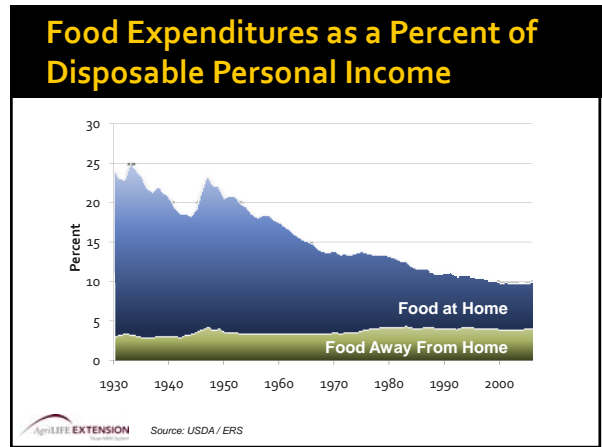
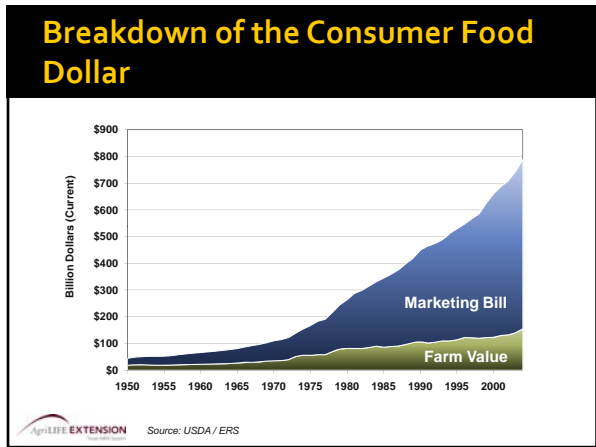
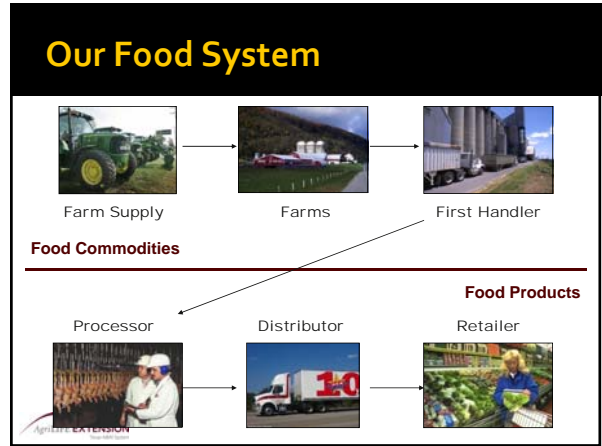


