

Local Food Systems Trends & Opportunities

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U.S. Food Marketing Trends

Direct-to-Consumer (DTC) sales:

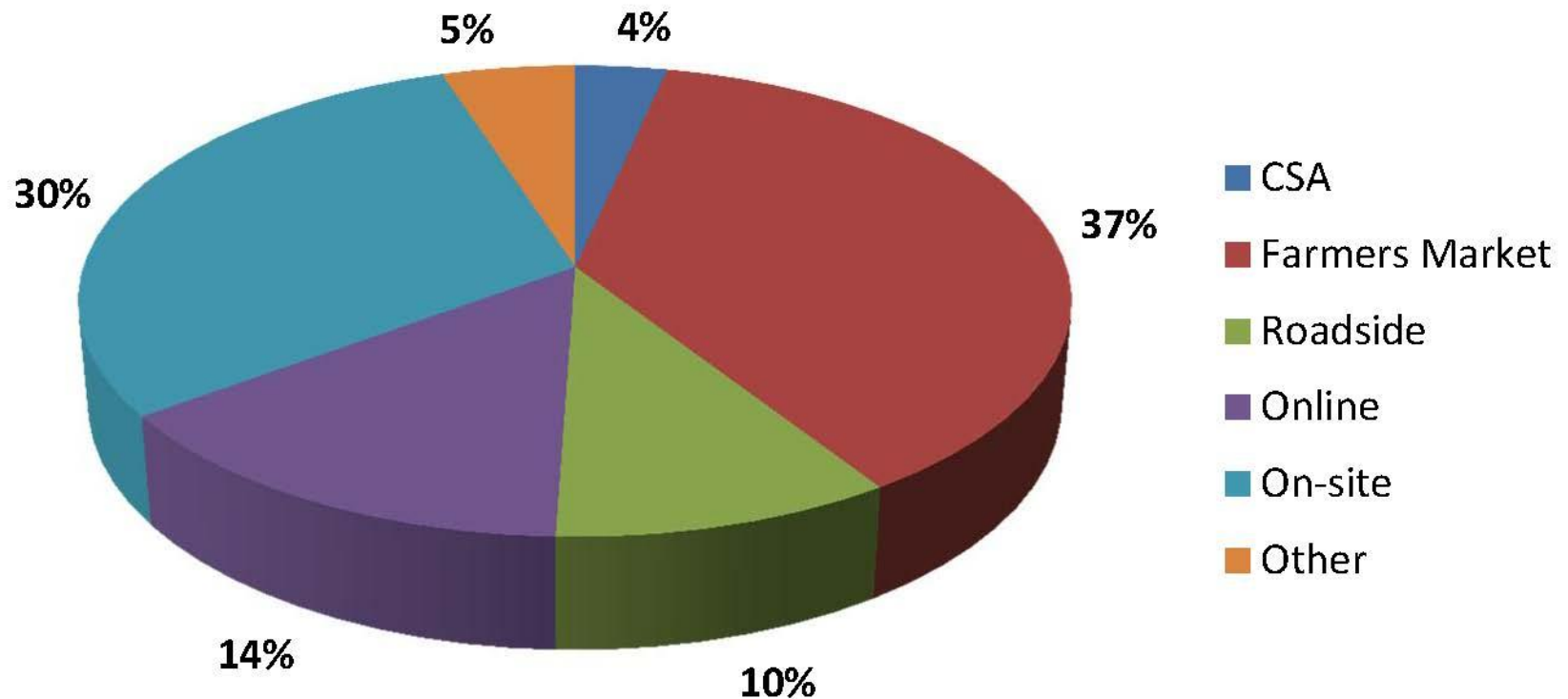
- Farms increased by 6.2 percent and sales increased by 32 percent between 2002 and 2007;
- Farms increased 6.9 percent, with no change in sales between 2007 and 2012.
- **Arkansas DTC farms increased 16% but sales dropped 28% (2007-12). Recent activity suggests dramatic increases in this area.**
- Many have suggested that the lower growth rate in DTC is the result of increased “local” sales activity through traditional retail/wholesale outlets.

Local Food Marketing Practices Survey (2015)

Region 5 (AR, AL, LA, MS, OK, TX):

- Local marketing channels:
 - Institutions & intermediaries: 48%
 - Retail (includes restaurants & caterers): 5%
 - Direct to Consumer: 47%
- 68% of the direct marketing farmers have value added activities.
- Survey was the first-ever conducted by USDA's National Agricultural Statistics Service to produce benchmark data about local food marketing practices.

Direct Sales to Consumers by Direct Marketing Channel (Region 5).



SOURCE: 2015 Local Food Marketing Practices Survey, USDA NASS.

U.S. Local/Regional Food Systems Growth

(Since 2007)

- **Farmers Markets** (up almost 200%).
 - Agri Marketing Service list 107 AR markets.
- **Food Hubs** (up over 250%).
 - 4 hubs operating in state.
- **Farm to School** (involves a collection of agri-tourism areas; up over 400%).
 - F2S 2015 estimate of \$1.2M in food purchases, increase of 48% since 2013.

