



LOCAL FOOD

The Public Policy Arguments



United States Department of Agriculture

Why Local Food Matters:

The rising importance of locally-grown food in the U.S. food system

- A national perspective -

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Agriculture and Rural Affairs Steering Committee
Subcommittee on Agriculture
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Colorado

Office of Economic
Development and
International
Trade

FOOD & AGRICULTURE

Bottom Up ▶ Blueprint ▶ **Business Plan**

1

Build a Business-Friendly Environment

2

Recruit, Grow and Retain Business

4

Create and Market a Stronger CO Brand

5

Educate and Train the Future Workforce

6

Cultivate Innovation and Technology

- Support entrepreneurial ventures and innovation in Food & Agriculture through the development of a Food & Agriculture incubator



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Bottom Up ▶ Blueprint ▶ **Business Plan**

1

Build a Business-Friendly Environment

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Recruit, Grow and Retain Business

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Increase Access to Capital

4

Create and Market a Stronger CO Brand

5

Educate and Train the Future Workforce

6

Cultivate Innovation and Technology

- Identify and obtain non-traditional funding sources for Food & Agriculture



LOCAL FOOD AND ECONOMIC DEVELOPMENT

A Guide for Local Governments
March 2014

The economic development case for making investments in local food is clear: these investments support local businesses, create jobs, and circulate money in the local economy.

http://www.cows.org/_data/documents/1608.pdf



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Integrate Food into Existing Economic Development Work

Most local governments already dedicate significant resources to economic development, through staff time, coordination with the business community and local nonprofits, grants and other funding, and project development. The following are ways to focus existing economic development work on the local food value chain:

- 1. Map Existing Assets and Grow your Food Cluster*
- 2. Use Economic Development Funding for Food Businesses*
- 3. Incubate Local Food Businesses*



Access to Healthy Affordable Food

Diets high in vegetables, fruits, whole grains, and lean proteins can help us maintain a healthy weight and avoid chronic diseases such as diabetes, cancer, and heart disease.

But for many people, eating a healthier diet is not as simple as choosing to eat healthier foods. **Some neighborhoods do not have grocery stores that sell healthy foods and sometimes healthy foods are too expensive for people to buy.**

In order to eat healthier diets, **people need better access to healthy affordable food.**

For many jurisdictions, public policies are an effective way to increase access to healthy, affordable food. **Cities and towns** can change zoning and tax laws to make it easier to create new grocery stores, farmer's markets, and community gardens.

Local governments can also create food policy councils to give residents a voice in how best to improve access to healthy food.

<http://publichealthlawcenter.org/topics/healthy-eating/access-healthy-affordable-food>



Within our portfolio of **public health and food system work**, the Center has an established track record of respected research and program activities on **local and state food policy, food environments, food access, farmers markets, urban agriculture and community food security.**

<http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/FPN/>.



eXtension is an interactive learning environment delivering research-based information emerging from America's land-grant university system .

Public policy is also critical to the development of food systems infrastructure, which it shapes through a combination of incentives, direct investment, research funding, and training.

<http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/FPN/>.

Local Food - Where Rural and Urban Colorado Fit Perfectly Together