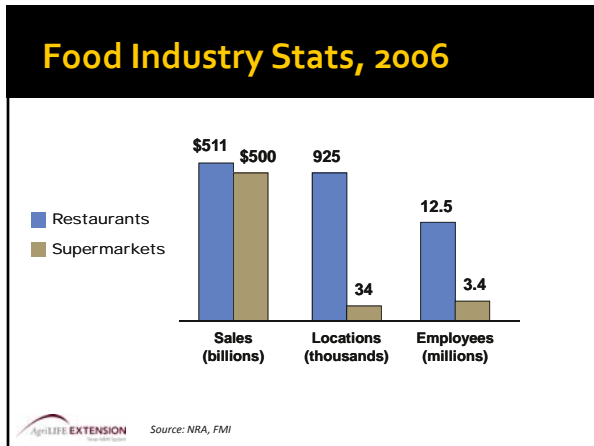



Trends Toward Local Food

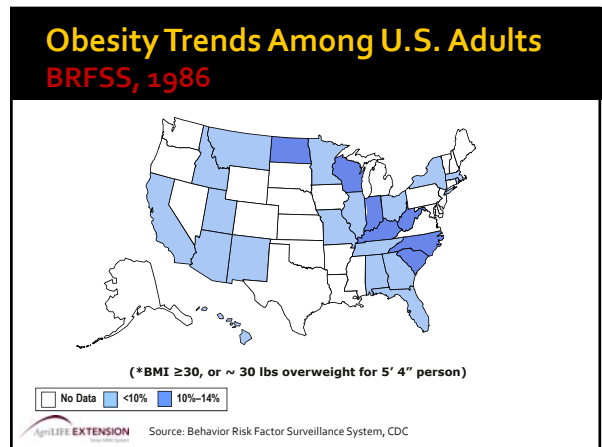
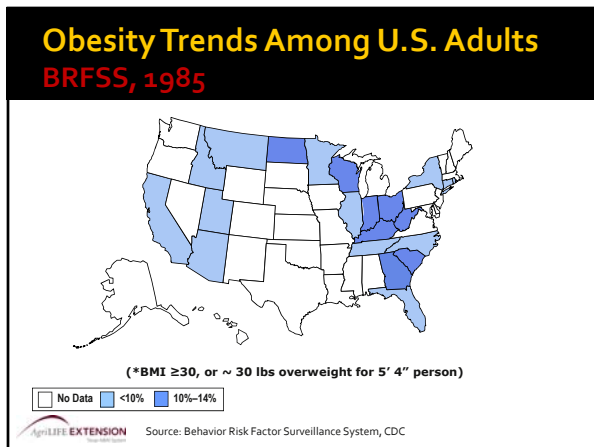
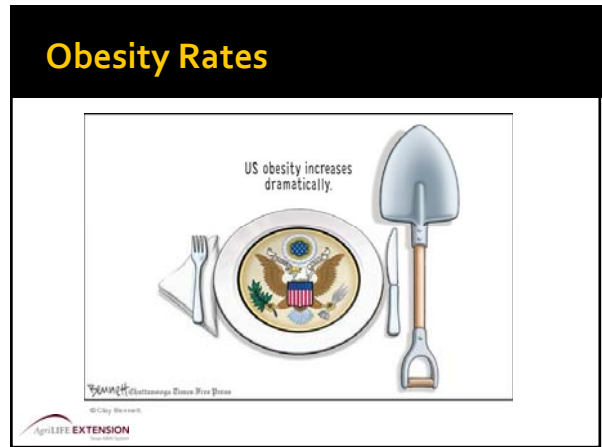
## A Marketing Perspective

