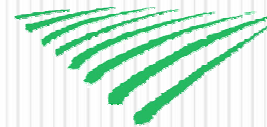


Good to Grow
Scaling a Regional Food System:

**Cultivating Sustainability
Conference**

**Presenter-Ron Doetch, Michael
Fields Agricultural Institute**

MICHAEL FIELDS
AGRICULTURAL INSTITUTE



Why have “food systems” been ignored in the USA?

- ❑ A view that the food system only indirectly touches the built environment.
 - ❑ A sense that the food system isn't broken
 - ❑ A perception that the food system belongs to private interest.
-

What's right with our food system

- ❑ Abundant supply for most people
 - ❑ Contributes \$1 trillion to economy
 - ❑ 13% of GDP
 - ❑ Employs 17% of labor force
 - ❑ In 2000, top 5 corps control 43%?
-

What's wrong with our food system?

- ❑ Increased obesity and chronic disease
 - ❑ Loss or erosion of diverse culinary traditions
 - ❑ Ecological crisis- including loss of species, declining water and water quality, deforestation
 - ❑ Loss of income and self reliance at the community level- both rural and urban
-

Initial Initiative Partners

- ❑ Michael Fields Agricultural Institute
 - ❑ Center for Integrated Agricultural Systems (CIAS), University of Wisconsin
 - ❑ Blue Planet Partners
 - ❑ Agriculture Innovation Center, University of Wisconsin
 - ❑ UW College of Agriculture (CALs)
 - ❑ Extension, University of Wisconsin
 - ❑ Wisconsin Department of Agriculture (DATCP)
 - ❑ Broad set of other core / emerging partners – other NGOs, Illinois, Minnesota, Michigan, Iowa (Leopold Center, Fresh Taste Initiative)
 - ❑ WK Kellogg – key project funder
-

