

CREATING CONSUMER DEMAND

Education and the Terroir of Place



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Inland Northwest Artisan Grains Conference

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We're there...

Consumer demand exists....

Increasingly understand what consumers want and need....

We need to....

Make it an easy choice....

Be authentic

Keep it fun....

...that's where Terroir comes in!

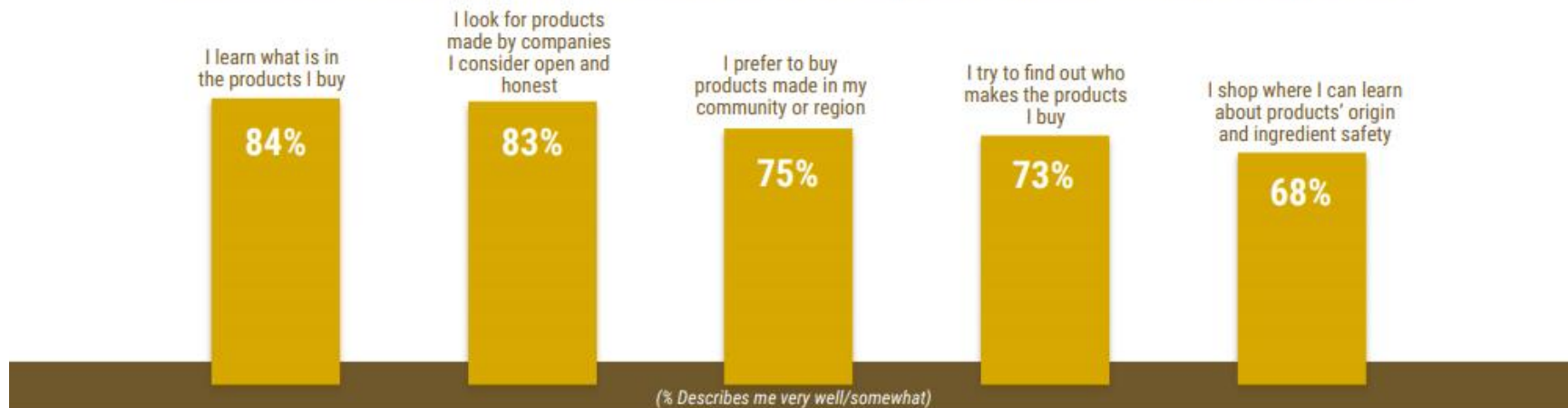




39% of consumers report buying more local products than a year ago.

Organic & Natural 2018

Key questions consumers consider when deciding which food and beverage products to buy include *what's in it, where was it made, and who made it*. Country of origin is key, and local companies are preferable.



BUYING LOCAL IS IMPORTANT BECAUSE...

Greater Good Drivers

- Reduces pollution from transporting products
- Supports local families and businesses that are a part of the community

Personal Drivers

- Foods are fresher and seasonal, thus more nutritious
- I can talk to the producer about how they were grown/made



Health, Wellness and Sustainability Lifestyles

Consumers at the Core

- Decreasing food miles
- Shrinking carbon footprints
- Workers' rights

Consumers at the Periphery

- Protecting the local economy & environment
- Consequently protecting one's self & one's family

Health + Wellness 2019, Sustainability 2019

<https://www.hartman-group.com>

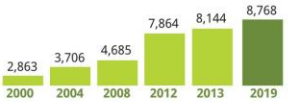
Reasons consumers are choosing to buy local are diverse – messaging matters



WHY FARMERS MARKETS?

AN INFOGRAPHIC BY
FARMERS MARKET COALITION

Number of markets in the USDA Farmers Market Directory.



STIMULATE LOCAL ECONOMIES

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create 3.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.



INCREASE ACCESS TO FRESH FOOD

\$24 million

in **SNAP benefits** (food stamps) were spent at farmers markets in 2018. That's fresh food for low-income Americans and increased revenue for local farmers.