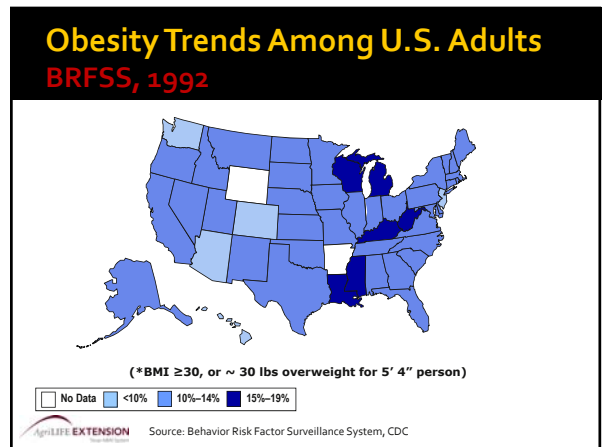
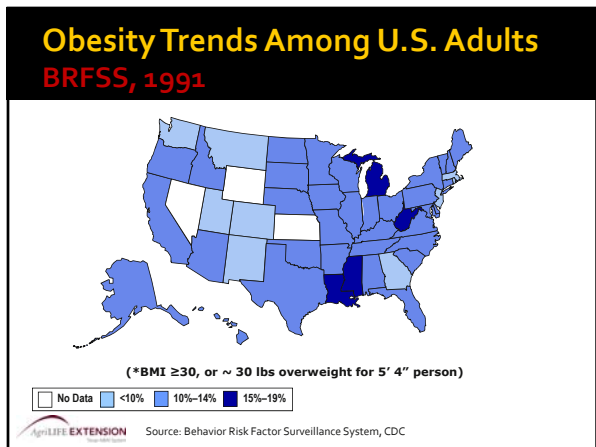
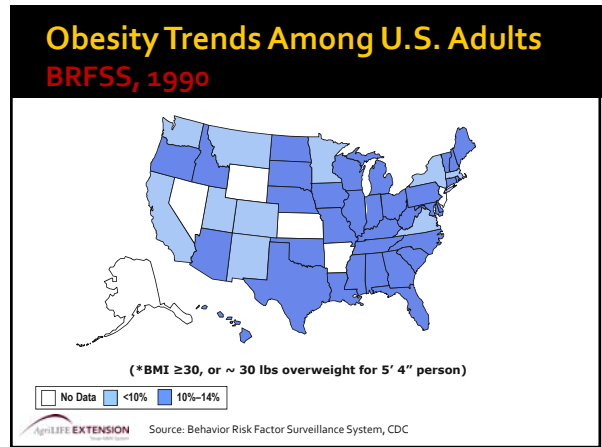
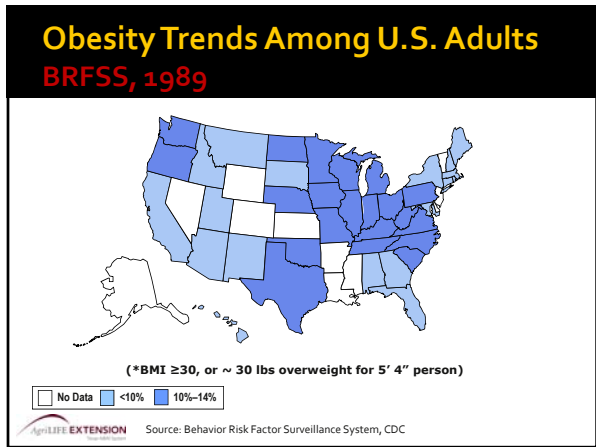
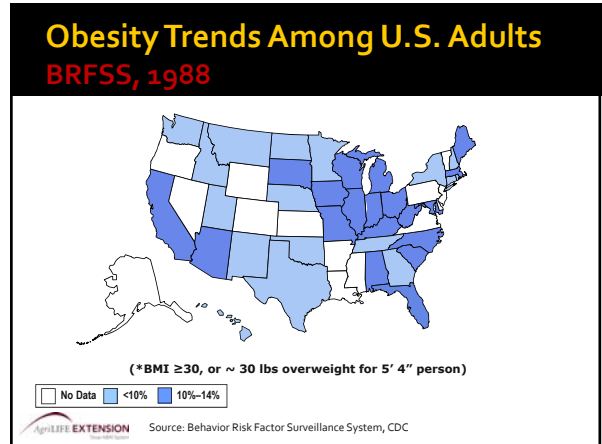
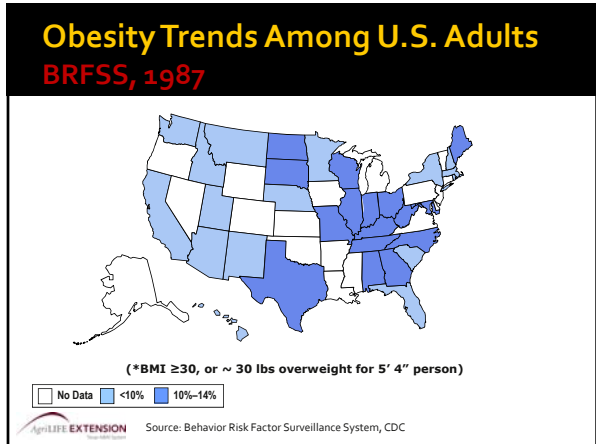
Dr. John Park  
Roy B. Davis Professor of Agricultural Cooperation

