

## Northeast Sustainable Agriculture Working Group

The Northeast's Food & Farm Network



NESAWG/NERCRD

In 2009 two conferences featured the topic of food systems research in the Northeast region. One was organized with the Northeast Regional Center for Rural Development as the lead and held in Kerhonkson, NY on May 19-20, 2009, and the other was organized by NESAWG and held in Albany, NY on November 13-14, 2009. Following the NESAWG conference, a research working group formed. You can join or find out more about this group soon at [www.nefood.org](http://www.nefood.org)

We are building a community of people and organizations involved in research (current or planned) or dataset development related to regional food systems in the Northeast region (Maine to WV). By answering the short list of questions below you will be part of – and help build -- our research community and identify areas of common interest and potential collaboration.

**Kubi Ackerman** ([jsa2107@columbia.edu](mailto:jsa2107@columbia.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Project Title:** New York City Regional Foodshed Analysis

The New York City Regional Foodshed Analysis is a project being undertaken by the Urban Design Lab at the Earth Institute at Columbia University in partnership with the Stone Barns Center for Food and Agriculture. The project will involve an in-depth examination of the food production and distribution capacity of the New York City Metropolitan Region and will develop specific policy recommendations for enhancing the ability of the City to supply more food from regional sources. The study will incorporate localized land use, soil type, transportation infrastructure, and climatic conditions to assess regional production capacity, and will incorporate actual consumption data for New York City. Additionally, the study will allow for comparison of existing regional production and distribution with potential regional production and distribution to identify concrete possibilities for enhancing regional capacity.

**Project Director:** Michael Conard, Assistant Director, Urban Design Lab, [jmc52@columbia.edu](mailto:jmc52@columbia.edu)

**Project Contact:** Kubi Ackerman, Research coordinator, Urban Design Lab, [jsa2107@columbia.edu](mailto:jsa2107@columbia.edu)

2. What is the general scale of your work on regional food systems?

Region (appx. 200 mile radius around New York City)

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

Accessed:

- USGS National Land Cover database; elevation; transportation
- USDA Agricultural Census
- USDA State Soil Geographic database
- NYS Dept. of Agriculture and Markets Master Soils List
- DOT Transportation
- US Census demographic data
- US Economic Census retail data
- Others

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

[http://www.urbandesignlab.columbia.edu/?pid=nyc\\_foodshed](http://www.urbandesignlab.columbia.edu/?pid=nyc_foodshed)

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Yes, see above link

**Amy L. Barr** ([aly22@cisunix.unh.edu](mailto:aly22@cisunix.unh.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Project Title: The Food System Scenario Tool

Objectives: The development of a transparent, web-based, visual tool to help frame policy discussion around the food system by using scenario methodologies or “Business as Usual models.” These models are constructed by taking historical data and projecting what particular phenomena will look like if the trend persists at its current rate and then building “wedges” or quantified solutions to mitigate undesired trends in the food system. The System will be maintained by UNH but also depends upon stakeholder input so that a truly comprehensive Scenario Tool can be constructed. Using data submitted from fellow NESAWG collaborators as well as existing state regional and national data sets will help to build analytical capacity and lead to a more informed systematic approach to building regional food security

Primary Contact: Amy L. Barr, Graduate Research Assistant ([aly22@unh.edu](mailto:aly22@unh.edu))

2. What is the general scale of your work on regional food systems?

Presently, the scale of the research is at the state and regional level. New England States (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont) have been analyzed. Expansion to include all states in the USDA Northeast Region is possible given access to existing data sets previously used for the New England State analysis.

Future plans are to collect and conduct analysis of data by racial, ethnic, county level and/or by urban/rural criteria (based on available data). This will ensure that under-represented stakeholders and area needs can be more fully identified and addressed. Gaps in availability of data will be tracked to inform future research projects and collaborative initiatives.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

The standardized datasets that we are using include: Census of Agriculture, Behavioral Risk Factor Surveillance System (CDC), Youth Risk Behavioral Surveillance System (CDC), Current Population Survey, and Food and Nutrition Service, USDA.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Food Solutions New England URL: <http://FoodSolutionsNE.sr.unh.edu/>

Please Note: The data we have collected can be found at:

<http://FoodSolutionsNE.sr.unh.edu/Resources/fsst-state-data-tables>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

**Amanda Behrens** ([abehrens@jhsph.edu](mailto:abehrens@jhsph.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Title:** “Maryland Food System Mapping Project” –

A mapping resource tool to analyze Maryland’s food system – food access, the state of production and production capacity, processing and distribution linkages – utilizing Geographic Information Systems (GIS) technology

**Objective:** To create an interactive resource tool for public health, nutrition and agriculture communities who are developing research and program activities to strengthen the local food systems through improving farm viability, increasing access to healthy food, and addressing health disparities and inequities.

**Approach:** The project began with the creation of an accurate snapshot of the current landscape of the food system and its infrastructure throughout Maryland. Initial data includes specific information about farms, stores, schools, etc. for which we could obtain the actual addresses, combined with aggregated information from key sources such as the USDA and Census Bureau. This project will be dynamic – data, narrative information and other feedback from stakeholders will be incorporated as it is developed.

**Available Resources:** The project is still in development and is managed by one person. We hope to hire an assistant within the next few months. All the data is housed on one computer and an external hard drive. That said, we are resource limited, but hope to expand our resources by developing partnerships. We can create maps and data sets for people who contact us, and we are available for presentations.

**Contact Information:** Amanda Behrens, Project Manager, [abehrens@jhsph.edu](mailto:abehrens@jhsph.edu), 410-502-5069, [www.jhsph.edu/clf](http://www.jhsph.edu/clf)

2. What is the general scale of your work on regional food systems?

We have unique food access data in Baltimore City, and are slowly developing it across the state. We have production, distribution and processing data throughout Maryland. Currently we are limited to Maryland, but hope to collaborate with regional partners for regional data.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

US Census - 2000

Census of Agriculture, Maryland – 1997, 2002, 2007

Obesity Rates and Fruit & Vegetable Intake from the CDC's Behavioral Risk Factor Surveillance System

Dunn & Bradstreet business listings for food businesses in Maryland (public through university libraries, or for a fee)

Permit listings for food establishments in Baltimore City, held by the Health Department (not standardized, but other localities should be able to access similar data)

USDA's list of stores that accept SNAP benefits

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Project description attached

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Yes! We have developed multiple maps with different data layers. Attached is an example of a city map and a state map. It is very difficult to display this information, and with our limited resources, we have only been able to combine up to four layers of data on a single map. We will be posting some of these static PDF maps online shortly. For the time being, interested groups contact us, and then we work with them to create maps to suit their interests and needs. We do hope to make our database available online, so that users can create their own maps.

**Brian Butler** ([bbutler@katz.pitt.edu](mailto:bbutler@katz.pitt.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

A colleague (Cathy Ridings) and I (Brian Butler) (and one of my doctoral students (Jacqueline Pike)) are working on a project entitled: "IT and Local Food Systems: Use and Impact of Information Technology in Geographically Embedded Markets."

Right now we are in the first stage which focuses on interviewing 30+ farmers, processors, retailers, wholesalers, and farmers market managers (in Southwestern PA and the Lehigh Valley, NE PA) in order to characterize how they use information technology and whether the areas that existing theory suggest should be leverage points actually are. We have written up a research-in-progress paper (which I will attach) to the response message. Our goal is to expand the project to collect a larger, multi-measure dataset to support testing of a variety of hypotheses about the use and impact of IT in local food systems.

2. What is the general scale of your work on regional food systems?

We are focusing on individuals/organizations within a county or multi-county area.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

We have begun to explore the Census of Agriculture and some datasets from the Bureau of Economic Statistics.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

We have a research in progress paper (attached) that was presented at a conference and several abstracts under development.

ICIS 2009 Proceedings

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

At this point, we have only used maps to communicate the dispersion of our sampled respondents and to describe the food system they are part of. In the future we hope to gather data that can be used in conjunction with telecommunication infrastructure maps to examine how investment in rural telecommunication infrastructure affects food system development.

**Alice Chalmers** ([chalmersalice@hotmail.com](mailto:chalmersalice@hotmail.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

2. What is the general scale of your work on regional food systems?

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

**Cris Coffin** ([ccoffin@farmland.org](mailto:ccoffin@farmland.org))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

#1 New England Milkshed Study, a regional supply chain analysis of milk and dairy products. Collaborators include Tufts University and American Farmland Trust. Contacts: Tim Griffin at Tufts; Cris Coffin at AFT ([ccoffin@farmland.org](mailto:ccoffin@farmland.org)).