GOOD TO GROW

SCALING UP A MIDWEST SUSTAINABLE FOOD SYSTEM

Circle City - 20 Million

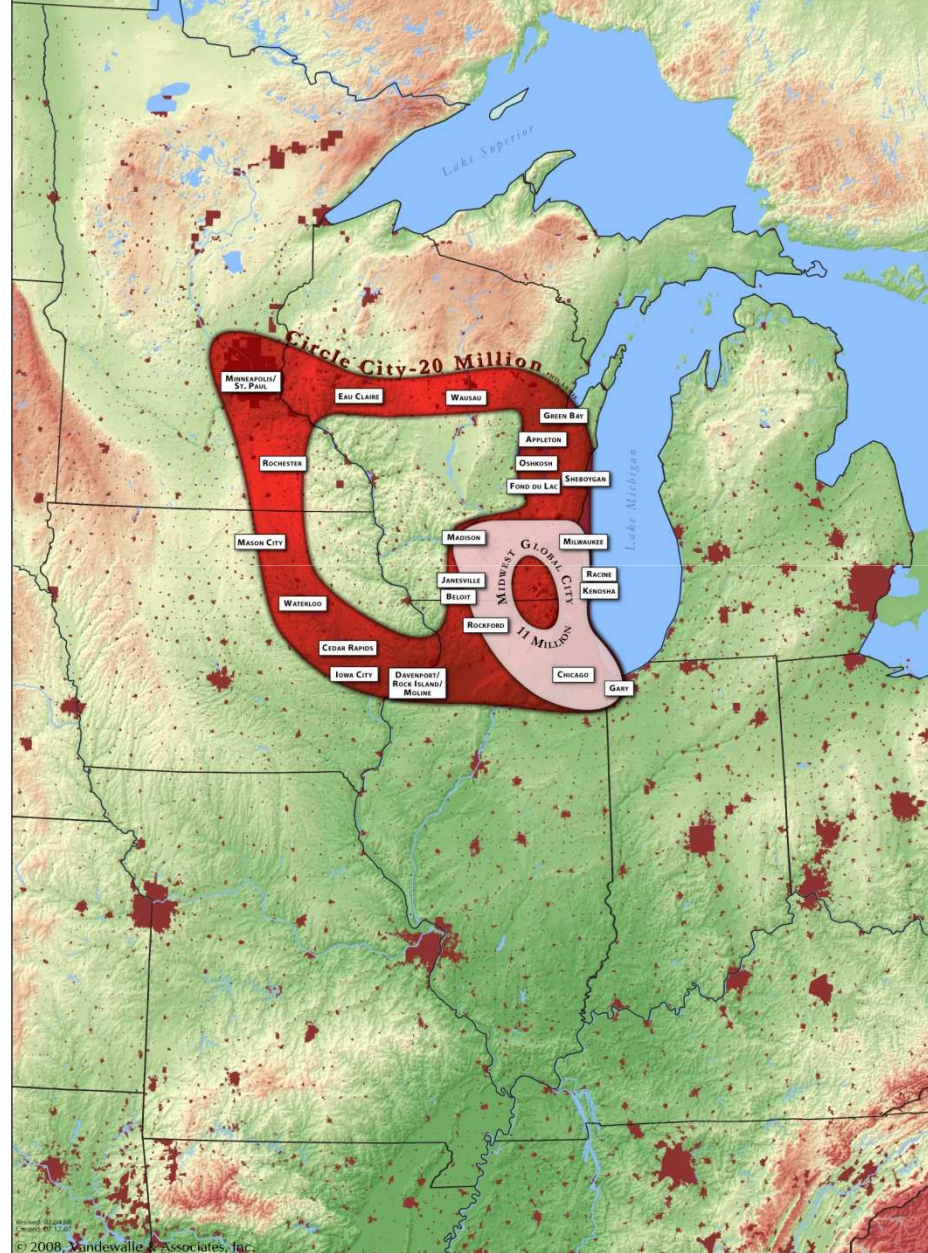
Midwest Global City - 11 Million

DRAFT

GOOD TO GROW

SCALING UP A MIDWEST SUSTAINABLE FOOD SYSTEM

DRAFT



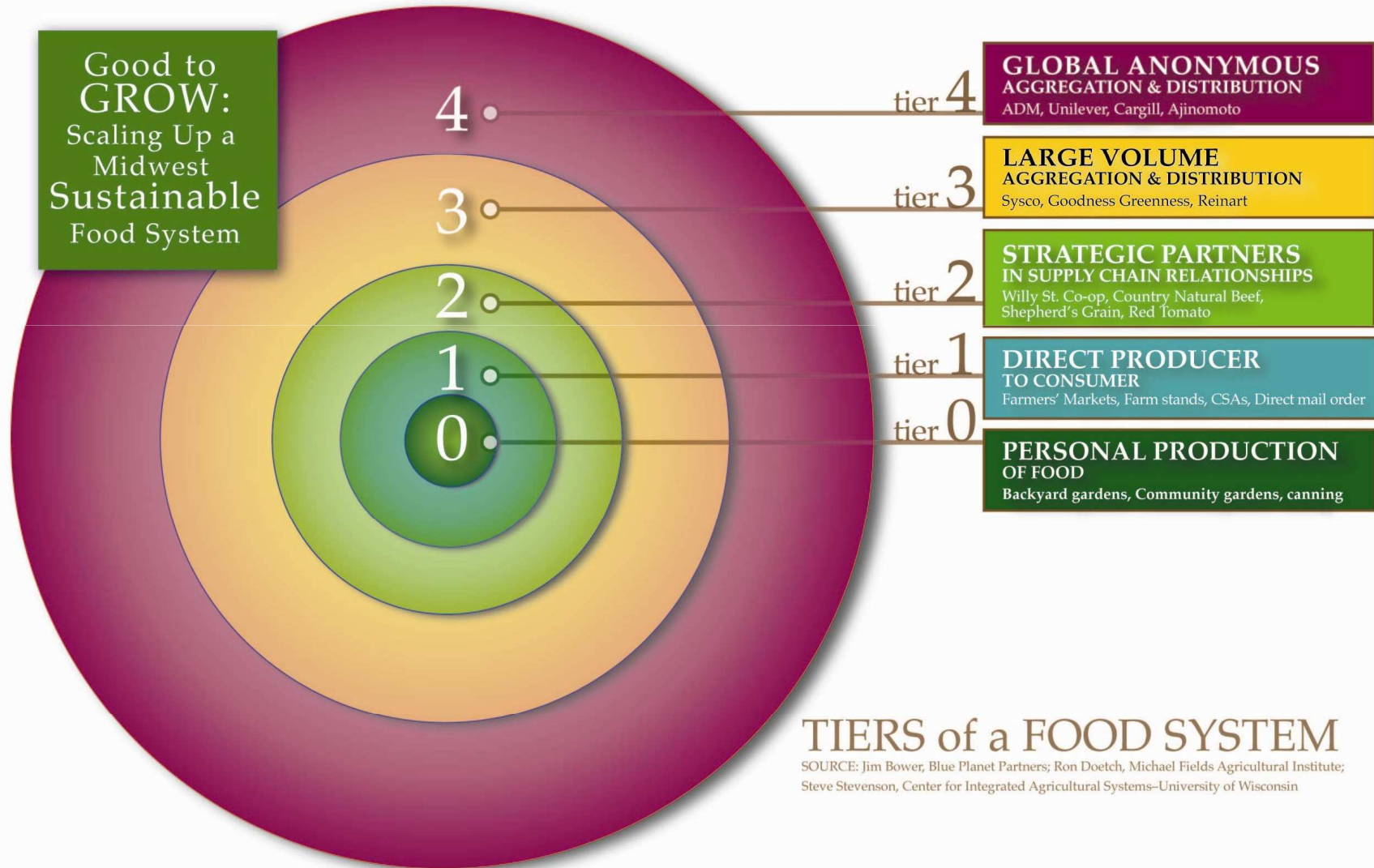
