

# COMMUNITY FOOD SECURITY AND ECONOMIC DEVELOPMENT

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BLOUSTEIN SCHOOL, RUTGERS UNIVERSITY, SPRING 2012



# COMMUNITY FOOD HUB

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“A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution and/or marketing of locally or regionally produced food products.”

## **USDA WORKING DEFINITION OF A FOOD HUB**

# CORE FUNCTIONS

## Supply Chain Coordination

### Aggregation

- Central Facilities
- Variety of Farm Sizes
- Gleaning

### Permanent Facilities

- Refrigeration
- Processing
- Sorting and Packaging
- Meal Preparation

### Distribution

- Wholesale
- Retail
- CSA
- Charitable Distribution

# COMMUNITY FOOD HUB MODEL



# FOOD PROCESSING – WHAT AND WHY

Processing extends the growing season



- Two forms
  - Cold line
  - Value added products
- Benefits
  - Farmers
  - Buyers
  - Local business

# GLEANING

- Gleaning - collecting leftover crops
- 15 – 35% of crops go to waste
- Farmers Against Hunger
  - Challenges
    - No refrigeration
    - Unable to distribute food daily to Newark
    - New Brunswick could serve as midway point

# FOOD HUB COMPONENTS

	Wholesale	Retail	Compost	Classes	Food bank	Community Kitchen	Garden/ Farm	Online	Community Action/ Advocacy
The Stop		X	X	X	X	X	X	X	X
Detroit Eastern Market	X	X		X	X	X	X	X	X
GrowNYC	X	X	X	X			X	X	X
Just Food		X				X	X	X	X
Phat Beets Produce	X			X			X		X

# THE STOP COMMUNITY FOOD CENTRE TORONTO, ONTARIO, CANADA

- Began in 1982 as a food bank
- Expanded to work in advocacy
  - Builds community
  - Challenges inequity
- Food justice focus
- Knowledge-sharing initiatives
  - On-site education services for all ages
  - Hosts online “Learning Network”



# THE EASTERN MARKET DETROIT, MICHIGAN

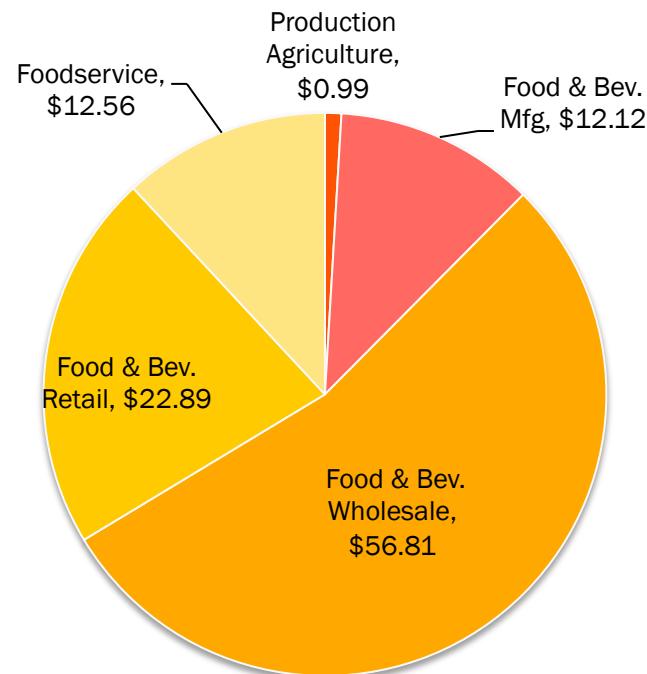
- Historic but economically-depressed area
  - Revitalizing the urban core
- Access to healthy foods
  - Saturday Market
  - Fresh Food Share
  - Farm Stands



# NEW JERSEY CONTEXT

- New Jersey has a strong food economy
  - Makes up 8.6% private sector Gross State Product and 17% of private sector employment
- Production agriculture = \$1.04 billion in cash receipts in 2010

New Jersey Food Industry Output - 2007 (\$ Billion)

