

# Alternative Food System Movements

Ben Champion

K-State Director of Sustainability

Assistant Professor, Geography

# Food For Thought

- Plenty of evidence thus far that the broader patterns of the food system produce inherent challenges and problems
- Many have worked and are working very hard to organize various alternatives, especially over the past several decades
- They often start with grassroots movements, and then grow
- As they grow, they often take on more and more characteristics of the technology-intensive and large-scale food supply chains, as well as becoming more consolidated

# Organics Movement

- From grassroots to big business in 20 years
- Started as counterculture back-to-the-land movement in 1960's
- Some actually succeeded in growing food, and loose networks of exchange grew in 1970's, often in partnership with food cooperatives
- Some of these became commercial operations
- In 1980's networks organized 3<sup>rd</sup> party organic certification standards and organizations
- 1990 codified in California as legal certification
- 2002 national certification through USDA

# Food Cooperatives

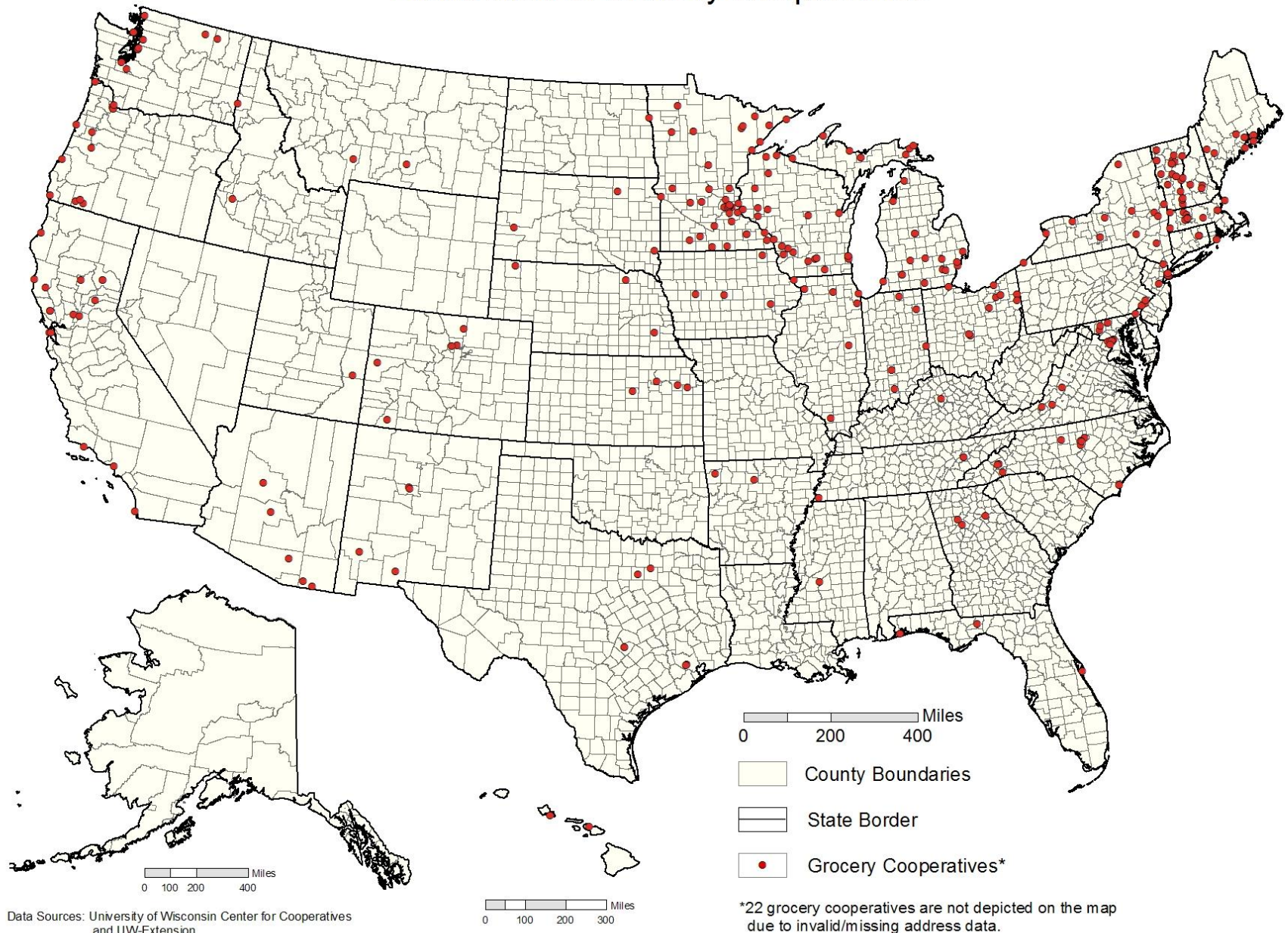
Consumer-owned food stores have emerged, grown, and declined in waves since the 1850s. The most recent growth period occurred during the mid-1960 and early 1970 when there was a nationwide resurgence of cooperative food stores. By 1979, an estimated 3,000 food stores and buying clubs operated in the United States and Canada ([Food Co-op Project, 1979](#)). By the 1990s, however, the changing social and political climate resulted in a substantial decline in the number of cooperatives, accompanied by a period of consolidation and growth for the strong cooperatives. By the mid-2000s, food cooperatives once again experienced growth-driven, intense consumer interest in alternatives to a market system that might not serve their needs.

<http://reic.uwcc.wisc.edu/groceries/>

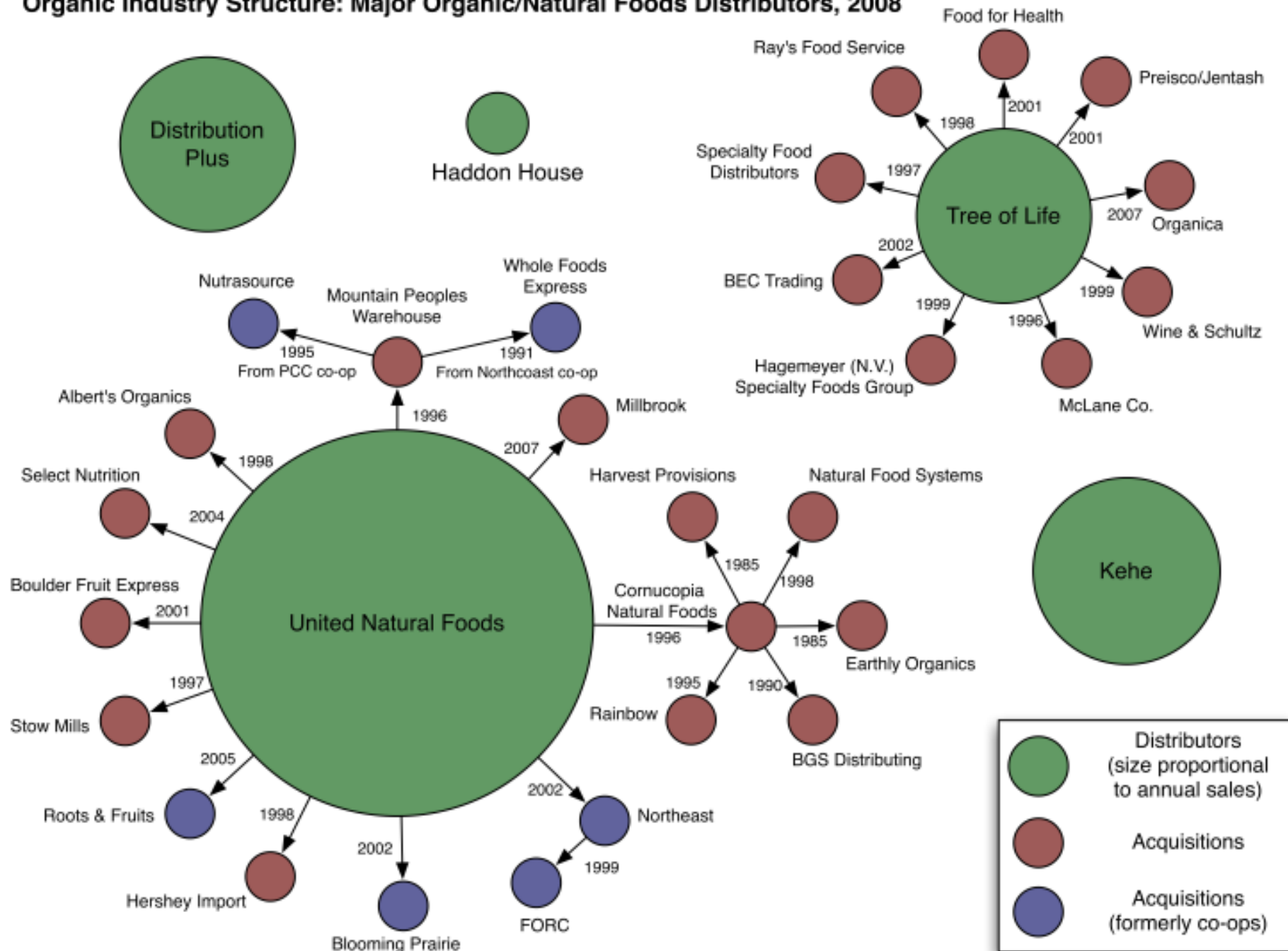
The most extensive impact food cooperatives have recently had on the grocery industry has been their pioneering introduction of natural and organic foods, which began with the “new wave” of food cooperatives in the early 1970s. Cooperatives dominated this market until the 1990s, when several independently owned natural foods markets began large-scale expansion. In 1990, the total organic food and beverage market amounted to \$1B in sales, served primarily through cooperatives and other independent retailers. In 2008, that market was expected to reach \$23B, with the traditional mass market grocery stores and non-traditional food stores having gained projected shares of 38% and 16%, respectively ([Organic Trade Association, 2008](#))

