

COMMUNITY FOOD SECURITY AND ECONOMIC DEVELOPMENT

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BLOUSTEIN SCHOOL, RUTGERS UNIVERSITY, SPRING 2012

COMMUNITY FOOD HUB

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“A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution and/or marketing of locally or regionally produced food products.”

USDA WORKING DEFINITION OF A FOOD HUB

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CORE FUNCTIONS

Supply Chain Coordination

Aggregation

- Central Facilities
- Variety of Farm Sizes
- Gleaning

Permanent Facilities

- Refrigeration
- Processing
- Sorting and Packaging
- Meal Preparation

Distribution

- Wholesale
- Retail
- CSA
- Charitable Distribution

COMMUNITY FOOD HUB MODEL



FOOD PROCESSING – WHAT AND WHY

Processing extends the growing season



- Two forms
 - Cold line
 - Value added products
- Benefits
 - Farmers
 - Buyers
 - Local business

GLEANNING

- Gleaning - collecting leftover crops
- 15 – 35% of crops go to waste
- Farmers Against Hunger
 - Challenges
 - No refrigeration
 - Unable to distribute food daily to Newark
 - New Brunswick could serve as midway point

FOOD HUB COMPONENTS

	Wholesale	Retail	Compost	Classes	Food bank	Community Kitchen	Garden/ Farm	Online	Community Action/ Advocacy
The Stop		X	X	X	X	X	X	X	X
Detroit Eastern Market	X	X		X	X	X	X	X	X
GrowNYC	X	X	X	X			X	X	X
Just Food		X				X	X	X	X
Phat Beets Produce	X			X			X		X

THE STOP COMMUNITY FOOD CENTRE TORONTO, ONTARIO, CANADA

- Began in 1982 as a food bank
- Expanded to work in advocacy
 - Builds community
 - Challenges inequity
- Food justice focus
- Knowledge-sharing initiatives
 - On-site education services for all ages
 - Hosts online “Learning Network”



THE EASTERN MARKET DETROIT, MICHIGAN

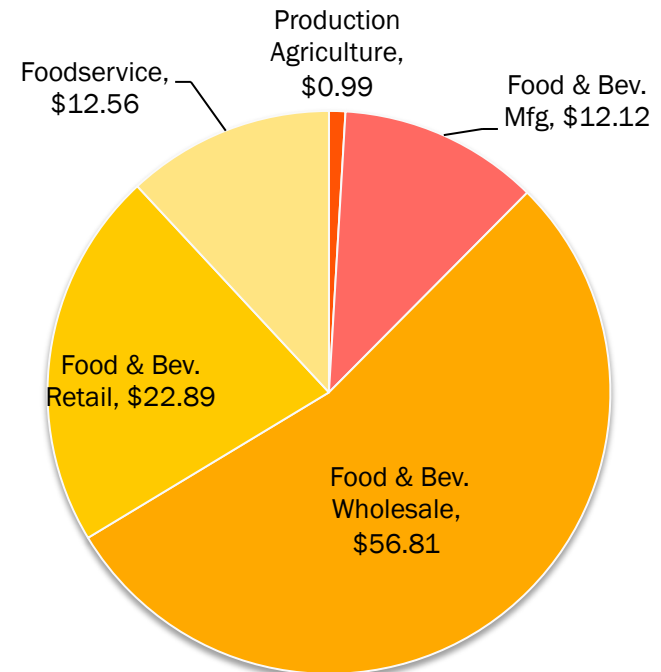
- Historic but economically-depressed area
 - Revitalizing the urban core
- Access to healthy foods
 - Saturday Market
 - Fresh Food Share
 - Farm Stands



NEW JERSEY CONTEXT

- New Jersey has a strong food economy
 - Makes up 8.6% private sector Gross State Product and 17% of private sector employment
- Production agriculture = \$1.04 billion in cash receipts in 2010

New Jersey Food Industry Output - 2007 (\$ Billion)