#2 Economic and community benefits of local dairy processing, a collaborative project between American Farmland Trust and CISA in western MA. This study will attempt to quantify the local economic and community benefits that would result from an increase in dairy processing capacity in the Pioneer Valley of MA. Contacts: Cris Coffin at AFT ([ccoffin@farmland.org](mailto:ccoffin@farmland.org)); Margaret Christie at CISA ([Margaret@buylocal.org](mailto:Margaret@buylocal.org))

2. What is the general scale of your work on regional food systems?

County/state/region.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

None.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

**Charlene Perkins Cutler** ([Charlene@tlgv.org](mailto:Charlene@tlgv.org))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

2. What is the general scale of your work on regional food systems?

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

**Mandy Davis** ([mandy@intervale.com](mailto:mandy@intervale.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

All of the following are available from the Intervale Center 180 Intervale Road Burlington, VT 05401. Most downloadable at [www.intervale.org](http://www.intervale.org) or contact Mandy Davis at [mandy@intervale.org](mailto:mandy@intervale.org) or 802-660-0440 x 108.

UVM Center for Rural Studies has produced:

- Consumption Patterns and Demand for Local Food in Chittenden County, Vermont – Preliminary Report (2008)
- Consumption Patterns and Demand for Local Food in Chittenden County, Vermont (2009)
- Evaluation of the Intervale Food Basket: Perspectives from Participating Farmers (2009)
- Evaluation of the Intervale Center Food Hub: Documentation of the Process to Develop and Implement the Food Hub (2010)

The Intervale Center has produced:

- Shared Ownership Brochure (2007)
- Vermont Farm Producer Survey: Preliminary Report (2008)
- Expanding Local Food Production, Storage and Marketing Capacity in Vermont: Results from the 2007 Farm Producer Survey (2008)
- Moving Food: How Farmers and Nonprofits Are Building Localized Food Systems for the Twenty-First Century (2007)
- Estimating Food Expenditures for Chittenden County, VT (2008)
- Maintaining Farm Identity through Alternative Marketing Practices (2008) (Attached)
- Intervale Food Hub Business Plan (2010)
- Ownership Models Handout (2009)

The Intervale Center has also supported the development of the following reports as part of a University of Vermont Going Local Colloquium and the Intervale Center's internship program:

- Determining the Feasibility of a Burlington Food Hub: CSA (Lauren Abda; 2007)
- Determining the Feasibility of a Burlington Food Hub among Chittenden County Restaurants (Aaron Backer; 2007)
- Food Systems: An Annotated Bibliography (Rachel Schattman; 2008)
- Laying the Groundwork: A Snapshot of Regional Food System in Chittenden and Surrounding Counties (Beth McKellips; 2009)

We are also working on light processing and season extension feasibility studies and a land access project. Though our research is not very academic, we do our best to design good studies and we have used research to inform the programs and services we provide farmers.

2. What is the general scale of your work on regional food systems?

Chittenden County and surrounding counties (6 NW counties on Vermont). Also some statewide. Moving Food looks at examples from all over the US.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

<http://www.intervale.org>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Eric DeLuca** ([deluca.eric@gmail.com](mailto:deluca.eric@gmail.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Title:** Neighboring Food Cooperative Association Sourcing Initiative

**Objectives:** 1) To measure current regional sourcing levels among participating food co-ops in Northwestern New England, 2) identify and assess regional sourcing gaps based on that data, 3) to design and implement appropriate action at the individual co-op, collaborating co-op, and regional alliance levels to optimize regional sourcing

**Brief Approach:** Begin with movement data captured in Point of Sale computer systems at the individual retail food co-op level. Consult with Extension specialists and other technical assistance resources to interpret data and identify agricultural-economic opportunities to improve regional sourcing. Communicate baseline movement data widely to confirm demand and support business planning of potential suppliers and network partners who have been identified.

**Available Resources:** The 2010 NFCA Action Plan includes a Sourcing Analyst position. The Sourcing Analyst will be accountable for implementing this initiative.

**Primary Contact:** Robyn O'Brien, NFCA Sourcing Coordinator, [robcoop@sover.net](mailto:robcoop@sover.net)

**Title:** Northeast Regional Infrastructure Working Group

**Objectives:** Develop informed responses to key questions relating to appropriately scaled, decentralized processing infrastructure in the Northeast Region

**Brief Approach:** Inventory processing infrastructure. Identify key questions. Design and conduct stakeholder outreach. Report findings in the form of responses to key questions.

**Available Resources:** NESAWG sponsorship of monthly teleconferences and an online collaborative workspace for 2010.

**Primary Contact:** Eric DeLuca, Working Group Co-facilitator, [deluca.eric@gmail.com](mailto:deluca.eric@gmail.com)

**Title:** Northeast Regional Distribution Logistics Working Group

**Objectives:** Identify and develop reliable, economical ways to get regionally sourced farm products to wholesale markets

**Brief Approach:** Identify problem. Write Concept Paper to develop problem and identify potential solution scenarios. Develop scenarios and prioritize optimal solutions.

**Available Resources:** NESAWG is sponsoring a team of two consultants to draft the concept paper by 4/1/10.

**Primary Contact:** Michael Rozyne, Co-Director—Red Tomato, MRozyne@redtomato.org  
(Be alert for duplicate filings of this project.)

**Title:** Vermont Farm to Plate Investment Program

**Objectives:** Write 10-year strategic plan for farm and food sector of the VT economy

**Brief Approach:** Intensive outreach to communities and stakeholders. Comprehensive basic food system research and in-depth research into strategic areas, such as distribution. Public summit April 10, 2010 and further outreach soliciting input on plan. Submit plan to Governor and State Legislature January 2011.

**Available Resources:** Program created through Act 54 from the 2009 VT Legislative Session. \$100,000 of American Recovery and Reinvestment Act funds plus a \$50,000 match for fiscal year 2009. An additional \$100,000 for 2010 is currently under consideration in the VT legislature.

**Primary Contact:** Kit Perkins, Project Manager—Farm to Plate Investment Program, [farm2plate@vsjf.org](mailto:farm2plate@vsjf.org)

**Title:** Vermont Working Landscape Partnership

**Objectives:**

- Advance the alignment between public values and public, private, and enterprise behavior around the working landscape
- Engage Vermonters on the challenges and opportunities ahead about: (1) ownership patterns; (2) economic benefits; and (3) “ecosystem services” as well as cultural, and other non-economic benefits
- Define the economic value of the working landscape to Vermont, including the value of the primary and secondary industries but also measures of the economic benefit of the working landscape on our quality of life
- Advance the economic profitability of the working landscape and the viability of farm and forest enterprises
- Create a unity of vision, direction, and goals between economic activity, land and resource conservation, and public regulation

**Brief Approach:**

- VT Council on Rural Development (VCRD) Working Landscape Committee will analyze all relevant studies and recommendations for working landscape policy in Vermont, conduct original research as needed, and then build a Working Landscape Policy Platform.
- VCRD will hold a Vermont Working Landscape Summit in August 2010 to consider the Policy Platform, suggest additions, deletions, amendments and improvements, and provide an opportunity to sign on in support of the policy platform.
- VCRD will convene and manage the work of the Vermont Working Landscape Partnership, a collaborative of key stakeholders committed to advancing key provisions of the Vermont Working Landscape Policy into programmatic reality.

**Available Resources:** \$40,000 from the VT Agriculture Innovation Center 2009 Workplan, with a \$50,000 match.

**Primary Contact:** Paul Costello, Executive Director—VT Council on Rural Development, [pcostello@vtrural.org](mailto:pcostello@vtrural.org)

2. What is the general scale of your work on regional food systems?

**Neighboring Food Co-op Association Sourcing Initiative:** Stores based in Northwestern New England

**Northeast Regional Infrastructure Working Group:** 12-state Northeast region, with particular emphasis on NY VT, MA, and Mid-Atlantic states. No direct contacts in West Virginia.

**Northeast Regional Distribution Logistics Working Group:** 12-state Northeast region, with pilot focus on NY, MA, PA, and NJ.

**VT Farm to Plate Investment Program:** Soil to soil focus on VT food system development, with local defined as the state plus a 30-mile radius, and regional markets including all of New England, New York and southern Quebec.

