

Diversified Agriculture And Rural Opportunities for Today



By John C. Allen

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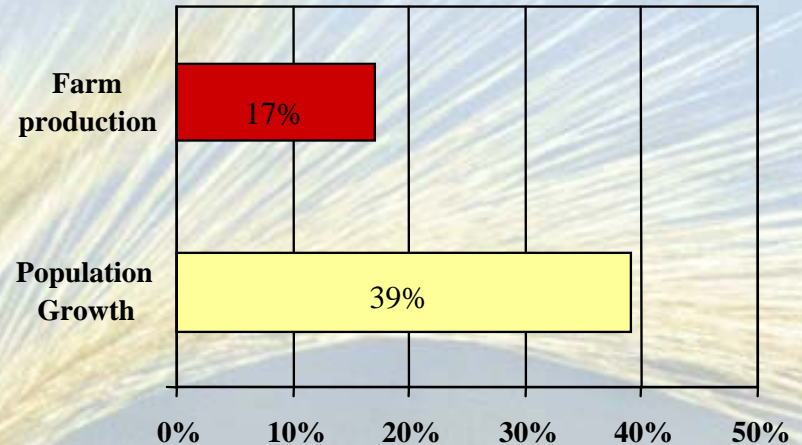
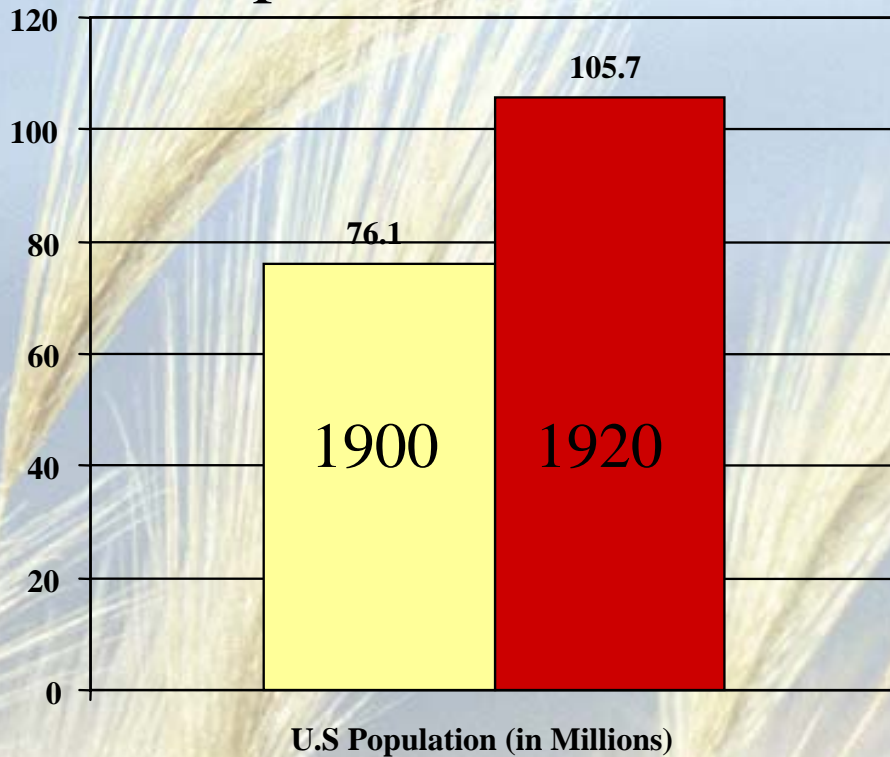
Utah State University

Logan, UT

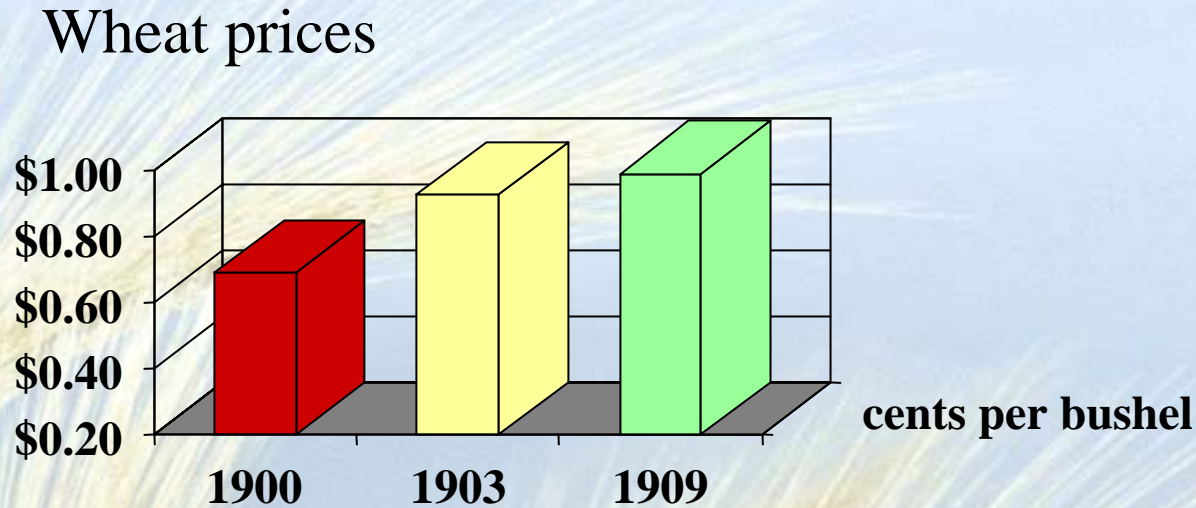
How did we get here? The debate of the century