60% of farmers market shoppers in low-income neighborhoods say that **their market had better prices than the grocery store.**

Markets bring fresh food to the neighborhoods that need it most.



PRESERVE FARMLAND + RURAL LIVELIHOODS



The U.S. loses an acre of farmland a minute to development.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production.**

25% of vendors derive their sole source of income from the market.



SUPPORT HEALTHY COMMUNITIES



People who shop at farmers markets have **15-20 social interactions per visit.**



They would have only **1-2 per visit** to the grocery store.

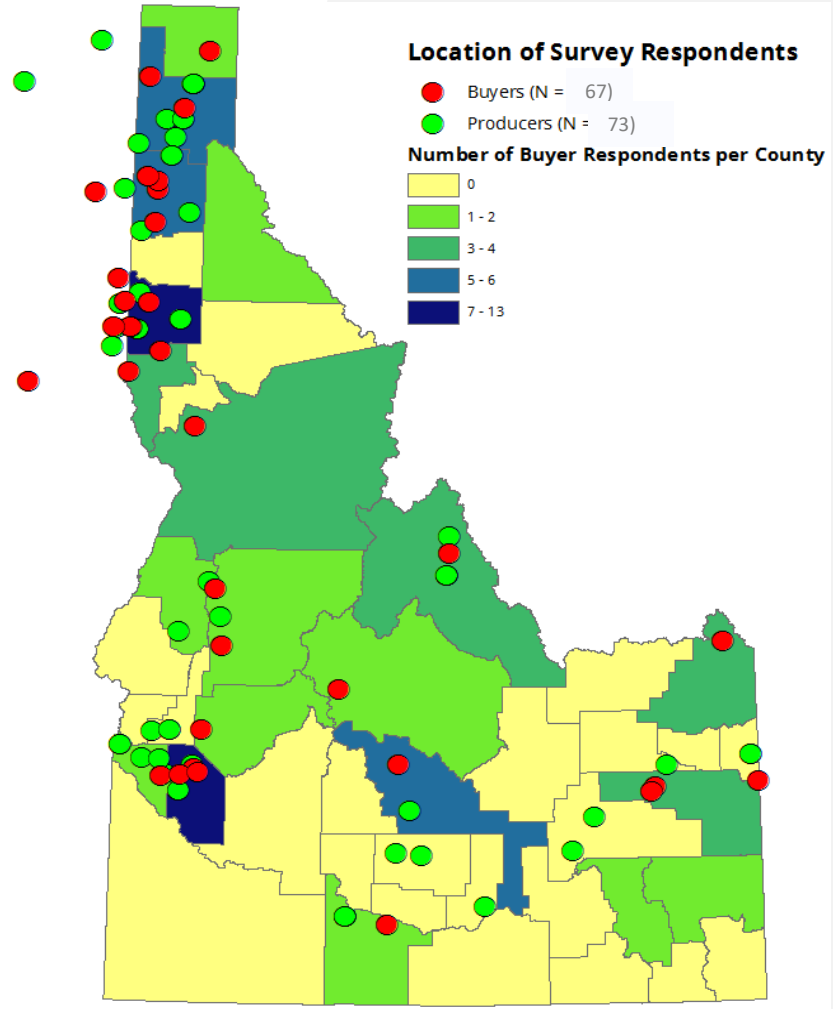


Proximity to farmers markets is associated with lower body mass index.





BUYER RESPONDENT LOCATIONS BY VISIBLE & LESS VISIBLE “LOCAL FOOD SCENE” COUNTIES



Note: There were also 5 buyers in Whitman Co., WA, 2 in Teton Co., WY, and 2 in Spokane Co., WA.

