

# Local Food Systems Response to Covid

Building Better Beyond



PennState

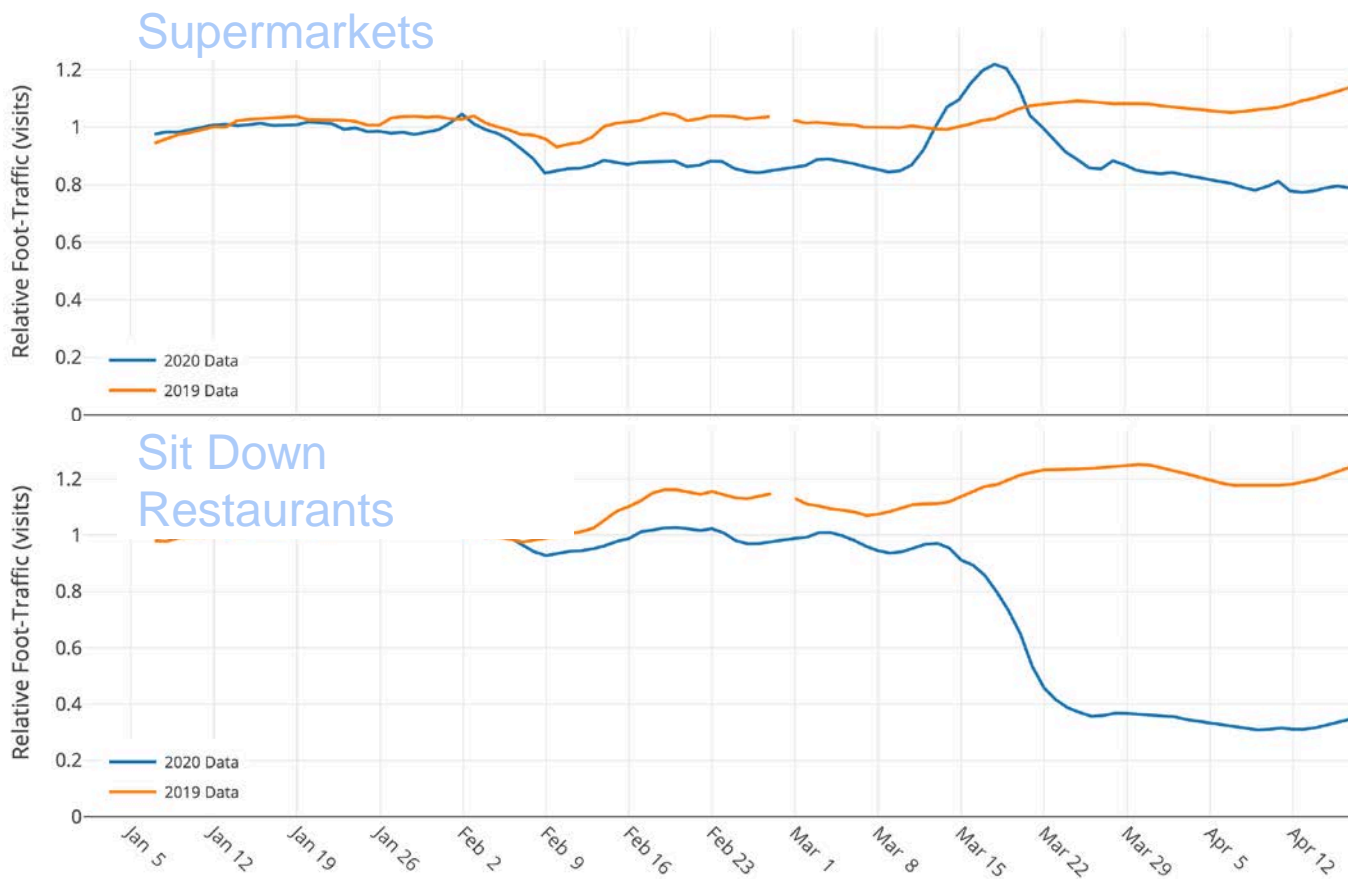
Local and Regional Food Systems  
Resilience, Sustainability, and Place in the Market