<http://reic.uwcc.wisc.edu/groceries/>

# Distribution of Grocery Cooperatives



# Organic Industry Structure: Major Organic/Natural Foods Distributors, 2008





# Cartographic Map of Cooperative Distributors, 1982-2008

1982

1989

2002

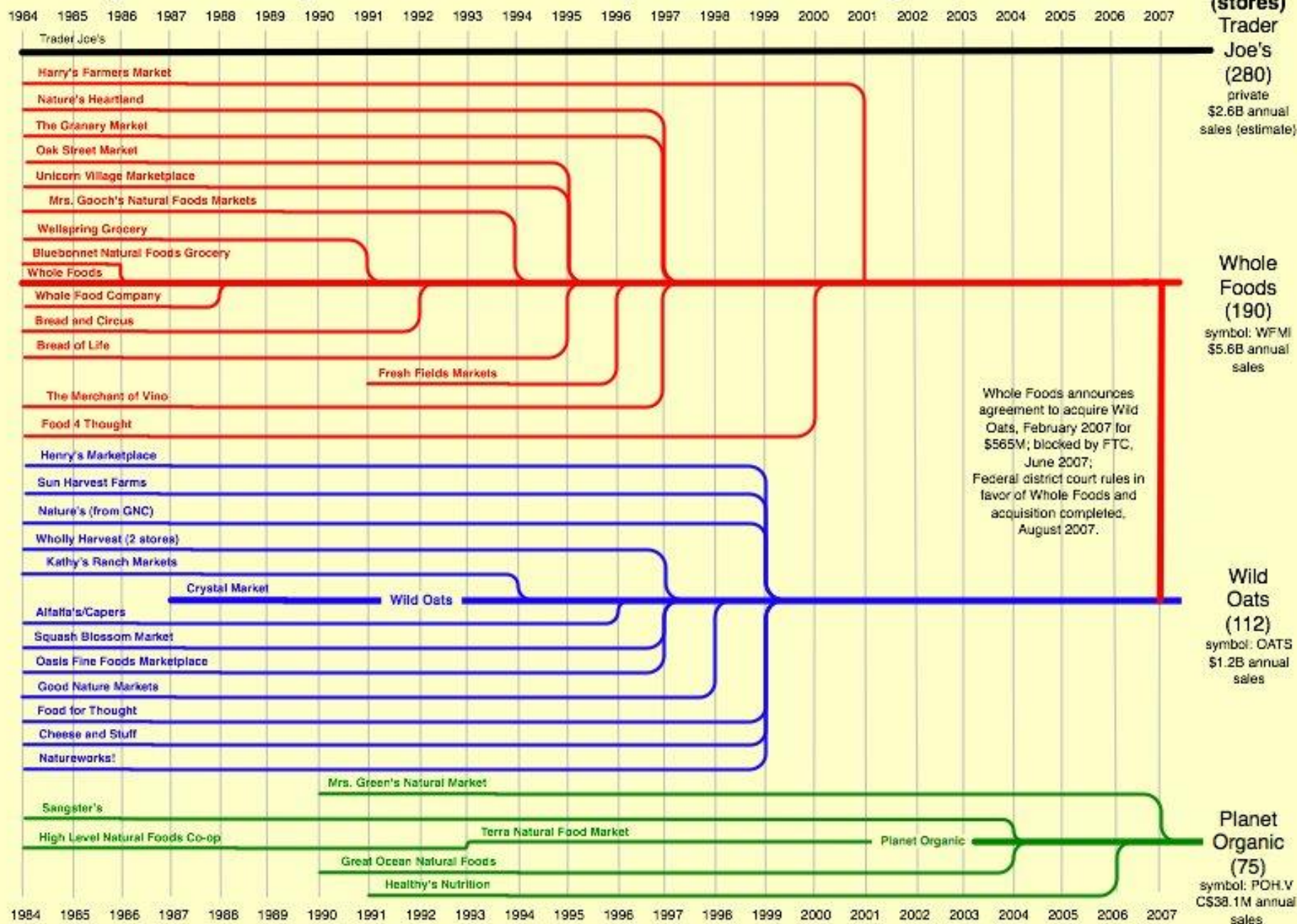
2003

2008

<https://www.msu.edu/~howardp./distributoranimation.html>



# Organic Industry Structure: Retail Acquisitions and Mergers, 1984-2007

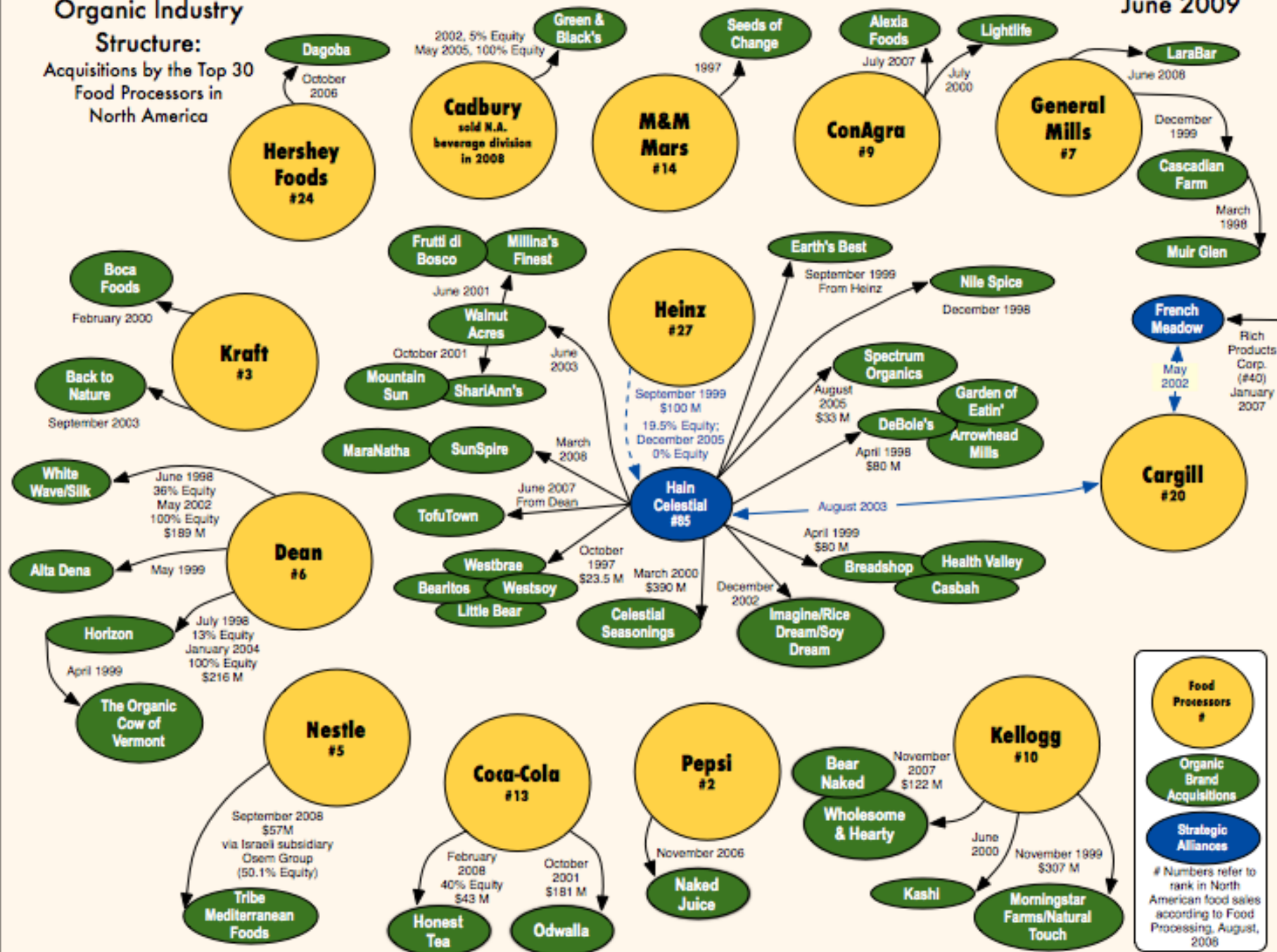


# Organic Industry

## Structure:

Acquisitions by the Top 30 Food Processors in North America

June 2009



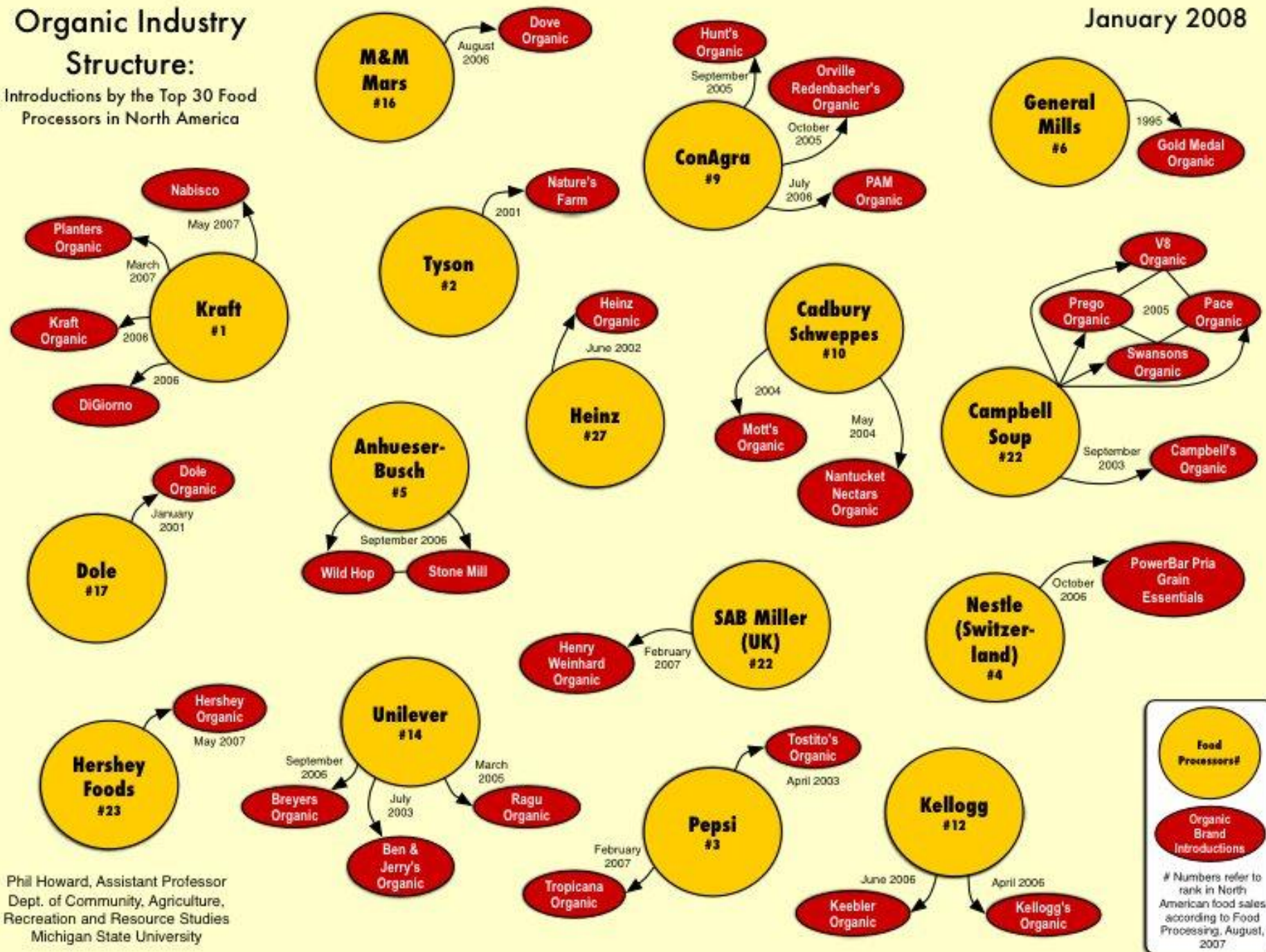


# Organic Industry

## Structure:

Introductions by the Top 30 Food Processors in North America

January 2008



Phil Howard, Assistant Professor  
Dept. of Community, Agriculture,  