**VT Working Landscape Partnership:** Community and state level within VT. Also collaboration with other rural states through the National Rural Development Partnership

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

- Northeast Regional Infrastructure Working Group
  - DRAFT Inventory of Meat Processing Infrastructure in VT (non-standardized)
    - Commercial slaughterhouse, commercial processor, custom processor, farmers, service providers, recent reports
  - DRAFT Inventory of Fruit & Vegetable Processing Infrastructure in NY State (non-standardized). Sources include:
    - USDA National Agricultural Statistics Service, New York Field Office ([www.nass.usda.gov/ny](http://www.nass.usda.gov/ny))
    - Northeast Organic Farming Association-New York 2010 Annual Meeting Program ([nofany.org](http://nofany.org))
    - New York Sustainable Agriculture Working Group ([nysawg.org](http://nysawg.org))
    - Small-scale Food Processors Association of New York ([nyssfpa.com](http://nyssfpa.com))
    - Dun & Bradstreet Standard Industrial Classification Code (SIC) "Selectory" ([selectory.com](http://selectory.com))
    - Northeast Food Venture Center ([nefvc.cornell.edu](http://nefvc.cornell.edu))
    - Cornell Cooperative Extension ([cce.cornell.edu](http://cce.cornell.edu))
    - USDA Rural Development, Johnstown Regional Office ([rurdev.usda.gov/NY](http://rurdev.usda.gov/NY))
  - Compiled by Kathleen Stewart, Tufts
    - Delaware State and Custom Slaughter and Processing Establishments
    - Mid-Atlantic Slaughter Facilities, USDA
      - Source *USDA Meat, Poultry, and Egg Processing Directory*
        - Source includes all USDA-inspected slaughter/processing facilities in the US
    - New York State Small Plant Inventory—Creamery
      - Provided by Chris Harmon, CADE
    - Virginia Department of Agriculture and Consumer Services: Meat and Poultry Establishments
    - West Virginia Department of Agriculture, Meat and Poultry Division
      - List of Commercial Establishments, as of 10/31/09
        - Commercial Slaughter/Processing
        - Commercial Slaughter
        - Commercial Processing
      - List of Licensed Custom Establishments, as of 10/15/09

- Custom Slaughter/Processing
  - Custom Processing
- Neighboring Food Cooperative Association
  - Economic impact data for 17 food co-ops in Northwestern New England. 2007 data, compiled in 2008 by independent analyst Doug Hoffer.
  - Annual oat movement data from 12 food co-ops in Northwestern New England, compiled by NFCA Sourcing Committee in November 2009.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

- The Economic and Fiscal Impacts of Food Cooperatives in Northwestern New England, by Doug Hoffer (2008)
- Overview of VT Meat Processing Inventory (2010), Inventory conducted by Sam Fuller—NOFA VT
- Overview of NY State Fruit & Vegetable Processing Inventory (2010), Inventory conducted by Peter Pehrson—NYSAWG

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

**Eric DeLuca** ([deluca.eric@gmail.com](mailto:deluca.eric@gmail.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Project Title: Travel Data**

Research on food transportation/distribution in CAE's local area and ways to improve that network. Analyzing methods for decreasing the energy used in transporting food and identifying portions of the road network that are critical to the transportation of food in the Hardwick region. The viability of these ideas hinges on the availability of data showing the routes and volumes of food shipments in the region, including how to obtain real-time data by communicating with vendors or by riding along with shipments and recording the data themselves. Richard Watts and Jim Sullivan from the University of Vermont (UVM) Transportation Research Center (TRC).

**Project Title: Capstone Design Course Partnership with the Jasper Hill Cheese Cave**

They identified control of ammonia concentration as a key issue and drafted a design for solving the problem. In the Spring 2010, the team will continue their work by building a working scaled prototype of their system to test its effectiveness. Quoting from the team's website, "final deliverables will include the following: (1) a proof of concept design including basic measurements and design analysis; (2) a working scaled prototype and experimental data; and (3) a summary providing the findings, recommendations, and relevant design data that will allow full scale implementation at Jasper Hill." During the Fall 2009 of this University of Vermont year-long course (ME185-186, EE187-188) a team of four students worked with Andy Kehler from Jasper Hill and their mentor, ME Lecturer Will Louisos, to understand that facility's ventilation challenges and conceptualize a design for improvements. The students are Evan Johnson, Dave McCloskey, Adam Wood (all ME's) and Paul Veselka (EE).

**Project Title: Annual Hardwick Area Report Card**

The creation of a Report Card will allow the Center to measure the health of the region's food system every year and track the improvement of each metric over time, highlighting areas of progress and opportunity. UVM student Kelly Jean Coons began work last year developing metrics indicative of a healthy local agricultural system. Student Jeremiah Church has continued this project with the goal of releasing the first Healthy Hardwick Food System Report in the Spring 2010.

**Project Title: Food Trials**

Soybean trials help farmers select the proper variety that will yield high quality foodgrade beans for specialty markets such as Vermont Soy. With new agricultural businesses developing in Hardwick there is a demand for agronomic information on other specialty crops as well. Barley trials are being conducted to evaluate varieties that will produce high quality malt for local brewers and distillers. In addition, UVM's Dr. Darby has assisted several farmers in the area with oilseed crop production strategies. These farms are working to develop on-farm fuel production to meet the fuel needs of their farms. Dr. Heather Darby, UVM Extension Associate Professor has worked collaboratively with High Mowing Seeds to conduct foodgrade soybean and malting barley variety trials over the last 3 years.

**Project Title: The Taste of Place**

This research project in the Hardwick area, is focusing on three basic components of the French system:

- 1) Environment – how does the regional environment and climate shape the taste of a product?
- 2) Culture – how does the product represent ongoing traditions of a region? Does it reflect the *savoir faire* or collective practice of a region's producers?
- 3) Business Structure – how does that collective practice translate into a business and marketing structure that involves multiple producers, so that the future of a regional product does not depend on one person's skills and decisions?

In this project focusing on *terroir*, or, the "taste of place," producers who take part in the project will attend a total of five meetings spaced about one month apart between October 2009 and April 2010. Each technical session combines producer participants with a selected group of researchers from UVM who have expertise in the topic being discussed. Amy Trubek of UVM's College of Agriculture and Life Sciences and an expert on *terroir*, as well as the Center for Rural Studies, serve as resources for the producers.

**Project Title: Cooking for Life/Local Food Pilot**

Conducting a series of Cooking for Life classes that will focus on local food accessibility to low income recipients is the purpose of this effort. Food will be sourced from local farmers, recipes will be redesigned to integrate local, seasonal ingredients and lessons developed to help participants access local food in a cost effective manner. Out of this series, research will be conducted regarding both perception of and experience sourcing local food by low-income families. Research questions will encompass the following:

- What are primary barriers to accessing local food for home use?
- What infrastructural, educational and policy changes need to take place in order to increase access to healthy food grown in Vermont?

Rachel Schattman of UVM's Center for Sustainable Agriculture, along with collaborators from UVM Extension, Campaign to End Childhood Hunger, and The Center for an Agricultural Economy are collaborating. The results of this research will be available online at the end of the 2 year project.

2. What is the general scale of your work on regional food systems?

**Nine town Region.**

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

**Census.**

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

No

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Debbie Diegoli ([Debbie@vitalcommunities.org](mailto:Debbie@vitalcommunities.org))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Project Title: Fresh Connections

Objectives:

- providing increased markets for local farms,
- providing increased employee access to local food,
- a wellness benefit that can be offered by employers.

*Fresh Connections* was intended to help increase participant fruit and vegetable consumption, one of the known ways to decrease the incidence of cancer.

Brief Approach (1-3 sentences):

We implemented a workplace wellness benefit at local businesses that used three main approaches:

A. Bring the farmer to the worksite (CSA delivery and where feasible, a farmer selling the produce at the workplace)

B. Bring employees to the farmer (farmstand “debit” CSA, info about finding suitable farmstands and farmer markets, PYO trips)

C. Fun taste testing, food prep activities (samplings and cooking demonstrations) held at the workplace by Valley Food & Farm staff and interns.

Available Resources: Vital Communities Fresh Connections Report; Fresh Connections Program

Evaluation

Primary Contact’s name, title, email.