Tim Woods  
University of Kentucky



# Foot Traffic

## Industry Level Patterns



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## Industry Level Patterns

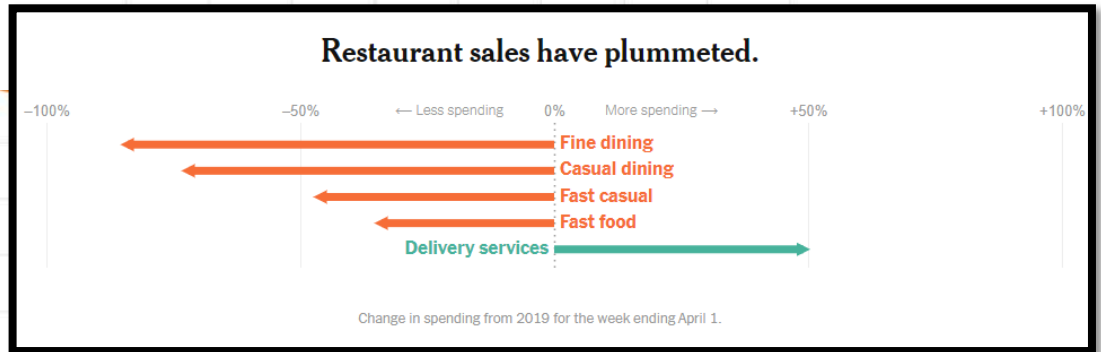