Recreation and Resource Studies  
Michigan State University



### Significant Acquisitions and Introductions

**Smart Balance/  
Earth Balance**  
September 2006  
\$465M  
from TSG Consumer Partners

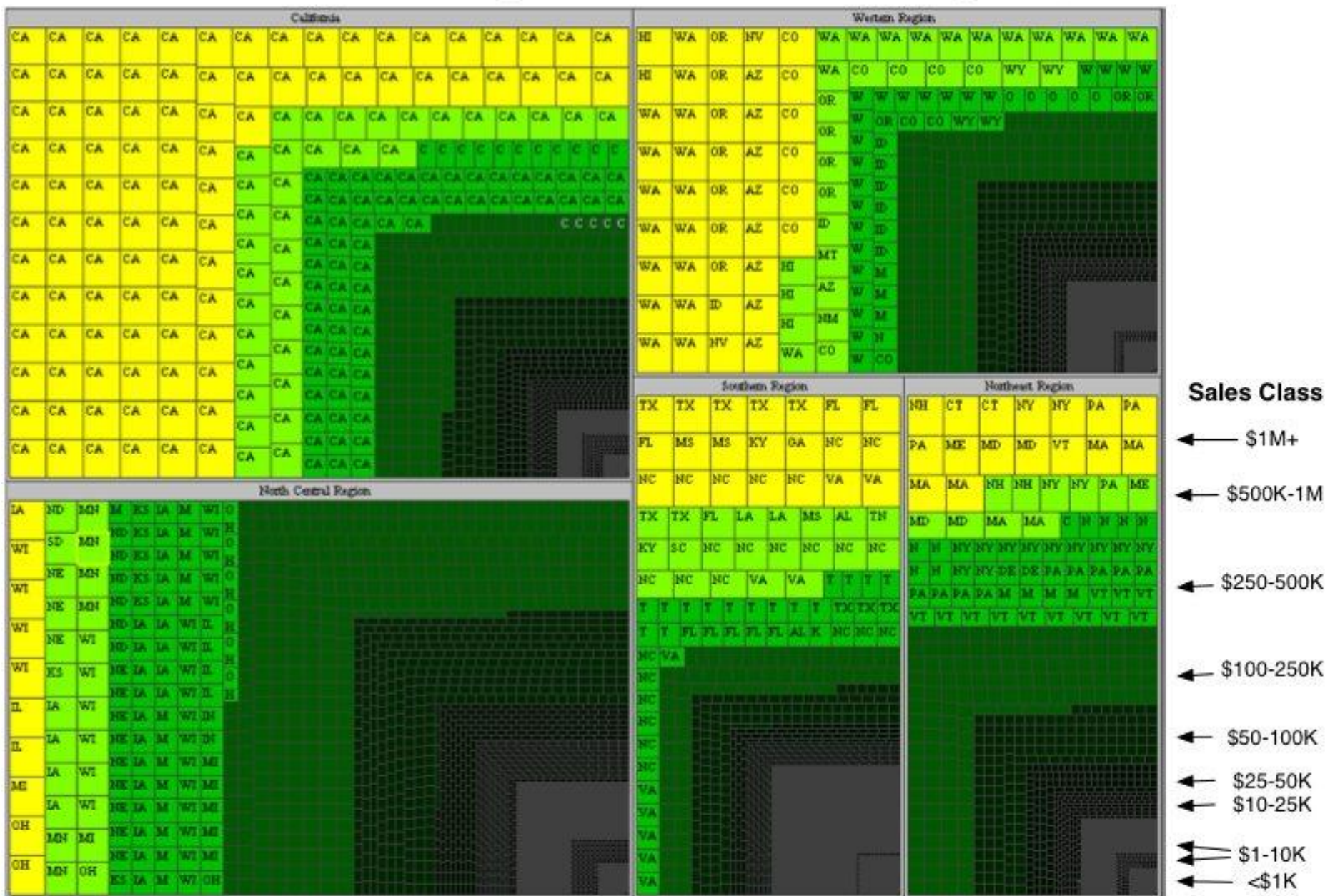


# Organics Mergers

- <https://www.msu.edu/~howardp/organicanimation.html>

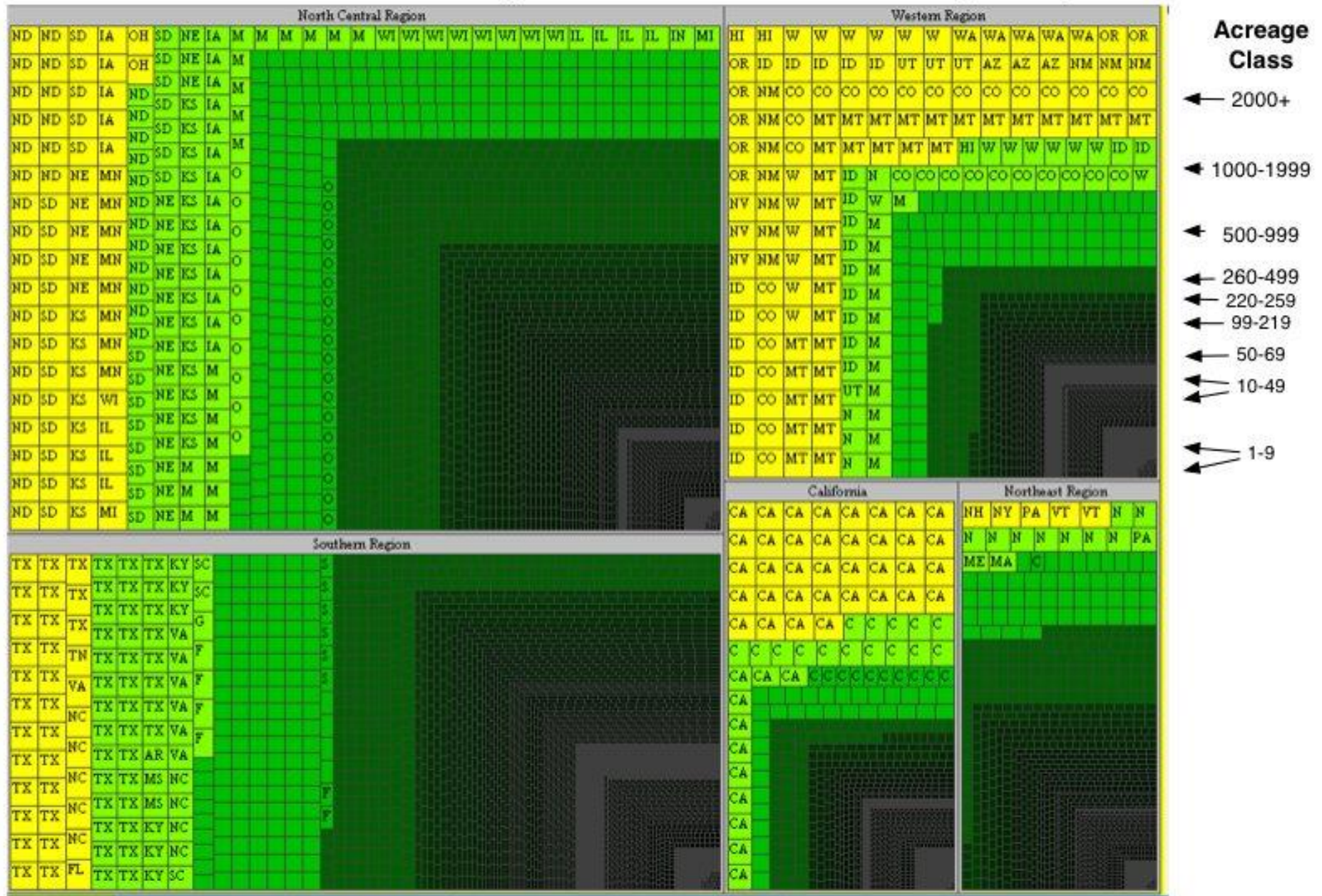


# Sales of Certified Organic Commodities in the US by Farm, 2002





# Acres of Certified Organic Commodities in the US by Farm, 2002





# Local Foods Movement

- The new grassroots vision
- Focused largely on scale and distance – small and close
- Challenges of missing infrastructure and institutions for these scales and distances, as well as policies and regulations designed for the conventional system