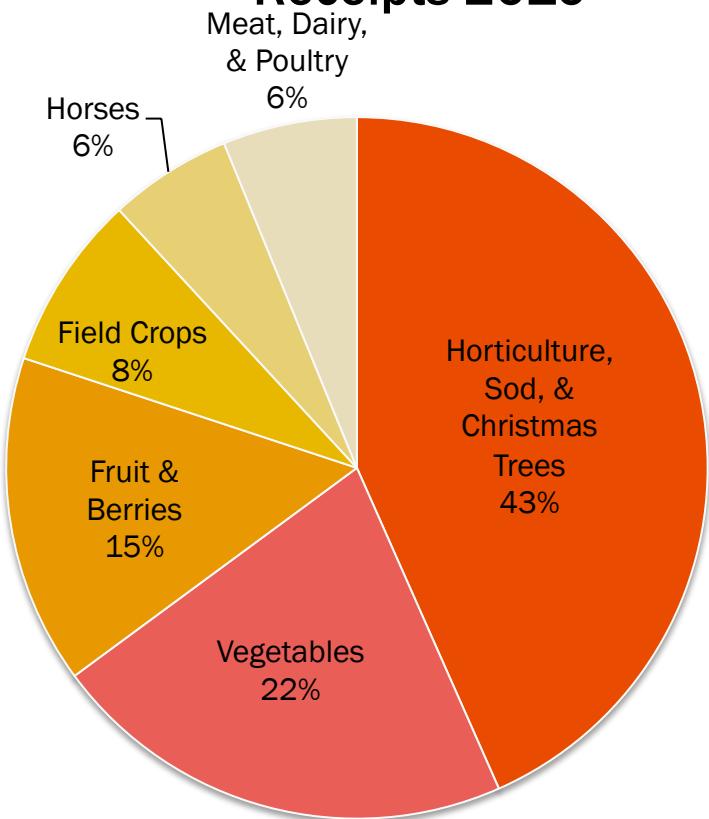


Total Industry Output: \$105.37 billion

Source: Schilling, 2011. pg 3

# NEW JERSEY AGRICULTURE

## New Jersey Agriculture Cash Receipts 2010



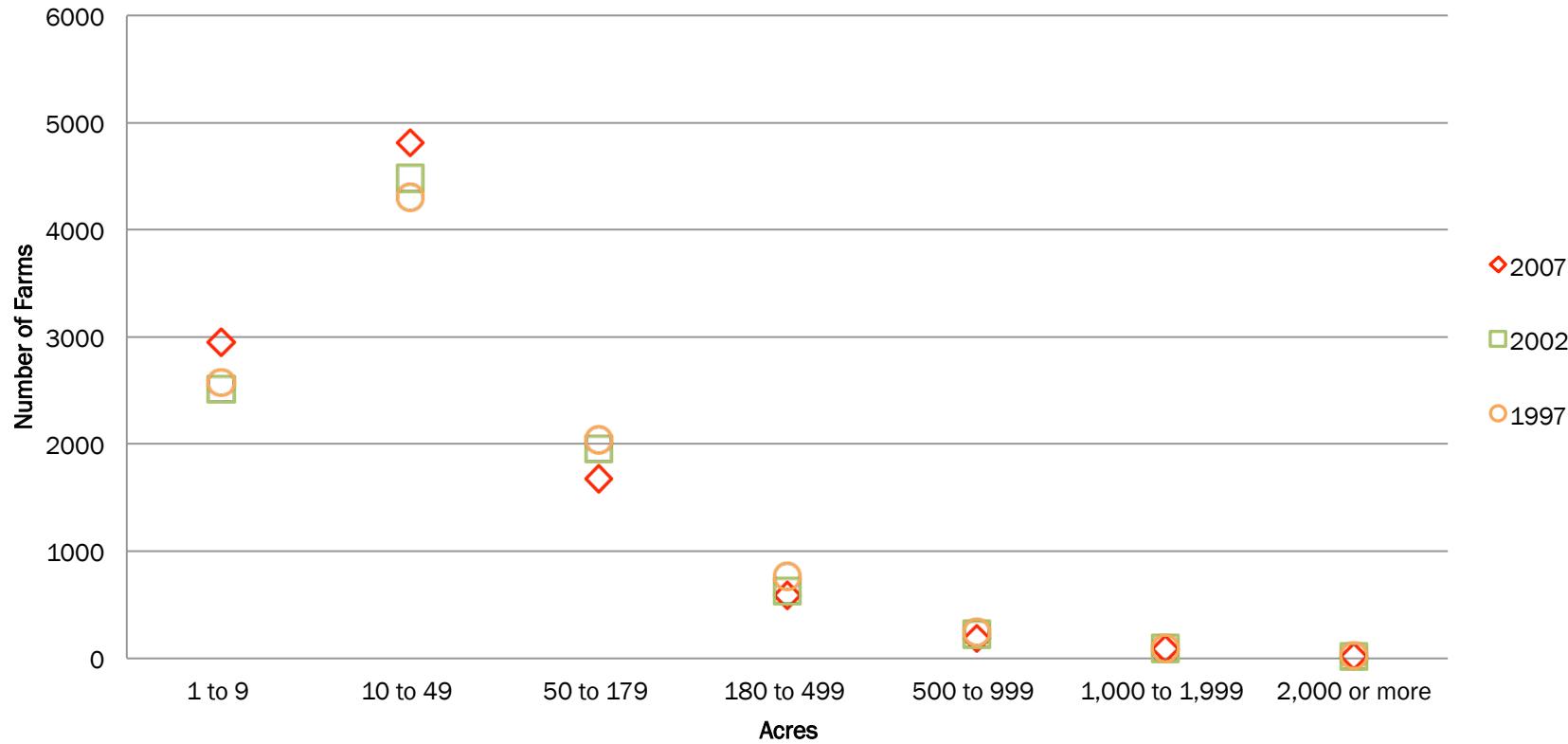
Total:  
\$1.04  
Billion

Fruits & Vegetables with Highest Cash Receipts (\$ million)	
Blueberry	\$62.5
Green Peppers	\$33.8
Fresh Tomatoes	\$32.4
Cranberry	\$31.2
Peach	\$31.2