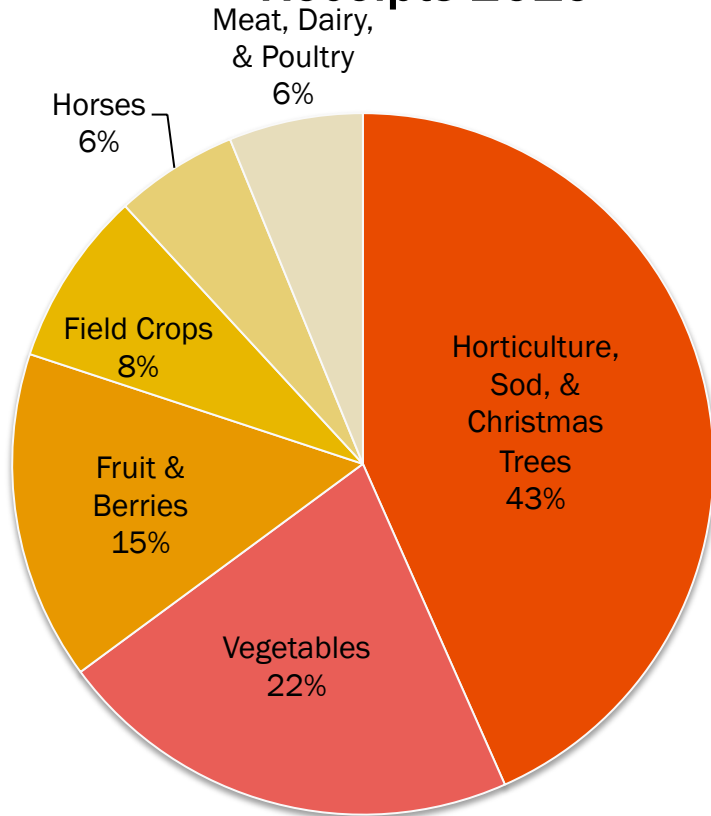


Total Industry Output: \$105.37 billion

Source: Schilling, 2011. pg 3

NEW JERSEY AGRICULTURE

New Jersey Agriculture Cash Receipts 2010



Total:
\$1.04
Billion

Fruits & Vegetables with Highest Cash Receipts (\$ million)	
Blueberry	\$62.5
Green Peppers	\$33.8
Fresh Tomatoes	\$32.4
Cranberry	\$31.2
Peach	\$31.2

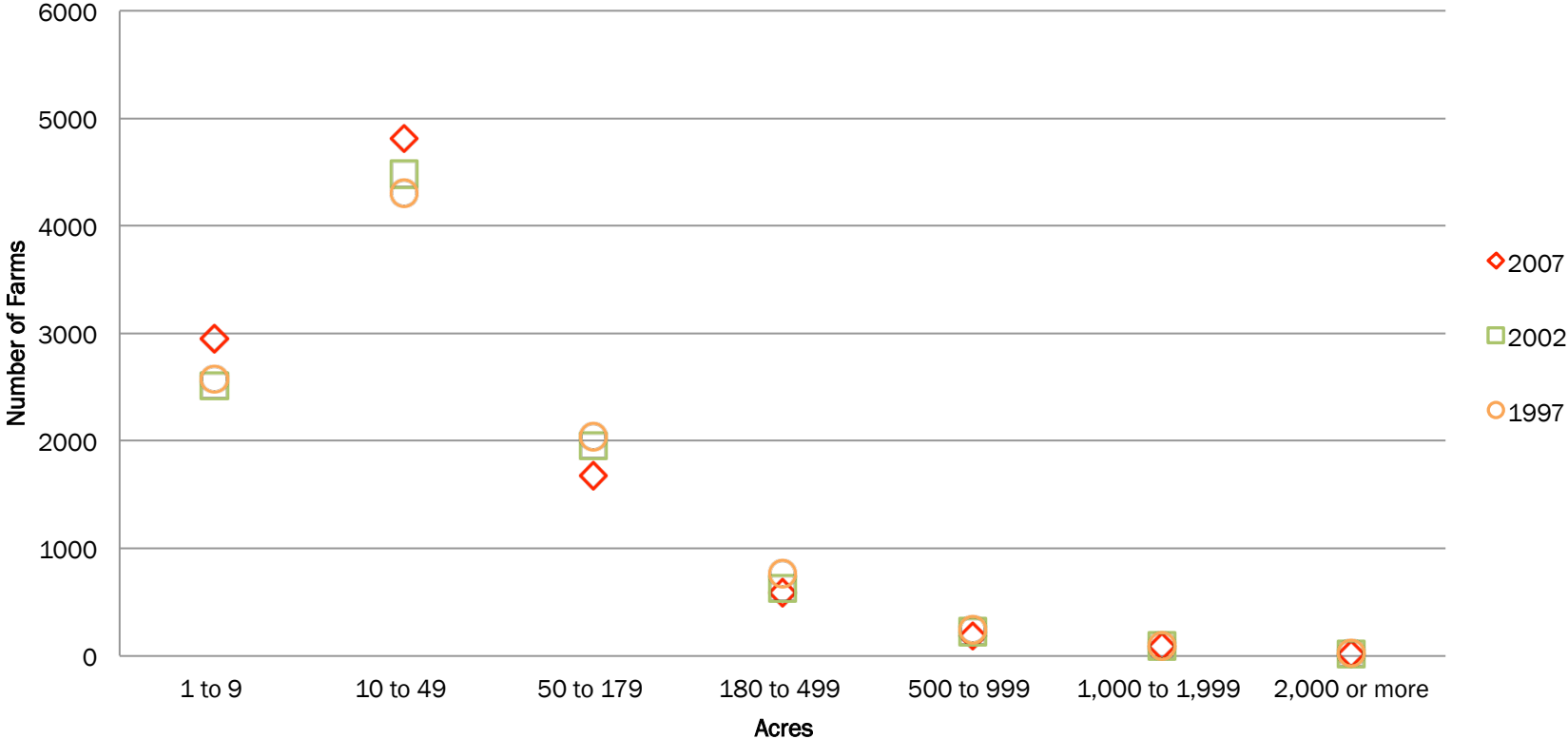
Total Fruit & Vegetable Cash Receipts:
\$381.7 million