# BUILDING A **DEEP-ROOTED** **LOCAL FOOD** SYSTEM

A Food System Analysis for  
**Douglas County**  
**Jefferson County**  
& **Leavenworth County**  
in Kansas



Prepared for the Douglas County Food Policy Council  
March 2011



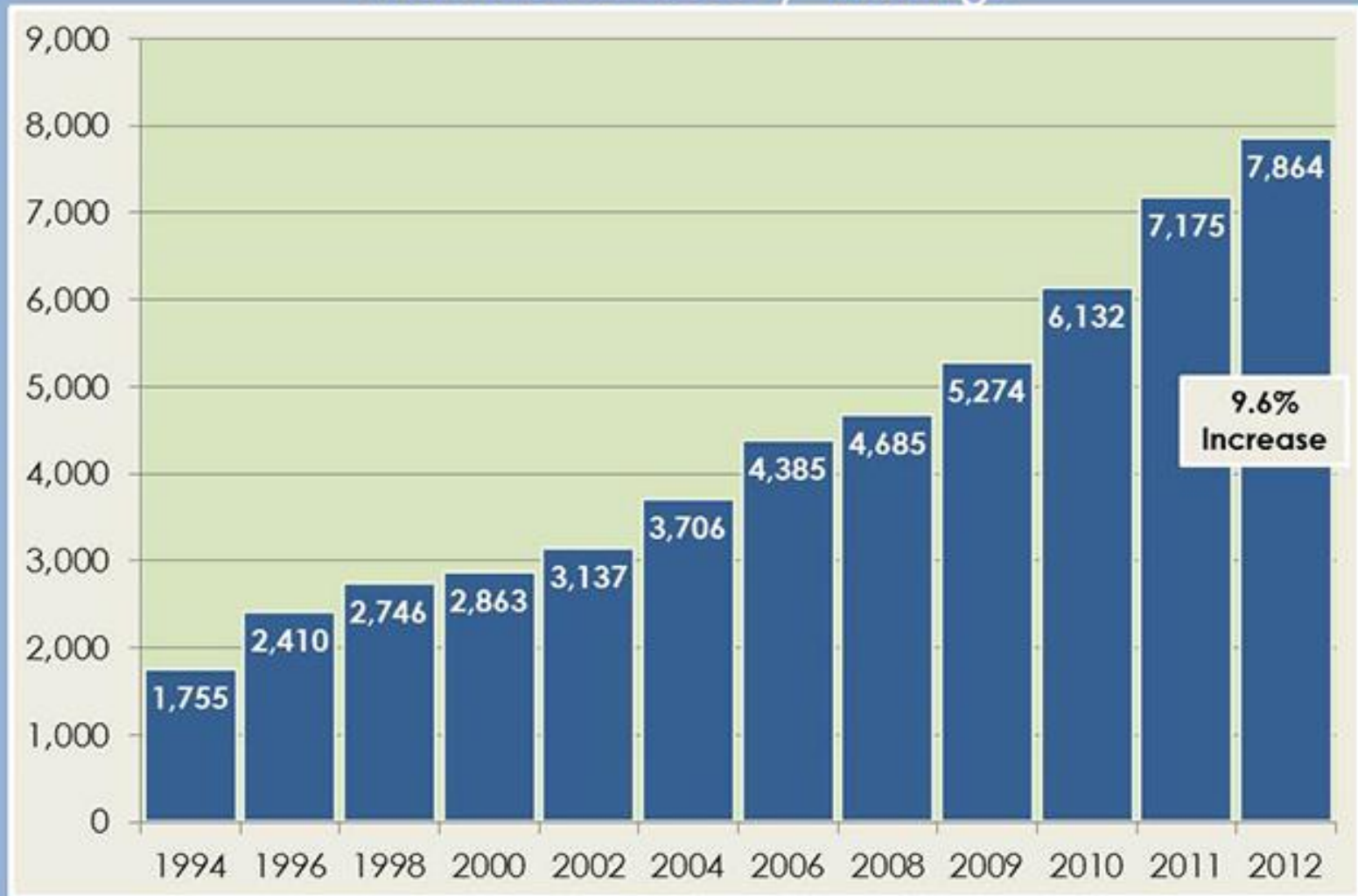
“Well, now that we have a starting point, let’s look at the bright side and the tremendous growth of **Farmers’ Markets** over the past few years.”

***Rhonda Janke, KSU***



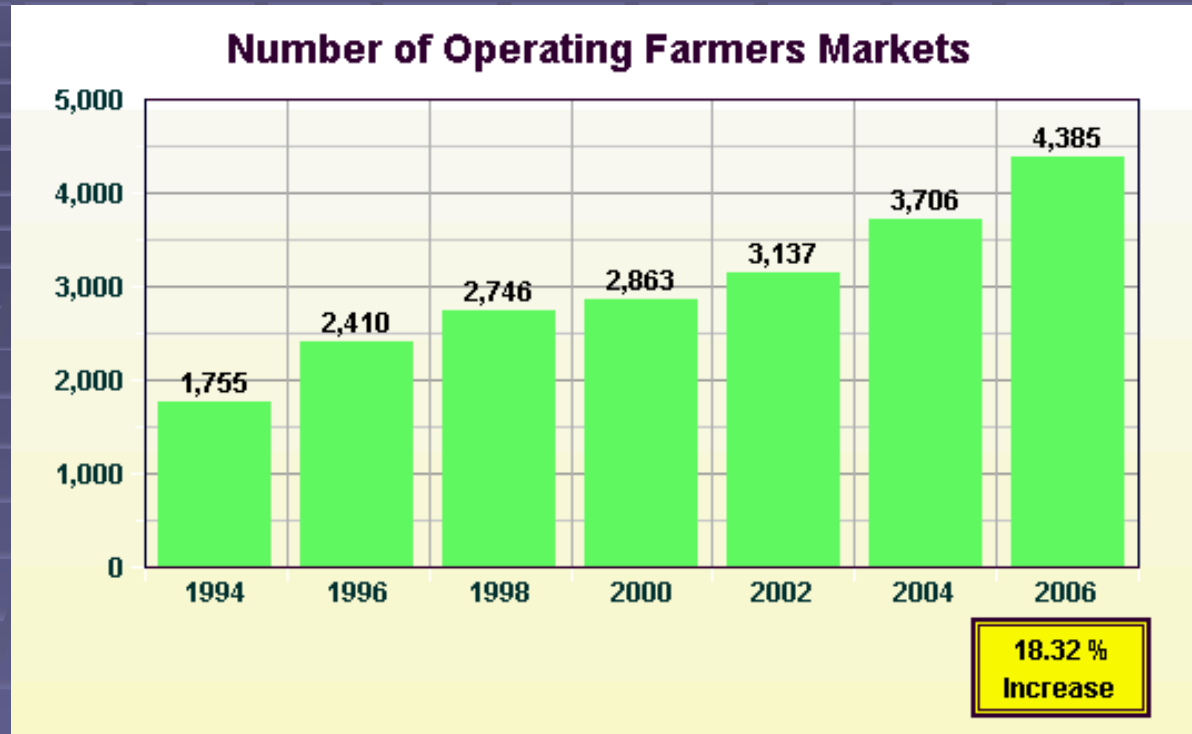


## National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

# The Growth of Alternatives

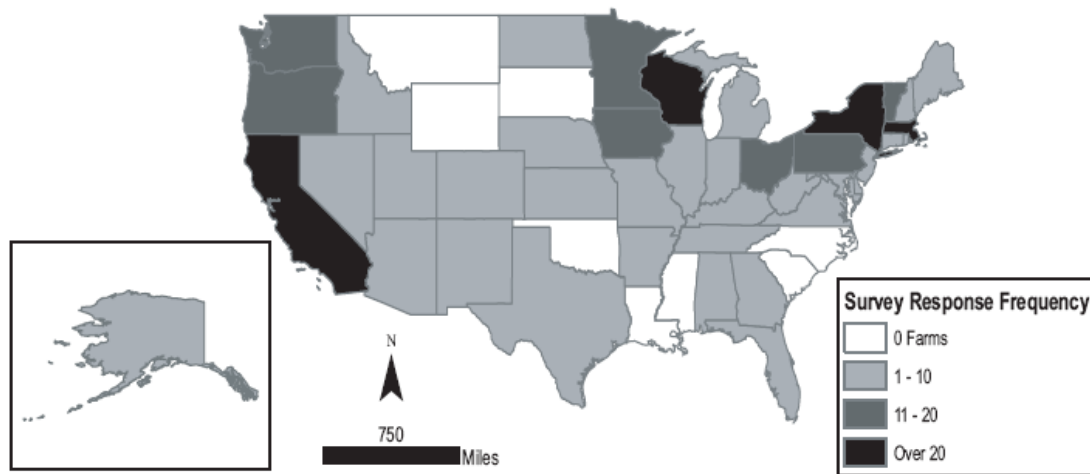


- 340 farmers markets in entire USA in 1970
- 74 Kansas farmers markets in 2007
- 79% of farmers selling at farmers markets have less than \$10,000 in annual sales
- 31% sell only at farmers markets