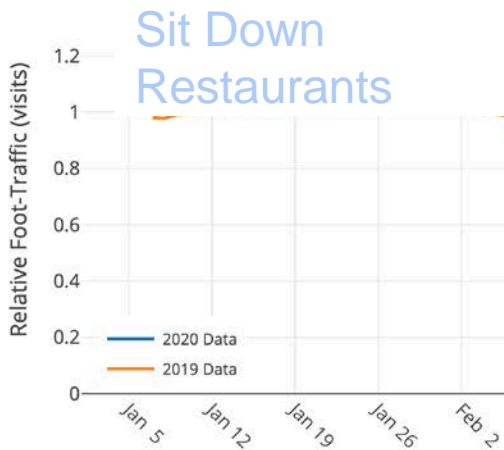
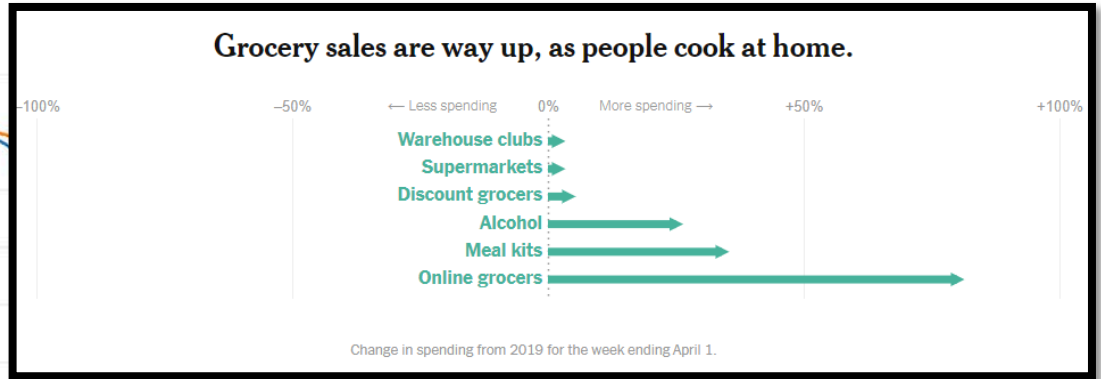
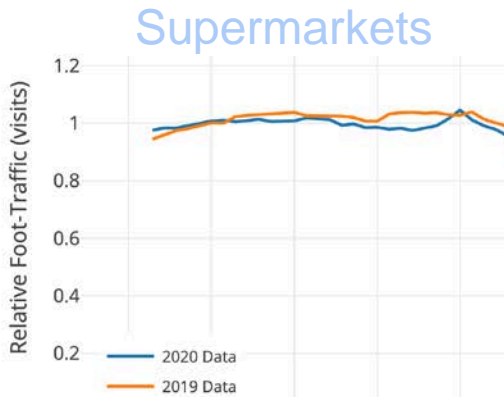
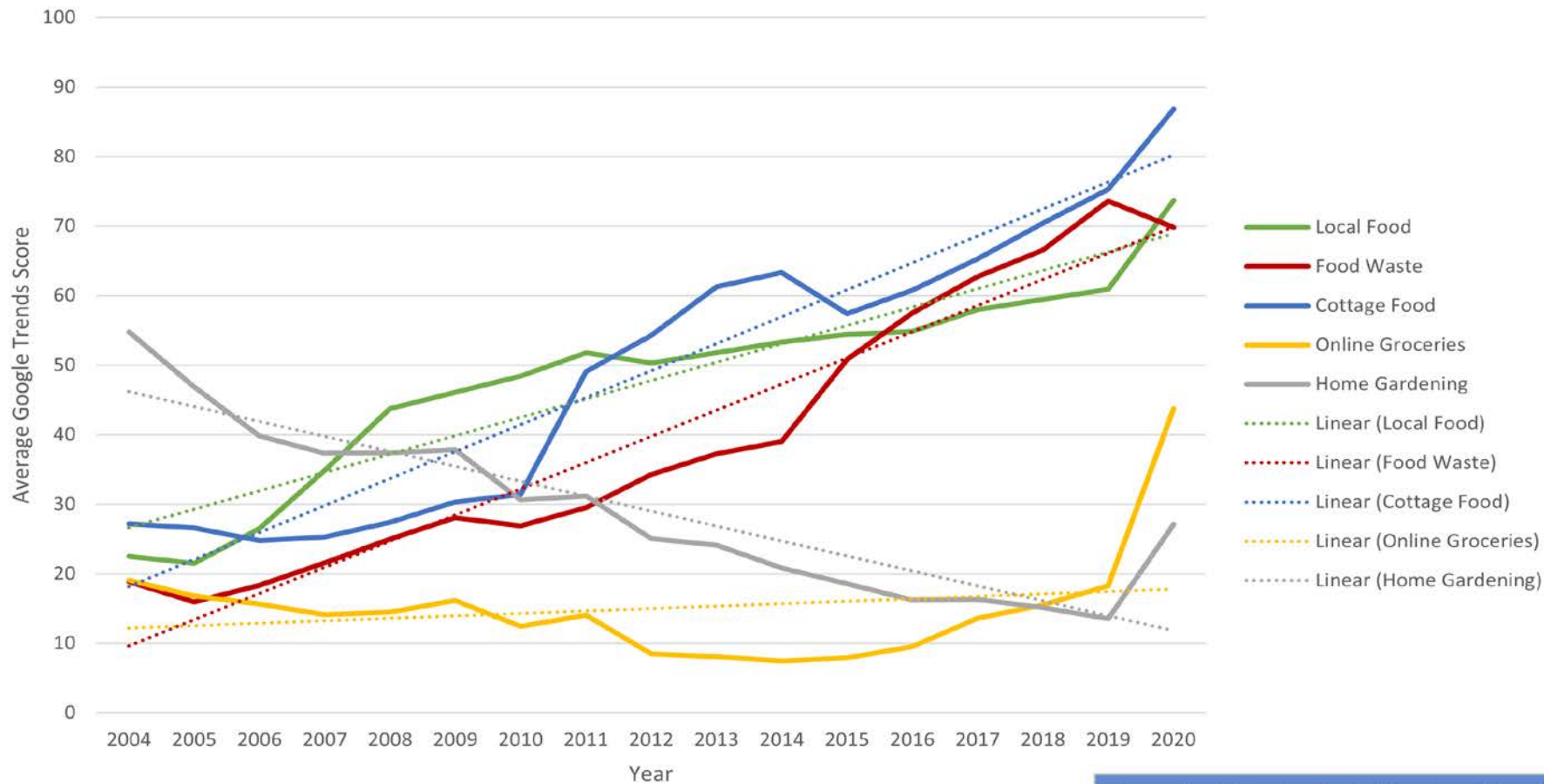