Melissa Zoerheide or Deb Jones, Valley Food & Farm co-managers

[melissa@vitalcommunities.org](mailto:melissa@vitalcommunities.org) ; [deb@vitalcommunities.org](mailto:deb@vitalcommunities.org)

2. What is the general scale of your work on regional food systems?

The Valley Food & Farm program's service area includes the Upper Connecticut River Valley (140 New Hampshire and Vermont cities and towns).

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

We collect data on farms in our region, which we use to develop our *Valley Food & Farm Guides*, print and online versions.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Website: <http://www.vitalcommunities.org/agriculture/connections.htm>

(a link to the evaluation report is included)

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

We have used a map showing farms, restaurants, grocers and delis, etc that use locally raised foods in our Guide. (electronic copy not available at this time)

**Jeff Duplessis** ([JeffD@healthylivingmarket.com](mailto:JeffD@healthylivingmarket.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Healthy Living is a mid-sized, locally owned and operated, natural foods grocery store whose mission is to support local, sustainable farmers and producers. Though we do carry conventional groceries as well, we are dedicated to ever expanding our support of locally produced foods.

2. What is the general scale of your work on regional food systems?

Healthy Living serves all of Chittenden County, VT and beyond.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

In order to assist your project, we would like to compile data on how much food that was produced/grown locally Healthy Living purchased and sold in 2009.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

<http://www.healthylivingmarket.com>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Laura Edwards-Orr ([LEdwardsOrr@redtomato.org](mailto:LEdwardsOrr@redtomato.org))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Our research is conducted through day-to-day trading of seasonal, regional produce to grocery stores and wholesale outlets. In this way, we are able to develop a sense of retailer needs, production on the farm, and the regional capacity for wholesale produce. We are not, however, engaged in any specific, academic research projects at this time.

2. What is the general scale of your work on regional food systems?

Our region is defined as New England plus Pennsylvania, New Jersey, and New York

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

Census of Agriculture

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

For two recent case studies of Red Tomato's work, visit <http://www.redtomato.org/resources.php>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Mara Gittleman ([maragittleman@gmail.com](mailto:maragittleman@gmail.com))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Brooklyn Food Coalition Research & Mapping Committee, Community Food Assessment. We are developing a survey instrument to be used for basic community food assessments in Brooklyn, NY. We want to create a resource base for anyone wanting to profile, survey or assess food retail in Brooklyn

with a common, open data platform for storing, updating and sharing information that people collect. We hope to make it simple enough for high school students to use and yet comprehensive enough to be useful on all levels.

Primary Contact: Mara Gittleman, [Compton Mentor Fellow until June, BS from Tufts University], maragittleman@gmail.com

2. What is the general scale of your work on regional food systems?

City

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

US Census data, ReferenceUSA, some CFA instruments like NEMS

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

<http://brooklynfoodcoalition.ning.com/group/researchmappinggroup>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

GIS mapping collaborating with Columbia University, Hunter College, and/or Brooklyn College. An example of one type of visualization we hope to achieve can be found here:

<http://design.greenehill.coop/survey/>

**Sara Grady ([sgrady@glynwood.org](mailto:sgrady@glynwood.org))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Glynwood is currently completing an update of the regional analysis of the USDA Agricultural Census data for the Hudson Valley that it first prepared in 2005. The updated report, titled "The State of Agriculture in the Hudson Valley," may draw on other sources as well. The report is intended to document farmland and production trends at the regional and county levels to discern the greatest challenges and opportunities for agriculture in the Hudson Valley region.

Project Title: The State of Agriculture in the Hudson Valley

Objectives: To provide a clear and accurate picture of farming in the Hudson Valley region; to educate residents and policy makers; to serve as a model for regional analysis in other places.

Brief Approach: We begin by aggregating the most recent USDA Agricultural Census data relevant to the 10 counties of the Hudson Valley region. We compare that to data from previous Ag Census reports (released every 5 years). We then present our findings to farmers, federal and state agency representatives, and staff from non-profits working on agricultural issues in our region to ensure

accuracy and discover trends. We publish our resulting analysis with graphics that visualize the data and our overall findings.

Available Resources: Completed report will be available on Glynwood website.

Primary Contact: Sara Grady, Dir. of Special Projects, [sgrady@glynwood.org](mailto:sgrady@glynwood.org)

2. What is the general scale of your work on regional food systems?

In addition to working directly with local towns and cities, in particular through the Keep Farming™ program, we address food system issues on the county, state, and regional level.

We focus on what can be done at the community or regional level to sustain small and mid-sized farms. A current focus relates to the infrastructure required by regional producers, particularly livestock producers.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

The Census of Agriculture, National Agricultural Statistics Service, USDA

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

We have numerous reports and publications, all available on our website:

[www.glynwood.org](http://www.glynwood.org).

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

The report we are currently working on will include GIS maps that visually represent the various aspects of regional food production we are examining.

We also have GIS maps of farms throughout the Hudson Valley available at:

<http://www.glynwood.org/Publications-Multimedia/HudsonValleyFarmMaps.html>

Edmund Harris ([edmund.m.harris@gmail.com](mailto:edmund.m.harris@gmail.com))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

I am a PhD candidate at Clark University in Worcester MA, in my first year of the program – so I am just starting to clarify my research project. In general, my research concerns the politics of alternative food activism, and the way in which we mobilize constructions of the local, regional, place, and community to argue for food system change.

More specifically, I am developing a research project working with CSA farms in Mass., with the aims of cataloguing current CSA models and availability and exploring the possibilities that the CSA concept presents to expand alternative food networks in the state. I will also use this research to explore some theoretical concepts – specifically the discourses operating around space, place etc. mentioned above.

I will apply for funding for pilot work this summer from NE SARE and from foundations, and will apply to the NSF for funding for my doctoral research the following year.

I also work as a Research Assistant for the HERO Project (Human-Environment Regional Observatory) at Clark University, which is a long-term, multi-site mapping project working on changes in forest cover, land use, and other areas. This project has significant ongoing funding from the NSF, and could potentially work on food system issues if multi-site collaboration were proposed. Faculty and graduate students at Clark University could offer a significant amount of GIS and remote sensing expertise.

For more information on my research interests, see:

<http://www.edmundharris.com>

<http://localfoods.wordpress.com>

2. What is the general scale of your work on regional food systems?

The scale of my doctoral research work is likely to be state-wide, in Massachusetts.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

I have not developed any datasets as yet, although am likely to use the Census of Agriculture and Mass-level Dept of Ag data. I intend to develop a CSA dataset for Mass, or build on the work of others working in the same area. I am interested in the potential for multi-state collaboration with others working in this area in New England.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Recent publications include:

Dargan, L and Harris, E. 2010 (forthcoming). "The reconstruction of local food knowledge in the Isle of Skye, Scotland," in: Fonte, M. and Apostolos, P. *Naming food after places: Patterns of food relocalization and knowledge dynamics in rural development*, Farnham: Ashgate.

Harris, E. 2010 (forthcoming). "Eat local? Constructions of place in alternative food politics" *Geography Compass*.

Harris, E. 2009. "Neoliberal subjectivities or a politics of the possible? Reading for difference in alternative food networks" *Area*, 41:1, 55-63

See complete list at: [www.edmundharris.com/publications.html](http://www.edmundharris.com/publications.html)

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

-- again, I'm interested in the potential for mapping but am not far enough along in my research yet.

**Alison Hastings** ([ahastings@dvrpc.org](mailto:ahastings@dvrpc.org))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Project Title: Regional Food System Planning

Objectives:

To understand the region's food distribution system and its use of the regional transportation system; evaluate remaining agricultural resources and farmland preservation efforts; assess food supply, safety, and security (including access to food); and explore agriculture as a vehicle for sustainable economic development.

Brief Approach

- *Greater Philadelphia's Food System Study*: Assess the resources in Greater Philadelphia related to food production, distribution, economic development and stakeholder capacity.
- *A Plan for a More Sustainable and Resilient Food System (working title)*:
  - Convene stakeholders and identify gaps, opportunities for collaboration, points of strength and remaining challenges.
  - Collectively identify the values, goals, and indicators of a regional food system and prioritize recommendations.