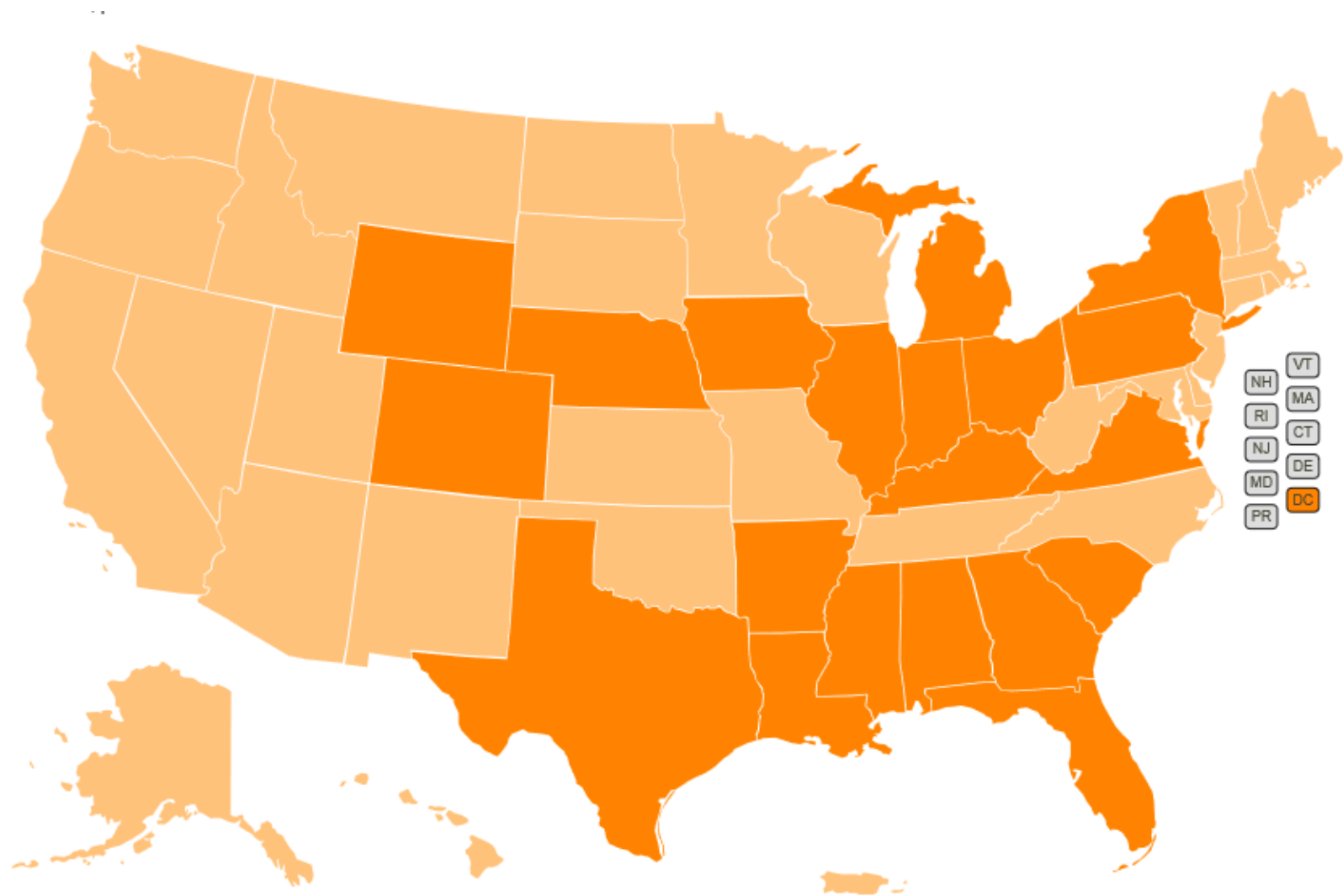
Local/Regional Food Systems Drivers

- Brand Recognition, Building your Brand. What does your brand mean in the marketplace
- Connecting with Consumers – “Relationship Marketing”.
- Communicate Transparently. Consumers seeking Transparency (branding, certifications, labeling).

