



North Georgia

Local Food and Farm Assessment





This presentation will cover:



The context of local food



Food and farms in North Georgia



Community survey results



Recommendations

Why Local?



Protect
farmland

Know where
you food
comes from

Encourage
sustainable
farming
practices

Sustain rural
heritage

Keep farming
skills alive

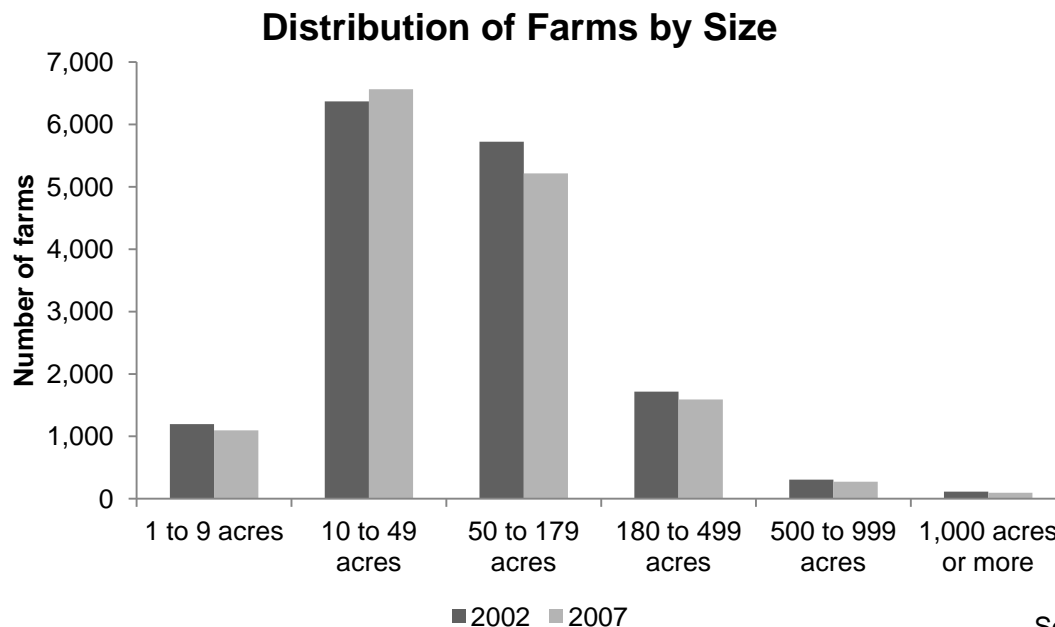
Support local
farms





North Georgia Farm Demographics

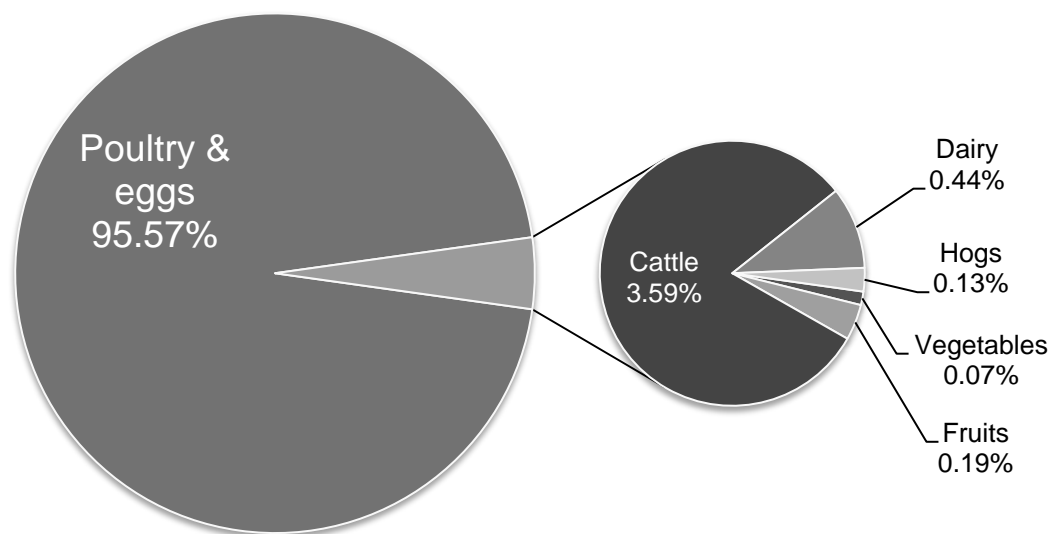
Production	North Georgia	State
Number of farmers	21,214 (31% of GA farmers)	68,232
Number of farms	14,836 (31% of GA farms)	47,846
Farmland acres	1,454,817 (14% of GA farmland)	10,150,539
Farmland acres as percentage of total land area	22%	28%
Average age of farmers	57.3	57.8



