What Does A City Know About Rural Economic Development?

Molly Riordan, Good Food Purchasing Coordinator
An Errant City Planner’s Perspective

“What can cities do to stoke regenerative rural economic development?”

• Student: economic impact analysis
• Food “Hubber”: many hats
• Training coordinator: farming at the mid-scale
• Researcher: commercial urban agriculture
• City government: good food purchasing
Good Food Purchasing for the City of Philadelphia

**Good** (not Local): healthy, sustainable, fair, local economies

**Purchasing**: public dollars, competitive process
- Spending $25 million dollars annually on 14.5 million meals and snacks

**City**: defines policy reach, but not reach to the region
How We’re Doing It:

• Baseline assessment of food purchases
• Philadelphia food economy assessment
• Anchor procurement Initiative
• Collaborate regionally to do what *should not* be done in a city
Texas Center for Local Food

• Vision: Sustainable Texas food systems that are healthy for people, animals, and the planet.

• Purpose: Increase farmer net income and create quality rural jobs in Texas

• Farmer-directed

• Economics
Demand

Texans spend $56 Billion/year on food

18 MILLION PEOPLE WITHIN 200 MILES OF ELGIN
Economic Development
Rural Central Texas Needs Local Jobs

Household Income Disparities in Central Texas

Legend
Median household income
- $118,750.01 - $208,064.00 (Highest 20%)
- $84,271.01 - $118,750.00
- $60,944.01 - $84,271.00 (Middle 20%)
- $41,317.01 - $60,944.00
- $0.00 - $41,317.00 (Lowest 20%)

By Carol Fraser, PT Regional Planner CAPCOG
February 2018
Texas Center for Local Food - Projects

- USDA FoodLINC - leveraging value chains for increased wholesale sales
- Good Food Purchasing Program
- Local Food Price Study
- Food hub feasibility study
- Local Food Leader training statewide
- Beyond Fresh: Farmer Guide to Value-Added Processing
- ELF - Elgin Local Food Center
- Elgin ISD After School local food and agriculture
- Farm and food business resources directory and event calendar
- Hurricane Harvey Emergency Relief
## Collaborators

<table>
<thead>
<tr>
<th>Tight</th>
<th>Loose</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Center for Appropriate Technology</td>
<td>Capital Area Council of Governments</td>
</tr>
<tr>
<td>Austin Foodshed Investors</td>
<td>Austin Community College</td>
</tr>
<tr>
<td>Growers Alliance of Central Texas</td>
<td>Prairie View A&amp;M University</td>
</tr>
<tr>
<td>City of Elgin</td>
<td>GROW Local South Texas</td>
</tr>
<tr>
<td>Elgin Economic Development Corp</td>
<td>Grow North Texas</td>
</tr>
<tr>
<td>Texas A&amp;M AgriLife Extension Service</td>
<td>Southern SARE</td>
</tr>
<tr>
<td>City of Austin Office of Sustainability</td>
<td>Texas Organic Farmers &amp; Gardeners</td>
</tr>
<tr>
<td>Advocacy Outreach of Elgin</td>
<td>Farm &amp; Ranch Freedom Alliance</td>
</tr>
<tr>
<td>Elgin ISD</td>
<td>Stellar Gourmet</td>
</tr>
<tr>
<td>Oklahoma State University</td>
<td>Bernhardt’s Farm</td>
</tr>
<tr>
<td>USDA Agricultural Marketing Service</td>
<td>Green Gate Farm</td>
</tr>
<tr>
<td>USDA Rural Development</td>
<td>Methodist Ministries</td>
</tr>
<tr>
<td>Iowa State University</td>
<td>Texas Farmers Markets</td>
</tr>
<tr>
<td>Sustainable Food Center</td>
<td>National Farmers Market Coalition</td>
</tr>
<tr>
<td>Wallace Center</td>
<td>Central TX Young Farmers Coalition</td>
</tr>
<tr>
<td>Bernhardt’s Farm</td>
<td>Austin/Travis Cty Food Policy Board</td>
</tr>
<tr>
<td>Green Gate Farm</td>
<td>Texas State University</td>
</tr>
</tbody>
</table>
Texas Center for Local Food Economic Development

Vested Interest

Quality Local Jobs

Resilient Food Supply

Healthy Food Access

Strong Community
Texas Center for Local Food Economic Development

Jobs in Local Agricultural Enterprise

Quality Local Jobs ➔ Healthy Food Access ✈️ Resilient Food Supply 💪 Strong Community

Support shared vested interest
Texas
Rural Economic Development and Local Food

National Good Food Conference, March, 2018

Presented by:
Sue Beckwith, Texas Center for Local Food
SueB@TexasLocalFood.org