

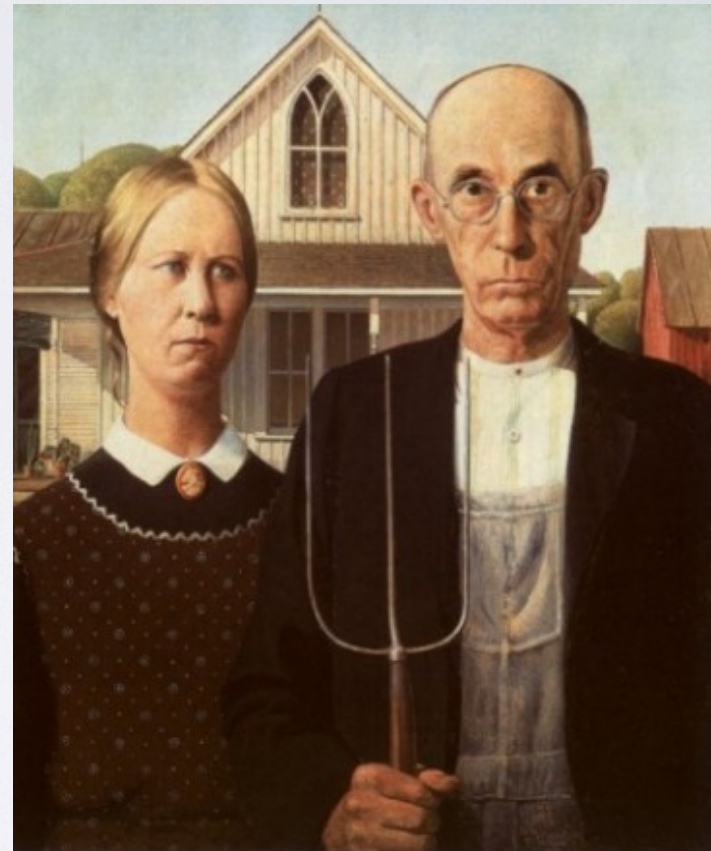


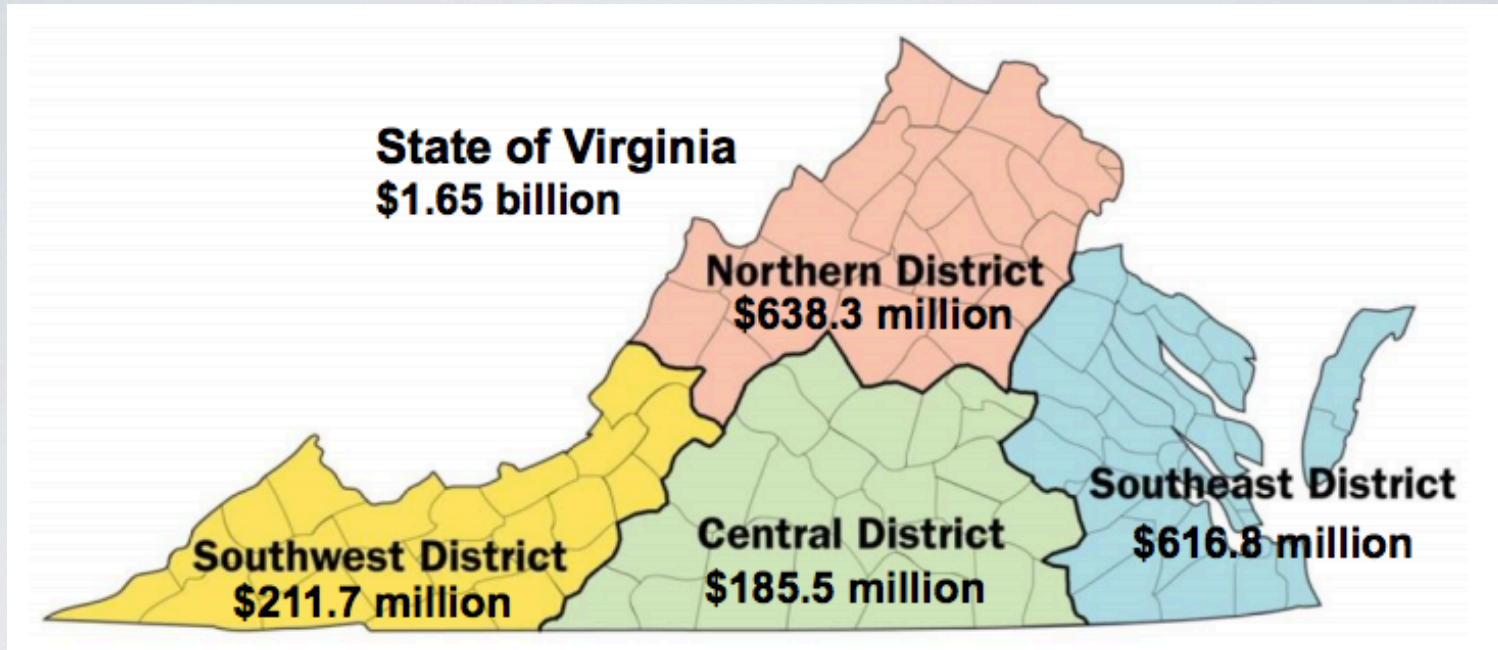
Heritage Food: Production

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Food For Thought:

- *“The average age of the farmer in America today is 57. We had a 30 percent increase in the number of farmers over the age of 75 and a 20 percent decrease in the number of farmers under the age of 25.” – Tom Vilsack, 2011 (Sec. Dept. of Ag.)*
- The typical Virginia farmer is 58.2 years old. Nearly 30 percent of farmers are 65 years of age or older – Virginia Department of Agriculture and Consumer Services





Benson & Bendfeldt, 2007

- “\$8.9 billion of the \$14.8 billion spent on food represents a lost economic and social opportunity for Virginia farmers and communities because the money is spent on food coming from outside Virginia.”
- “If each Virginia household would spend just \$10 of their total weekly food budget on local food products, this would generate \$1.65 billion in direct economic impact for Virginia’s economy.”

IDEA # 1

Support initiatives that reduce the barriers to young farmers as well as convert under-utilized rural and urban land into heritage food production “Hot Zones”

- Secure long-term land use commitments
- Incorporate rural and urban agriculture into city and county land use plans – zoning to enable not prohibit
- Review building codes to reflect actual structural contingencies of urban agricultural use
- Convert some public lands into food production areas
- Provide support for aquaculture or aquaponics as a local inexpensive high-protein food source

Milwaukee initiative that is educating and training a young work force with innovative land use policy to recapture local dollars

- Establish an Aquaponics Innovation Center as a mechanism for collaboration, education and training
- Provide low cost leases of City-owned property



<http://www.sweetwater-organic.com>

IDEA #2

Establish partnerships to promote and develop educational resources and training in production of heritage foods



<http://www.boston.com/news/education>

- Organize a web of training activities to improve the knowledge of current growers and motivate potential new growers
- Offer school-based programs that integrate heritage foods and production methods that raises awareness of nutritional benefits



Northeast Ohio program that is educating and training a young work force with innovative land use policy to recapture local dollars

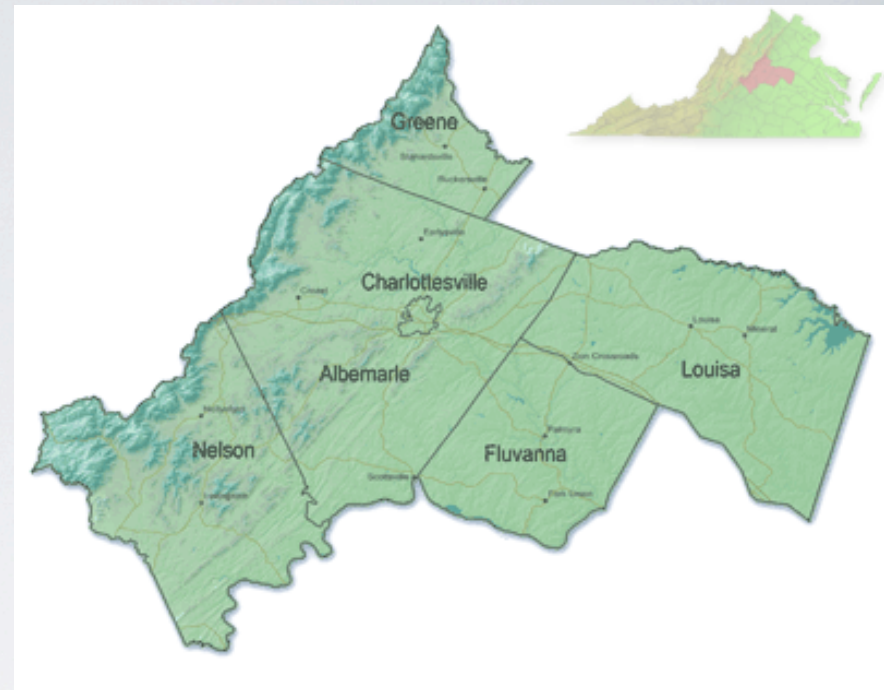
- Supports up and coming farmers through “Countryside U” (educate)
- Shares innovative land-use and business models – national parkland for farmers at long term lease (policy)
- Connects community and farmers (educate, inform)

Two Major Problems:

- Aging farmers
- Economic leakage

Two Ideas:

- Local Plans and Policies
- Education and training



<http://www.tjpd.org>

= Adaptable examples for the Thomas Jefferson Planning District



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