Source: USDA AMS

# Community Supported Agriculture

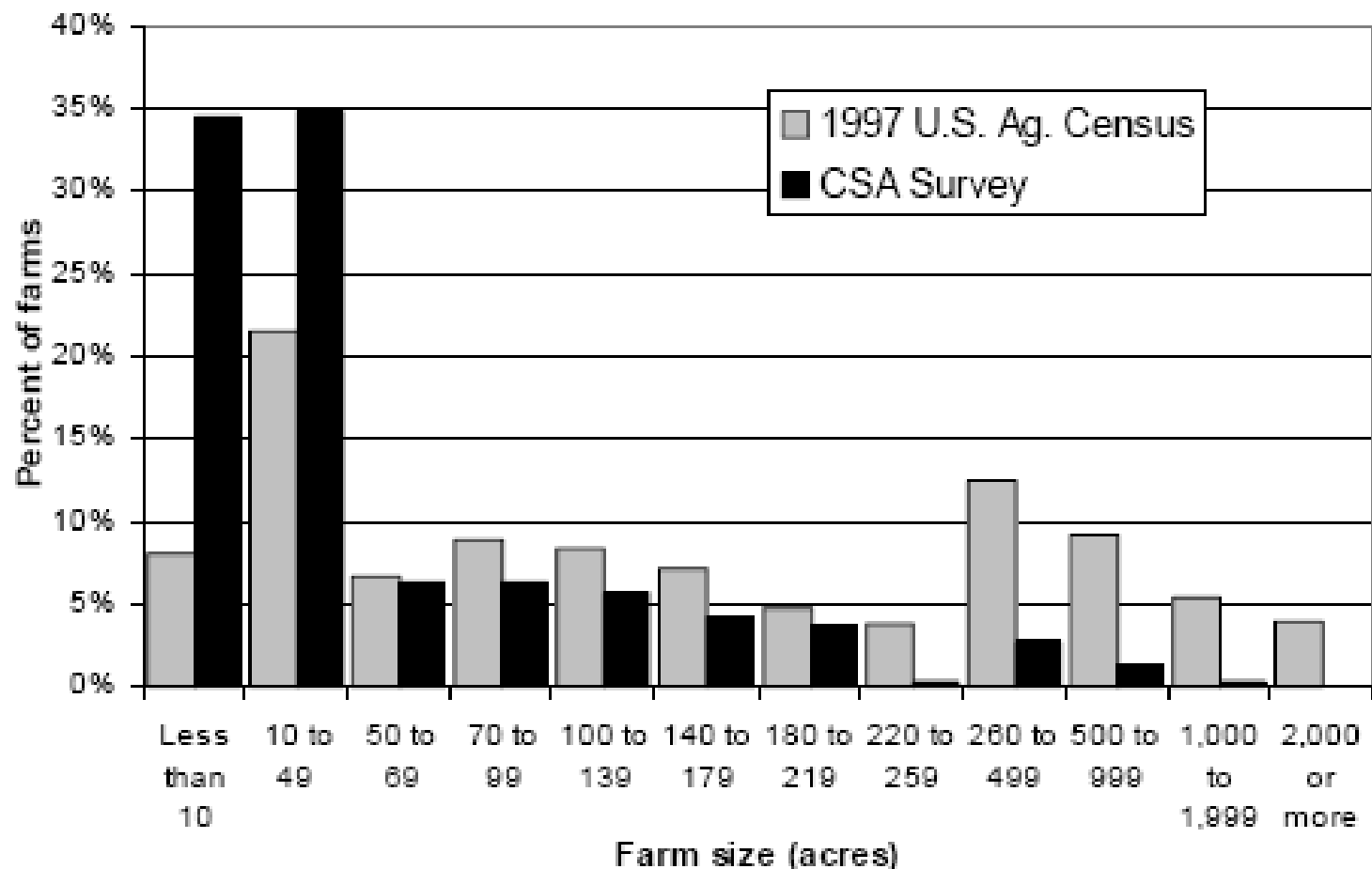
Figure 1. Distribution of CSA farms in the U.S.



- The first CSA started in 1986
- About 1,200 farms today
- Nearly all are clustered around major metropolitan areas
- Average Midwestern net income from CSA operations is \$6,643 and average total farm net income is \$23,500 – half the median household income of \$44,568
  - (Tegtmeier, E. & Duffy, M. (2005) Community Supported Agriculture in the Midwest United States.  
[http://www.leopold.iastate.edu/pubs/staff/files/csa\\_0105.pdf](http://www.leopold.iastate.edu/pubs/staff/files/csa_0105.pdf))



**Figure 3. Distribution of farms by size:  
CSA farms vs. all U.S. farms**



Source: Lass, et al (2003) CSA Across the Nation.

<http://www.cias.wisc.edu/pdf/csaacross.pdf>

“Yes, but there are SO many rules and regulations...certified scales, certified kitchens, these all cost money, plus the stall fees, etc.....”



# Rules, Regulations and Resources for Kansas Farmers Markets



## FAQs

Find answers to some of the more common questions asked by farmers market vendors and managers and learn to whom to turn for more information.

Page 2

## Kansas Department of Revenue

Who collects sales tax and how often do liabilities need to be filed? Learn how to be compliant with current laws.

Page 3



## Kansas Department of Agriculture

From cheese and meat to produce and the scales you weigh the produce on, KDA regulates many products sold at Kansas farmers markets.

Page 4

## Prepared Foods, Chef Demos and Sampling

Licensed mobile units, licensed food service establishments and food washing stations. What is needed to sell prepared foods at markets.

Page 11



## Resources

A go-to guide for vendors and market managers on such topics as grants, marketing, and product development.

Page 16

## Index

A quick-search tool to locate topics within this publication.

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Buying locally is one of the hottest trends in the food sector today. As a result, the opportunities for farmers to sell directly to consumers continue to rapidly grow.

In Kansas, a majority of direct to consumer sales occurs at one of our state's 80+ farmers markets. This publication serves as an introduction to the rules and regulations covering sales at farmers markets. The principal goals of regulation are to ensure food safety and to adequately inform consumers about what they are buying.

Few regulations in Kansas are specifically written with the farmers market vendor in mind. Compliance can be challenging for the small producers selling in outdoor seasonal markets. Challenges range from access to water to navigating the regulations on cooking demonstrations. This publication serves as a quick guide to common questions about selling at Kansas farmers markets.

Visit [www.ksfarmersmarkets.org](http://www.ksfarmersmarkets.org) to learn of any updated information and new resources for Kansas Farmers Markets.

The information contained in this publication is intended for use as educational material to assist farmers market organizers, managers, vendors and other stakeholders in operating seasonal open-air markets in Kansas.

This publication is not intended as, and should not be used as, a substitute or replacement for other sources of information on the topic. Each person

should consult knowledgeable persons and/or publications before relying on this information to engage in direct farm marketing at farmers markets.

Reasonable efforts have been made to ensure the accuracy of the information contained in this publication; however, the content and interpretation of laws and regulations are subject to change. The effect of future legislative, administrative and

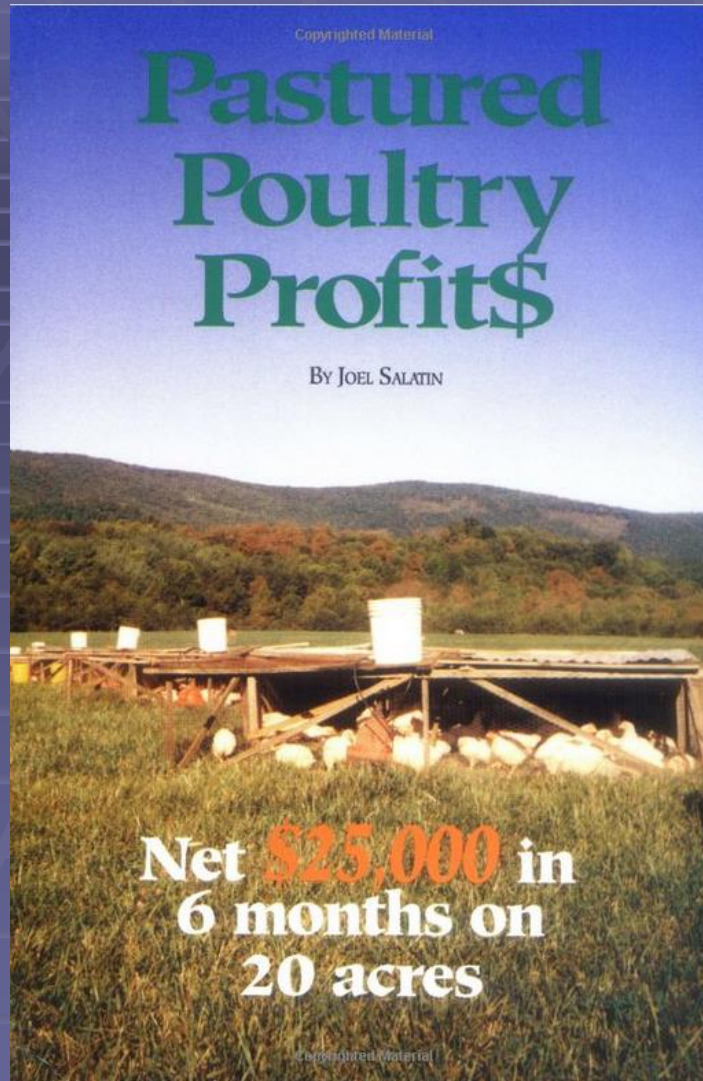
judicial judgments cannot be predicted.

For these reasons, the utilization of these materials by any person represents an agreement to hold harmless the author and the Kansas Rural Center for any liability, claims, damages or expenses that may be incurred by any person as a result of reference to or reliance on the information contained in this publication.