Figure 1. Google Search Interest in Selected Food Terms in the United States, 2004–2020

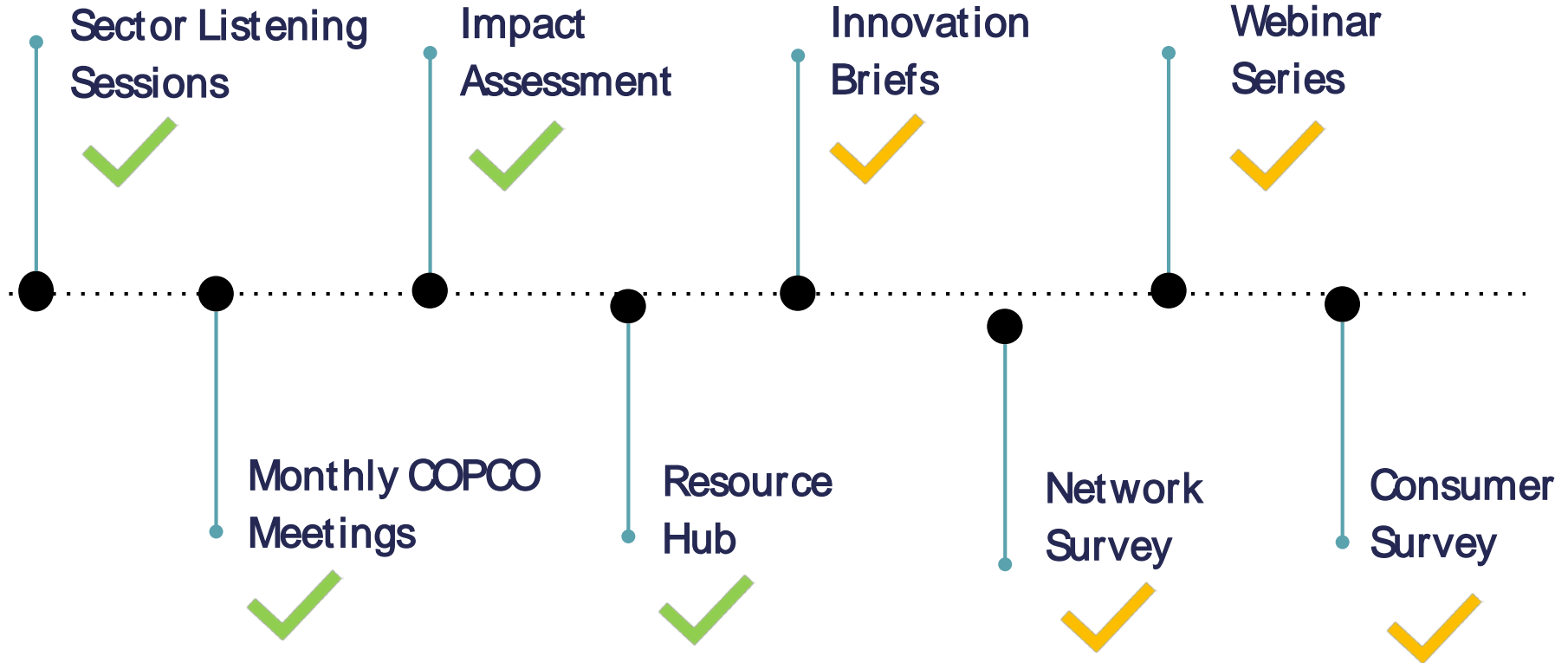


# Project Partners

Produce auctions  
Farmers markets  
Local/sustainable fisheries  
Grocers  
Local meat farms and processors  
Local non-commodity grains  
Black and minority farmers  
Native and indigenous farmers  
State departments of agriculture  
farm to school  
food hubs  
CSAs  
farm to restaurant  
agritourism  
co-op grocers  
certified kitchens



# What have we accomplished so far!



The listening sessions





# Impact Assessments

- Farm to Institution New England (FINE)
- American Indian and Alaska Native
- CSA Innovation Network (CSA-IN)
- National Farm to School Network (NFSN)
- Farmers Market Coalition (FMC)
- Local Catch Network (LCN)
- North American Farmers Direct Marketing Association (NAFDMA)
- National Grocers Association (NGA)
- Farmers Market Coalition (FMC)
- Local Catch Network (LCN)
- National Co-op Grocers (NCG)
- CSA Innovation Network (CSA-IN)



# Impact Assessments

Community sector measures of

Impacts of Covid-19

Obstacles to sector response

Successful adaptations

Key economic considerations for sector

Emerging data and TA needs

Completed assessments posted to website

<https://lfscovid.localfoodeconomics.com/>



# Innovation Briefs

Coming shortly ....

Maine Oyster Trail

Tufts Local Food Service Learning Connector

Lincoln Auction Order Buying and Delivery

FM Customer Traffic – Phone Pings and  
Other Counters

Copeland Health Auction-CSA-Box Program





# Innovation Briefs

Focusing on collecting and disseminating easily digestible ideas, best practices, and readily adoptable approaches to COVID adaptation, these 1-2 page briefs are designed to be easily shared by LRFS stakeholders to support timely innovation.

[Virtual CSA Fairs](#)

[FRESHFARM's Market Tracker](#)



## Virtual CSA Fairs



### ISSUE

Community Supported Agriculture (CSA) Fairs allow for people to interact with farms and gain insight into the kinds of products that farms will offer in the coming year. CSAs allow farms to share the risk and benefits of growing food with consumers in the area. Fairs often feature tables or booths of farms, where customers can meet farmers and learn about the upcoming CSA season. With social distancing guidelines, many CSA Fairs were not possible this season.



### INNOVATION

Several states were able to combine various CSA Fairs to create state-wide virtual CSA Fairs that featured farmers from around the region or state. In order to allow time and space for customers to get a similar experience as an in-person fair, virtual CSA Fairs featured meet-and-greets with farmers, social media posts highlighting various aspects of the farms, and opportunities for customers to ask questions about the availability of produce and other details about this year's CSA share from each farm.



### OUTCOME

Organizers from each state reported positive impacts of the Virtual CSA Fairs and plan to move forward in the coming years with adaptations of the event. Significantly, organizers also explained the presence of first-time CSA customers. This creates the potential for a strong positive impact on local food systems. In addition, organizers reported positive feedback from farmers, who appreciated the time to potential benefit ratio of the online events, as compared to in-person CSA fairs.