Available Resources:

In-house capacity for GIS mapping, freight planning, environmental planning, data analysis, land use, economic development; working relationships with local, state and federal decision-makers; ongoing Stakeholder Committee of over 100 organizations, state agencies and other entities

2. What is the general scale of your work on regional food systems?

The Delaware Valley Regional Planning Commission typically works in a 9-county region including Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania and Burlington, Camden, Mercer and Gloucester counties in New Jersey. The Regional Food System work has involved reaching out to stakeholders across the states of Pennsylvania and New Jersey.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

- Census of Agriculture
- U.S. Economic Census
- Bureau of Labor and Statistics
- Freight Analysis Framework of the Federal Highway Administration
- DVRPC's land use GIS dataset

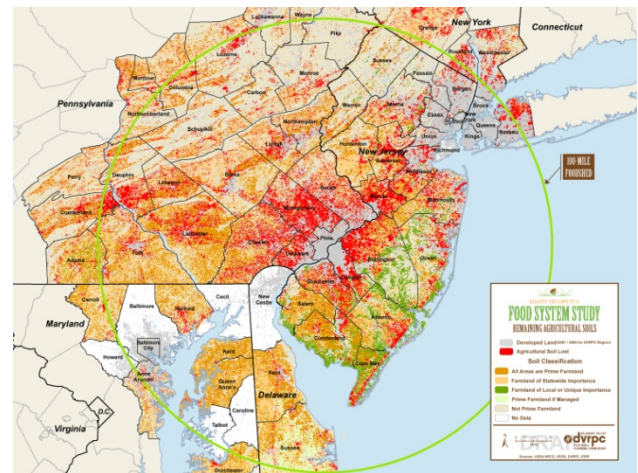
4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Website: [www.dvrpc.org/Food](http://www.dvrpc.org/Food)

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

A list of maps to be included in *Greater Philadelphia's Food System Study*

- Greater Philadelphia Food System Study Area
- National Land Cover (2001)
- Agricultural Soils
- Remaining Agricultural Soils (see right)
- Acres of Land in Farms (2007)
- Proportion of Land in Farms (2007)
- Top Commodity by Production Value (2007)
- Top Crops by Acreage (2007)
- Certified Organic Producers
- Direct Marketing and Agritourism Activities
- Food Freight Analysis Framework 100-Mile Foodshed
- Food distribution case studies
- Food and Beverage Manufacturers (2006)
- DVRPC Survey Respondents



**Elizabeth Henderson ([elizabethhenderson13@gmail.com](mailto:elizabethhenderson13@gmail.com))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Sharing the Harvest: since 1989, I have been following the development of CSA in this region. I have published two editions of a book by that title – 1998 and 2007 – and, who knows, in 5 or 6 years, might do a 3<sup>rd</sup> update. I visit farms, interview farmers and CSA members, keep up with any other research in this area, advise on-going organizing projects. At this time, I have no financial support for this work. I just do it.

2. What is the general scale of your work on regional food systems?

NYS, NE region, US and international CSA

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Clare Hinrichs ([chinrichs@psu.edu](mailto:chinrichs@psu.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Primary contact for all current projects below ([chinrichs@psu.edu](mailto:chinrichs@psu.edu)):

1. Hybrid food networks: Qualitative research on the goals, operation and outcomes when conventional food distributors become conduits for local food. MS thesis research by Dara Bloom.
2. Experiences and concerns regarding hired labor for small and medium vegetable and fruit growers in Pennsylvania: Qualitative study with 15 central PA growers concerning incorporation of local labor supply (not contract crews) into their enterprises. MS thesis research by Audrey Schwartzberg.
3. Building a Producer Organization for American Origin Products: Collaborator for USDA cooperative grant project, which will involve identifying "typical" (or "American origin") products for states in the Northeast and the existence of producer groups with interests in those products. Lead is Elizabeth Barham, now at University of Arkansas.
4. Organization and Ideologies of Buy Local Food Campaigns: qualitative interviews with organizers of 43 BuyFreshBuyLocal chapters, nationwide. Co-PI Patricia Allen, University of California, Santa Cruz.

2. What is the general scale of your work on regional food systems?

I have done work at the community level and state level. Some of the state-level work has been comparative (but not regional, per se). I am interested in looking at more regional systems.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

More typically, I collect primary data-- through surveys and personal interviews and to a lesser degree, participant observation.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

These are some of my recent articles and reports (last six years) that draw on either quantitative survey data or qualitative field interviews

Kai A. Schafft, C. Clare Hinrichs and J. Dara Bloom. 2010. Pennsylvania farm-to-school programs and the articulation of local context. *Journal of Hunger and Environmental Nutrition* 5(1).

Kai A. Schafft, Eric B. Jensen and C. Clare Hinrichs. 2009. Food deserts and overweight schoolchildren: Evidence from Pennsylvania. *Rural Sociology* 74: 153-177.

Jessica M. Bagdonis, C. Clare Hinrichs and Kai A. Schafft. 2009. The emergence and framing of farm-to-school initiatives: Civic engagement, health and local agriculture. *Agriculture and Human Values* 26: 107-119.

Clare Hinrichs, Kai Schafft, Dara Bloom and Erin McHenry-Sorber. 2008. Growing the Links Between Farms and Schools: A How-To Guidebook for Pennsylvania Farmers, Schools and Communities. November. 28 pp. (available at [http://www.ruralpa.org/Farm\\_School\\_Guide08.pdf](http://www.ruralpa.org/Farm_School_Guide08.pdf) )

C. Clare Hinrichs, Gilbert W. Gillespie and Gail W. Feenstra. 2004. Social learning and innovation at retail farmers? markets. *Rural Sociology* 69: 31-58.

Gail W. Feenstra, Chris Lewis, C. Clare Hinrichs, Gilbert W. Gillespie and Duncan L. Hilchey. 2003. Entrepreneurial outcomes and enterprise size in U.S. retail farmers? markets. *American Journal of Alternative Agriculture* 18: 46-55.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Not generally. I need training to do this myself! (But note food desert mapping in paper above with Schafft and Jensen). More incorporation of spatial mapping could be a useful component for my work in the future; I am interested in figuring out how the kind of research approaches in which I have particular skills can contribute to mapping efforts and be enriched by them.

**C. Wayne Honeycutt** ([Wayne.Honeycutt@ars.usda.gov](mailto:Wayne.Honeycutt@ars.usda.gov))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Project Title:** Eastern Seaboard Food Security: Systems that Link Local Production Capacity with Regional Consumer Demand

**Objectives:**

1. Quantify current local specialty crop production and consumption as spatially and temporally distributed across the Eastern Seaboard Region.
2. Determine the potential production capacity and supply chain requirements for locally grown specialty crops, and compare to primary outside production region sources.
3. Identify the principle system constraints – biophysical resources, supply chain infrastructure, energy, and policies – that could limit present or future expansion of locally produced specialty crops and their market reach.
4. Develop the information technology needed to efficiently link producers to markets so the needs of large urban center consumers can be met by local production.
5. Evaluate long-term sustainability of alternative production scenarios including system dependability in response to potential risks brought on by market fluctuations, disasters, and climate change.

**Brief Approach:**

Work with collaborators to develop, link, and analyze a series of spatially referenced databases describing land availability and soil suitability for agricultural production, temporal climatic variables,

crop growth requirements, and transportation-market infrastructure at a maximal county-level scale for the Eastern Seaboard Region.

**Available Resources:**

Research Associate funded, \$100K, USDA-ARS, Orono, ME; 2009-2011  
Specific Cooperative Agreement between ARS (Orono, ME) and Tufts Univ., \$30K; 2010  
Research Associate funded, \$100K, USDA-ARS, Beltsville, MD; 2010-2012

**Primary Contact:**

Dr. Wayne Honeycutt, Research Leader, Orono, ME, [Wayne.Honeycutt@ars.usda.gov](mailto:Wayne.Honeycutt@ars.usda.gov)

**Other principal contacts:**

- Dr. Tim Griffin, Director, Agriculture, Food and Environment Program, Tufts University, [Timothy.Griffin@tufts.edu](mailto:Timothy.Griffin@tufts.edu)
- Dr. Jeff Steiner, Advisor for Bioenergy, USDA-REE, [Jeffrey.Steiner@osec.usda.gov](mailto:Jeffrey.Steiner@osec.usda.gov)
- Dr. David Fleisher, Agricultural Engineer, USDA-ARS, Beltsville, MD, [David.Fleisher@ars.usda.gov](mailto:David.Fleisher@ars.usda.gov)

2. What is the general scale of your work on regional food systems?

County to sub-county

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

USDA-NRCS  
USDA-NASS  
US Census Bureau  
NCDC  
USFWS  
USGS  
Maine – GIS  
New Hampshire – GRANIT  
Maine – DIFW

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Project description

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Yes. We are using the Geographic Information System, ARC-GIS

**Valerie Imbruce** ([vimbruce@bennington.edu](mailto:vimbruce@bennington.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

The Global Expansion of Chinatown's Food System in New York City

Objectives: (1) to uncover processes of geographic expansion of a niche, ethnic market from a regional to global food system, (2) to examine the role of immigrant entrepreneurship, ethnicity and kinship in the distribution and production of ethnic foods, (3) to examine the use of agrobiodiversity in production and marketing

Approach: Mixed quantitative and qualitative methods, multi-sited project in NYC, southern Florida, central Honduras, market surveys in Manhattan's Chinatown, semi-structured interviews with Chinatown wholesalers, importers and exporters, oral histories of Long Island and New Jersey farms that used to be involved in Chinatown markets, agrobiodiversity surveys and semi-structured interviews at farm sites.