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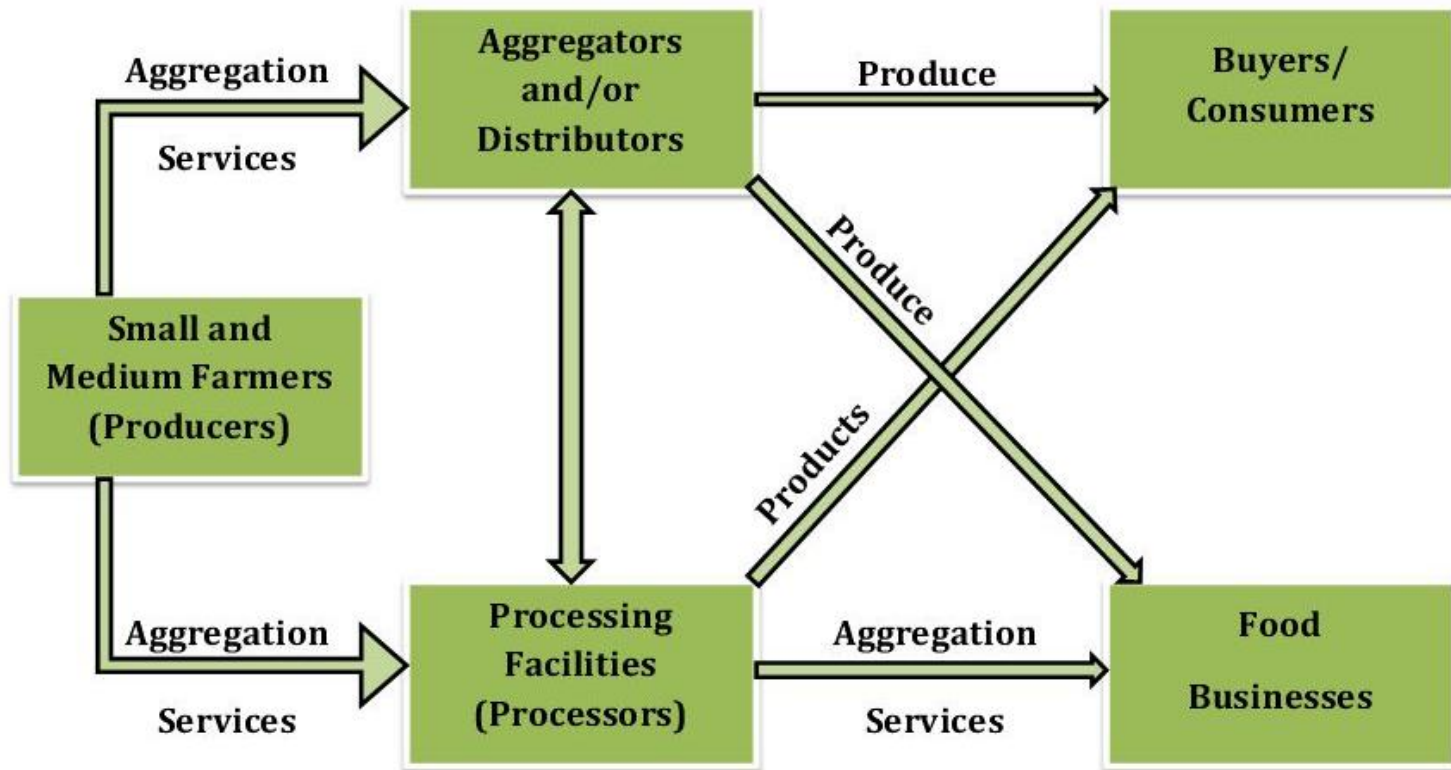
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SIZE OF FARMS

New Jersey



TYPICAL DISTRIBUTION MODEL



Model recreated from:

Illinois Department of Commerce and Economic Opportunity, et al. (2012). *Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois*. University of Illinois Business Innovation Center, Energy and Sustainable Business Programs, Champaign. Retrieved March 28, 2012