Key Early Observations

- ❑ Enormous leg-work laid in rebuilding sustainable food systems over the last 20 years
 - ❑ 2 - 3 % food produced and consumed within regions
 - ❑ Consumer markets are evolving rapidly, human value shifts are reaching tipping points
 - ❑ Large sustaining economic & social drivers moving us to these new tipping points (= market opportunities, sustainable business models)
 - ❑ Tension between sustainable, conventional and university
-

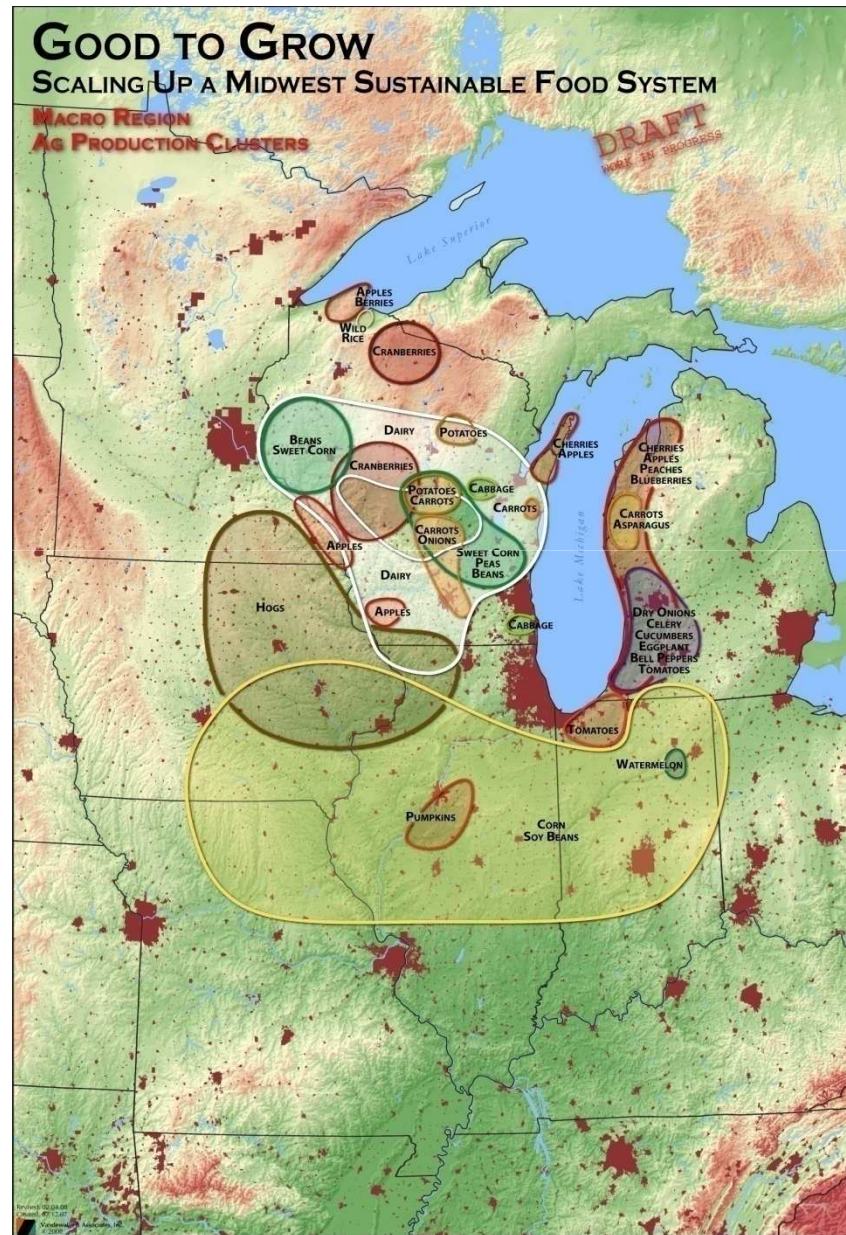
Key Early Observations (continued)