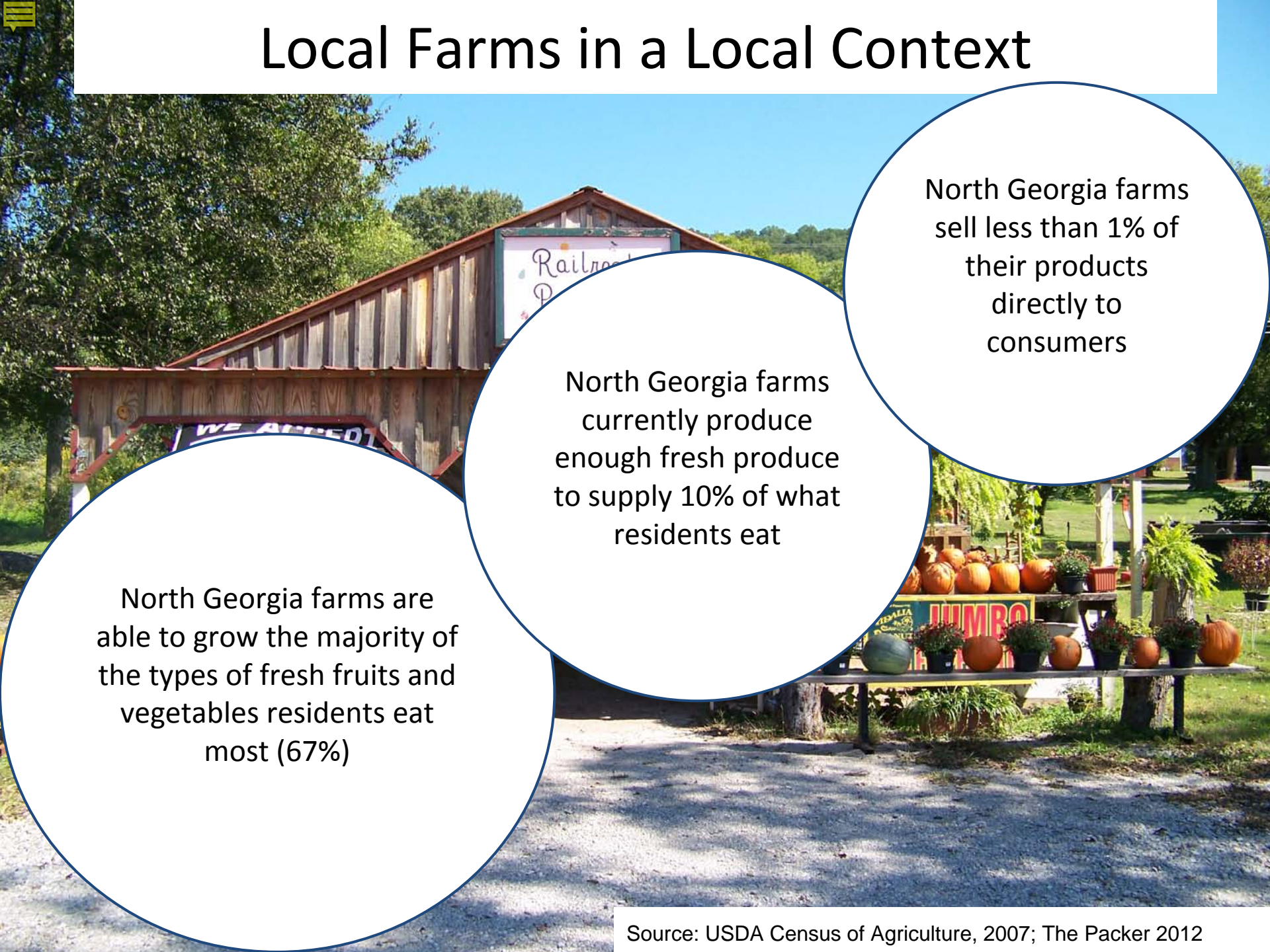
Farm Sales in North Georgia

Production	North Georgia	State
Agricultural sales	\$2.8 million (40% of GA sales)	\$7.1 million
Direct sales	\$3,460,000 (26% of GA total)	\$13,146,000
Livestock & poultry sales as percentage of total agricultural sales	96% (55% of GA total)	70%
Percentage of farms selling less than \$5,000 worth of products (2007)	57% (30% of GA total)	58%

Distribution of Agricultural Sales in the Region



Local Farms in a Local Context



North Georgia farms are able to grow the majority of the types of fresh fruits and vegetables residents eat most (67%)

North Georgia farms currently produce enough fresh produce to supply 10% of what residents eat

North Georgia farms sell less than 1% of their products directly to consumers



North Georgia Residents Want Local Food: Community Survey Results

- 34 Counties, 741 Participants
 - 98% want to see local at the grocery store
 - 92% agree “local” is within 100 miles of home
 - 91% agree local food is healthy
 - 88% buy local to support farms
 - 82% buy local to support the economy
 - 69% shop at farmers markets



Assessment Recommendations

- Promote and support North Georgia farms and food
 - *How can we promote what is being grown in the area and where it is being sold?*
- Help farmers identify and access the training and support they need
 - *How can we help farmers better access opportunities?*
- Highlight and develop connections between farms and businesses
 - *How do we link local farms and local food businesses?*
- Promote positive experiences around local food
 - *What types of events and promotions can we support?*
- Promote North Georgia food and farms to tourists
 - *What does our tourism industry need to promote local farms and food?*







Key Strategies in Action

- *Keith Clark, Owner of West Rome IGA*
- *Patricia Gladney, Manager of Farmer's Fresh CSA*
- *Matt Granados, President of Local Vendors Coalition*
- *Michelle Moran, Owner of Harvest on Main Restaurant, Blue Ridge, Georgia*



Question 1: How do we promote local?

Question 2: How do we make sure farmers have the training, assistance, and connections they need to access local market opportunities?

Discuss:

- *What is the goal?*
- *What are the current barriers?*
- *What are our first steps?*