Primary Contact: Valerie Imbruce, Director Environmental Studies, Bennington College,  
[vimbruce@bennington.edu](mailto:vimbruce@bennington.edu)

Farmer Adaptations and Cultures of Sustainability in the Upper Hudson Valley

Objectives: (1) To document change in land tenure, production and natural resource management, commodity and labor markets, and the rural economy; (2) document farm families' household economic and environmental decision-making processes, and sources of knowledge and understanding; (3) uncover patterns in values, beliefs, perceptions, cultural logics, norms and behaviors that influence the sustainability of farming operations.

Approach: Mixed quantitative and qualitative methods, stratified sampling household economics surveys, semi-structured and open-ended interviews, participant-observation, consultation of documented structural changes. This is part of a larger comparative project with research sites in Central Kentucky, Southern NJ, and the San Luis Valley of Colorado.

Primary Contact: Valerie Imbruce, Director Environmental Studies, Bennington College,  
[vimbruce@bennington.edu](mailto:vimbruce@bennington.edu)

Go Farmy Vermont

Objectives: (1) to create an interactive, geolocator, mobile web application to promote agritourism in Vermont as well as to be a model and code base for any geographic location, (2) provide a digital marketing tool for farmers involved in direct sales and agritourism; (3) to foster dialogue between individuals and groups across Vermont and border areas who share the goal of supporting local farms

Approach: focus groups and meetings to design application; development of code base and beta version of application; interviews and farm visits to collect application content and create a farm user base of application; field test beta version and marketing of application.

2. What is the general scale of your work on regional food systems?

I have been working in regions, prior research was done in NYC and environs, and currently I am working in the Taconic Mountain region and I plan to continue in the Upper Hudson Valley and into Vermont from the NY state line.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

I use Census of Agriculture, and USDA AMS Terminal Market Reports, as well as US Census.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Imbruce, V. (2009). Let's Decentralize Wholesale, Not Just Direct Food Sales. *Civil Eats*, online at <http://civileats.com/2009/09/04/let%E2%80%99s-decentralize-wholesale/>.

Imbruce, V. (2010). To Market! To Market! How Infrastructure Hampers Small Farmers and Healthy Food. *Science Progress*, online at <http://www.scienceprogress.org/2010/01/to-market-to-market/>

Imbruce, V. (2006). "From the Bottom-up: The global expansion of Chinese vegetable trade for New York City markets" in R. Wilk (ed.) *Fast Food/Slow Food: The Economic Anthropology of the Global Food System*, pp. 163-179. Berkeley, CA: Altamira

Imbruce, V. (2006). *The Demand for Diversity: The Global Expansion of Chinatown's Food System*. Dissertation for the Department of Biology, City University of New York Graduate Center.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No.

**Lucy T. Joyce** ([ltj1@cornell.edu](mailto:ltj1@cornell.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

n/a

2. What is the general scale of your work on regional food systems?

Mostly county, but do work in multi county area and into NYC

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

Census of Ag

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

n/a

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

n/a

We do little research, mostly applied work through extension educational programs.

**Elizabeth Knafo, Green My Bodega, Brooklyn, NY ([hello@greenmybodega.org](mailto:hello@greenmybodega.org))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Green My Bodega, Brooklyn NY. Doing outreach, organizing and media activism to create a local farm-to-bodega network. Our available resources are general meetings, media and organizing skills. We are volunteer run. Contact: Elizabeth Knafo, 917 650 7484 or hello [at] greenmybodega [dot] org.

2. What is the general scale of your work on regional food systems?

The scale is connecting local and regional farms with stores in central Brooklyn.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

We have conducted informal food surveys. We have looked at several databases created by Mara Gittleman, Just Food and CENYC.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

[www.greenmybodega.org](http://www.greenmybodega.org)

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

We have used google maps to compile maps and data that others have researched. We do plan to design maps of our own using Illustrator and Photoshop applications.

**Matt LeRoux ([mnl28@cornell.edu](mailto:mnl28@cornell.edu))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Evaluating Marketing Channels for small-scale fruit and vegetable, looking at profitability, risks, labor requirements and other measures of a marketing channel's performance. Collecting labor and sales data on 50 NYS farms in the next 2 years. Primary contact: Matt LeRoux, Ag. Marketing Specialist, CCE-Tompkins Co., [mnl28@cornell.edu](mailto:mnl28@cornell.edu)

2. What is the general scale of your work on regional food systems?

New York State

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

Creating own, specific database.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Extension Bulletin: [http://aem.cornell.edu/outreach/extensionpdf/2009/Cornell\\_AEM\\_eb0903.pdf](http://aem.cornell.edu/outreach/extensionpdf/2009/Cornell_AEM_eb0903.pdf)

Smart Marketing Article: <http://marketingpwt.aem.cornell.edu/SmartMarketing/pdfs/LeRouxSchmit-0409.pdf>

Journal of Renewable Agriculture & Food Systems:

<http://journals.cambridge.org/action/displayIssue?iid=1922632> March 2010 (link requires subscription). Also attached.

*Journal of Renewable Agriculture & Food Systems* Paper

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No.

**Jesse C. McEntee** ([mcenteej@cardiff.ac.uk](mailto:mcenteej@cardiff.ac.uk))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

I've been examining issues of food access and local food system development in Vermont and New Hampshire for the past 5 years. Current project is in conjunction with the Center for Rural Partnerships at Plymouth State University:

Title: Grafton County Relocalization of Rural Food Networks

Objective: Identify areas of inadequate food access in Grafton County with particular attention paid to challenges which are unique to the rural lifestyle. Identify barriers and to participate in local food activities and access to locally produced products.

Approach: Qualitative interviews conducted with community respondents and key stakeholders conducted last year. Using this info, we built a survey instrument which was distributed to 1500 households throughout the county in a representative sample. Response rate was around 16%. Analysis currently underway.

Primary contact: Jesse McEntee, PhD Candidate, Cardiff University; research Affiliate, Plymouth State University's Center for Rural Partnerships; and President, McEntee Research & Consulting (<http://mcenteerresearch.com/>)

2. What is the general scale of your work on regional food systems?  
Grafton County, State of Vermont

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

Census of Ag, US Census Data, Ref USA retail store database

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Paper published in *Applied Geography*

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

See attached.

**Ann McMahon** ([ann.mcmahon@agmkt.state.ny.us](mailto:ann.mcmahon@agmkt.state.ny.us))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

The New York State Council on Food Policy's mission is to ensure that all New Yorkers have access to affordable, fresh, nutritious foods in their communities and promoting New York State agriculture and food industry. In addition to providing the Governor with recommended state food policies that address the mission, the NYS CFP works to make programmatic changes that advance the overall mission. NYS CFP is a 21 member body from almost all aspects of the food system including seven heads of state agencies (resources). Commissioner Patrick Hooker of the Dept of Agriculture & Markets is the Chairman. As Special Assistant to Commissioner Hooker, Ann McMahon serves as the Coordinator for NYS CFP and is the main contact. [ann.mcmahon@agmkt.state.ny.us](mailto:ann.mcmahon@agmkt.state.ny.us). Please see our website and reports for more information about the members, policies and programs that the NYS CFP is involved in <http://www.nyscfp.org/>.