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ISSUES FACING FARMERS

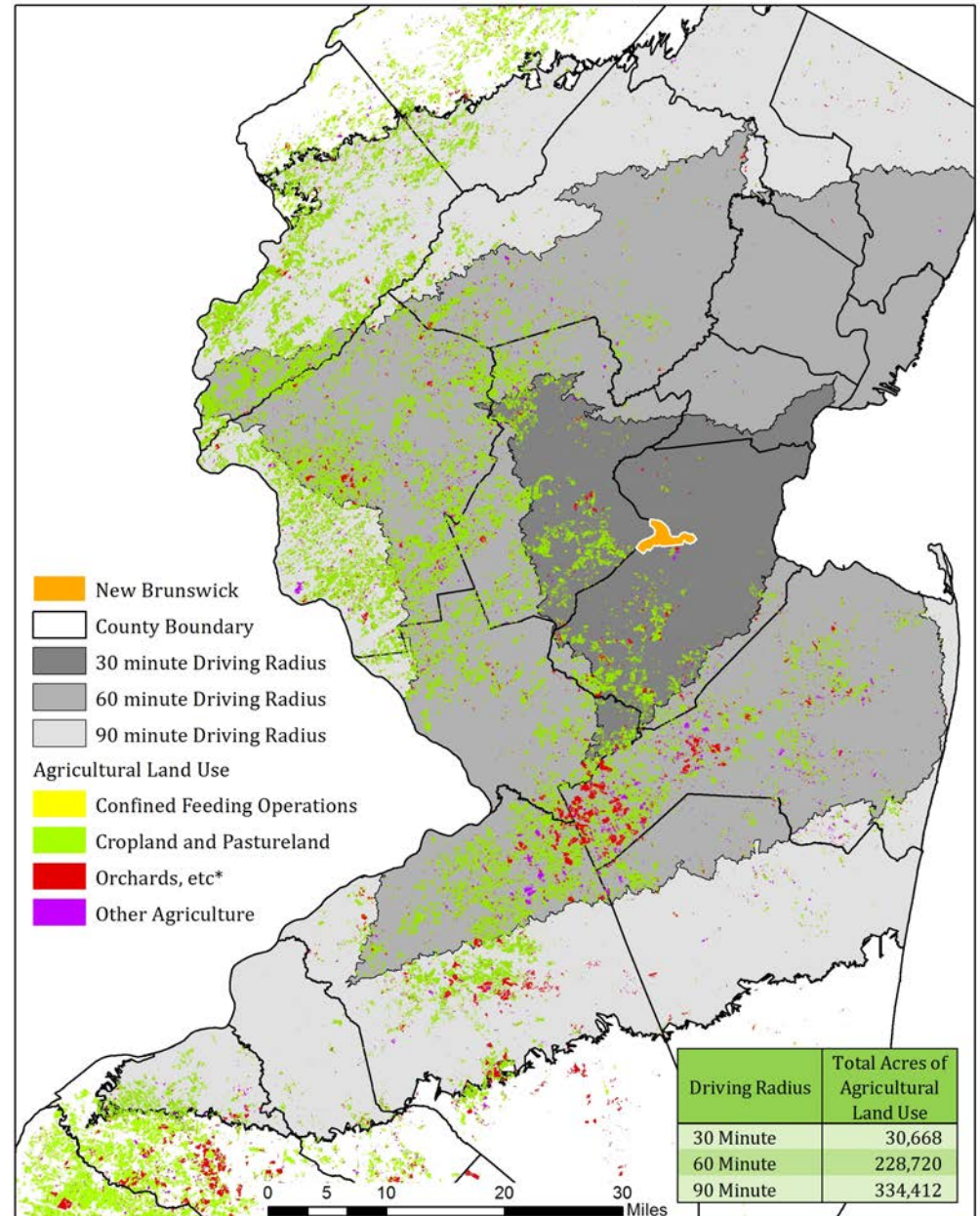
- Competition with large-scale farmers
 - Difficulty tapping into large distribution networks
 - Distribution costs
- Farmers markets can be time consuming
- Lack of processing facilities
- Lack of product traceability

ISSUES FACING COMMUNITIES

- Growing demand for local food
- Lack of access to fresh, local, healthy food
 - More than 23 million people in the United States are food insecure; half of those are low-income
 - Contributes to obesity, diabetes, and heart disease

Agricultural Land Use within Driving Distance of New Brunswick, NJ

AGRICULTURAL LAND USE NEAR NEW BRUNSWICK



*Orchards/Vineyards/Nurseries/Horticultural Areas

New Brunswick Food Hub Studio. Newman et al. 2012. Data Sources: NJDEP GIS 2012

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FOOD HUB STUDIO SPRING 2012

EXISTING FOOD INFRASTRUCTURE



- Elijah's Promise
- New Brunswick High School Culinary Arts
- New Jersey Agricultural Experiment Station
- Intersect Fund

NEXT STEPS

- Link Food Policy Alliance to farmers
- Conduct a feasibility study
 - Agriculture
 - Distribution
 - Processing
- Determine specific components
- Physical design

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