“Visible” counties

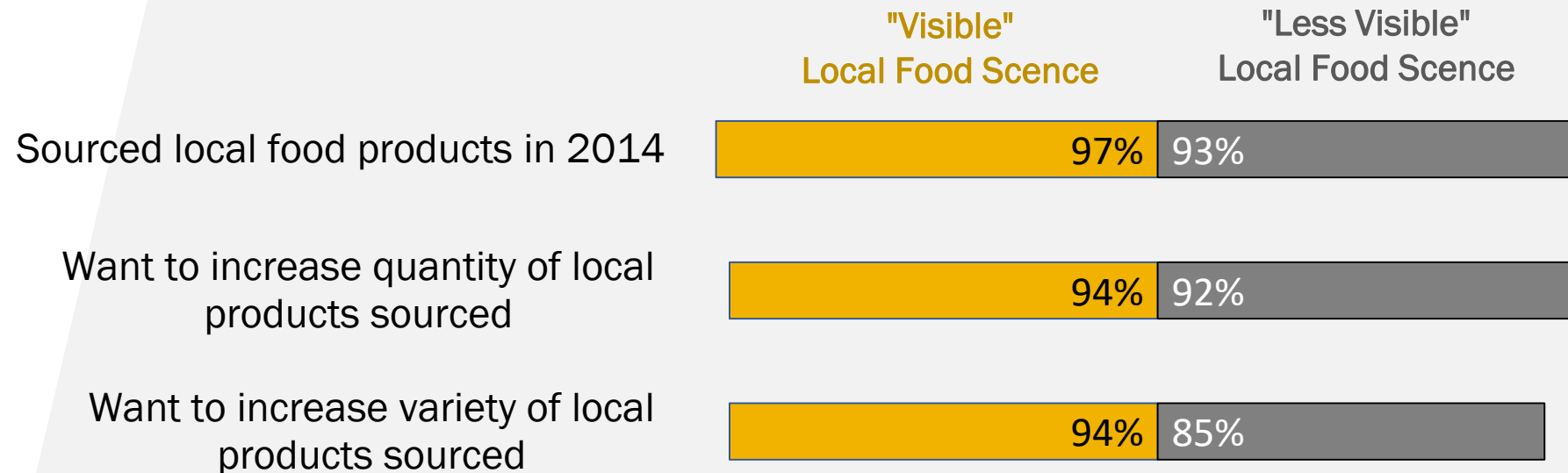
- Latah
- Bonner
- Kootenai
- Ada
- Blaine
- Whitman
- Spokane
- Columbia

	N	%
Visible counties	36	54%
Less Visible counties	31	46%
TOTAL	67	

Source: DePhelps, Newman, and Saul
College of Agricultural and Life Sciences
University of Idaho

