Local Economy
Objectives:

• Understanding and facilitate discussion of our food systems’ choices
  • Why we pick conventional produce and products over organic or over local and vice versa
  • Applying theoretical situations that may affect this decision

• Identifying how our food system choices affect our local economy
Spaghetti Dinner

• You need to make a spaghetti dinner for your family this evening
  • Pasta
  • Sauce
    • Pre-made
    • Tomatoes, Onions, Peppers
  • 3 stores to choose from
    • Supermarket (Kroger, Meijer, etc.)
    • Local Co-Op
    • CUE Farm Stand
## Supermarket (Kroger, Meijer, etc.)

<table>
<thead>
<tr>
<th>Items</th>
<th>Pricing</th>
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<tbody>
<tr>
<td>Sauce</td>
<td>$4.00</td>
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</tr>
<tr>
<td>Pasta</td>
<td>$2.00</td>
<td>Made in Tacoma, WA</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>$2.00</td>
<td>Grown in FL</td>
</tr>
<tr>
<td>Onions</td>
<td>$1.00</td>
<td>Grown in FL</td>
</tr>
<tr>
<td>Peppers</td>
<td>$1.50</td>
<td>Grown in Holland</td>
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- Get all your products from one convenient location!
- Low prices all day, everyday!
# Local Co-Op

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<th>Items</th>
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<tbody>
<tr>
<td>Sauce</td>
<td>$8.00</td>
<td>Made in Indianapolis, from CA-grown organic ingredients</td>
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<td>$5.50</td>
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- Come get your time convenient products here!
- Promote your local economy!
# CUE Farm Stand

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- Support your local food economy!
- Buy fresh, organic produce grown here in Indianapolis – no extra chemicals used for transportation purposes!
Reflection 1: Ideal Grocery List

Reflection piece:

• Having heard what the stores’ items, prices, and sources are write down which store(s) you intend to visit.

• Which products will you purchase to make dinner?

• Why?
  • Price, Convenience, Health, Economic and/or Environmental Impact?

• Total up what your ideal grocery list cost would be
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### CUE Farm Stand

| Items         | Price       | Source                                           |
|---------------|-------------|                                                  |
| Tomatoes      | $2.00       | Grown in Indianapolis, organic                   |
| Onions        | $2.00       | Grown in Indianapolis, organic                   |
| Peppers       | $2.00       | Grown in Indianapolis, organic                   |

**Reflection piece:**
- Which store(s) do you intend to visit?
- Which products will you purchase to make dinner?
- Why?
  - Price, Convenience, Health, Economic and/or Environmental Impact?

**Tally up your grocery list cost!**
Reflection 2: C’est la vie! Grocery List

• Everyone has a baseline of $10 to spend

• Situation cards:
  • Receive money due to your situation
  • Pay out money due to your situation
  • Have more of a time crunch

• Please see Banker if applicable!!!
Reflection 2: C’est la vie! Grocery List

• Now, working with what you had currently planned upon doing how has your situation changed your plan?

  • How, if at all, has your situation changed your purchasing power?

  • Will you visit different stores and/or buy different products?

  • Write down where you will go and what you will buy given your current situation

• What factors are driving your decisions now?
  • Price, Convenience, Health, Economic and/or Environmental Impact?
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### Reflection piece II:

- Has your situation changed your purchasing power?
- Will you visit different stores and/or buy different products?
- What factors are driving your decisions now?
Grocery Shopping Time!

As a class...

• Discuss your first list and reasoning

• Discuss your situation and second list’s potential changes along with reasoning
## Gross Sales & Local Economy Pay Back

<table>
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<tr>
<th>Supermarket</th>
<th>Pay Back</th>
<th>Local Co-Op</th>
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<th>CUE Farm Stand</th>
<th>Pay Back</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought produce from FL</td>
<td>-25%</td>
<td>Pasta made locally</td>
<td>+25%</td>
<td>Produce organically grown locally</td>
<td>+75%</td>
</tr>
<tr>
<td>Spaghetti sauce made in Italy</td>
<td>-25%</td>
<td>Sauce made locally</td>
<td>+25%</td>
<td>Hired employees locally</td>
<td>+25%</td>
</tr>
<tr>
<td>Pasta made in Tacoma, WA</td>
<td>-25%</td>
<td>Ingredients organically</td>
<td>-25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>grown in CA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hired employees locally</td>
<td>+25%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Totals:</td>
<td>25%</td>
<td>75%</td>
<td>100%</td>
<td></td>
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Realistic Application on Local Economy

LITTLE CHANGES = BIG PAYOFFS
By redirecting just 10 percent of spending in San Francisco from chains to local businesses, residents would generate $192 million in additional economic activity and almost 1,300 new jobs.