[Download Virtual CSA Fairs Brief](#)

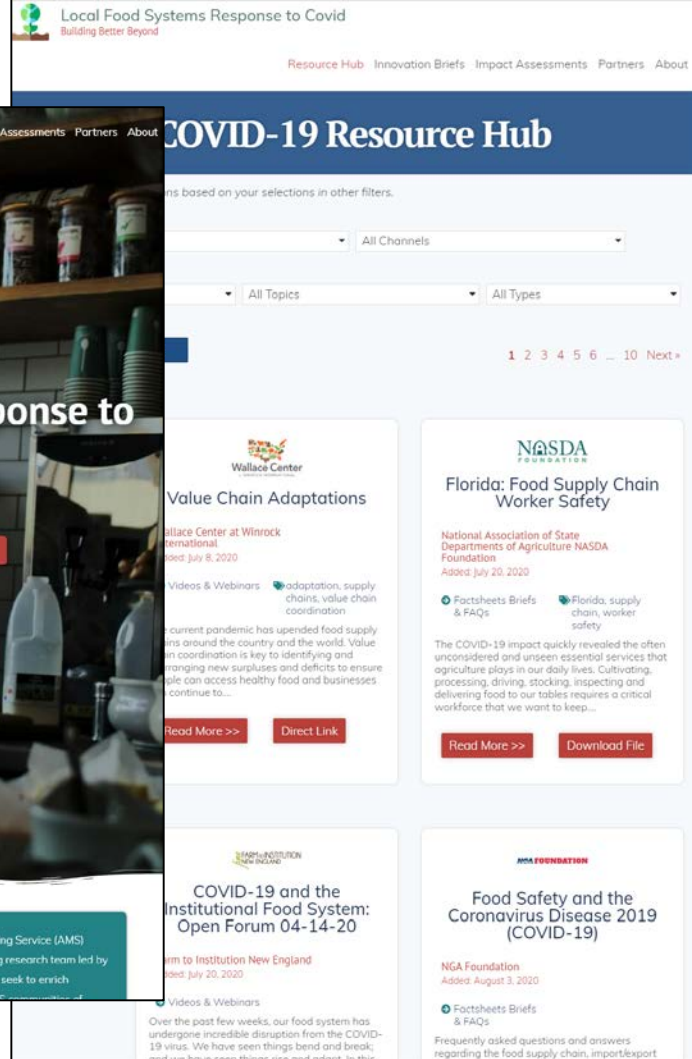
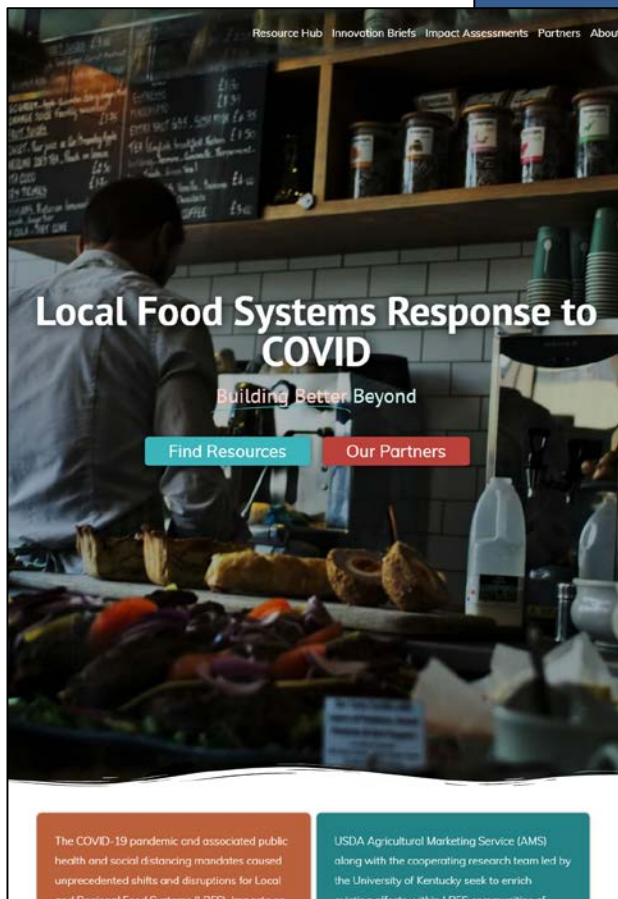
# Resource Hub

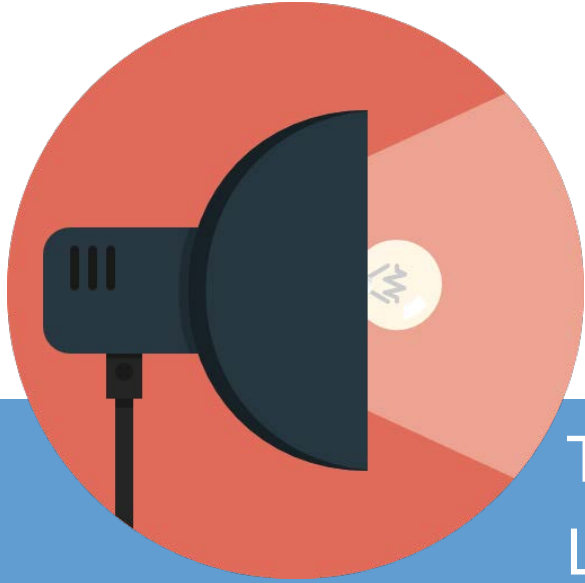
Between August 15th and today –  
18,814 total visitors and Average  
around 300 visits per day.