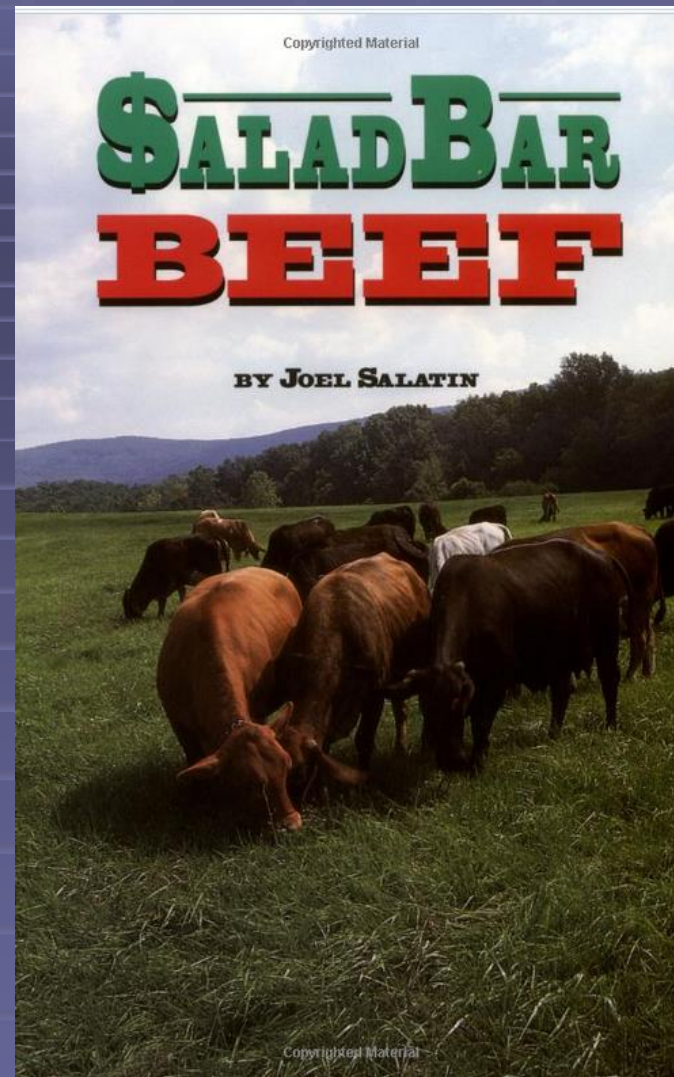
“This handy booklet tells me that if I want to give out free samples, I have to also bring along a wash station with 3 tubs and 5 gallons of water. Isn't this a little over the top?”