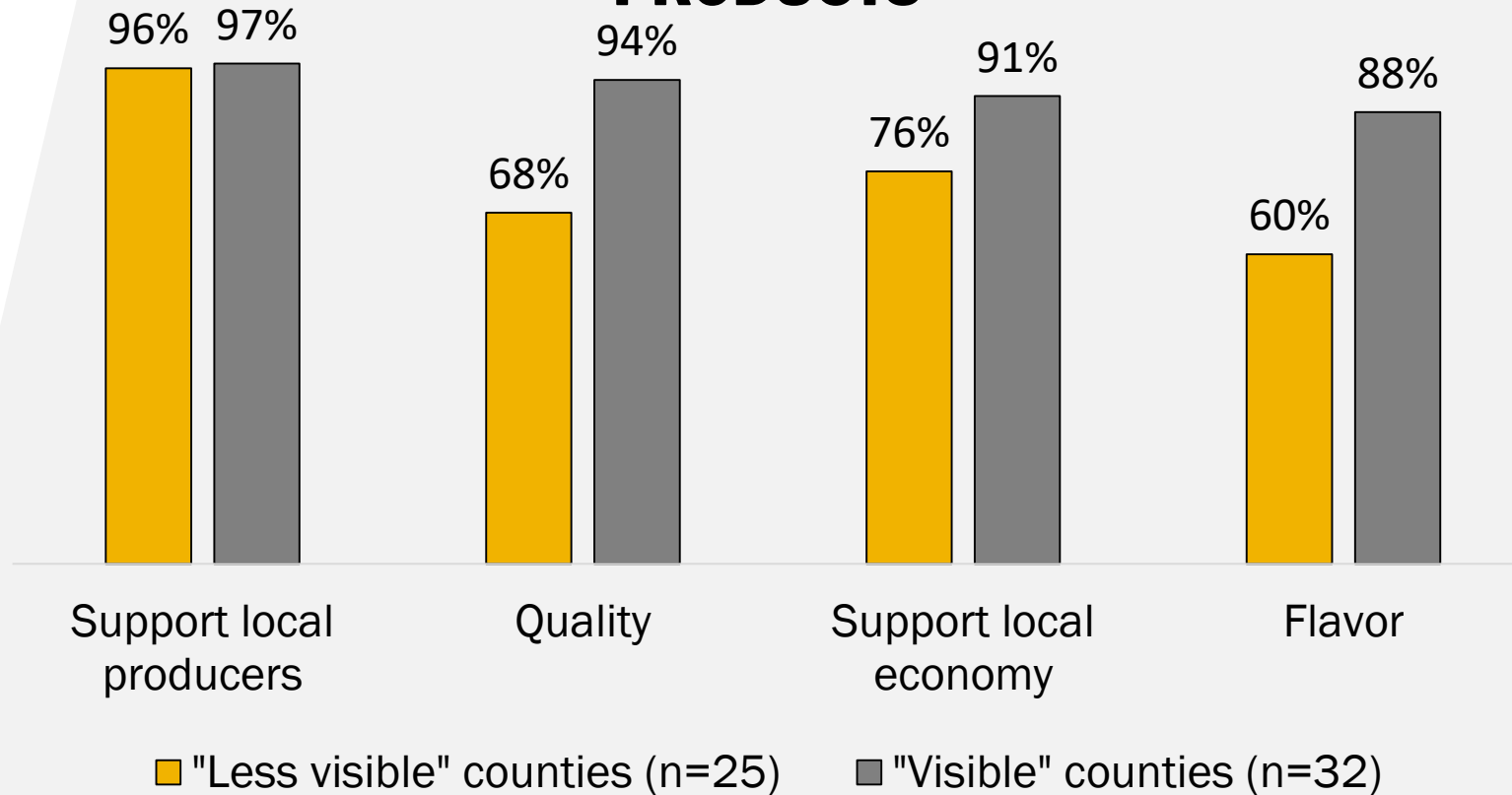


BUYER RESPONDENTS' INTEREST IN BUYING LOCAL FOOD PRODUCTS



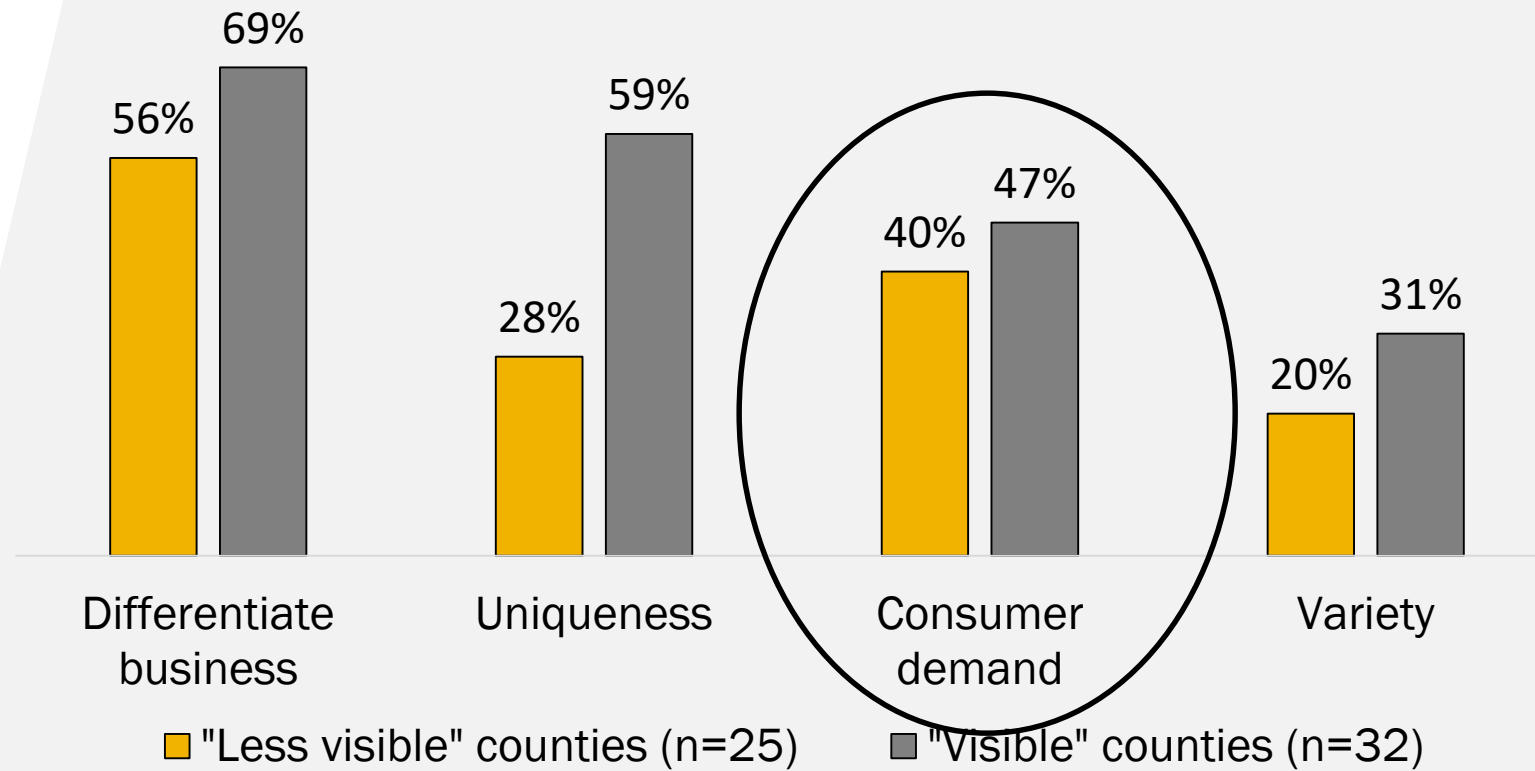