Shared local food system  
resources

Project outputs, webinars, partner  
links

[lfsccovid.localfoodeconomics.com](http://lfsccovid.localfoodeconomics.com)





# Monthly COPCO Feature Focus

This month's featured COPCOs:  
Local Catch Network

The Bread Lab (Local non-commodity grains)

Ntl Farm to School Network

Food Corridor (Ntl Inst Certified Kitchens)



2011



+500



9



1



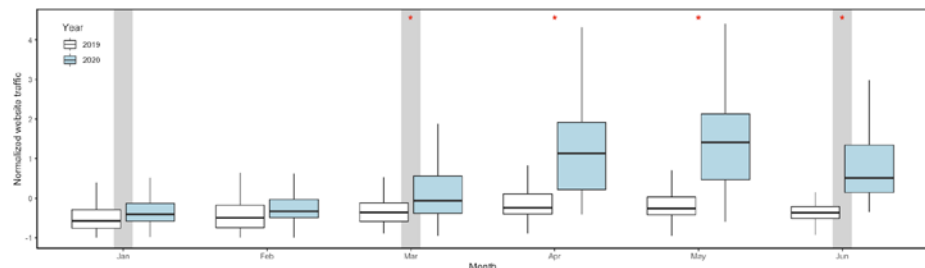


## Alternative seafood networks during COVID-19: Implications for resilience and sustainability (Stoll et al. *in review*)

**1<sup>st</sup> COVID cases**

**Social protections**

**Re-opening**



No statistical difference in user traffic

Significant increase in second half of March

Significant increase (unprecedented)

Significant increase (diminishing)

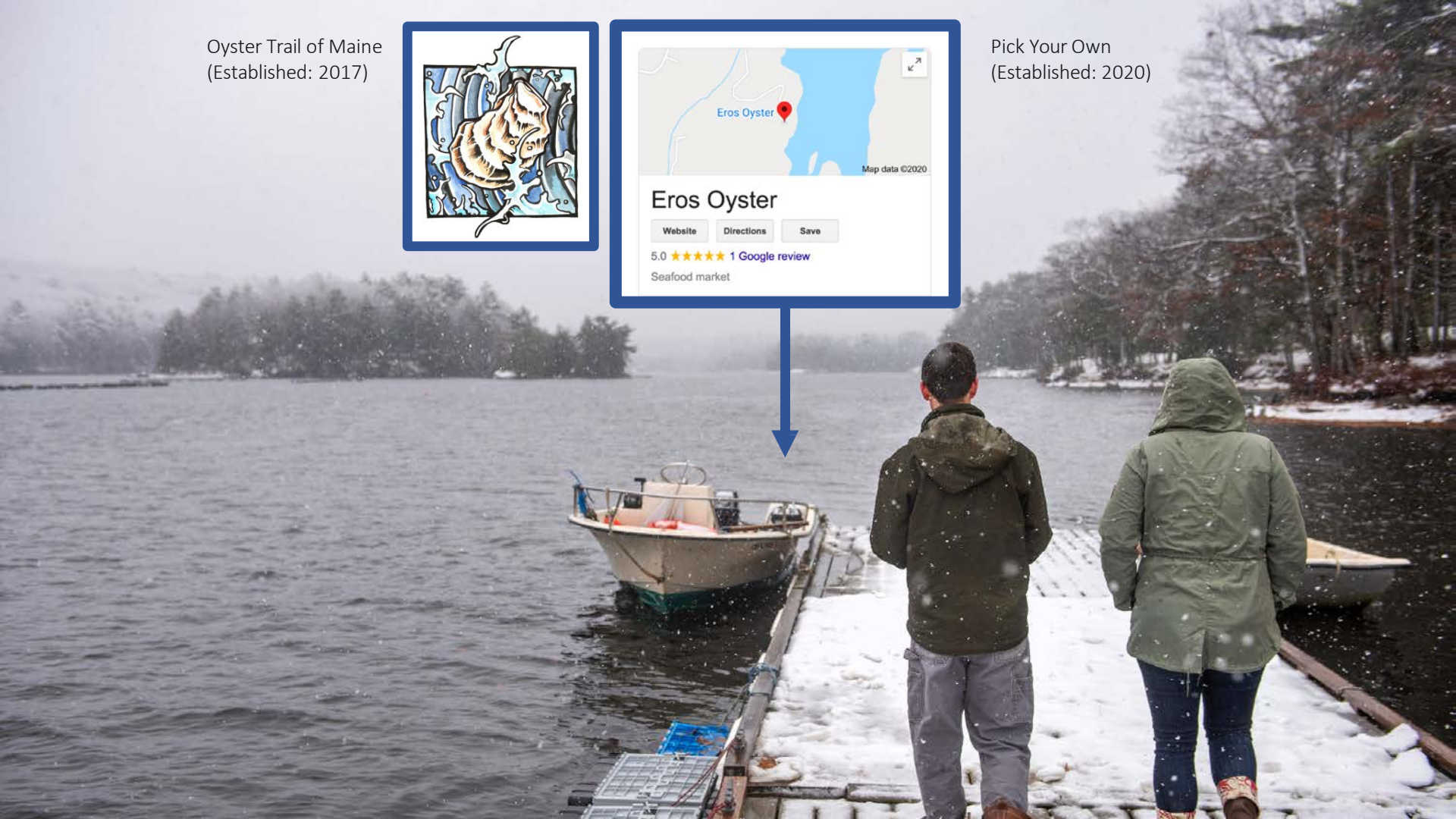
Note: results also supported by (1) LCN open forums; USDA Listening session; +80 interviews