Agriculture in the first two decades of the 20th century revealed the contradictions of a nation wavering between a rural and urban identity.

U.S. Population 1900-1920 vs. farm production



Food prices also changed...



*During this period of time the acreage planted in wheat declined by 15.8%

Farm numbers also slowly increased while national population expanded rapidly

- *Between 1900 and 1910 the number of farms increased by 10%**
- *Between 1900 and 1910 country population increased by 11%**
- *Between 1900 and 1910 National population grew by 21%**
- *By 1920, cities were adding 30% to the populations**

The Sustainable Farm vs. Industrial Agri-Business Debate: 1910-1920

The appearance of disorder where food was grown, increased prices lower perceived output created unease in cities.

- "Could this nation feed itself?" was seen in newspapers on both coasts.
- Liberty Hyde Bailey – focus on sustainability of farms.
- Edwin G. Nourse – focus on creating an industrial revolution in the country side

Vertical Integration in Food and Fiber Production Today

***Cargill/Monsanto**

***ConAgra**

***Novartis/ADM**

Consumer Preferences

35% of North Central consumers purchased organic food in the past year

35% purchased all-natural foods

27% purchased both

Of those who had not purchased organic or all-natural foods, 58% indicated they would if available.

Food attributes attractive to consumers:

***66%** said environmentally friendly

***61%** indicated made by a local company

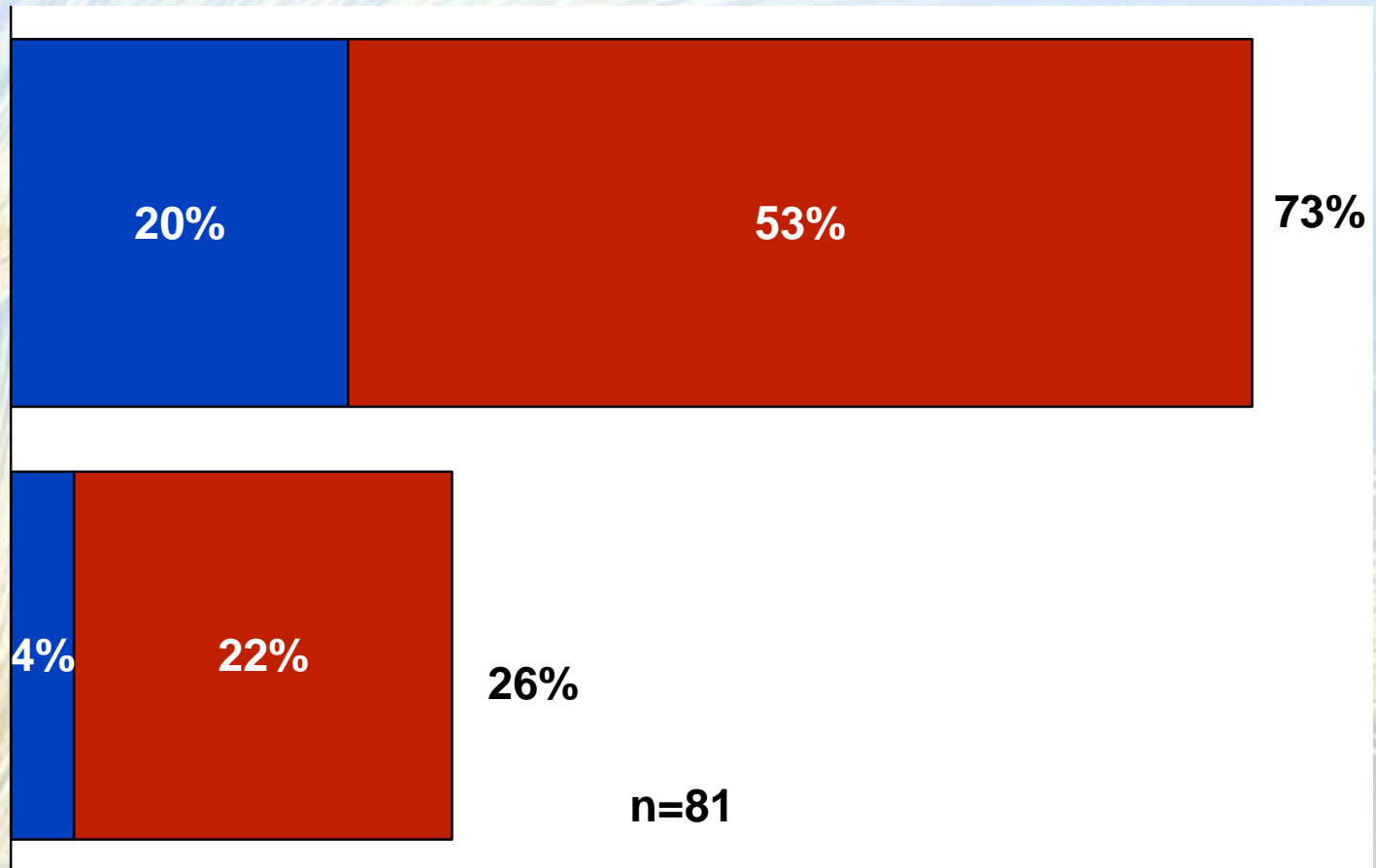
***59%** of consumers said they would pay at least 10% more for products produced to support environmental integrity, local economy and family owned and operated farms and ranches

