CREATING CONSUMER DEMAND

Education and the Terroir of Place



Colette DePhelps Community Food Systems Area Extension Educator, Northern District

Inland Northwest Artisan Grains Conference July 12, 2019



We're there...

Consumer demand exists....

Increasingly understand what consumers want and need....

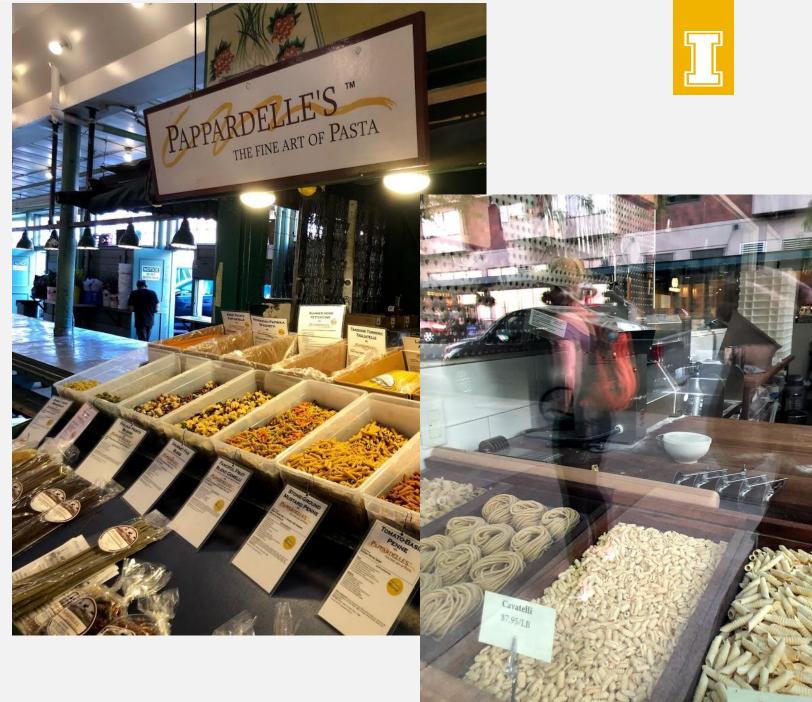
We need to....

Make it an easy choice....

Be authentic

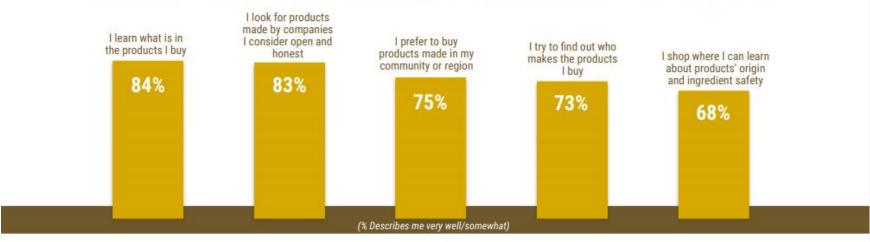
Keep it fun....

....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



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Source: Sustainability 2017 and *Organic & Natural 2018 reports, The Hartman Group



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



Number of markets 4,685 in the USDA Farmers 3,706 2,863 Market Directory.



STIMULATE LOCAL ECONOMIES

PRESERVE FARMLAND + RURAL LIVELIHOODS The U.S. loses an acre

of farmland a minute

The 7 Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support

9,491 acres of farmland

in diversified production.

25% of vendors

to development.

8,768

7,864 8,144

2012 2013

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 lowincome 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.



SUPPORT HEALTHY COMMUNITIES



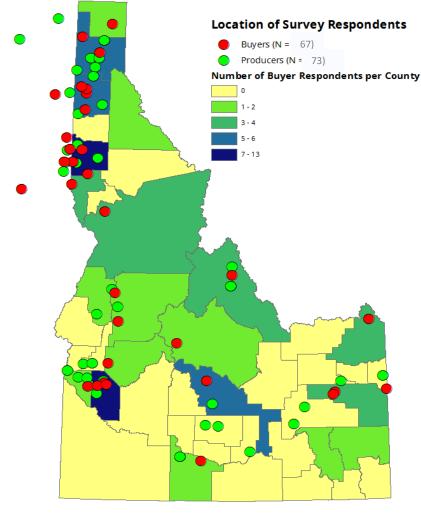
interactions per visit. They would have only 1-2 **ŤŤŤŤ** per visit to the

grocery ŵ ŵ store.