Photo: Tuna Harbor Dockside Market, San Diego, CA (2020)

Oyster Trail of Maine  
(Established: 2017)



Pick Your Own  
(Established: 2020)





# WSU BREADLAB



Janine Johnson | Washington State University | [Janine.Johnson@wsu.edu](mailto:Janine.Johnson@wsu.edu)



Fresh-baked Approachable Loaves  
cooling before slicing and packaging for  
donation to the local school.

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## Introducing Neighbor Loaves & how you can help

1. You buy Neighbor Loaves online from participating bakeries' virtual shops or other sales platforms.
2. Bakers mix, ferment, and bake bread made with at least 50% locally grown and milled grain.
3. Neighbor Loaves are distributed to participating food pantries and community feeding organizations.
4. Your neighbors in need eat bread while local farms, mills, and bakeries pay their employees and rent. And you feel great!



## Neighbor Loaves/Tortillas Comunitarias

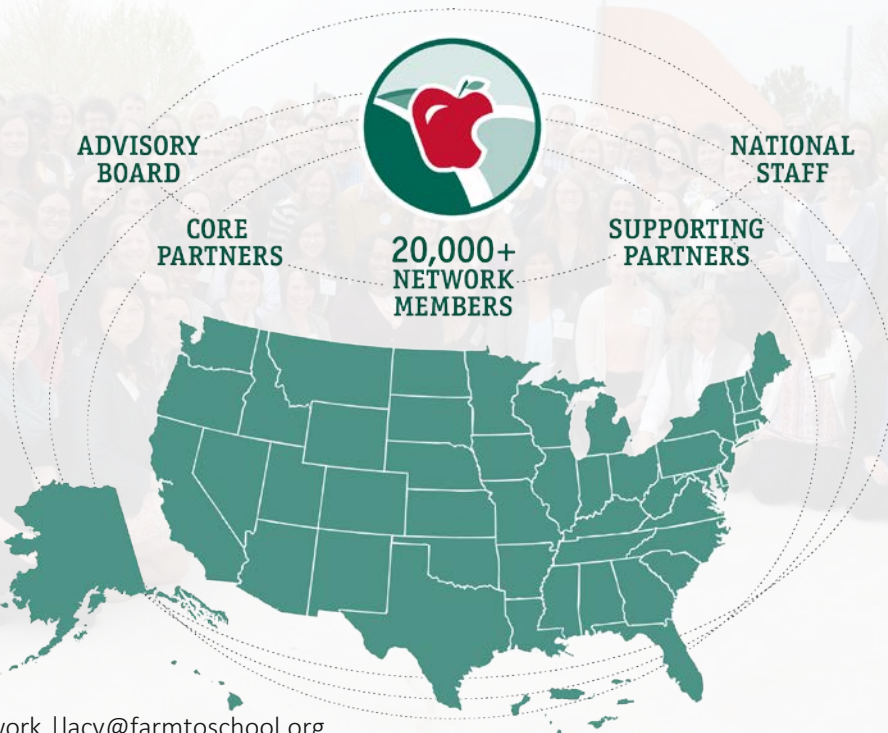
Initiatives started to secure the local grain chain during the pandemic. This concept has spread across the nation and taken different forms.

## Finnriver Cidery



Debbie Griffin, a baker with Pane d'Amore bakery in Port Townsend, weighs out dough for the next day's offerings. The bakery has teamed with Finnriver and Chimacum schools to get locally grown, milled and baked bread to students out of class during the coronavirus pandemic.