Chefs Collaborative Study

- **Internet/Mail Survey - 2004**
 - ✓ **113 Respondents (32% Response Rate)**
- **Purpose**
- **Survey:**
 - ✓ **Opportunities/Obstacles to Purchasing Local**
 - ✓ **Is Purchasing Local Profitable?**
 - ✓ **Locally Grown Products with Greatest Foodservice Potential**

Is Purchasing Local Profitable?

Q. Purchasing locally grown food has had a positive impact on my foodservice establishment's bottom line profits?



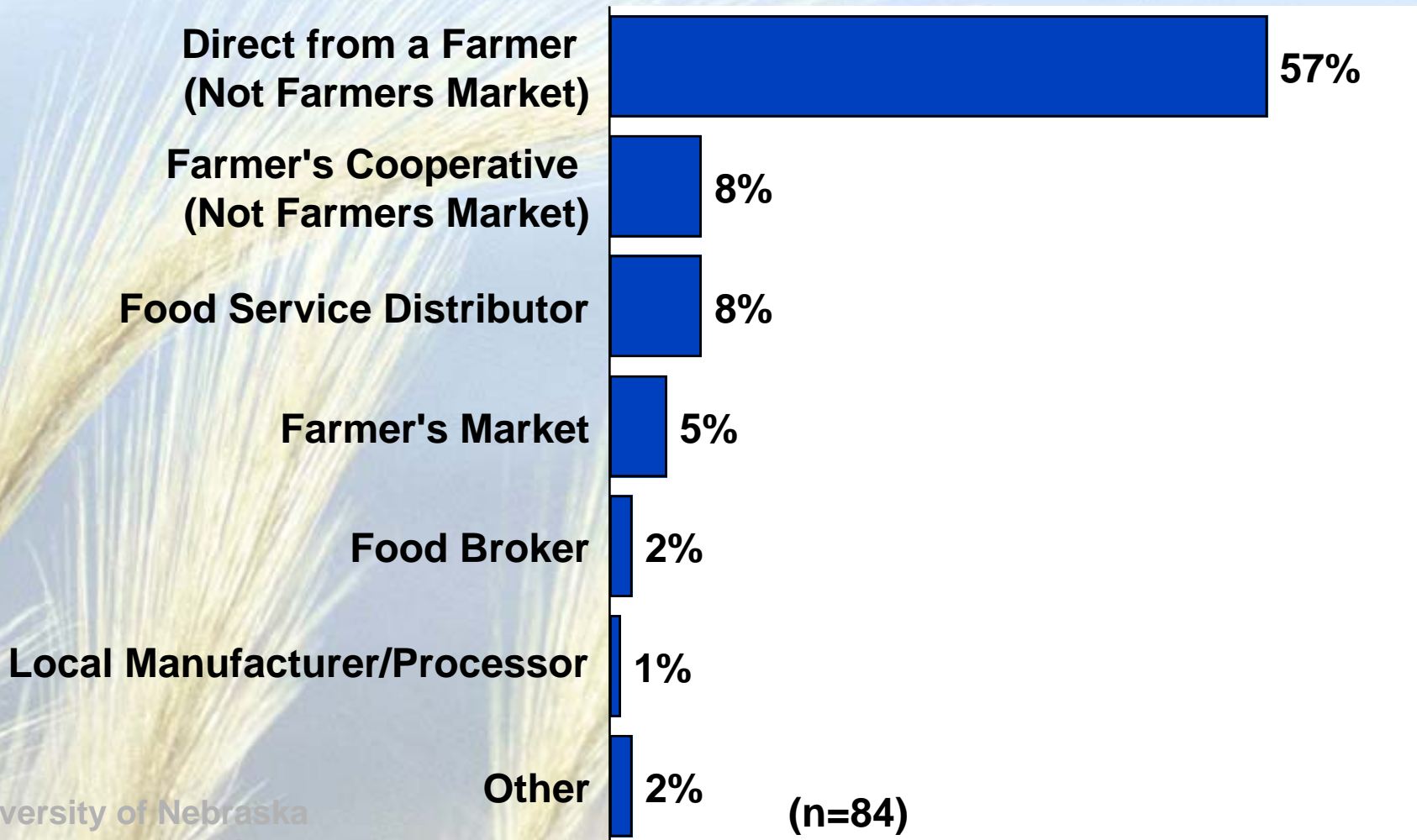
Reasons for Purchasing Local

Q. Why did your establishment *first* decide/continue to purchase locally grown food?

<u>Response</u>	<u>Why First Decided (n=88)</u>	<u>Why Continued (n=83)</u>
Philosophy/Mission to Support Local Producers	59%	70%
Quality/Better Quality	27%	39%
Fresher	23%	25%
Enjoy Contact w/Producers	3%	20%
Customer Request/Expectations	0%	13%
Taste Better	0%	12%
Unique/Specialty Products	3%	12%
Seasonal	0%	6%
More Availability	2%	4%
Better Products	8%	4%
Better Price	0%	4%

Preferred Source of Purchase

Q. If given a choice, what is your establishment's preferred source for locally grown food?



WRDC Spring 2005 Symposium

Engaging Communities Through Entrepreneurship

March 30, 2005

8:30 a.m. – 5:00 p.m.

Taggart Student Center

Utah State University