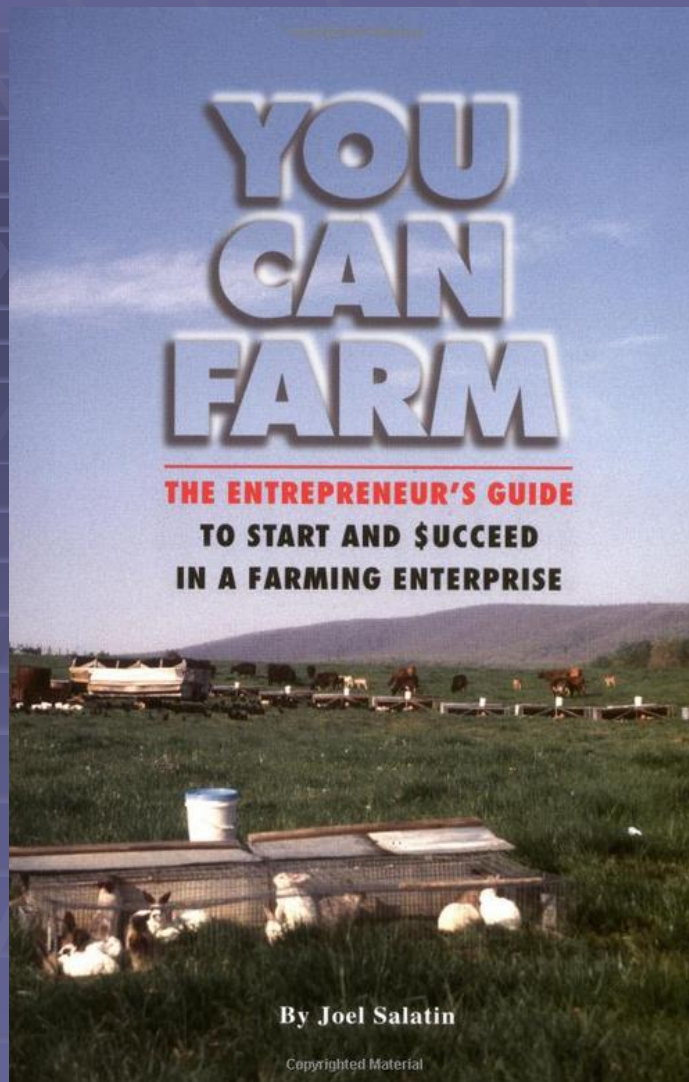




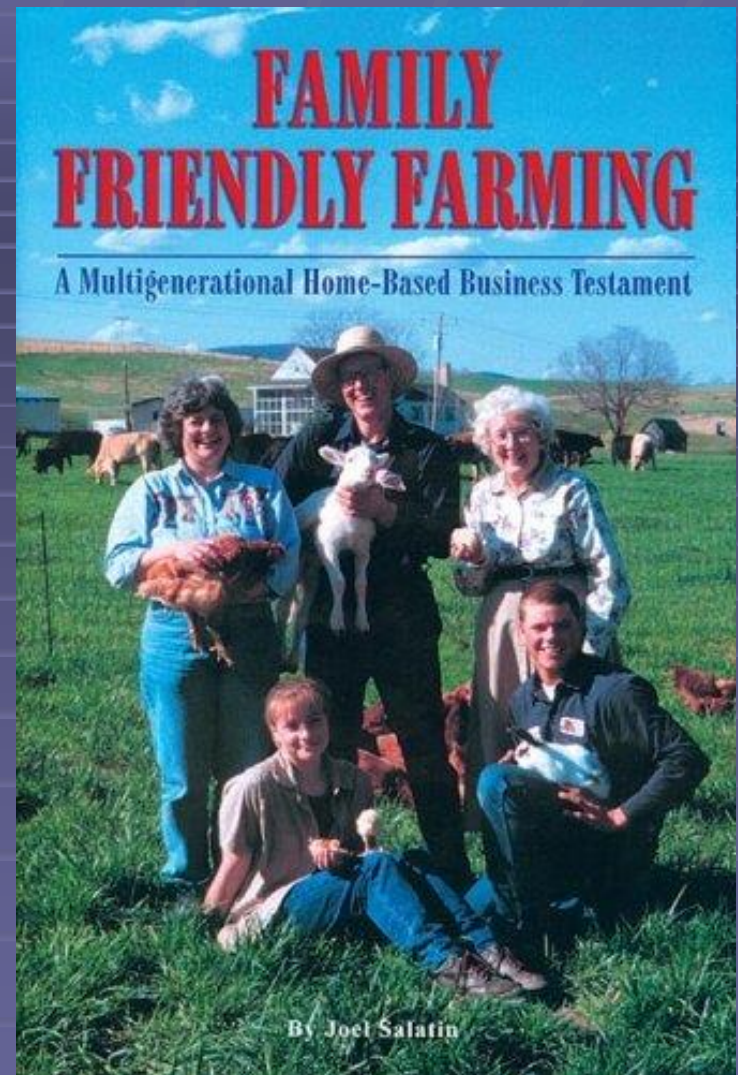
1996



1996

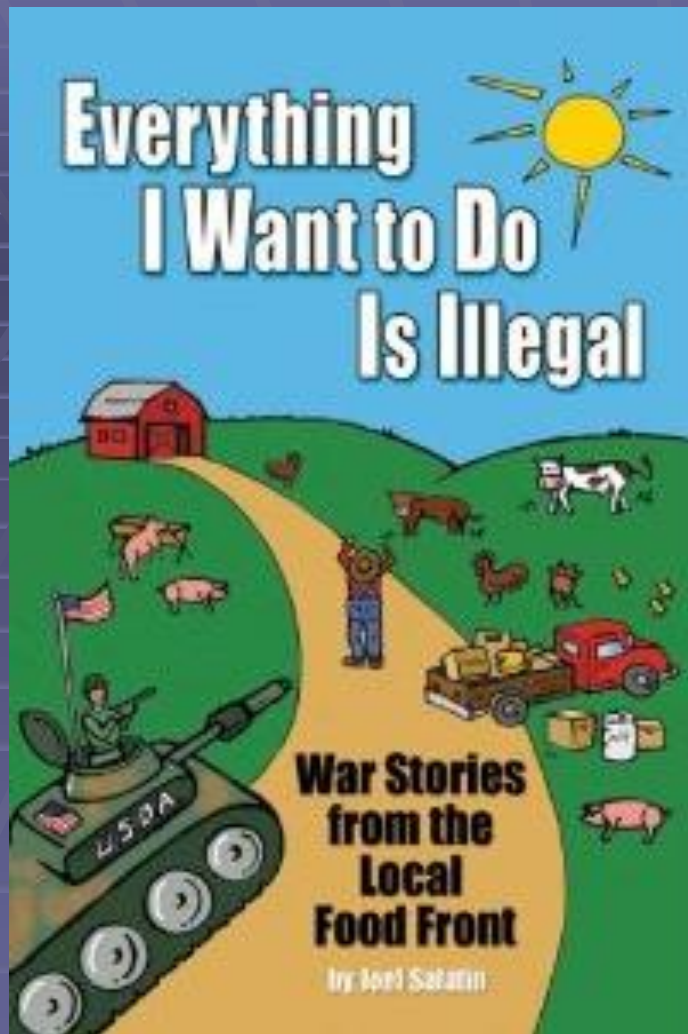


1998

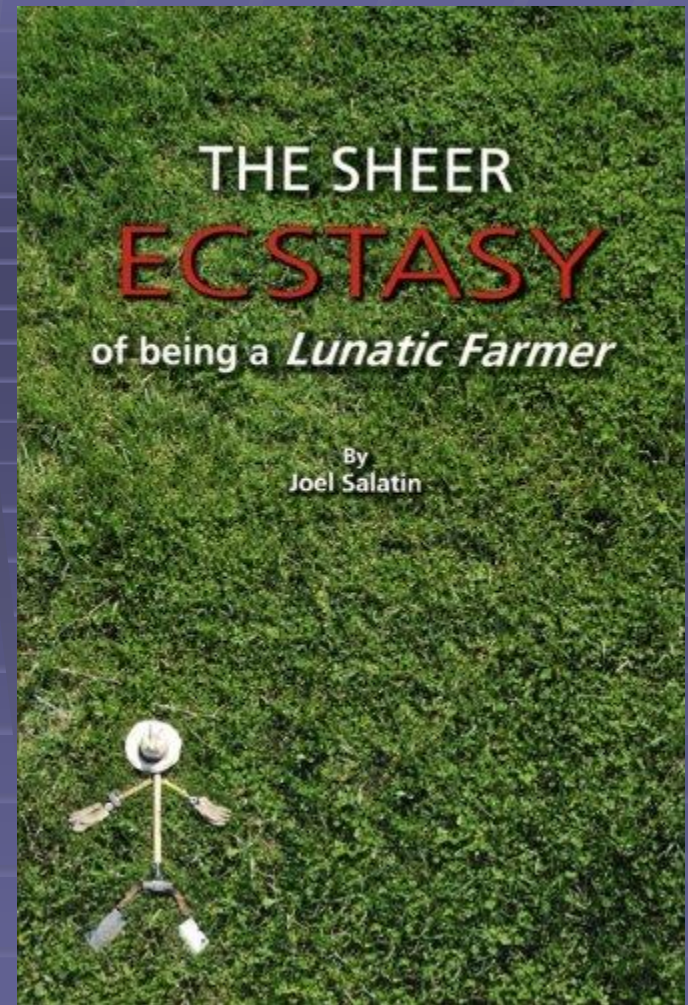


2001





2007



2010





“Yes, well, we can talk about those things after lunch. I would like to remind you that Kansas just celebrated “Farm to School Month” in October!

*Rhonda Janke, KSU*

## Agriculture Marketing

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[Kansas Farm to School Month](#)

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[KDA to Recognize Kansas Food Day](#)  
[Kansas Food Companies Look to Expand Sales Overseas](#)  
[Trade Mission to China, South Korea a Success](#)

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### Kansas Farm to School Month

October is Kansas Farm to School Month! The Kansas Department of Agriculture is partnering with the Kansas State Department of Education, Kansas Agri-Tourism, Kansas Foundation for Agriculture in the Classroom and the Kansas Rural Center to celebrate connections between local foods and schools. The partnership defined local foods as any food produced in Kansas.

The National Farm to School organization broadly defines Farm to School as any program that connects (K-12) and local farms and strives to serve healthful meals in school cafeterias, improve student nutrition, provide agricultural education opportunities and support local and regional farmers and ranchers. In the 2011-2012 school year, an estimated 5.7 million students in 12,429 schools across the nation benefitted from Farm to School programs.

We hope you will join us in the observance of Farm to School Month by acknowledging and celebrating in one or more of the following ways:

- Share information about [Farm to School Month](#) with your school or community
- Utilize Kansas Foundation for Agriculture in the Classroom [Nutrition Education Lesson Plans](#)
- Read daily [Farm to School and Kansas agriculture facts](#) each morning at school or at home
- Serve the recommended [Kansas Food Day Menu](#) in your school district, or to your family, on Kansas Food Day
- Share your Farm to School experience on the [Kansas Farm to School Month Event Page on Facebook](#)
- If you are a producer and interested in contracting with a local school district, [click here](#) for more information.

The Governor also proclaimed October 24 as Kansas Food Day.

### Kansas Food Day Priorities

**Promote Well-Balanced, Nutrient Rich Eating Habits:** Kansans of all ages should consume a healthful, well-balanced, nutrient-rich diet that includes fruits and vegetables, whole grains, high-quality lean protein and low fat dairy products. We should help children develop healthful eating habits today that they can carry with them from childhood into adolescence and adulthood.

**Support All Kansas Farmers and Ranchers:** Consumers lose when interest groups seek to pit farmer against farmer. In Kansas, we know that it will take contributions from all farmers and ranchers, regardless of size or the type of production practices utilized, to meet growing food demands in Kansas communities, across the United States and around the globe.

Whether you are a farmer who grows crops on thousands of acres, a rancher with 100 head of cattle or a vegetable farmer who grows produce and sells at local farmers markets, in Kansas, we support you. We are committed to assuring regulatory programs are reliable and workable and that all farmers and ranchers have the ability to market their products as they see fit.

**Continuously Improve Agricultural Production:** Farmers and ranchers will have to double production in the next 20-30 years to meet food demands. Improvements in agriculture over the past 30 years have resulted in farmers and ranchers producing more safe, wholesome food using fewer resources.

# **Kansas Food Day Menu**

October 24, 2012

**Savory Burrito**

**Romaine & Tomato**

**Mexican Corn**

**Whole Grain Corn Tortilla Chips (9-12)**

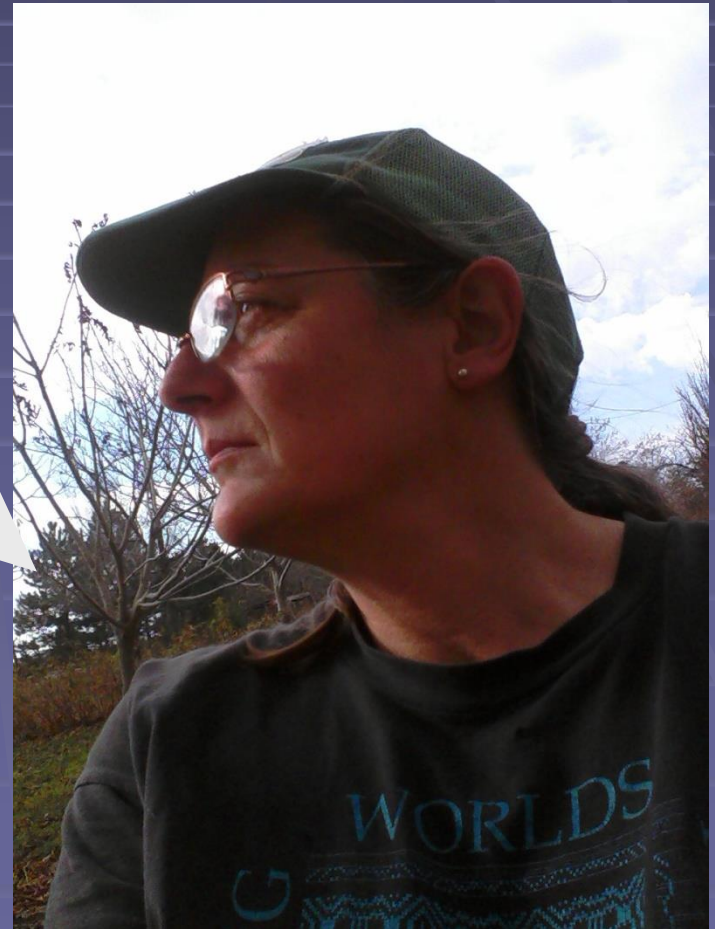
**Tomato Salsa (9-12)**

**Apple Wedges**

**Fruit Choice**


**Milk Choice**

“Well, I’d like to remind **YOU** that Oct. 24 was a week and a half after our first frost, so there were probably very few farmers with anything to sell at that point except for apples. Did anyone document how many schools bought food from a Kansas farmer?”



GOVERNMENT

# KANSAS STUDENTS STAGE SCHOOL LUNCH BOYCOTT TO PROTEST FEDERAL LUNCHROOM NUTRITION LAW

Posted on October 24, 2012 at 2:54pm by  Liz Klimas

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106

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Students protesting the calorie limitations and nutrition requirements were not purchasing lunches from the school this week. (Image: Shutterstock.com)

After students have been saying "[we are hungry](#)" due to new nutrition guidelines for school lunches that limit calories and increase fruits and vegetables, a group in Abilene, Kan. participated in a three-day protest against it.

The Salina Journal [reports students at Abilene Senior High School](#) against the calorie limitations in the [Healthy, Hunger Free Kids Act of 2010](#), which was signed into law by the president, refused to buy school lunches, thinking it would have financial impacts

that would speak louder than words.

"The biggest way to get into someone's head is to mess with their pockets," freshman Gehrig Geissinger said, according to the Journal.





“Well, yes, there are a few barriers left to selling Kansas food to local institutions. But don’t worry, we did a study and documented all those things so now we can work on them.”

*Rhonda Janke, KSU*

*Article*

# Barriers and Opportunities for Sustainable Food Systems in Northeastern Kansas

Hikaru Hanawa Peterson <sup>1,\*</sup>, Theresa Selfa <sup>2</sup> and Rhonda Janke <sup>3</sup>

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Tel.: +1-785-532-1509; Fax: +1-785-532-6925.