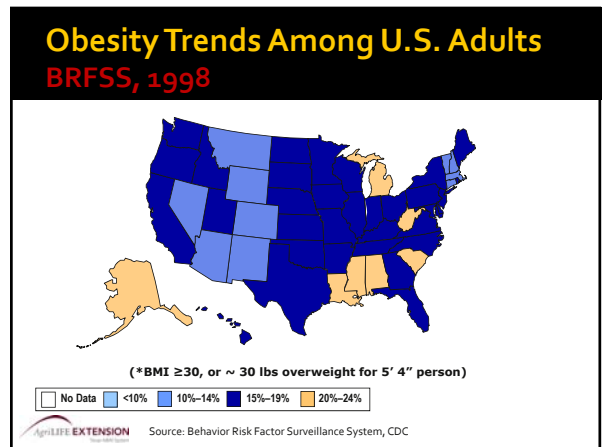
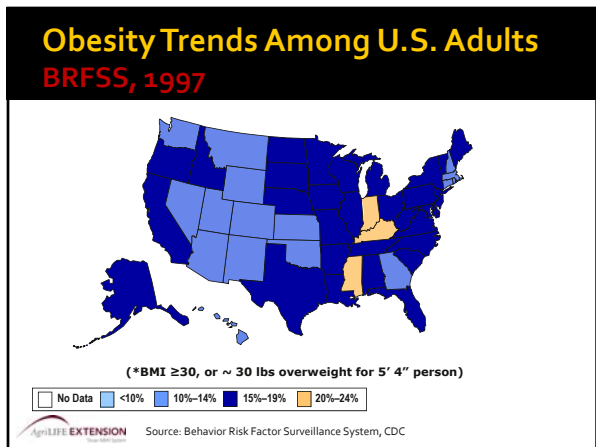
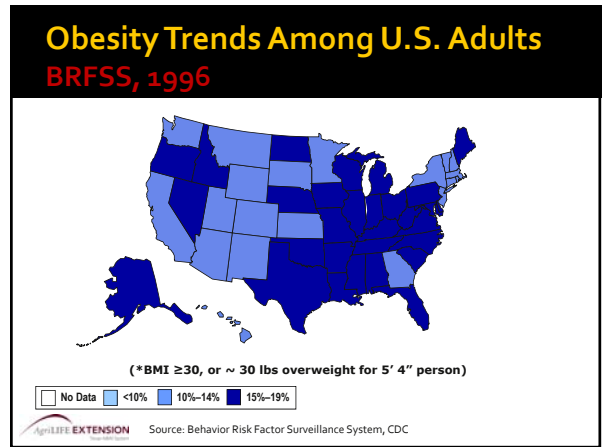
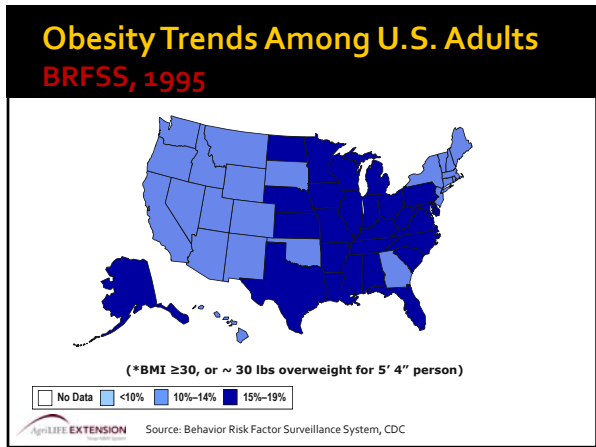
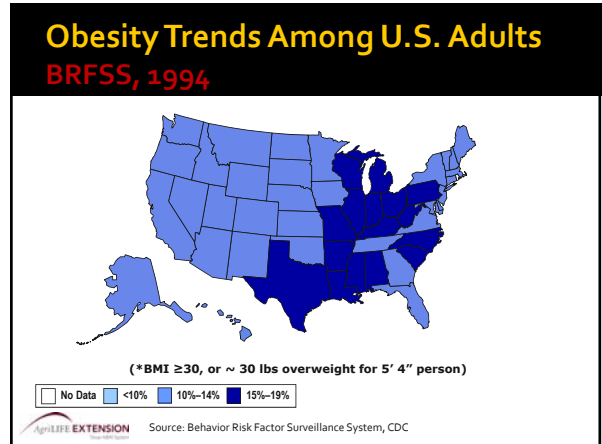
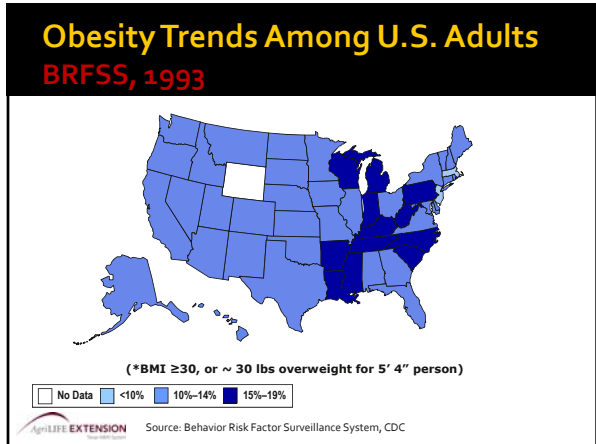


