FAIR FOOD
GROWING A HEALTHY, SUSTAINABLE FOOD SYSTEM FOR ALL
Presentation Outline

• Welcome
• NGFN Overview
• Fair Food
  Oran Hesterman
  *Fair Food Network*
• Questions and Answers
• Upcoming Opportunities, etc.
National Good Food Network Webinar
Oran B. Hesterman, Ph.D.

May 5, 2011
“You never change things by fighting existing reality. To change things, build a new model that makes the existing model obsolete.”

Buckminster Fuller
Farmers’ Market Growth

Number of Operating Farmers Markets

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>1,755</td>
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<tr>
<td>1996</td>
<td>2,410</td>
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<tr>
<td>1998</td>
<td>2,746</td>
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<tr>
<td>2000</td>
<td>2,863</td>
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<tr>
<td>2002</td>
<td>3,137</td>
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<tr>
<td>2004</td>
<td>3,706</td>
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<tr>
<td>2006</td>
<td>4,385</td>
</tr>
<tr>
<td>2008</td>
<td>4,685</td>
</tr>
<tr>
<td>2009</td>
<td>5,274</td>
</tr>
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<td>2010</td>
<td>6,132</td>
</tr>
</tbody>
</table>

Source: USDA-AMS-Marketing Services Division
SNAP Sales Increases at Farmers’ Markets

Value of Farmers’ Market SNAP Redemptions

FY 2006: 3,834,875
FY 2007: 1,620,344
FY 2008: 2,740,236
FY 2009: 4,435,985
FY 2010: 7,547,028

Michelle D’Auria

Farmers Market Coalition
Organic Fruits & Vegetables Lead Organic Sales

U.S. organic food sales estimated to reach nearly $25 billion in 2010

Estimate of Pesticides Avoided

ESTIMATE OF PESTICIDES AVOIDED
in thousands of pounds of active ingredients

06  |  200
07  |  370
08  |  601
09  |  797
Expanding Models

- Farm to School
- College Food Service
- Regional Food Hubs
Double Up Food Bucks

www.doubleupfoodbucks.org / home / index / video
At Detroit’s Eastern Market, our largest DUFB site, $152,365 in combined SNAP and DUFB tokens were distributed between August 7 and October 30, 2010 – a 368% increase in food assistance buying power over the same period in 2009.
WHY CARE?
Symptoms of a Broken Food System

NASA/NOAA – Discovery News

Pat Doyle/Corbis
Focus on Solutions &
“SOLUTIONARIES”
“How to” Guide

- In your home/community:
  buying clubs to community gardens

- Institutional change:
  school food to health care

- Public policy:
  food policy councils to Farm Bill
The Fair Food Network Directory

SEARCH

search by keyword, state, or topic

Keyword

State

--- select ---

Topic

--- select ---

SEARCH

READ THE BOOK

Maecenas eu ligula tortor, non aliquet lectus. Nulla placerat congue.

LATEST LISTINGS

Basis
Category: Conscious Consumers
420 W. 14th St, Suite 2NE
New York, New York 10014
Website
Read more

Civil Eats
Category: Conscious Consumers
Website
Read more
FAIR FOOD
GROWING A HEALTHY, SUSTAINABLE FOOD SYSTEM FOR ALL

SIGN UP FOR UPDATES

PRE-ORDER NOW

FAIR FOOD is an enlightening and inspiring guide to changing not only what we eat, but how food is grown, packaged, delivered, and sold. Pre-order.

“A MUST READ”

“...Nobody has worked harder or thought more deeply about these issues than Dr. Hesterman. His book FAIR FOOD is a must read.” — Robert F. Kennedy, Jr. Founder and Chairman, Waterkeeper Alliance. Watch the FAIR FOOD trailer >>

MEET ORAN

Dr. Oran Hesterman is the president and CEO of Fair Food Network and a national leader in sustainable agriculture and food systems.

LATEST NEWS

READ ADVANCED PRAISE FOR FAIR FOOD! >>

Watch the FAIR FOOD book trailer.
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Oran Hesterman
*Fair Food Network*

Moderator:
John Fisk
*Wallace Center at Winrock International*

- Upcoming Opportunities, etc.
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Upcoming Opportunities, etc.

Jeff Farbman

Wallace Center at Winrock International
Webinars are Archived

http://ngfn.org/webinars
NGFN Webinars

- 3rd Thursday of each month
  3:30p EST (12:30p PST)

- May 19
  Food Hubs: Viable Regional Distribution Solutions

- June 16
  Retail in Underserved Neighborhoods (tentative title)

http://ngfn.org/webinars
Regional Meat Opportunities

- **NMPAN Publication**
  
  “Small Meat Processors Business Planning Guidebook”

  http://www.extension.org/pages/17166/meat-processor-business-development

- **NMPAN Webinar:**
  
  *The Business of Meat Processing: Planning and Profitability*

  June 2, 2011
  1pm Eastern/noon Central/11am Mountain/10am Pacific

  The webinar is free and open to the public.

  To attend, go to [http://connect.extension.iastate.edu/nichemeat](http://connect.extension.iastate.edu/nichemeat) a few minutes before start time and log in as a guest.
Please let us know about your Food Hub!

(or look on the home page of ngfn.org)
Get Connected, Stay Connected

http://ngfn.org/database

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@ngfn

Wallace Center
Winrock International