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**Table 2. Marketing Outlets Used by Producers (n = 192).**

<b>Direct sales to consumers:</b>	
Farmer's markets	67.7%
CSA or subscription	10.9%
Roadside stands/farm stores	27.6%
U-Pick sales	9.9%
Other direct sales	43.8%
<b>Use of middle persons:</b>	
Growers' cooperatives	4.2%
Wholesale buyers/brokers/packers	9.4%
Retained ownership/commission merchant	4.7%
<b>Sales to retail outlets:</b>	
Grocery stores	20.8%
Food cooperatives	8.9%
Restaurants	27.1%
Institutions (such as schools and hospitals)	5.7%
Other	12.5%

**Table 7.** Perception of Local Foods Compared to Similar Non-Local Items.<sup>a</sup>

	With experience (n = 23)		No experience (n = 13)	
Product is uniform	3.05	<sup>x</sup>	2.89	<sup>x</sup>
Product is reliable	3.22	<sup>x***</sup>	2.57	<sup>y***</sup>
Product is fresh	3.60	<sup>y**</sup>	3.89	<sup>x**</sup>
Contains all nutritional value	3.39	<sup>x</sup>	3.44	<sup>x</sup>
Product is flavorful	3.62	<sup>y*</sup>	3.89	<sup>x*</sup>
Ease of handling	3.04	<sup>x</sup>	3.00	<sup>x</sup>
Measures up to safety standards	3.23	<sup>x</sup>	3.00	<sup>x</sup>

<sup>a</sup> The responses were 1 = "Worse and unacceptable", 2 = "Worse but acceptable", 3 = "About the same", 4 = "Better." Means in a row not sharing subscripts are statistically different based on a Tukey's post hoc test with \*\*\*, \*\*, and \* implying 1%, 5%, and 10% levels, respectively.

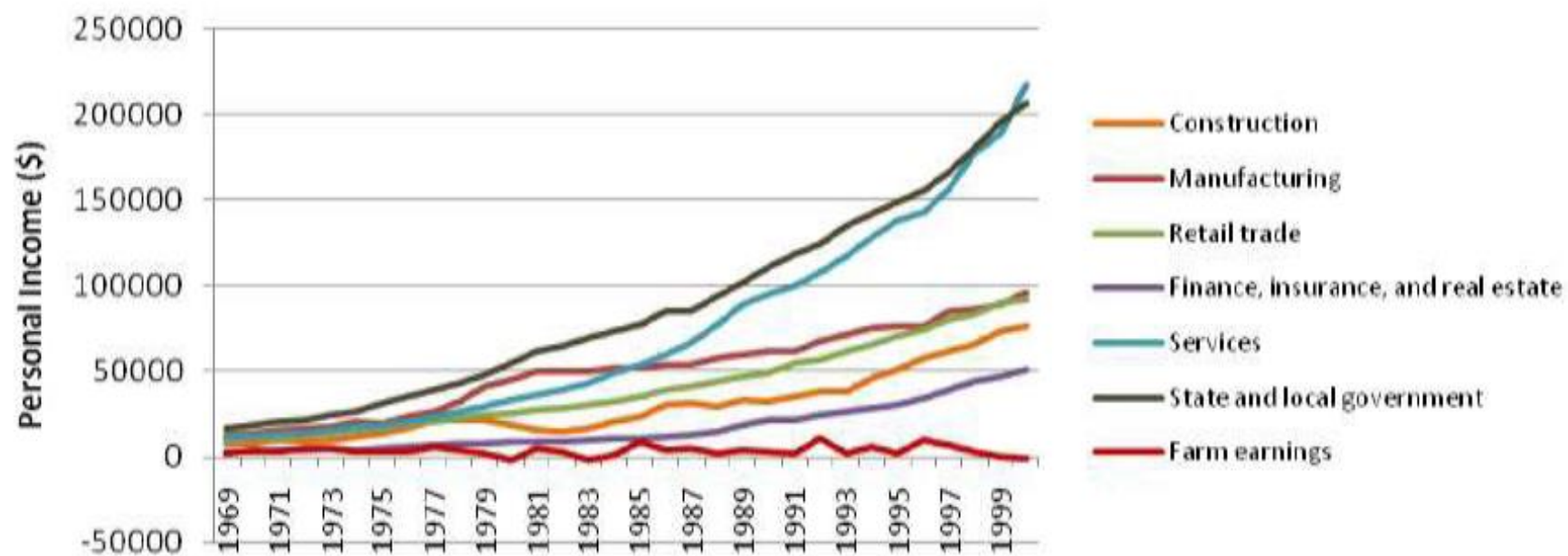
“But your study didn’t address the price differential between what local farmers need to make a living wage vs. the low wholesale price they pay now.”





Figures 50: Average Personal Income in Key Industries

### Average Personal Income in Key Industries (Tricounty averages)



# A Study in Wisconsin

- Farm size from 0.5 to 70 acres
- A collaboration with 19 vegetable farms
- 2002-2004 (3 years data)
- Gross sales per acre ranged from \$6267 to \$25,605.
- Net income per acre ranged from \$1103-\$9487, averaging \$4700 per acre.
- Hourly wage to the farmer ranged from \$2.26-\$16.92, averaging **\$7.45!**

Figure54: The following Rapid Market Assessment was conducted by the Kansas Rural Center in 2009:

Location	Date	Day of week	Sales	Shoppers	Vendors	Hours of sale	\$ per customer	\$ per vendor	\$ per vendor per hour
<i>Locations in tri-county area</i>									
<b>Lawrence</b>	Jul. 25	Sat.	\$23,318		90	4		\$259.09	\$64.77
<b>Leavenworth</b>	Aug. 8	Sat.	\$8,652	832	28	3.5	\$10.38	\$308.29	\$88.08
<i>Other locations in Kaw Valley</i>									
<b>Manhattan</b>	Aug. 1	Sat.	\$11,595	1410	34	5	\$8.22	\$341.03	\$68.21
<b>Topeka</b>	Aug. 5	Wed.	\$9,935	2928	18	4	\$3.39	\$551.94	\$137.99
<b>Emporia</b>	Aug. 15	Sat.	\$2,677	760	21	4	\$3.52	\$127.48	\$31.87







“But isn’t that why we wrote this book, ***‘Farming in the Dark,’*** so farmers could tell their stories in their own words?”

***Rhonda Janke, KSU***



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## Farming in the Dark

### A Discussion About the Future of Sustainable Agriculture

By Rhonda R. Janke

Paperback ISBN: 978-1-93426-918-3, 316 pages  
©2008

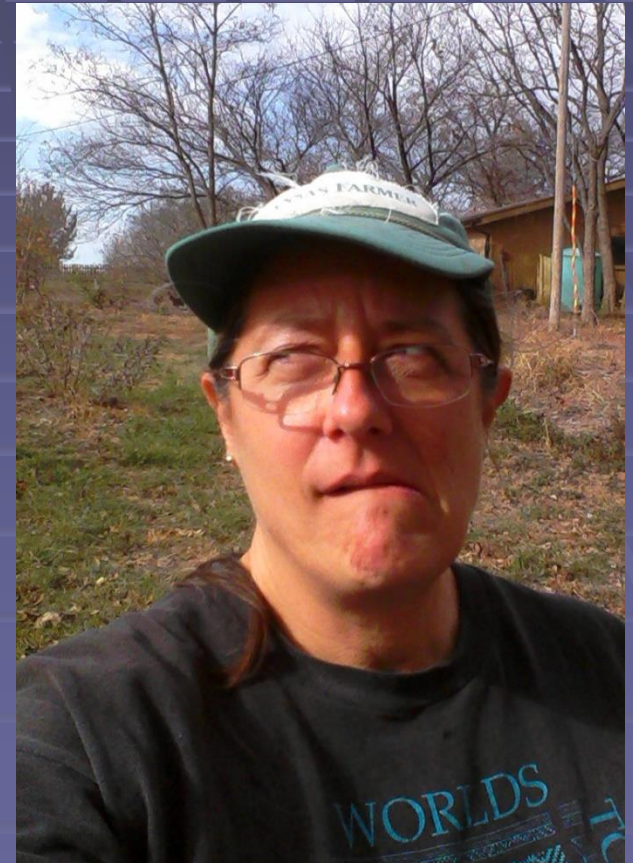
An invaluable resource for farmers and educators alike who are looking for an informative text to serve as a springboard for discussions about sustainable agriculture and how to gear up for a successful future.

Why have so many farmers in sustainable agriculture had to take day jobs to support their farms and families? What can they do to create a more successful future? Rhonda R. Janke has traveled to the farms themselves in search of the answers. Through interviews with more than fifteen farmers we learn what challenges they face and the tools needed to build a successful model for the future. Students of sustainable agriculture will benefit from Janke's honest look at the successes and failures of the sustainable agriculture movement over the last twenty years. Her interviews with farmers and other key players in the movement will provide invaluable insight to students and educators alike. Janke offers us an honest critique of the sustainable agricultural movement at just the right time - when heightened public awareness and interest in food production and the environment promises to provide new opportunities and enthusiasm for the sustainable and organic agriculture industry.

"Together with the historical perspectives provided by author Rhonda Janke, the interviews provide a snapshot of where we are today in the struggle to develop an agriculture and food system that will endure the impacts of consolidation at home and globalization everywhere ... This is a readable and current resource for those interested in sustainable agriculture, and any-one concerned about the future of our food system."

— Dr. Charles Francis, University of Nebraska, Professor and Extension Educator

“Yes, but I’d like to do one more thing. I’d like to be a part of something called the ***‘Institute for Wishful Thinking.’*** It is for artists to write proposals for ‘embedded’ institutional projects.







Institute  
for Wishful Thinking

*Artists in Residence for the US Government*

**(SELF DECLARED)**

Enter Website



<http://thepotholegardener.com>











# CLIMATE SUMMIT

WHAT IF IT'S  
A BIG HOAX AND  
WE CREATE A BETTER  
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.



12/19 USA TODAY

DEL  
Pitt

# Community Food Security

- A focus on accessibility of quality foods, social justice, and more
- Interface between community planning and various alternative food pathway strategies
  - Food policy councils
  - Farm to school programs
  - Increasing low-income population access to government food access and affordability programs – SNAP, WIC
  - Empowering local farmers, farmers markets, CSA's, community gardens, and more...
  - Building relationships between different alternative food strategies so that they reinforce each other
  - Rebuilding regional food infrastructure – processing, distribution, retail, etc.
- <http://foodsecurity.org/publications/>

# Summary

- Most alternative initiatives are hybrids of multiple forms of counterculture and alternative economics
- All struggle with balancing market forces and commodity dynamics versus other social and environmental relationships
- Cooptation is an ever present threat and relationship between alternative movements and the hegemonic conventional food system