2. What is the general scale of your work on regional food systems?

New York State

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

New York State Council on Food Policy utilizes data available from state agencies and advocacy organizations - example: State Education, the Nutrition Consortium and FRAC to gain information on the number of children receiving free or reduced school meals to inform their policy recommendations and action items.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

New York State Council on Food Policy December 2009 recommendations and report to Governor Paterson titled Making Connections: Developing a Food System for a Healthier New York, is available on the website <http://www.nyscfp.org/> and attached.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

NYS Food Policy Report

NYS Food Policy Report Appendix

**John Polimeni** ([John.Polimeni@acphs.edu](mailto:John.Polimeni@acphs.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

Community Supported Agriculture: I conduct a survey of consumers of the second largest CSA farm to gather socio-economic and preference data to track reasons for and against using small-scale sustainable farming. I have annual data from 2003 to present and the idea is to develop theories and applications for rural economic development through environmental sustainability practices.

2. What is the general scale of your work on regional food systems?

To date the research is on the county and state level. We are looking to expand to a regional level or higher.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

We conducted annual consumer surveys as well as in-depth interviews with the farmer.

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

Articles:

1. Polimeni, John M. "Converging Policies and Purposes: Agriculture and Energy Coming to a Crossroads," *Research Journal of Chemistry and Environment*, Vol. 13, Number 3, Pages 3-5, 2009.
2. Polimeni, John M., Raluca Iorgulescu Polimeni, Richard L. Shirey, Christina L. Trees, and W. Scott Trees. "The Supply of Community Supported Agriculture," *Journal of Business and Economics Research* Vol. 4, Number 3, Pages 17-22, 2006.
3. Polimeni, John M., Raluca Iorgulescu Polimeni, Richard L. Shirey, Christina L. Trees, and W. Scott Trees. "The Demand for Community Supported Agriculture," *Journal of Business and Economics Research*, Vol. 4, Number 2, Pages 49-60, 2006.
4. Polimeni, John M. "Simulating Agricultural Conversion to Residential Use in the Hudson River Valley: Scenario Analyses and Case Studies," *Agriculture and Human Values*, Vol. 22, Issue 4, Pages 377 - 393, 2005

Books:

1. Polimeni, John M., R. Shirey, and R.I. Iorgulescu. "Sustainable Community Supported Agriculture: The Case of Roxbury Farm," under contract, Cambria Press, Inc.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Rachel Schattman** ([rschattm@uvm.edu](mailto:rschattm@uvm.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

The Cooking for Life/Local Food Pilot: a outreach/ research project that addresses building low income Vermonters' access to local foods while increasing farmer access to federal food assistance dollars. The Cooking for Life/Local Food Pilot is a collaboration between the Campaign to End Childhood Hunger and two existing Extension programs: the Expanded Food and Nutrition Education Program (EFNEP) and the Local Food Program at UVM's Center for Sustainable Agriculture (CSA). Since 1999, the Campaign and EFNEP have provided a series of classes called Cooking for Life (CFL), which target low-income Vermonters. After participating in a CFL series, adults are "better equipped to make healthy food choices, practice safe food handling practices, and use the appropriate skills and knowledge to plan healthy meal options for their families."

The CFL/Local Food Pilot will build upon the past successes of the CFL Program, while simultaneously furthering sustainability in Vermont's local and regional food system. During the Pilot we will source food for the course from local farmers, redesign the recipes provided to the participants to integrate locally and seasonally available products, develop lessons that help participants access local food in a cost effective manner, and integrate the Local Food Pilot material into current CFL classes. In addition, the Pilot will provide an opportunity for research related to low-income families' perception of local food and their experiences sourcing it. Specifically, we will answer the research questions: "What are the primary barriers between low-income families in Vermont and accessing local food for home use?"

What educational, infrastructural, and policy changes need to be made to increase low-income access to healthy food grown in Vermont?”

2. What is the general scale of your work on regional food systems?

State

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

n/a

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

<http://www.uvm.edu/~susagctr/?Page=Cookingforlife.html>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

No

**Todd M. Schmitt** ([tms1@cornell.edu](mailto:tms1@cornell.edu))

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

**Developing viable farmers markets in rural communities: an investigation of vendor performance using objective and subjective valuations** : The objectives of this paper are to identify factors driving FM vendor performance in rural communities and to provide valuable marketing and planning information to vendors, FM managers, community leaders, and policy makers. An empirical model of subjective and objective measures of vendor performance is developed as a function of three broad dimensions: market, vendor, and customer characteristics. Data from 27 FMs operating in Northern New York in the summer of 2008 are used in the empirical analysis. Such a multi-market rural analysis can provide performance recommendations to communities with prioritized community development objectives and stronger connections to local agriculture. Available Resources: CALS/CCE Summer Internship Program. *Todd M. Schmit, Ruth and William Morgan Assistant Professor in Applied Economics and Management, Cornell University, tms1@cornell.edu*

**Assessing the demand and utilization of local produce in upstate New York restaurants:** The objectives of this study are to evaluate the performance of existing farm-to-restaurant direct marketing efforts in Columbia County, to understand the potential for expanding utilization of this channel for local producers, and to identify barriers that are preventing producers from utilizing this channel more fully. Surveys were administered to chefs, farmers, and customers in Columbia County (that do and do not participate in Farm-to-Chef channels) in the summer of 2009. Data analysis is currently ongoing. Available Resources: CALS/CCE Summer Internship Program. *Todd M. Schmit, Ruth and William Morgan Assistant Professor in Applied Economics and Management, Cornell University, tms1@cornell.edu*

**Assessing the Future of Food Manufacturing in New York State:** Objectives include: (1) Analyze the economics of the food and beverage manufacturing industry in New York State to determine the importance of the industry to the state economy; (2) Identify current strengths and strategic advantages, as well as weaknesses and barriers to growth faced by the industry, including the identification of firm and market factors from both supply- and demand-side perspectives; and (3) Develop and communicate strategies to industry firm and agency stakeholders for enhancing or expanding the industry. Currently in the last year of a 3-year project. Analysis includes use of both secondary regional data on food processing sectors in the state, and primary data from survey of processing plants in the state. An MS student's thesis on the impact of agglomeration economies of food processing performance using data collected in this project is nearing completion. A project-ending symposium will be held in 2010 or 2011 to bring together industry stakeholders, academics, and agency personnel to discuss priority issues and next steps. Available Resources: Federal Hatch and Smith-Lever Funds. *Todd M. Schmit, Ruth and William Morgan Assistant Professor in Applied Economics and Management, Cornell University, tms1@cornell.edu*

**Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers:** An analytical framework and ranking system is developed to summarize the primary factors affecting marketing channel performance and to prioritize those channels with the greatest opportunity for success. The assessment program was originally developed based on 4-case study farms in Central New York. Additional funding is allowing us to expand the assessment program to a state-wide basis and will serve two important goals. First, additional farms will benefit from utilizing this program to evaluate their currently utilized channels. Second, by collecting data from a variety of farms, we will be able to comprehensively evaluate alternative market channels and how marketing costs vary by type and size of firm, and allow us to provide benchmark analyses by market channel. Available Resources: USDA Northeast SARE Partnership Grant, New York Farm Viability Institute Education Innovation Grant. *Matthew N. LeRoux, Marketing Specialist, Cornell Cooperative Extension of Tompkins County, mnl28@cornell.edu*

## 2. What is the general scale of your work on regional food systems?

A mixture of state, regional (sub-state), county, and farm-level.

## 3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

### **Regional NY Food and Agriculture Industry Dataset:**

Integrated dataset compiled from several secondary sources (Census of Agriculture, Bureau of Economic Analysis, Economic Census - County Business Patterns, Economic Census – Nonemployer Statistics, Mig, Inc. – IMPLAN). Data provides annual time series (1998-2006) of detailed food and agriculture related industries (NAICS) on a regional NY basis, with comparable information at the state and national level. Variables include: number of establishments, employment, payroll, output, value-added, and firm distribution by size. Construction will be completed February 2010.

### **New York Food and Beverage Manufacturers Dataset:**

To collect information regarding food and beverage manufacturing operations, the impacts of various business factors on firm performance, and past, current, and future business growth projections, a plant-level survey for NYS manufacturers was administered in February 2009 (mail and online). A copy of the final survey is available upon request. A database of 4,302 current food and beverage manufacturing

establishments was developed using several sources of information including purchased databases from MNI and Harris Inc., and publicly-available datasets from the USDA Meat and Poultry Inspection Database, New York State Milk Quality Assurance Program, New York State Department of Agriculture and Markets Food Safety Inspection Service, New York State MarketMaker, New York State Wine and Grape Foundation, and the New York State Maple Producers Association. After deleting firms who were no longer in operation, as well as those returned as “undeliverable”, the net count of surveyed plants was 3,684. A total of 482 (13%) useable surveys were ultimately returned. While the response rate was relatively low, a wide distribution of surveys by firm size, location, and industry was received.