# OUR NETWORK



Lacy Stephens | National Farm to School Network | [lacy@farmtoschool.org](mailto:lacy@farmtoschool.org)



NATIONAL  
FARM to SCHOOL  
NETWORK

NATIONAL  
FARM to SCHOOL  
NETWORK



# Spring/Summer 2020 – Emergency Response



The Common Market Southeast



WV Department of Education



# NFSN Response and Support



## LOCAL FOOD IN COVID-19 RESPONSE AND RECOVERY

### Stay Informed

Join our network:  
[FarmtoSchool.org](https://FarmtoSchool.org)

When the COVID-19 emergency closed schools and child care across the country, child nutrition programs heroically responded by instantly pivoting their practices to ensure children and families continued to have access to nutritious food. Schools and early care and education (ECE) sites have always been a vital access point for meals for children. During this emergency, the role that schools and ECE sites can play as community hubs for food access have only become more apparent. As that hub for food access, schools and ECE

## FOOD JUSTICE IS RACIAL JUSTICE



NATIONAL  
FARM to SCHOOL  
NETWORK



NATIONAL  
FARM to SCHOOL  
NETWORK

# Shared-use kitchen community



1.7k network  
members

THE  
**KITCHEN**  
**DOOR**

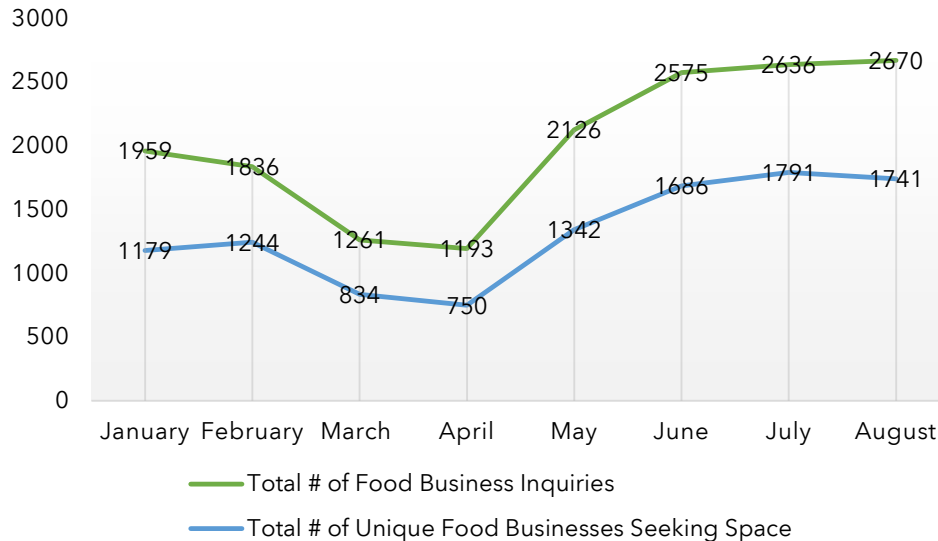
500+ kitchen listings

THE  
**FOOD**  
**CORRIDOR**

150 kitchen clients  
>12,000 food  
businesses

# Key Trends from impact of COVID

Demand for Shared Kitchen Space  
January 2020 - August 2020



## What do Kitchen & Food Businesses Need?

- Assistance navigating support programs
- PPE and sanitizing supplies
- Safety protocols
- Technology for virtual cooking classes
- Ability to process SNAP/EBT without having a physical farmers market
- POS systems for online delivery and pick-up model
- Access to safe sales opportunities (e.g. farmers markets and festivals)
- Technological support
- Communicating with customers in a new way
- Access to wholesale retail markets





**WEBINAR SERIES**

# LOCAL AND REGIONAL FOOD SYSTEMS RESPONSE TO COVID-19

BUILDING BETTER BEYOND

**MARKETING INNOVATIONS  
WHEN COMMUNITIES EAT  
AT HOME**

**October 19 | 1 PM EST**

**RETAINING & ENGAGING  
NEW LOCAL CUSTOMERS:  
TENSIONS AND  
OPPORTUNITIES**

**November 16th | 1 PM EST**

**EMERGENCY FOOD,  
CHARITY, AND THE LOCAL  
FOOD SYSTEM**

**December 21 | 1 PM EST**

**INNOVATIONS IN STATE  
POLICIES AND  
IMPLICATIONS FOR LOCAL  
AND REGIONAL FOOD  
SECTORS**

**January 25 | 1 PM EST**

**FORMAL AND INFORMAL  
COOPERATIVE DEVELOPMENT  
TO SUPPORT LOCAL AND  
REGIONAL FOOD SYSTEMS**

**February 15 | 1 PM EST**

**ONLINE PLATFORMS:  
PIVOTS AND PLANNING FOR  
THE FUTURE**

**March 15 | 1 PM EST**


**INTEGRATING NATIONAL  
CONSUMER SURVEY  
RESULTS INTO FUTURE  
PLANNING**

**April 19 | 1 PM EST**

**NEXT STEPS TO SUPPORT  
THE LOCAL FOOD SYSTEM  
IN TIMES OF UNCERTAIN  
CONSUMER BEHAVIOR**

**May 17 | 1 PM EST**

<https://lfscovid.localfoodeconomics.com/>



# Networking Survey – Social Network Analysis

Social maps help us understand connections and gaps.

We'll use the maps for tools to reflect on:

**"What are the strengths and weaknesses of this picture?"**

**How do we 'weave' the network with intention?  
Measure impacts?**