TOP-4 MOTIVATIONS TO BUY LOCAL FOOD PRODUCTS



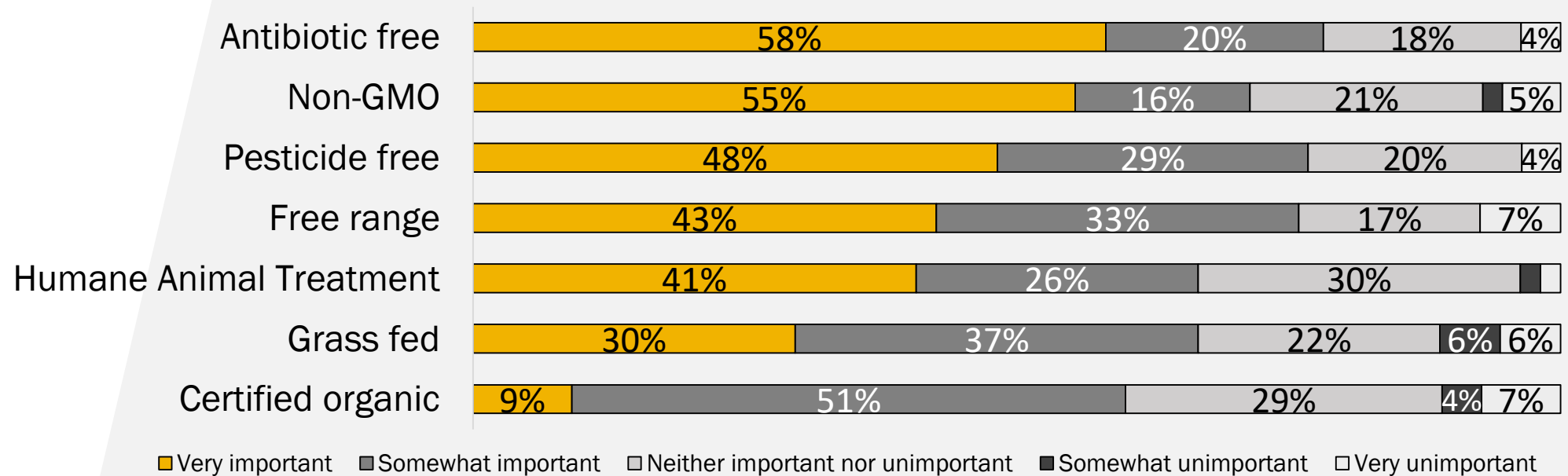


