



## **Beyond the Bubbles and Peaks: Thinking Ahead in a Transitional Economy**

Plenary at SAFSF 8<sup>th</sup> Annual Forum  
Wednesday, June 16, 2010

Moderator: **Tim Crosby**, *trustee, The Carolyn Foundation, Seattle, WA*

Panelists:

**Melissa Bradley**, *senior strategist, Green For All, Washington DC*

**John Michael Greer**, *author and futurist, Cumberland, MD*

**Ken Meter**, *president, Corssroads Resource Center, Minneapolis, MN*

### **ADDITIONAL RESOURCES**

#### **PROVIDED BY: JOHN MICHAEL GREER**

##### Books:

Sharon Astyk and Aaron Newton, *A Nation of Farmers* (New Society, 2009)

John Michael Greer, *The Long Descent* (New Society, 2008)

James Howard Kunstler, *The Long Emergency* (Atlantic Monthly Press, 2005)

##### Articles:

Sharon Astyk

"Justice, Farms, and Victory Gardens," <http://www.energybulletin.net/node/24634>

"Growing in Community," <http://www.energybulletin.net/node/50633>

John Michael Greer

"Agriculture: The Price of Adaptation," <http://www.energybulletin.net/node/38349>

"Agriculture: Closing the Circle," <http://www.energybulletin.net/node/38481>

Richard Heinberg

"Threats of Peak Oil to the Global Food Supply," <http://www.energybulletin.net/node/7088>

"Fifty Million Farmers," <http://www.energybulletin.net/node/22584>

"Life After Growth," <http://www.energybulletin.net/node/51816>

James Howard Kunstler

"The Long Emergency," <http://www.energybulletin.net/node/4856>

Dmitry Orlov

"Closing the Collapse Gap," <http://www.energybulletin.net/node/23259>

#### **PROVIDED BY: KEN METER**

Most publications listed here may be linked from the Crossroads Resource Center web site:  
<http://www.crcworks.org>

"Mapping the Minnesota Food Industry" (2009)

*Ken Meter's systemic study of the Minnesota food system with startling data and candid interviews with groundbreaking food-system businesses.*

<http://www.crcworks.org/mnfood.pdf>

Promising Community-Based Food System Initiatives (2010)

*Concise overview of why community-based food movement is flourishing, with selected examples of groundbreaking local foods initiatives.*

<http://www.crcworks.org/promising.pdf>

Local Food as Community Economic Development (2008)

*Fact sheet covering the community economic development potential of local foods.*

<http://www.crcworks.org/>

Building a Local Food Economy (video series)

*Three-part interview with Ken Meter, produced by Cooking Up a Story in Portland, Oregon. This is a very satisfying overview of the potential for local foods to serve as a community development vehicle.*

<http://cookingupastory.com/ken-meter-building-a-local-food-economy-part-1>

<http://cookingupastory.com/ken-meter-building-a-local-food-economy-part-2>

<http://cookingupastory.com/ken-meter-building-a-local-food-economy-part-3>

Local Food Systems: Building Health and Wealth in Metro Denver (2008)

*Four-color flyer, co-authored by Ken Meter and Angie Tagtow, linking food economics and health. The text documents the substantial losses endured by the Metro Denver economy because food is purchased from distant sources, and also shows the substantial costs to the public sector for treating food-related health conditions — now a leading cause of death in the U.S. <http://www.crcworks.org/>*

The Potential for Urban Agriculture (2009)

*Brief outline of promising strategies for strengthening urban agriculture.*

<http://www.crcworks.org/urbag.pdf>

Proposals for Census of Agriculture 2012 (2009)

*To eat in the future, we will need to produce more food in our cities — yet USDA has no jurisdiction in urban areas. Here are some suggestions for expanding urban farming.*

<http://www.crcworks.org/crcagcensus.pdf>

Food With the Farmer's Face On It: Emerging Community-Based Food Systems (2003)

*Although a bit outdated, this media guide provides a thorough overview of the state of the community-based food movement at the time. Written for the W. K. Kellogg Foundation.*

<http://www.crcworks.org/fface.pdf>

Finding Food in Farm Country (2001)

*This is the study that started it all! A comprehensive review of the farm and food economy in Southeast Minnesota. This showed that this prime farm region loses \$800 million per year as farmers farm at a loss and buy inputs from distant sources, while their neighbors depend on food hauled in from distant farms. More basic versions of this study have been commissioned by 50 regions in 22 states and one province over the past 6 years.*