- ❑ Little to no strategic context for building, scaling up regional food systems.
This is leaving a field where:
 - ❑ Strategic leadership & direction is in scarce supply
 - ❑ Scatter shot tactics primarily
 - ❑ High probability for low leveraged investments likely
 - ❑ Public and philanthropic investors have low levels of confidence in investing in the field
 - ❑ Market confusion is high
 - ❑ Enormous opportunity to create sustaining and sustainable impact quickly
-

Dimension 1: By Tiers of the Food System

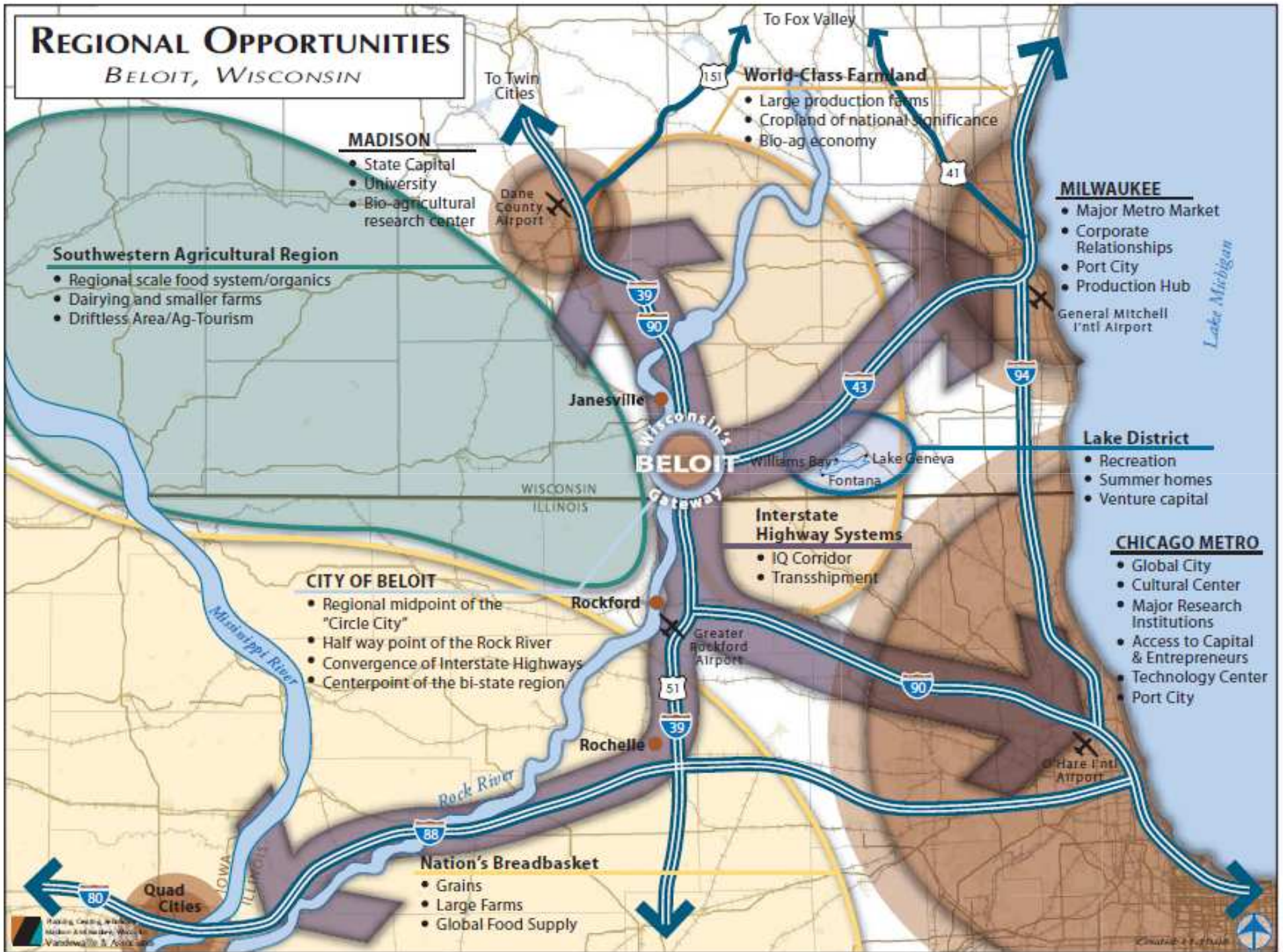


Dimension 2: By Product Sector



REGIONAL OPPORTUNITIES

BELOIT, WISCONSIN

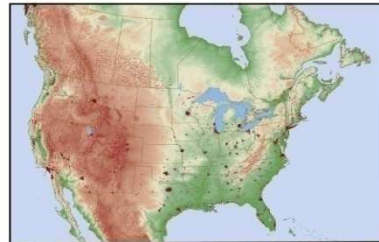


Dimension 3: By Scale of Nesting

GOOD TO GROW
SCALING UP A MIDWEST SUSTAINABLE FOOD SYSTEM

DRAFT
WORK IN PROGRESS

STRATEGY NESTING BY SCALE



NATIONAL



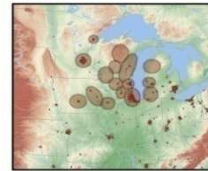
GLOBAL



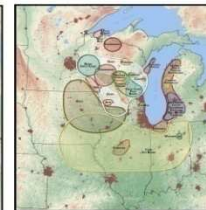
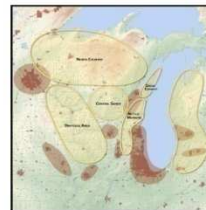
SUPER REGION