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



BUYER RESPONDENT LOCATIONS BY VISIBLE & LESS VISIBLE "LOCAL FOOD SCENE" COUNTIES



"Visible" counties

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

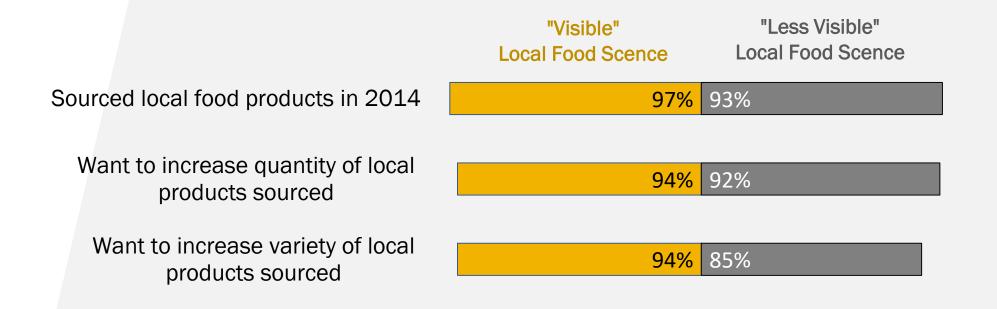
	Ν	%
Visible counties	36	54%
Less Visible counties	31	46%
TOTAL	67	

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

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

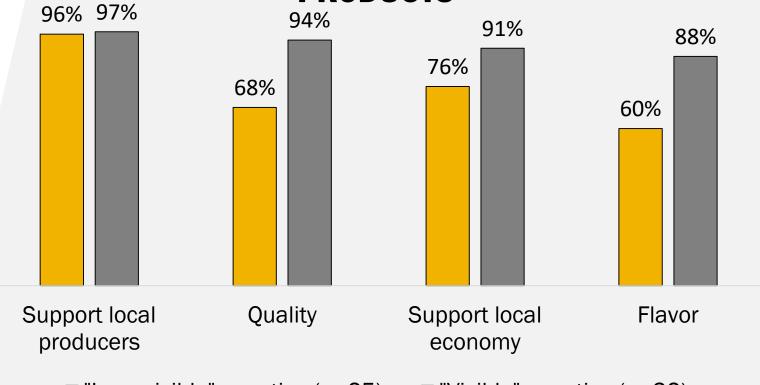


BUYER RESPONDENTS' INTEREST IN BUYING LOCAL FOOD PRODUCTS





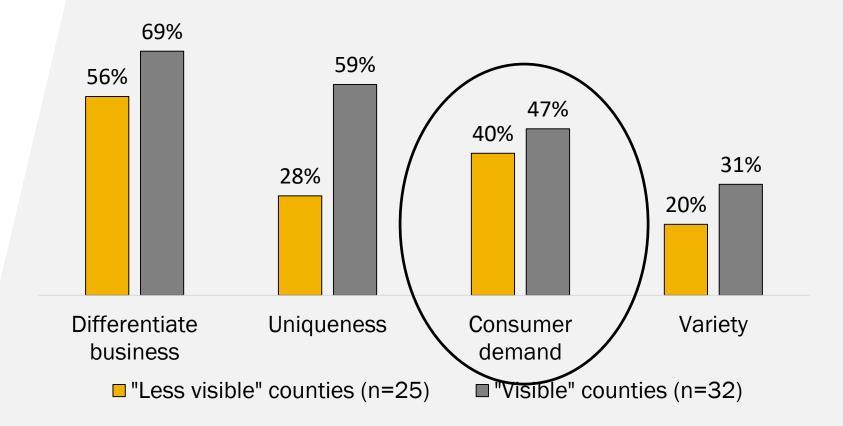
TOP-4 MOTIVATIONS TO BUY LOCAL FOOD PRODUCTS



