemented.



What are the impacts of House Bill 384?



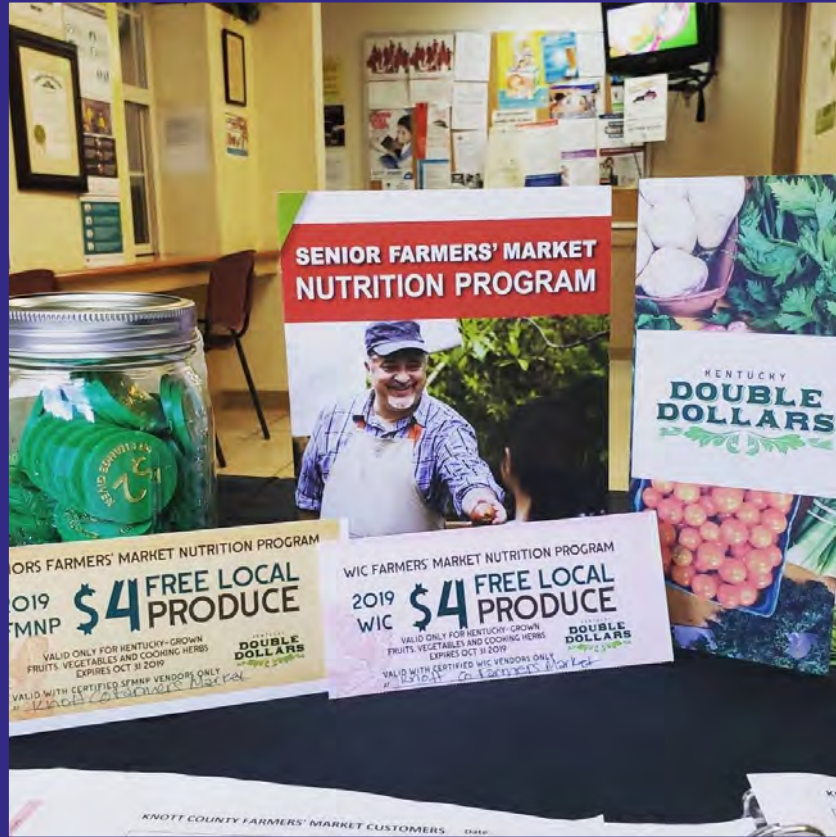
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The Impact

The Healthy Farm and Food Innovation Fund would:

- **Increase funding available to support programs** which ensure that low-income Kentuckians have access to affordable, healthy, locally-grown food.
- **Create program sustainability**, by ensuring that food insecure Kentuckians have access to healthy local food and improving their health outcomes.
- **Establish new opportunities and innovation for direct farm impact food access programs**—such as Kentucky Double Dollars, Senior Farmers Market Nutrition Program, and Fresh RX for MOMs and others to come!

2021 KADF (KY Ag. Development Fund) Return on Investment for Kentucky Double Dollars was \$8.45 to \$1.



(Community and Economic Development Initiative of Kentucky 2020 Study)

The Impact



Farmers

These programs help farmers **grow their businesses** through **increased sales** from new and repeating customers who otherwise would not be able to afford locally-grown food. Increasing capacity for matched federal dollars **increases profits for farmers.**

Families

By **increasing the accessibility** of healthy locally-grown foods, the Healthy Farm & Food Innovation Fund will **decrease household food insecurity and simultaneously improve the dietary health** outcomes of Kentucky's children and their families.

Economy

This fund will **bring more federal dollars** flowing into the state, which will **raise the percentage of families' grocery budgets** spent on Kentucky-grown foods, **increasing the amount of money in Kentucky farmers' pockets and keeping more dollars local.** Economists estimate that every \$1 a household redeems through SNAP generates about \$1.70 in economic activity.



How do we succeed?



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Path to Success



Build and organize grassroots efforts around feeding and farming issues.



Lift up impacted voices like farmers, seniors, and other program participants.



Introduce and pass the Healthy Farm and Food Innovation Fund bill, now House Bill 384, in the Kentucky General Assembly.



Engagement & Advocacy Opportunities



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Get Involved!

Write An Email!

If you're not the talking type, feel free to write your representative an email! Feel free to use CFA's script, or write one of your own!

"Good morning/afternoon Representative! My name is _____ and I am your constituent. Today, I wanted to ask for your support of House Bill 384. House Bill 384 would create a structured state fund to help Kentucky address food and nutritional security and support local farmers. Please help Kentuckians by supporting House Bill 384! Thank you!"

Post On Social Media!

Help us let all of Kentucky know about House Bill 384! Tell your family and friends and post on your social media! **Share our posts, or visit our website to download other graphics!**



Call Your State Representative!

Legislators need to hear from YOU! **You can call the state legislative message line and leave a message for your representative**, or you can call their offices and leave a message with their secretary.

1-800-372-7181

Contact Info

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