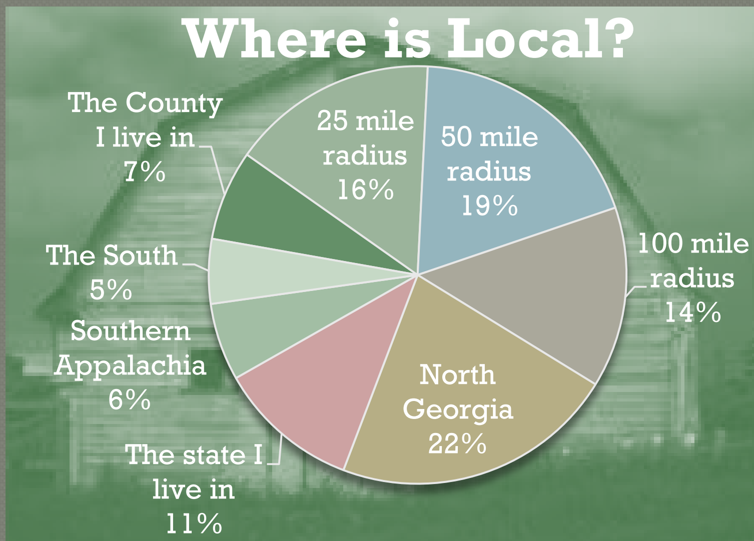
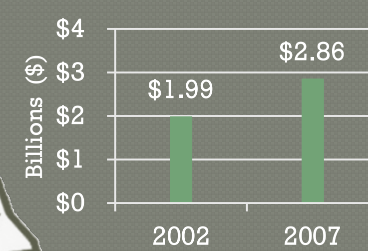
FACT: Five counties in the 34 county region-- Franklin, Banks, Hart, Jackson, and Hall—rank among the top ten most valuable counties in the Georgia based on the farm gate value of their production.

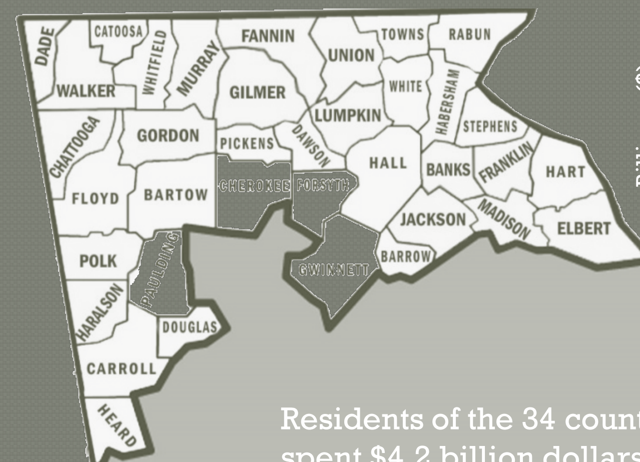
Local Food and Farm Assessment: North Georgia

ASAP and the North West Georgia Regional Commission have partnered in a project to analyze regional trends in agricultural production and fruit and vegetable consumption to inform the expansion of the local food system in North Georgia.



34 County Agricultural Sales





Survey Says!

43% say there is no reason why they would not buy local

83% buy local food to help the local economy

88% buy local food to support local farms

90% say it is important for schools to serve local foods

96% say it is important for restaurants to serve local foods

99% agree that a benefit of agriculture is local food

Residents of the 34 county region spent $4.2 billion dollars on food in 2012

GEORGIA

North Georgia farmers produce enough food to satisfy:

- 46% of local apple demand
- 94% of local peach demand
- 160% of local "greens" demand
- 35% of local tomato demand
- 73% of local milk demand

34 County Region Highlights

Regional Demographics:

- 88 percent White, 9 percent Black, 10 percent Latino.[1]
- Per capital median income is $22,577.
- 77 percent of persons age 25 or older are high school graduates; 19 percent have obtained a Bachelor's degree or higher.
- 28 percent of adults are obese.
- 10 percent of adults have been diagnosed with diabetes.

Agriculture:

- The region is home to 14,839 farms and nearly 1.5 million acres of farmland.
    - Farmland acreage declined eight percent from 2002 to 2007.
    - Small to medium sized farms (179 acres or less) account for 87 percent of farms in the region.
- The region reported over $2.8 billion dollars in agricultural receipts in the 2007 Census of Agriculture.
    - Vegetables, melons, potatoes, fruits, tree nuts and berries accounted for 0.3 percent of these sales.
- Direct sales of agricultural products in the region—Farmers Market sales, CSAs, etc.—increased 43 percent from 2002 to 2007 from just over $2.4 to nearly $3.5 million.
- The region's farmers grow each of 30 different types of fruits and vegetables that account for 66.5 percent of produce purchases made by Americans last year.