□ "Less visible" counties (n=25) □ "Visible" counties (n=32)

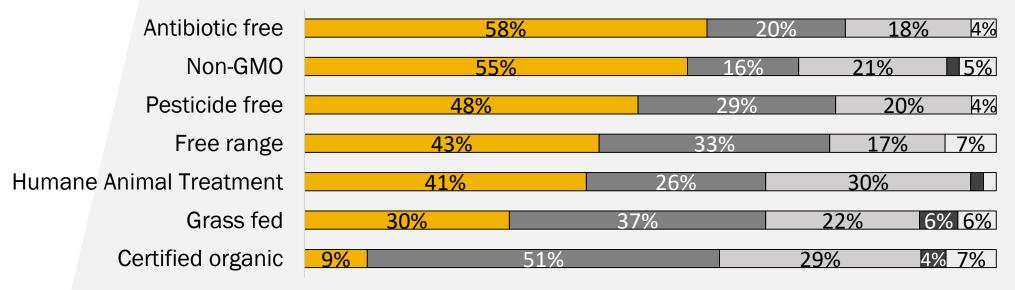


ADDITIONAL MOTIVATIONS TO BUY LOCAL FOOD PRODUCTS





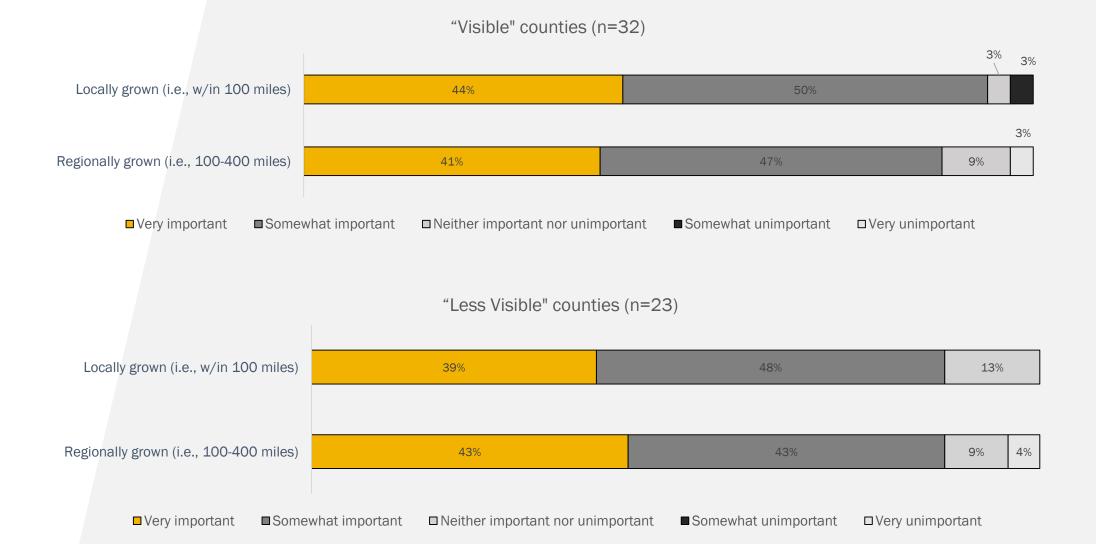
IMPORTANCE OF SELECT PRODUCT CHARACTERISTICS TO BUYERS (N=56)



■ Very important ■ Somewhat important □ Neither important nor unimportant ■ Somewhat unimportant □ Very unimportant