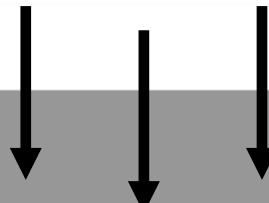
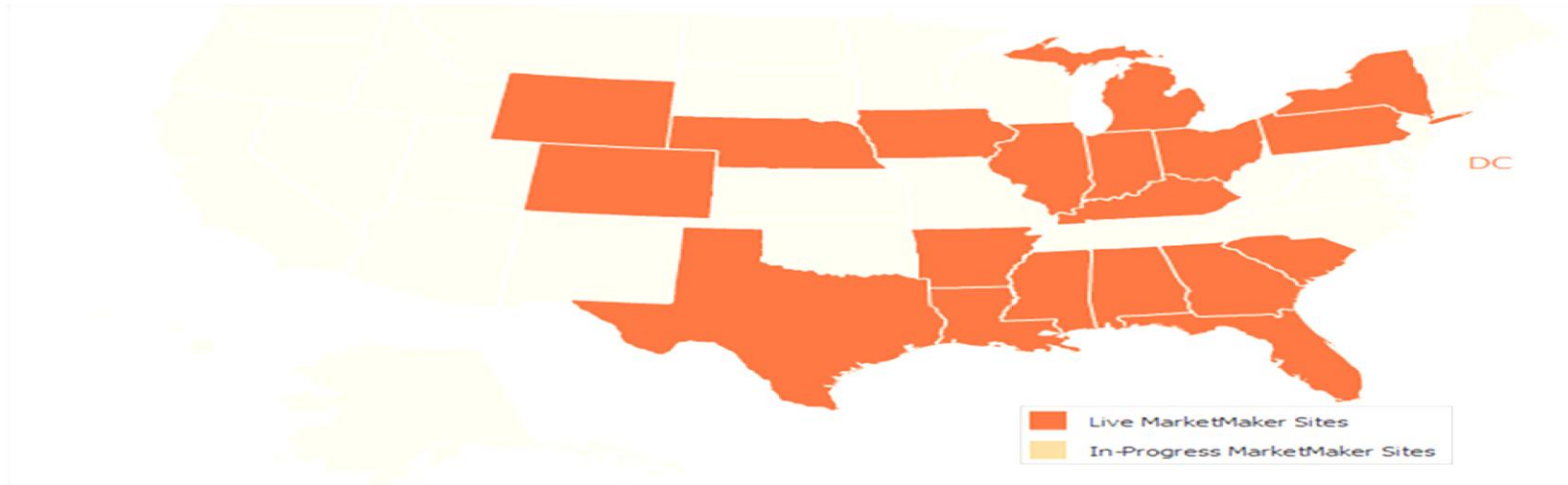
Arkansas MarketMaker

- Program is offered through the University of Arkansas Division of Agriculture
- MarketMaker is a FREE online direct marketing tool, virtual food system – fishermen, farmers, processors, distributors and wholesalers, and consumers
 - Helps **producers and businesses** identify potential markets
 - Helps **business owners** connect with other members of the food supply chain
 - Helps **consumers** find fresh and locally grown food

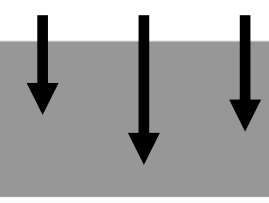
MarketMaker Partners Network



MarketMaker Network



Database of farmers, processors, distributors, and retailers



Maps of demographic information

MarketMaker's Benefits

- The “Common Database” allows users to conduct searches that cross state boundaries.
- The menu driven system allows customers to “drill down” to their product of interest.
- The geo-coding allows for the “searches” to be displayed and/or reviewed in a visually appealing map format.

Search MarketMaker

Business Type ▼

by product i.e. apple

AR 50 miles of

SEARCH

[▶Advanced Search](#)

Business Spotlight



Sweet Corn, Watermelon, & Cantaloupes

Located right off the Newport exit, you will find the freshest watermelon, cantaloupes, & sweet corn! Make sure you get yours today!

[Learn More »](#)

http://AR.FOODMARKETMAKER.COM

Directories **In Season** Events

Business Directory
Search our business directory for registered MarketMaker members.
[View Directory »](#)

Affiliation Directory
To view a directory of members in your state, click an affiliation.
[Arkansas Grown, Arkansas Farm Bureau, Arkansas Farmers' Market Association](#)

Buy/Sell Forum

Buy	Sell	Services/ Equipment	Transport	Other
1 Listings	46 Listings	3 Listings	0 Listings	0 Listings

Success Story



Connecting willing markets
and quality sources of food
from farm and fisheries
to fork

www.foodmarketmaker.com

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In this Issue:

Business Spotlight:
Berries by Bill Inc.
Newport, Arkansas

Step-by-Step Instructions to
Post an Ad on MarketMaker's
Buy & Sell Forum

Let's be Facebook Friends!

In Every Issue:
Buy & Sell Forum

Participating States:

Alabama
Arkansas
Colorado
District of Columbia
Florida

Business Spotlight...



*A farmer's product impresses a
consumer hundreds of miles from
the farm...*

Berries by Bill Inc. Newport, AR

Bill Landreth of Berries by Bill Inc. knows he grows tasty watermelons, but was delighted to learn that they left quite an impression on a woman in Michigan. Bill received an email through his **MarketMaker** account from the woman complimenting him on his product.

Bill puts a sticker with "Bill's Best Arkansas Fresh" on all his melons. When this satisfied customer spotted the sticker, she looked for the farm on the Web and Bill's MarketMaker profile was the first thing she saw!

Success Story

- **Customer response:** *“I have bought three of your seeded watermelons at Horrocks in Battle Creek, Michigan. They are without a doubt the BEST I have had in years! I will be contacting Horrocks and begging them to be sure and buy from you next year. Thanks so much!*
- **Farmer response:** “This is the type of thing that farmers really need. I’m so happy that University of Arkansas helped me get signed up on the MarketMaker web-site, and I’m very glad to hear from this happy customer. This is great!”

Questions