WHERE YOU SPEND YOUR MONEY MATTERS
Spending locally keeps more money and jobs in your area and has a positive economic impact that can outweigh the lower cost and convenience of chain stores. Shop the way small business owners do—support your local businesses.

Why care about purchasing food produced locally?

• Locally grown food tastes and looks better
  • Crops are picked at their peak
  • Livestock farmers typically have direct relationships with processors overseeing quality

• Local food may be better for you
  • Shorter the time between farm to table, less likely nutrients will be lost
  • You can see it where it’s produced

• Local food preserves genetic diversity
  • In conventional ag systems, plant varieties are chosen based on abilities to ripen uniformly and survive harvesting, packaging, and shelf-life (limited genetic diversity in large-scale production)
  • Smaller local farms typically choose a variety of crops and do not monoculture
Importance of buying local cont’d

• Local food supports local families
• Local food builds communities
  • Depending on market location, can help address food deserts
• Local food preserves open space
  • When farmers get paid for their products, they are less likely to sell their farmland to developers
• Local food keeps taxes down
  • American Farmland Trust has produced studies that show farms contribute more in taxes than they require in services
Importance of buying local cont’d

• Local and sustainable food benefits the environment and wildlife
  • Conserve fertile soil, protect water resources, and sequester carbon from atmosphere

• Local food is an investment in the future
  • Supporting local farmers today, ensuring farms in your community tomorrow

Ecological Factors for Local, Sustainable Food Cultivation System

- CUE Farm as an example of local, sustainable, and organic cultivation system
- Techniques used in one area can affect another area

**Soil Cultivation**
- Cover crops
  - Sometimes use nitrogen fixing cover crops
- Low to no till
Water Resources

- Timed irrigation
  - Programming capacity
    - Rains day before, will not go off
    - Timed for specific time of day

- Drip Irrigation
  - Will not flush the soil quickly
  - Minimal if any amount of runoff

No animal husbandry on CUE Farm

Natural Pesticides

• Some organic farmers use natural pesticides

• Sustainable farming methods (CUE) use:
  
  • Crop rotation
  
  • Beneficial/Predatory insects to minimize pests
  
  • Planting with appropriate spacing
    • Affects airflow
    • Guards against fungal issues

Recycled Crop Wastes

• Composting

Green Manures & Legumes

• CUE Farm uses legumes
• Manure works, but there are issues:
  • Needs to sit for months to ensure pathogens are gone
  • High in phosphorus
    • Rain events = runoff = high phosphorus in water = eutrophication
  • FDA requirements regarding manure makes harvesting difficult

**Biodiversity**

- CUE Farmer uses 75 types/varieties of plants
  - Genetic diversity
  - Better resiliency
    - Drought resistant
    - Pest resistant

Resistant Crops

- CUE Farmer chooses resistant varieties of crops
  - Crops that grow well in the environment
  - Have resistant DNA

No GMOs

- These are not GMOs, rather selective breeding has occurred
  - GMO: Genetically modified organism
  - Crop that contains multiple species’ genes/DNA

Crop Rotation

- Use nitrogen fixers (legumes) one year followed by a crop that takes up a lot of nitrogen following year
  - Can help with pest control

- Crop that does not grow densely followed by a crop that does grow densely
• Cue Farm is trying to mimic natural ecosystem

• Everything that is done on the CUE Farm is meant to enhance the SOIL, not always the plant
Part II: Dollars & Sense

• You have just bought a can of tomato sauce from the supermarket for $1.00

• This $1.00 paid for the costs of growing and selling the tomatoes for the sauce

• Name a few places or people who you think received a portion of this $1.00
Where did your $1.00 go?

• Farm
• **Agribusiness** – establishments producing farm inputs (seeds, fertilizer, etc.)
• **Food Processing** – manufacturing industries
• Packaging
• Transportation
• **Wholesale trade** – non-retail establishments that resell products to other establishments for the purpose of contributing to the U.S. food supply (SYSCO Corp.)
• **Retail trade** – all food retailing and related establishments
• Energy
• **Finance & Insurance**
• **Other** (Foodservices, Advertising, Legal & Accounting)
Where did your $1.00 go?

• Using your worksheet, work as a group to guesstimate how much of your $1.00 goes into each according category

• Cannot exceed $1.00

• Put according amount of coins into jars

• Speak as a class to how much you delegated where and why
Food at Home Food Dollar


- Food that comes from grocery stores – more at home assembly
- Vast majority goes into non-food components
Food Away From Home Food Dollar

This is a comparison to when you eat out versus when you eat at home.

Look at the Farm Production and Foodservices difference!
How can you help?

• As you can see, non-food components are what constitute the vast majority of where your $1.00 goes

• If you were to buy local food, you cut out quite a few of these ‘middlemen’ and more money goes to those who grew the tomatoes

• Power of each person’s choice and how you spend your dollar as a consumer has large consequences!

• Reflect on ways you could help to support local businesses