<http://www.crcworks.org/ff.pdf>

How local economic analysis can help focus community engagement (2006)

*This brief account shows how residents of Northeast Iowa used a study of the local farm and food economy to animate a broad coalition of farmers, businesspeople, extension agents, lenders, implement dealers, and others. The movement swelled from six people to over 150 active members in 18 months.*

<http://www.crcworks.org/leaengage.pdf>

Results from specific regional farm and food economy studies (2003 – 2010)

*Although lack of administrative capacity prevents Crossroads from making sure this list is current, the findings of some twenty regional farm and food system studies are linked from this page. You will find the most dramatic findings near the back of each report.*

<http://www.crcworks.org/?submit=rural>

Regional food system planning guide (2006)

Pirog, Rich, et al (2006). "Developing a Vibrant and Sustainable Regional Food System: Suggestions for Community-Based Groups," Aldo Leopold Center for Sustainable Agriculture, Regional Food System Working Group, Iowa State University, August. Available at

<http://www.leopold.iastate.edu/research/marketing.htm>

Economies of Size Considerations for Hiawatha Fund (2004)

*A regional investment fund, Hiawatha Fund, commissioned this study to help them establish investment priorities. The study found small firms are the dominant type of business in the region, and that "steady-state" small firms are often quite efficient.*

<http://www.crcworks.org/size.pdf>

Historical Review of Research Covering Economies of Size (2004)

*Companion piece to the above, this longer study reviews the main scholarly findings, discovering that smaller firms were surprisingly efficient.*

<http://www.crcworks.org/sizehistory.pdf>

Fifty-Year Vision & Indicators for a Sustainable Minneapolis (2004)

*Eighty-five Minneapolis residents framed a bold vision for a sustainable Minneapolis as part of the city's sustainability initiative. This report also included 30 specific measures that would allow the city to track systemic progress in achieving sustainability.*

<http://www.crcworks.org/msi/indicators.pdf>

Systemic evaluation of food systems and sustainability initiatives:

Meter, Ken (2006). "Evaluating Farm and Food Systems in the U.S.," in Williams, Bob and Iraj Imam, eds. (2006). *Systems Concepts in Evaluation: An Expert Anthology*. American Evaluation Association monograph published by EdgePress of Inverness

Meter, Ken (2007). "Linked Indicators of Sustainability Build Bridges of Trust," in Maida, Carl A., ed., *Sustainability and Communities of Place*, Volume 5, Studies in Environmental Anthropology and Ethnobiology, published by Berghahn Books (UK).

Evaluating your "Buy Fresh, Buy Local" foods campaign (2005)

*Published in cooperation with FoodRoutes, this paper is a citizen's guide to evaluating local foods efforts.*

<http://www.crcworks.org/evalffs.pdf>

Writing Farm Policy (1986)

*Very dated, yet still a seminal look at how a community-based farm approach could be constructed, written in the middle of the farm credit crisis of the mid-1980s.*

<http://www.crcworks.org/wfp.pdf>

## **PROVIDED BY MELISSA BRADLEY**

Slow Food USA

<http://www.slowfoodusa.org/>

Slow Food USA seeks to create dramatic and lasting change in the food system. They reconnect Americans with the people, traditions, plants, animals, fertile soils and waters that produce our food. They seek to inspire a transformation in food policy, production practices and market forces so that they ensure equity, sustainability and pleasure in the food we eat.

Investor's Circle

<http://www.investorscircle.net/>

The IC Network, a 501 c-4, is comprised of angel investors, professional venture capitalists, foundations, family offices and others who are using private capital to promote the transition to a sustainable economy. Since 1992, Investors' Circle has facilitated the flow of over \$133 million into more than 200 companies and small funds addressing social and environmental issues.

RSF Social Finance

<http://rsfsocialfinance.org/>

RSF is a pioneering nonprofit financial services organization dedicated to using the tools of business to bring about positive, real-world change. The goal of RSF is not just to make money available to progressive and innovative projects; it's to fundamentally change the way the world works with money.