Logan, Utah

To join the Symposium on March 30 by Internet
(free of charge), visit

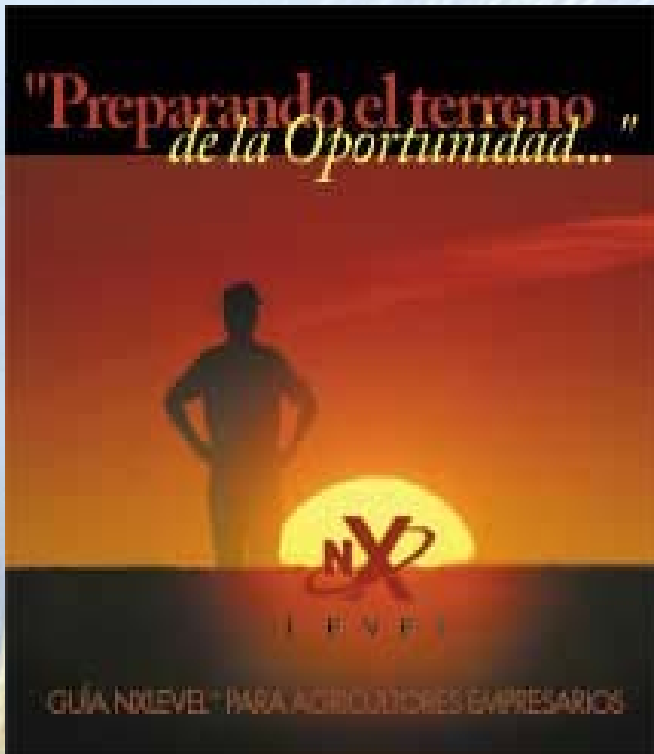
<http://extension.usu.edu/entrepreneurship05>



"Tilling the Soil of Opportunity..."



National Agricultural Training Program



The Nebraska EDGE (*Enhancing, Developing and Growing Entrepreneurs*) is the umbrella organization for rural entrepreneurial training programs. In year 2000, the Nebraska EDGE began a partnership with the NxLevel Training Network and the USDA Sustainable Agriculture Research and Education program to offer "*Tilling the Soil of Opportunity: A Guide for Agricultural Entrepreneurs*" to producers across the nation.

We are currently working in partnership with numerous organizations to deliver this training for small and mid-sized producers who are considering or are currently operating a diversified, value-added agricultural operation. To date, over 20 states are using the "Tilling the Soil" curriculum to help their agricultural producers explore their innovative ideas.



Lessons Learned:

1. Identification of a local and regional market
2. Strong connection to local community
3. Focused business plan and market research
4. Stayed with a vision

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