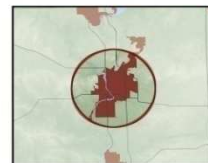
STATES



**MULTI-COUNTY
REGIONAL
COLLABORATIVES**



**PRODUCTION
REGIONS**



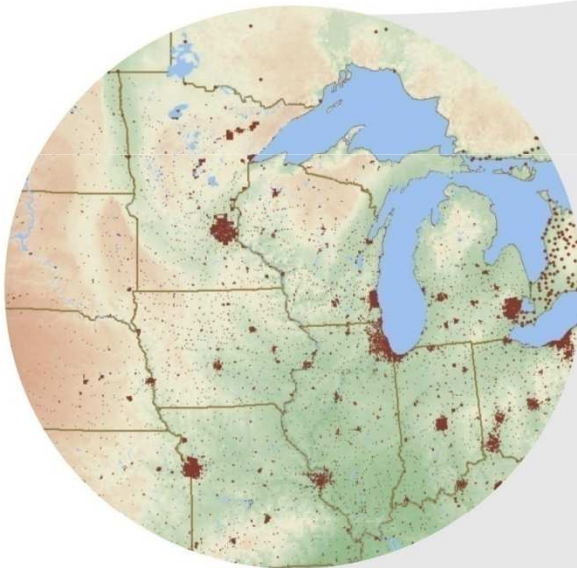
**LOCAL COMMUNITY/
METRO**

Dimension 4: By Strategic Direction

GOOD TO GROW

SCALING UP A MIDWEST SUSTAINABLE FOOD SYSTEM

STRATEGIC FRAMEWORK



Increase
sustainable,
regionally
produced
food
from 2% to 10%

DRAFT
WORK IN PROGRESS

Strategic Directions

Producer and processing growth and engagement **1**

Values-based supply chain development **2**

Market and infrastructure development **3**

Business / enterprise development **4**

Aggregation **5**

Logistics and distribution **6**

Access to land, labor and capital **7**

Political and organizational alignment and mainstreaming **8**

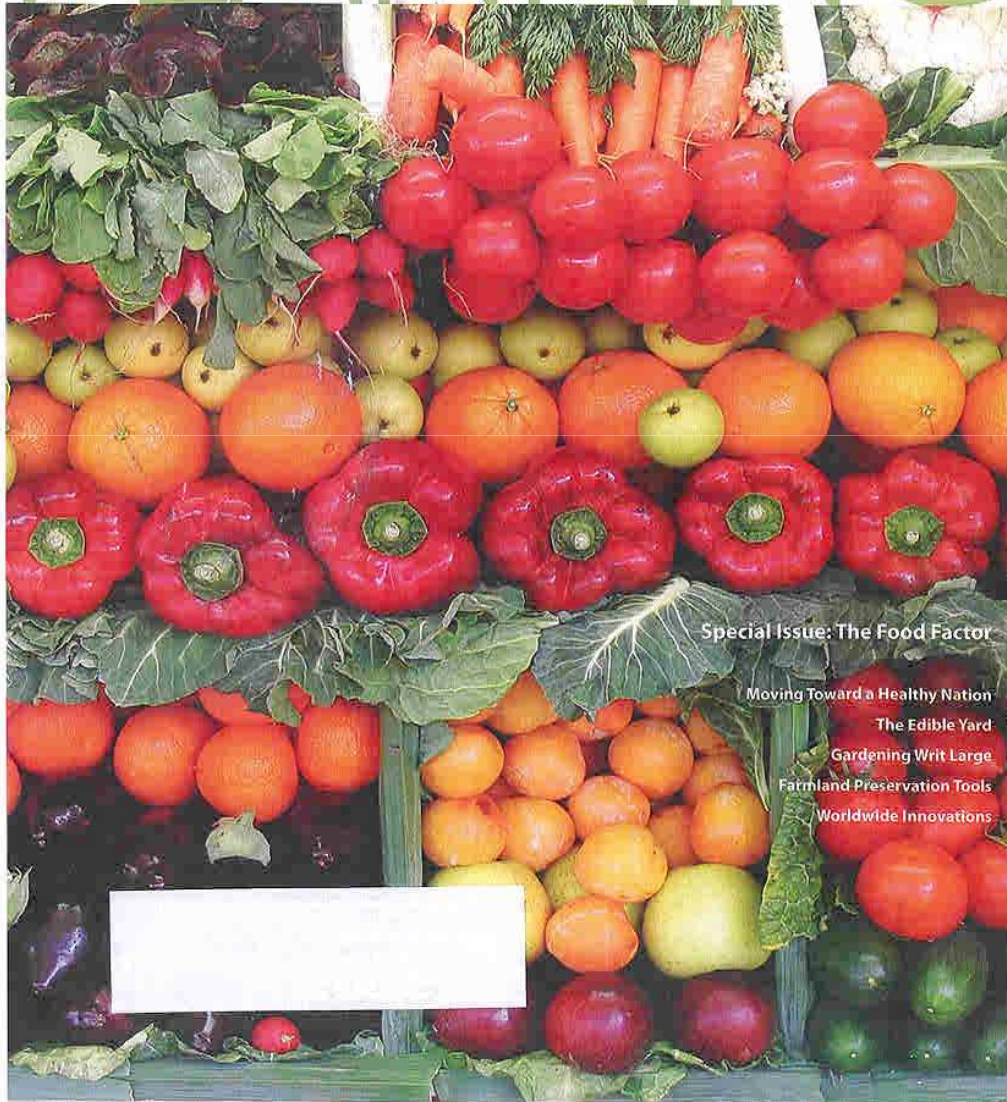
Cultural values shift and increasing consumer demand **9**