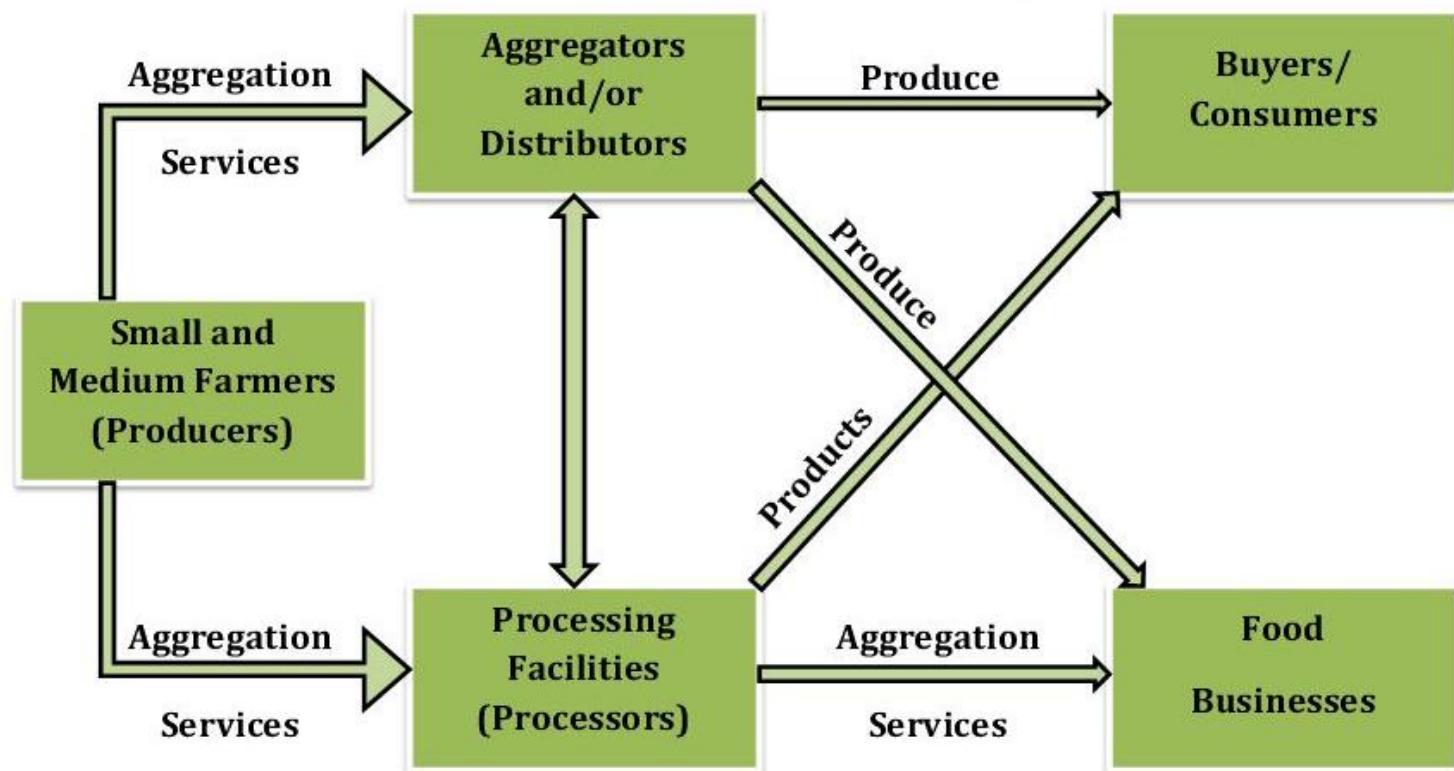
Total Fruit & Vegetable Cash Receipts:  
\$381.7 million

# SIZE OF FARMS

## New Jersey



# TYPICAL DISTRIBUTION MODEL



Model recreated from:

Illinois Department of Commerce and Economic Opportunity, et al. (2012). *Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois*. University of Illinois Business Innovation Center, Energy and Sustainable Business Programs, Champaign. Retrieved March 28, 2012