Community Food Survey:[2]

- Survey participants are much more likely to choose to buy locally grown food because "it helps support our local farms" (88%), "it greatly contributes to the local economy" (83%), and "it lets you know where your food comes from" (80%).
- Survey participants would choose not to buy locally grown food because "prices are too high" (41%), "lack of variety" (26%), and because they "don't want to make special trips to buy it (27%). However 43 percent of participants said "there are no reasons why I would not buy locally grown food."
- Survey participants almost always purchase locally grown food at farmers markets (39%) or roadside stands (25%).
- Survey participants say it is somewhat or very important for locally grown food to be available at grocery stores (98%), restaurants (96%), and public schools (88%).
- In addition to fresh produce, survey participants are most interested in purchasing locally produced eggs (75%), meats (65%), and cheeses (45%).
- Five percent of survey participants have a household income of less than $20,000.

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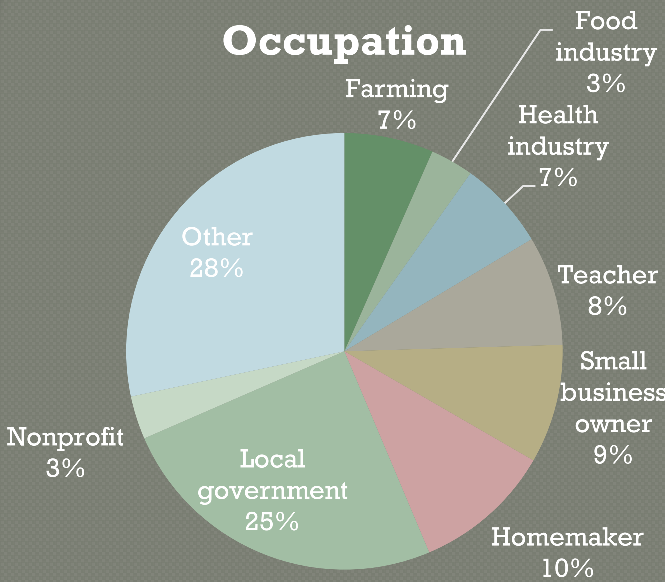
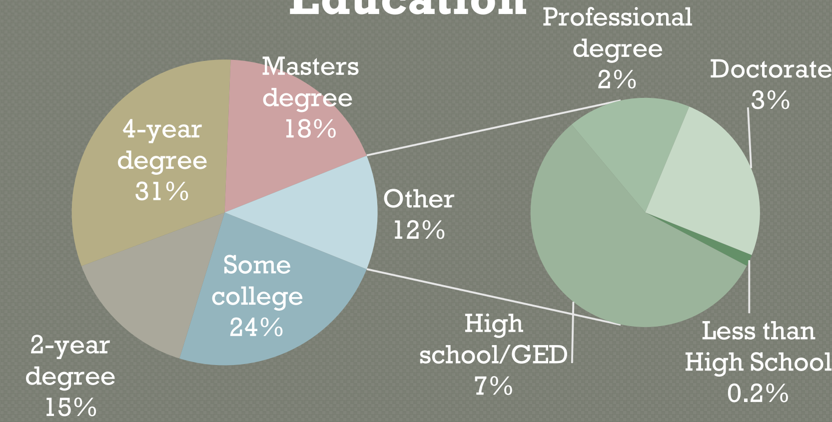
[1] Percentages do not add up to 100%. Individuals are allowed to choose more than one race in the U.S. Census.
[2] As of 4/29/2013. The survey will not officially close until 5/1/13.

Community Food Survey: Participant Demographics

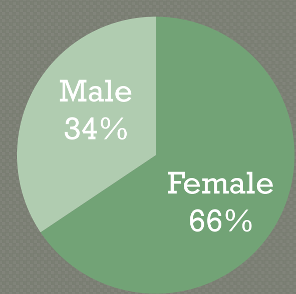
Occupation



Education

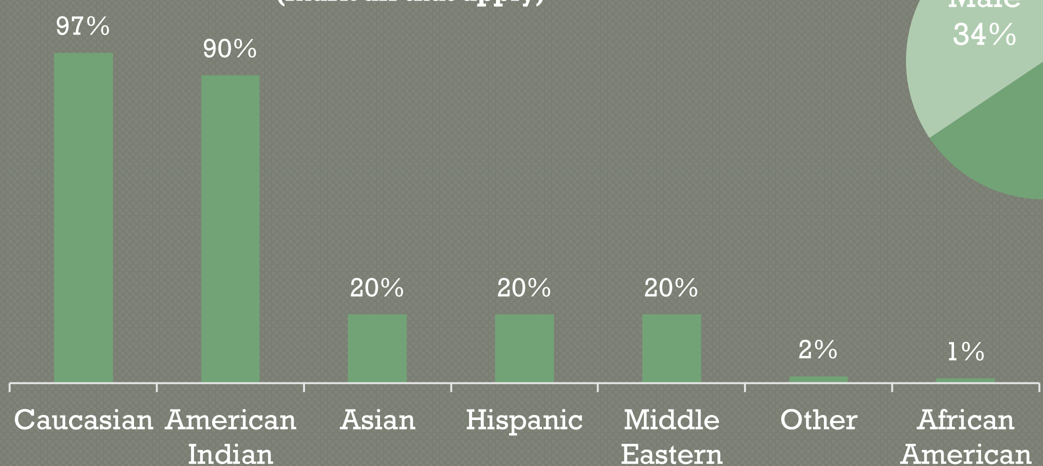


Gender



Ethnicity

(mark all that apply)



Age