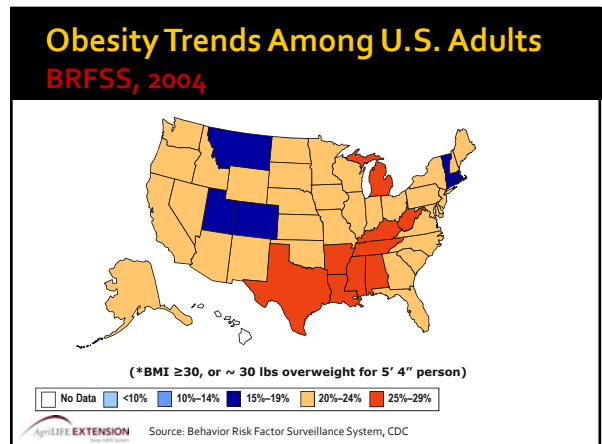
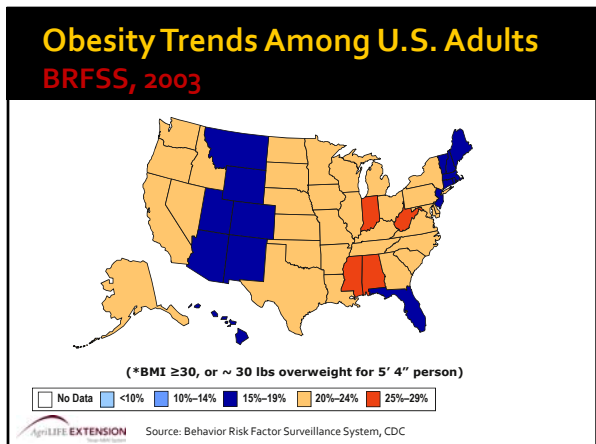
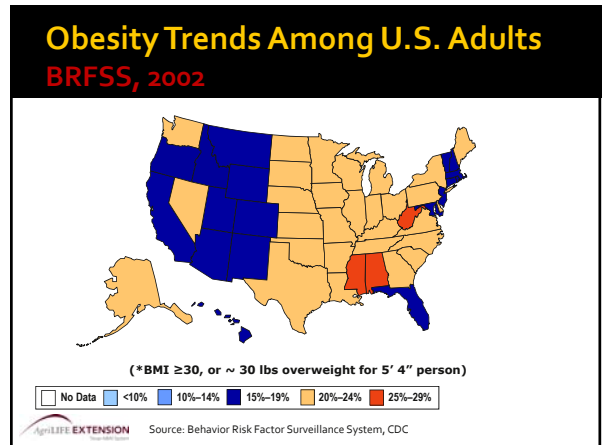
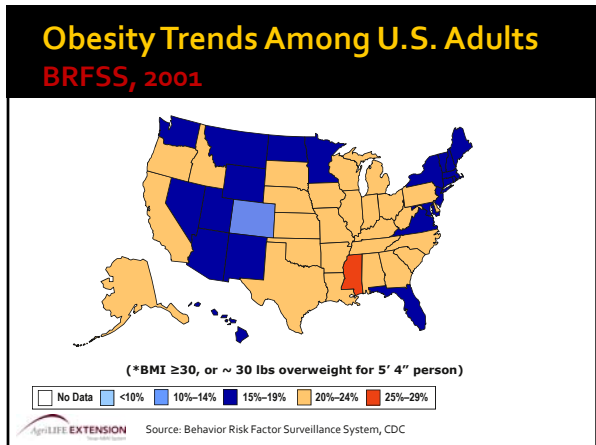
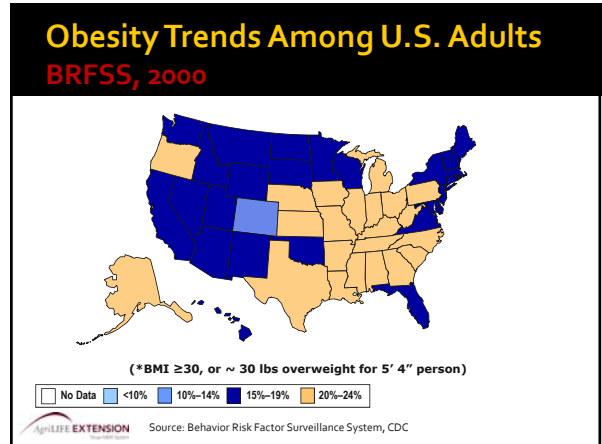
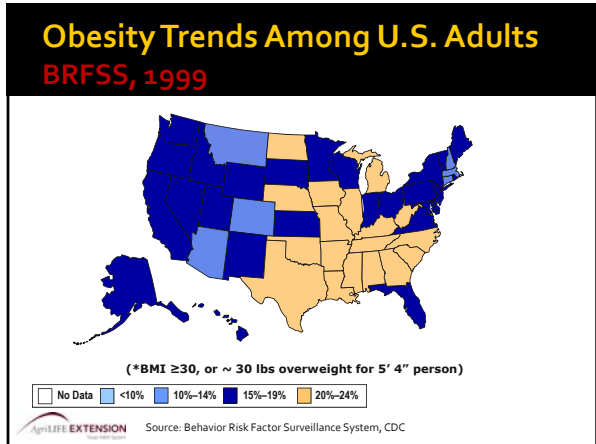