Calvert Foundation

<http://www.calvertfoundation.org/>

Calvert Foundation's mission is to maximize the flow of capital to disadvantaged communities in order to create a more equitable and sustainable society. By creating innovative financial products and services, Calvert has made it possible for everyday people, not just institutions, to participate in financial instruments that directly serve communities.

EPA Brownfields Program

<http://www.epa.gov/brownfields/>

EPA's Brownfields Program is designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. A brownfield is a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

LaDonna Redmond, Institute for Community Resource Development  
<http://www.areachicago.org/p/issues/issue-2/icrd/>  
[http://newfarm.rodaleinstitute.org/features/1104/urban\\_farm/](http://newfarm.rodaleinstitute.org/features/1104/urban_farm/)

Nora Pouillon  
<http://www.noras.com/nora/about/nora.php>

BALLE - Business Alliance for Local Living Economies  
<http://www.livingeconomies.org/>

The Business Alliance for Local Living Economies (BALLE) is North America's fastest growing network of socially responsible businesses, comprised of over 80 community networks with over 21,000 independent business members across the U.S. and Canada.

## **REGIONAL FOOD ECONOMIC IMPACT RESEARCH HIGHLIGHTS**

### King County, WA

"A shift of 20% of our food dollars into locally directed spending would result in a nearly half billion dollar annual income increase in King County alone and double that in the Central Puget Sound region."

*Source: Viki Sonntag, "Why Local Linkages Matter: Findings from the Local Food Economy Study," Sustainable Seattle, April 2008,*

<http://sustainableseattle.org/Programs/localfoodeconomy>

### Oregon

"For every food dollar spent locally by the two school districts, an additional 87 cents was spent in Oregon, generating a multiplier of 1.87 for farm to school spending."

"Dollars spent in Oregon agriculture reverberated into 401 of 409 of the state's economic sectors."

*Source: Ecotrust, "Farm to School Investment Yields a Healthy Return into State Coffers", March 18, 2009, [http://www.ecotrust.org/press/f2s\\_investment\\_20090318.html](http://www.ecotrust.org/press/f2s_investment_20090318.html), viewed March 19, 2009*

### Iowa

"If Iowans purchased a quarter of their produce from Iowa farmers, it would create \$139.9 million in new economic output and more than 2,000 jobs for the state."

*Source: Sarah DeWeerd, "Local Food: The Economics", Worldwatch Magazine, Worldwatch Institute, July/August 2009*

" Iowa State University research showed that if that region's consumers ate five locally-grown fruits and vegetables each day for only the three months when they are in season, it would create \$6.3 million of labor income, and 475 new jobs within the locale."

*Secondary Source: Ken Meter, "Local Food as Economic Development" Crossroads Resource Center October, 2008, <http://www.crcworks.org/lfced.pdf>*

*Primary Source: Swenson, David (2008). "Economic Impact Summaries" covering Black Hawk County region. March. University of Northern Iowa Center for Energy and Environmental Education.*

### Illinois

"A 20 percent increase in local production, processing, and purchasing will generate \$20 to \$30 billion of new economic activity annually within the state's borders. Thousands of new jobs will be created for farmers and farm-related businesses."

*Source: Illinois Local and Organic Food and Farm Task Force, " Local Food, Farms & Jobs: Growing the Illinois Economy: A Report to the Illinois General Assembly By The Illinois Local and Organic Food and Farm Task Force", March 2009, <http://www.foodfarmsjobs.org/> , viewed May 14, 2009*

### Detroit

"Just in the city of Detroit, shifting twenty percent of food spending would increase annual output by nearly half a billion dollars. More than 4,700 jobs would be created, paying \$125 million more in earnings. The city would receive nearly \$20 million more in business taxes each year."

*Source: Michael Shuman, "Economic Impact of Localizing Detroit's Food System", Fair Food Foundation, <http://www.fairfoodnetwork.org/pdf/handout070617.pdf> , viewed May 18, 2009*

### New Jersey Fresh

"The study showed that each dollar spent on the Jersey Fresh program increased farm revenues by \$31.54 ... and \$54.49 of increased economic output in the State. With a current budget for Jersey Fresh being about \$800,000, this means an increase in farm revenues of \$25.2 million, and a total increase in economic output for the state of \$43.6 million."

*Source: New Jersey Dept. of Agriculture, 2004 Annual Report: Agricultural Statistics, <http://www.state.nj.us/agriculture/04AnnualReport.pdf>*