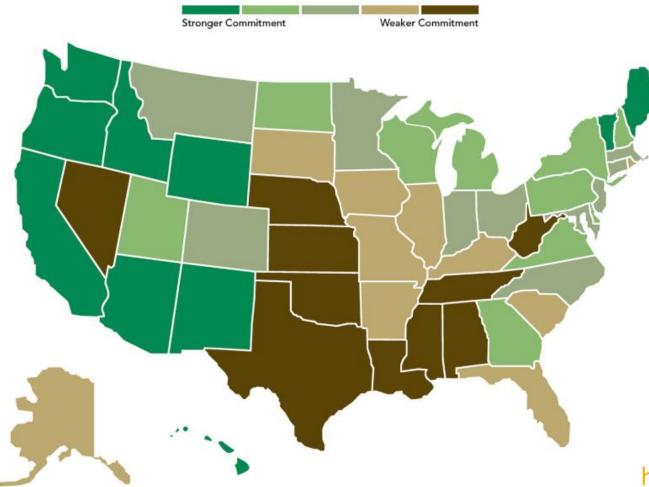
IMPORTANCE OF LOCALLY AND REGIONALLY GROWN TO BUYERS





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 Rank11 Washington12 Idaho

https://www.strollingoftheheifers.com/locavore/





GRAINS ARE PART OF TODAY'S FOOD CULTURE

Restoring flavor

EVERY SPIRIT HAS A STORY.

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







THE OLD SEELBACH BAR 555 🛋 🗟 uti

With the original location opening its doors in 1874 the

Old Seelbach Bar is the oldest bar in Louisville. With the longstanding relationship with the city of Louisvie cone a lot of history. Try some of the 150+ Bourbons in the an room as F. Scott Fitzgerald, Al Pacino and Al Catore

Whether you want an old favorite like a traditional minit juliep or a new twist on Bourbon - with the likes of no other. Go see why London's The Independent named and making tables from reclaimed-wood beams. them one of the "50 Best Bars in the World."

5,000 square-tool, tour-stony Water of Instance Near Street in the Instri Guarter wit Livieville, also known as Whisskey Row. Warners Rea & can't because of the altriseosy nam maker acry this conder in the late 1830s.

PATRICK O'SHEA'

O Shears is located in the Old Charteer Bourleon Chattellieshy Warehouse, and the restaurant has painstakingly, renovates: Bertlender Bob Knott's ward-ober with the like of the talentad bartenders will late building be administrative of the bartenders will late building be building the talented bartenders will take you on an experience in
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 possig the brick walls, retrinshing the t50-year-old floors
 possig the brick walls, retrinshing the t50-year-old floors
 aposing the

🔮 @PetrickOsheas

What is Drink: Minted Gold - an award-winned creation by bartender Bob Knott including Biller ginger beer, grange juice, lemon juice, house hore syroep and mint.

💓 @SeelbachHotel

ss 🌲 🥌

What to Brink: Old Fashioned with apple and Dear-infused Old Forester Boundson, brown sugar, checolate bitters, orange and chang

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!

CO Add p water a to a minute rinse w

For

pasta to a large pot of boiling and stir. After the water returns a rolling boil, cook for 2-3 es. Do not overcook. Drain and		Serving Si ervings Per	ze (2 oz)		
with cool water, drain again and mmediately with Pasta Mama's wees, pesto's, oil or butter.		Amount per Calorie Calories fro	es 200		
MADE WITH ALL NATURAL INGREDIENTS. INGREDIENTS: epherd's Grain Durum Wheat olina, Tomato. Contains Wheat.	Total Fat 0.5 Saturated Cholesterol Sodium 5m Total Carbo Dietary Fit Sugars 4g Protein 7g	Fat 0g Omg hydrate 42g ber 3g		Dally Value* 1% 0% 0% 0% 14% 10%	
follow us @PastaMamas	Vitarnin A Calcium *Percent Dally V	0% 0% alues (DV) are 1	Vitamin C Iron based on a 2	0% 15%	
ndoratted at Pasta Marna's ichland, Washington, USA or recipes and full range of ucts, visit pastamamas.com	Calorie diet. You depending on you Total Fat Saturated Fa Cholesterol Sodium Total Carbohyo Diotary Fiber	Calories Calories Less than Less than Less than Less than Less than	ay be higher	2,500 80g 25g 300mg 2,400mg 375g 30g	
\$ 5.99	Calories per g	an c	Prote	ain 4	



transparent & authentic

convenient & affordable





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Community Food Systems

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