# ISSUES FACING FARMERS

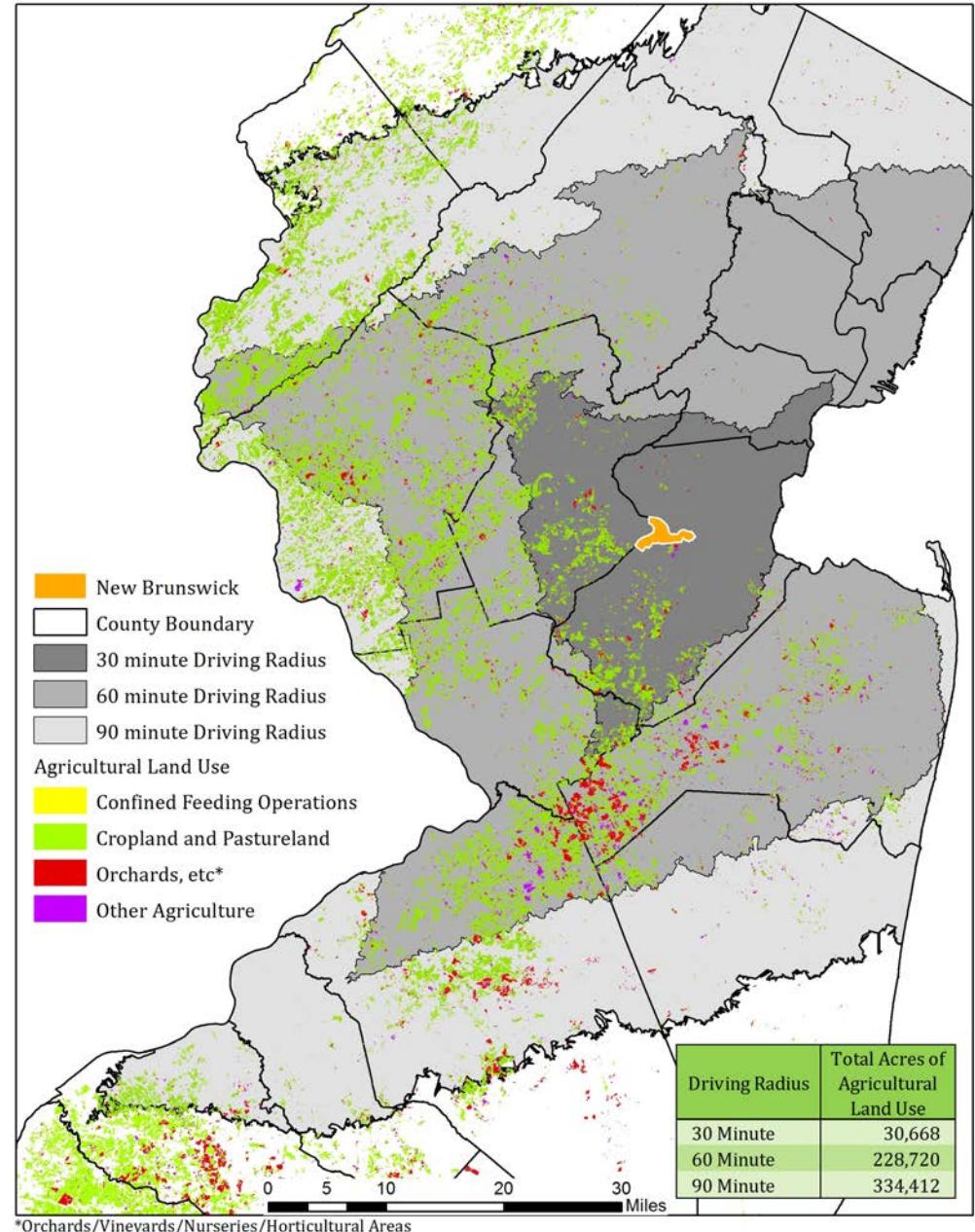
- Competition with large-scale farmers
  - Difficulty tapping into large distribution networks
  - Distribution costs
- Farmers markets can be time consuming
- Lack of processing facilities
- Lack of product traceability

# ISSUES FACING COMMUNITIES

- Growing demand for local food
- Lack of access to fresh, local, healthy food
  - More than 23 million people in the United States are food insecure; half of those are low-income
  - Contributes to obesity, diabetes, and heart disease

## Agricultural Land Use within Driving Distance of New Brunswick, NJ

# AGRICULTURAL LAND USE NEAR NEW BRUNSWICK



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# EXISTING FOOD INFRASTRUCTURE



- Elijah's Promise
- New Brunswick High School Culinary Arts
- New Jersey Agricultural Experiment Station
- Intersect Fund

# NEXT STEPS

- Link Food Policy Alliance to farmers
- Conduct a feasibility study
  - Agriculture
  - Distribution
  - Processing
- Determine specific components
- Physical design

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FOOD HUB STUDIO SPRING 2012

Image Credit: Kathe Newman