



BUILDING A LOCAL FOOD SYSTEM

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Presented to:
ASU
2010 Arkansas Ag Business Expo




CAFM



- Non-Profit 501 (c-6) Member Owned LLC
- Farmer Owned & Managed
- Source Verified, Managed Network of Farm Markets
- Open to All Arkansas Farmers

Organizing a VOICE AND MARKETS For Small & Medium Acreage Farmers

Trade Association of Member Markets: Governing Body

Local Food Policy

Market Maker Resource; Source Verification of Farmers via Peer and Market-based Network



Arkansas Food Policy Council
Founded 2009



Building a Statewide Marketing & Distribution Network For Fresh, Local, Sustainably Produced Food



2010 COMMUNITY MARKETS

- Searcy CAFM
- Argenta CAFM (N. Little Rock)
- Hot Springs Village CAFM
- Jacksonville CAFM
- West Memphis CAFM

★ Proposed for 2011 ★ Planned for 2010

Organizing a VOICE AND MARKETS for Small & Medium Acreage Farmers

Market Maker Resource; Source Verification of Farmers via Peer and Market-based Network



Building Sustainable Markets

- Foodshed Farms Cooperative CSA = Basket A Month Program
- Internet Based Farmers Markets: www.cafm.locallygrown.net
- Multi-Community Outdoor Farmers Markets
- Farm to Chef Delivery Service
- Farm to School –work-in-progress



CAFM Strategy

Build Fair-Trade Sustainable Markets for Locally Produced Food

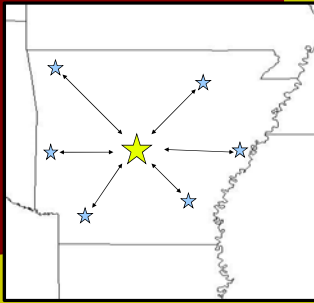
- Farm to Market** ↔ Outdoor and Internet Farmers Markets, Grocery Retailers
- Farm to Family** ↔ On-Farm and Cooperative Community Supported Agriculture Programs
- Farm to Chef** ↔ Cooperative Distribution, Online Market Ordering, Farm to Table Events, Farmer Chef Summits
- Farm to School** ↔ Aggregation, Processing, Storage, and Distribution Facility for Grains, Dairy, Meats, Fruits & Vegetables grown in Arkansas

Building a Local Food System Hub and Spoke Aggregation & Processing Facilities

Food is distributed through existing food service providers to schools and chefs from the central warehouse

Regional Aggregation and Processing for: Poultry, Meats, Fish, Value Added Produce, Dairy

Fruits & Vegetables processed and stored at HUB facility in Little Rock



Proposed Farm to School Aggregation, Processing, and Distribution Center



20,000 sf Freezer Space, 60,000 sf Dry Storage, 11,000sf Refer

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Proposed Farm to School Aggregation, Processing, and Distribution Center



1. Certified Organic Milk Bottling Facility
2. Grass Fed Meat & Poultry Processing
 - Mobile abattoir
 - Mobile poultry processing unit
 - Value Added Commercial Kitchen & Smokehouse
3. Off Farm Storage Facilities & Transfer Station
4. Outdoor Auction Markets for Fresh Produce & Plants

Employer/Department	Number of Jobs	Wage Range for Job Description	Annual Economic Impact
Vegetable Processing	40	\$9 to \$12/hour	800000
IQF (Flash Freeze Line)	25	\$10 to \$15	600000
School Catering Group	50	\$10 to \$15	1200000
Warehouse/Distribution	10	\$10 to \$15	240000
Pasta Production Group	10	\$10 to \$15	240000
Retail Co-Op Store	5	\$10 to \$15	120000
Farm Marketing Group	10	\$12 to \$15	280000
Micro Dairy Bottling Group	6	\$10 to \$15	144000
Recycling & Reuse Program	15	\$10.00	\$300,000.00
Annual Payroll Projected	161		\$3,924,000.00

The program that started it all...



The Basket A Month
A Cooperative Community Supported
Agriculture Program



The Basket A Month CSA
A Cooperative Community Supported Agriculture Program

- 250 Families Since 2005
- 30 to 40 Farms Participating Annually (12 baskets per year)
- 3 Month Subscription= \$180 And receive one \$60 basket per month for three months
- Delivers to parking lots at 5 central Arkansas Pickup locations
- Database of 1200 names in 2010!

The Basket A Month CSA
A Cooperative Community Supported Agriculture Program




Local Food and General Groceries

5000 SF Retail Grocery located in downtown North Little Rock, AR. (a fresh food desert)



Projected Opening Date: March 17, 2010




Sourced Local Suppliers for All Major Food Groups



LET'S KEEP OUR MARKETS LOCAL...

THANK YOU! - Jody Hardin

Visit us on the Web:

www.arkansasfood.net

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