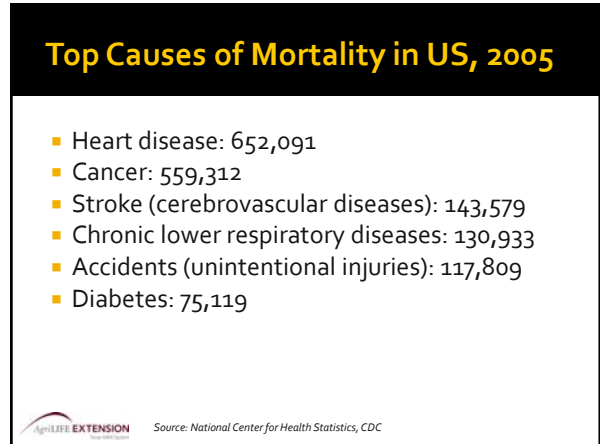
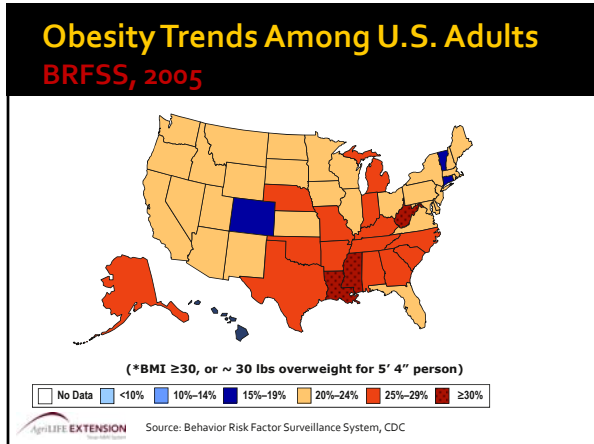
- ### Societal Impacts
- | POSITIVE   | NEGATIVE   |
|--|--|
| <ul style="list-style-type: none"> <li>Low cost food</li> <li>Greater wealth to dedicate to other uses</li> <li>Greater convenience</li> <li>Greater variety</li> <li>Year-round availability</li> <li>Certain and reliable food supply</li> </ul> | <ul style="list-style-type: none"> <li>Industrialized food production</li> <li>Reliance on fossil fuels</li> <li>Less variety</li> <li>Increased rate of obesity</li> <li>Increased rates of Type II Diabetes</li> </ul> |
- AgriLIFE EXTENSION