**Northern New York Farmers Market Dataset:** Includes information on vendor, market, and customer characteristics from 27 farmers markets operating in a 6-county region in Northern New York. Data collected via surveys and Rapid Market Assessments. Survey templates available upon request.

**Columbia County Farm and Restaurant Direct Marketing Dataset:** Includes information on farmer, market, and patron characteristics from 9 participating restaurants, 24 participating farms, 36 participating restaurant patrons. Data includes farmers that currently direct market to restaurants and those that don't. Survey templates available upon request.

#### **Marketing Channel Performance Data for Small- and Medium Sized Farms in NYS**

Labor marketing hours are recorded for a typical week for each laborer (paid and unpaid) and identified by type of marketing product, type of marketing activity, and market channel destination. In addition, weekly sales and mileage costs are included by channel, as well as farm/manager information on farm size, location, and perceptions of risk and lifestyle preferences by marketing channel. Channel performance metrics are estimated including labor required, sales volume, profit. Data collection for additional farms will begin with the 2010 growing season and continue annually, contingent on available funding.

4. [If you have recent publications \(reports, journal articles, or project descriptions\) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.](#)

LeRoux, M.N., T.M. Schmit, M. Roth, and D. Streeter, “Evaluating Market Channel Options for Small-Scale Fruit and Vegetable Producers,” *Renewable Agriculture and Food Systems* 25/1(2010):16-23.

Schmit, T.M., L. Hulcoop, and R.J. Weybright. 2009. “Marketing the Unique Story of Your Farm Business for Success – 2009 Cornell Strategic Marketing Conference Summary.” EB 2009-22, Department of Applied Economics and Management, Cornell University. December.

Logozar, B. and T.M. Schmit. 2009. “Assessing the Success of Farmers’ Markets in Northern New York: A Survey of Vendors, Customers, and Market Managers.” EB 2009-08, Department of Applied Economics and Management, Cornell University. June.

LeRoux, M.N., T.M. Schmit, M. Roth, and D.H. Streeter. 2009. “Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers: Case Study Evidence from Central New York.” EB 2009-03, Department of Applied Economics and Management, Cornell University. April.

Schmit, T.M. and R.J. Weybright. 2008. “The Northeast Competitive Advantage: Increasing Producer Access to Markets.” Proceedings, 2007 Cornell Strategic Marketing Conference. EB 2008-01, Department of Applied Economics and Management, Cornell University. January.

Schmit, T.M., M.I. Gomez, and B. Logozar. "Drivers of Vendor Satisfaction and Performance at Farmers' Markets." *Smart Marketing*, Department of Applied Economics and Management, Cornell University, September 2009.

LeRoux, M.N. and T.M. Schmit. "Choosing the Right Marketing Channels." *Small Farms Quarterly*, Summer 2009, July 6, 2009, p. 22.

Logozar, B. and T.M. Schmit. "Assessing the Success of Farmers' Markets in Northern New York": A Survey of Customers." *Farmers' Market Forum*, Farmers' Market Federation of New York, 14(2):11-14. Summer 2009.

LeRoux, M.N. and T.M. Schmit. "Choosing the Right Marketing Channels for Small-Scale Vegetable Producers." *Farmers' Market Forum*, Farmers' Market Federation of New York, 14(2):3-4. Summer 2009.

LeRoux, M.N. and T.M. Schmit. "Choosing the Right Marketing Channels for Small-Scale Vegetable Producers." *Smart Marketing*, Department of Applied Economics and Management, Cornell University, March 2009.

Schmit, T.M. and M.I. Gomez. "Developing Viable Farmers' Markets in Rural Communities: An Empirical Investigation of Vendor Performance using Objective and Subjective Valuations." Working Paper *forthcoming*, Department of Applied Economics and Management, Cornell University.

Schmit, T.M. and J. Hall. "Agglomeration Economies and Firm Growth in the New York Food and Beverage Manufacturing Sector." Working Paper *forthcoming*, Department of Applied Economics and Management, Cornell University

Cornell Program on Agribusiness and Economic Development (Todd M. Schmit, Director):  
<http://agribusiness.aem.cornell.edu>

Agricultural Marketing and Management Program Work Team, Cornell Strategic Marketing Conference:  
<http://marketingpwt.aem.cornell.edu>

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

YES, my student has utilized GIS software to integrate spatial data with survey data, as well as construct visually survey information and outputs. Unfortunately, he has yet to teach me some of the tools.

**Jennifer Lynn Wilkins ([jlw15@cornell.edu](mailto:jlw15@cornell.edu))**

1. Briefly describe research that you are involved in that you think is relevant to the Northeast regional food system.

a. Please see one page project description attached. Contact: Chris Peters, Tufts University.

b. Eat Your Vegetables! Does seasonal Community Supported Agriculture (CSA) membership increase annual produce consumption?

We will assess short- and long-term impact of participating in a Community Supported Agriculture (CSA) farm (with or without supplemental cooking classes) on total vegetable intake. ( Note: A CSA is a way for the food buying public to create a relationship with a farmer and to receive a weekly share of produce throughout the harvest period. People become members of a CSA.) Our study will assess variety and seasonality of vegetables consumed, and attitudes toward their use, among three

groups of CSA members: continuing members, new voluntary members, and new CSA members recruited from limited-resource groups of consumers. We hypothesize there will be an increase in total vegetable intake, the variety of vegetables consumed, and skill in preparing vegetables as a result of participating in the CSA.

Jennifer Wilkins, PhD, RD: [jlw15@cornell.edu](mailto:jlw15@cornell.edu)

c. Let Them Eat Kale.

Study Hypothesis and specific aims. With repeated exposures to fruits and vegetables through the FFVP, together with nutrition and food education, there is an increased awareness, acceptance, and intake of these foods. Specific aims of the study were:

- a. To evaluate whether the FFVP in NYS schools is an effective approach for increasing children's familiarity, acceptance and intake of fresh fruits and vegetables.
- b. To assess effectiveness of the FFVP to mediate person factors influencing fruit and vegetable intake such as outcome expectancies, including preferences, beliefs and attitudes.
- c. To assess change in behavioral intention toward eating fruits and vegetables resulting from exposure to the FFVP.

2. What is the general scale of your work on regional food systems?

State, region, community.

3. Please identify common standardized datasets that you have either accessed or developed applicable to the Northeast regional food system.

National food consumption studies. State and national Agriculture statistics

4. If you have recent publications (reports, journal articles, or project descriptions) of your research, please attach or reference them to your reply. If you have a website for this work, please provide the link.

5. Does your research involve development of spatial maps of food system components? If YES, can you provide an example of how you convey this complex information visually?

Project "a" above, led by Dr. Christian Peters, has spatial maps as a key component.

**June Russell ([jrussell@greenmarket.cc](mailto:jrussell@greenmarket.cc))**

Hello Pam

I have a question for you.

I have attached the overview of our organization. As you will see, we are involved in a major part of the farm to consumer, direct marketing of part of the regional food system.

We are not however, research based.

There have been a few collaborative efforts to document the impact of our markets, but it is not information that we manage per se.

Please let me know if I should elaborate on our organization for this survey. I was deeply impressed with the NESAWG conference I went to in Albany last year, and have insisted to our Director that we be more “tied in” with the many productive conversations that are happening.

There is huge potential for collaboration for Greenmarket and other organizations in terms of research. At this point in our organization, nearly all of our resources go towards the operations of markets, education and promotion.

Please let me know if your survey is relevant to us, and if I can get you more information about what we do.

Responded that we would rather include and are delighted to learn of the value of this conference to your organization.

**Chris Harmon (charmon@cadefarms.org)**

Hi Pam,

I didn't reply to this request because we don't really do research. CADE is a non-profit that does strategic one-on-one consulting with farms and agricultural related businesses (i.e. distributors, creameries, slaughterhouses, etc.). We access research to make a case for various funding proposals, but we leave the actual research to other organizations. Although I have said this at various meetings, many folks have commented that we do do research, just not traditional academic research. We do research potential markets and relevant information related to our clients such as competition, regional demand, etc. but as far as doing feasibility studies (unless it's a marketing feasibility study) we don't really do that kind of work. I'm not sure if we can help you with this information but if you think so, let me know.

Responded that this is very relevant. Could you just share general information.