ADDITIONAL MOTIVATIONS TO BUY LOCAL FOOD PRODUCTS



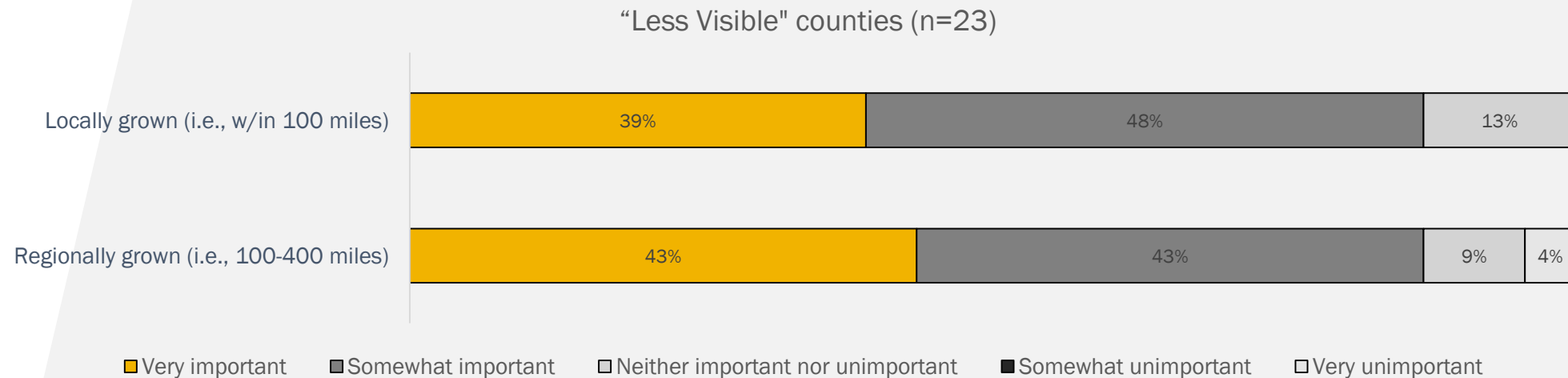
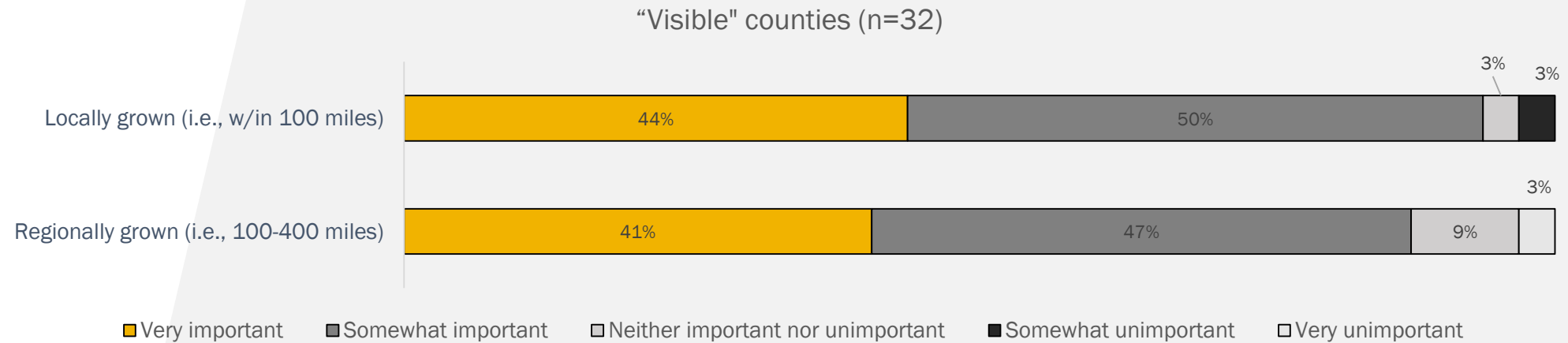