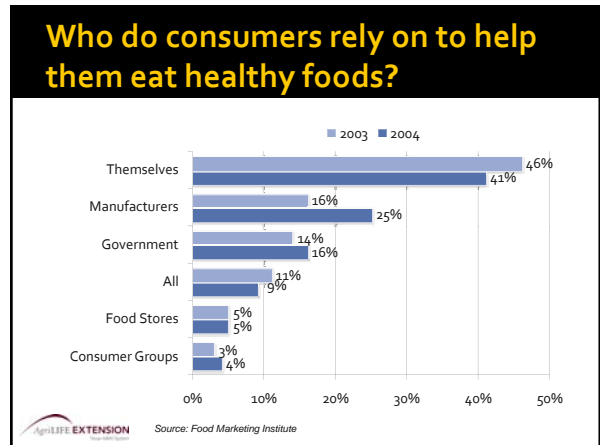




### How did we get here?

- Wealth**
  - US consumers are relatively wealthy, spending only about 10% of disposable income on food
- Population**
  - Families continue to feel the pressure of time with more dual-income or single parent households
- Convenience**
  - Demands on time have changed how we shop, what we eat, and how we cook
- Technology**
  - The fast pace of technology has not only impacted consumer behavior and expectations, but also changed what is possible for manufacturers

Source: AgriLIFE EXTENSION



### Consumer Conflict

**Nutrition Facts**  
Serving Size: 1 cup (200g)  
Amount Per Serving: Calories 200  
Total Fat 12g (24%), Saturated Fat 5g (10%), Trans Fat 1.5g (3%), Cholesterol 50mg (10%), Sodium 40mg (8%), Total Carbohydrate 31g (10%), Protein 5g (10%), Vitamin A 4%, Vitamin C 2%, Calcium 2%, Iron 4%

- Dissatisfaction with consumption and result
- Help me get back in balance!
  - Help me make better choices
  - Make the foods I love better
  - Give me new options to improve my health
- Food Fads
- Legislation and Lawsuits
- Lifestyle Changes

Source: AgriLIFE EXTENSION

### Government Action

MyPyramid  
© 2005 U.S. Department of Agriculture

Food Pyramid  
© 2005 U.S. Department of Agriculture

Source: AgriLIFE EXTENSION

## When consumers give up rights of choice: legislation or lawsuit?



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### Super Size Me (2004)

As a statement on the impacts of the modern food system, filmmaker Morgan Spurlock attempts to eat nothing but McDonald's food for one month.



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## Local Food

One Trend or Two?

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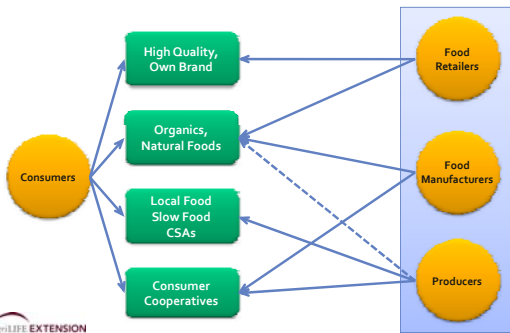
## Leading up to Local Food

- The Natural Food Movement
  - Make what we have better
  - Organic production practices
- Niche Farming
  - Producers taking advantage of "niche" organic markets
  - Pizza Farms and ag tourism
- Local Food Movement
  - Community Supported Ag
  - Farm to School programs
  - "Slow Food" gardens



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## Consumer Driven Food System



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## Locavores Not Fully Understood

- What is "local" anyway?
  - "In state" and "nearby" very similar to consumers
  - 44 states with labeling programs
  - Whole Foods' foodshed within 250 miles
- Socially motivated?
  - Focused on distance to consumer
  - Sustainability of resources, ecology
- Product focused?
  - Freshness
  - Anti-corporate images

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## Kraft Foods Reinvented?



## Retailers and Local Food

- Closest competitors to Farmers Markets or CSAs
- Very adept at merchandising
- Could enter the Local Food market as it matures
- Issues for retail
  - Reliability of the source
  - Seasonality
  - Attracting the locavore