Food system and applied technology research and development **10**

What's Next for Good to Grow

1. Help build product-based strategic frameworks and strategies (embedded in regions, and owned by leadership within the region)
 - E.G. Driftless region fresh apples
 - E.G. Michigan fresh cherries
 - E.G. Iowa organic pork
2. Fully delineate Tier 2 – nuances of aggregation, product development, branding, marketing, roles of NGOs and Universities, etc
3. Assist with strategies that accelerate movement toward aggregation at Tier 2
4. Help evolve strategic thinking of the field –to be able to tell a strategic story that holds together through the lens of Return on Investment (“ROI”) and allows all of us to understand our role and where there is leverage to create impact
5. What has Changed?

PLANNING



April, 2007 APA

Adopts the “Policy Guide on
Community and Regional Food
Planning.

[www.planning.org/policy/guides/
adopted/food.htm](http://www.planning.org/policy/guides/adopted/food.htm)

AUGUST 31, 2009



Goldman's Blankfein
On Why They've
Done Nothing Wrong

Joe Klein Takes
On the GOP's
Scare Tactics



No Laughing
Matter: Comedy in
The Age of Obama

TIME



WARNING: This hamburger may be hazardous to your health. Why the American food system is bad for our bodies, our economy and our environment—and what some visionaries are trying to do about it.

The Real Cost of Cheap Food

BY BRYAN WALSH

WWW.TIME.COM

>>



**KNOW YOUR FARMER
KNOW YOUR FOOD**

Delight to you by



[CONTACT US](#) | [FAQ](#) | [USDA HOME](#)

[OUR MISSION](#)

[SUPPORT LOCAL FARMERS](#)

[STRENGTHEN RURAL COMMUNITIES](#)

[PROMOTE HEALTHY EATING](#)

[PROTECT NATURAL RESOURCES](#)

[GRANTS, LOANS & SUPPORT](#)

[IDEAS & STORIES](#)
COMING SOON



GRANTS, LOANS & SUPPORT



GRANTS, LOANS & SUPPORT

Earlier this year, in response to President Obama's challenge to reinvigorate local food systems, each of USDA's 26 agencies was asked to come forward with programs that can help support this effort...and they did.

It's no surprise that USDA has programs throughout its operations that can assist farmers, help consumers access nutritious foods, and support rural community development. We provide billions of dollars annually doing all this and more. What may be a surprise is that we have programs all across the Department that can cultivate local capacity to strengthen local and regional food systems. We don't need to create a new slate of programs; we need to make sure that the ones we have work better.

AGRICULTURAL MARKETING SERVICE

SIGHTS AND SOUNDS

[View All Photos »](#)



The Completed Cistern

Merry-Go-Round pumping system for removing stormwater from cistern for use on the urban garden.



The cistern will hold up to 5,000 gallons of rain water.



- The cistern will collect rain water from an adjacent building roof to be reused in the garden.
- Garden water system teaches conservation and sustainability.
- Teachers will use the cistern system to teach, math, science, horticulture, food safety and water conservation.

Every
DROP
COUNTS

MMSD
Preserving The Environment •
Improving Water Quality

MICHAEL FIELDS
AGRICULTURAL INSTITUTE



In Summary-

- Know the outcome or strategy your tactic fits into
 - Partner across sectors
 - Leverage market forces no matter what your tactic
 - Don't waste time on distractions
 - Choose partners that share principles.
 - Questions?
-