IMPORTANCE OF SELECT PRODUCT CHARACTERISTICS TO BUYERS (N=56)





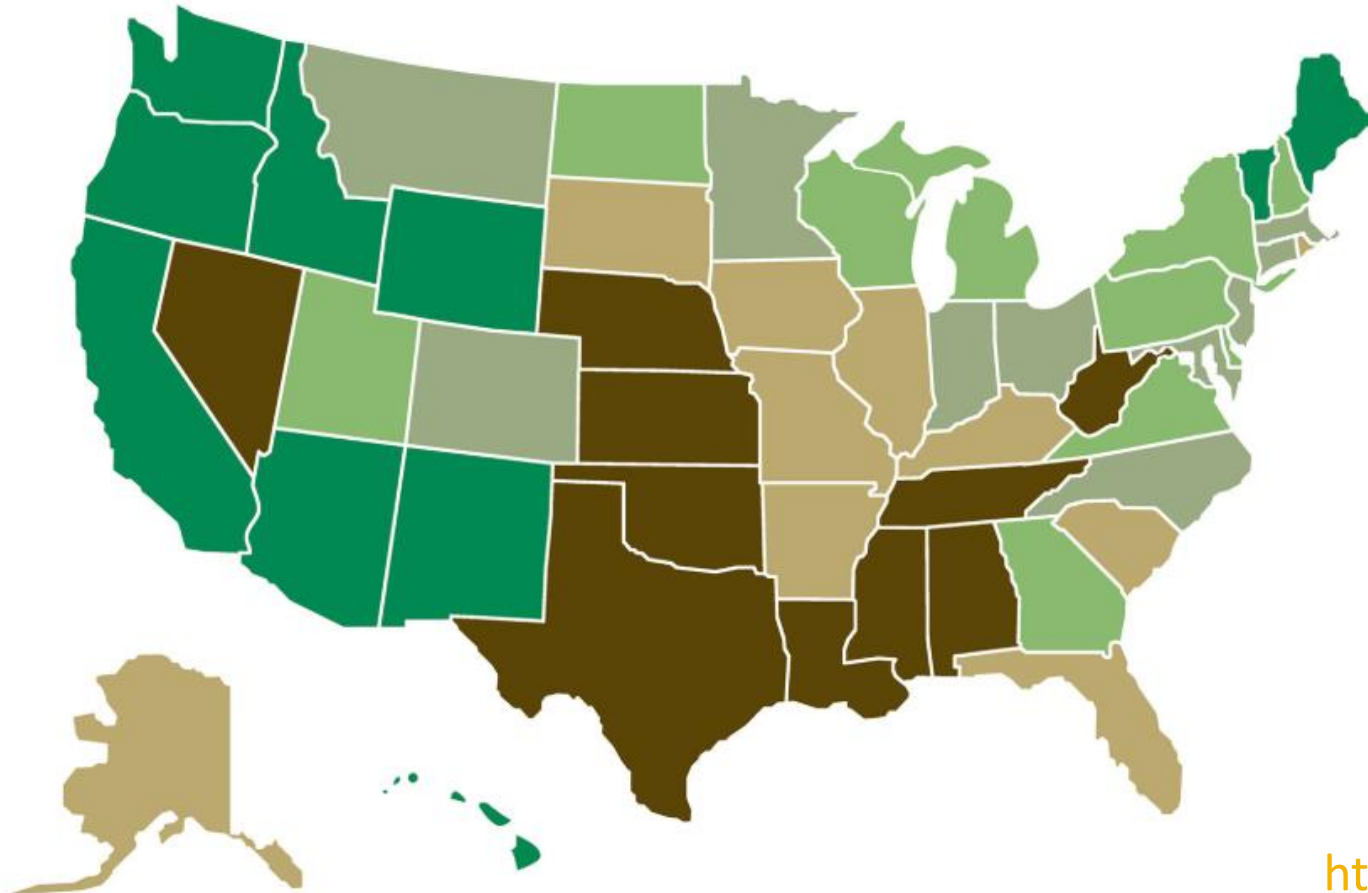
IMPORTANCE OF LOCALLY AND REGIONALLY GROWN TO BUYERS





Strolling of the Heifers 2019 LOCAVORE INDEX

Ranking the 50 states terms of their commitment to healthy local food



2019 Rank

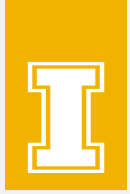
4 Washington

7 Idaho

2018 Rank

11 Washington

12 Idaho



GRAINS ARE PART OF TODAY'S FOOD CULTURE

Restoring flavor

Discovery

Nutrition

Wellness

Community

Art



GRAINS

can address buyers' top challenges to sourcing locally

- 95% Unavailability of specific products
- 87% Inability to access products when needed
- 84% Inability to access the variety of products needed
- 80% Price of products
- 79% Lack of distribution system for local products
- 78% Inability to access a large enough quantity







*transparent
&
authentic*

*convenient
&
affordable*



PASTA MAMA'S PRODUCTS ARE HANDCRAFTED IN THE PACIFIC NORTHWEST USING FRESH, LOCAL INGREDIENTS AND MADE IN SMALL BATCHES RESULTING IN UNRIVALED FLAVOR AND NUTRITIONAL CONTENT. THE FLOUR WE USE IS 100% NON-GMO VERIFIED AND LOCALLY SOURCED FROM NO-TILL, DIRECT SEED FARMERS AT SHEPHERD'S GRAIN. WE PRIDE OURSELVES ON PROVIDING GOURMET PRODUCTS MADE WITH THE HIGHEST QUALITY INGREDIENTS FROM OUR FARMS TO YOUR TABLE!

COOKING INSTRUCTIONS:

Add pasta to a large pot of boiling water and stir. After the water returns to a rolling boil, cook for 2-3 minutes. Do not overcook. Drain and rinse with cool water, drain again and toss immediately with Pasta Mama's sauces, pesto's, oil or butter.

MADE WITH ALL NATURAL INGREDIENTS.

INGREDIENTS:

Shepherd's Grain Durum Wheat Semolina, Tomato, Contains Wheat.

Follow us @PastaMamas



Handcrafted at Pasta Mama's Richland, Washington, USA
For recipes and full range of products, visit pastamamas.com



\$ 5.99

Nutrition Facts

Serving Size (2 oz)
Servings Per Container 6

Amount per Serving
Calories 200
Calories from Fat 5

%Daily Value*

Total Fat 0.5g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 42g	14%
Dietary Fiber 3g	10%
Sugars 4g	
Protein 7g	

Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	15%

*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

		Calories	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram

Fat	9	Carbohydrate	4	Protein	4
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