

TETON VIEW REGIONAL PLAN: Food and agricultural opportunities assessment

Preliminary research findings

November 20, 2014

Prepared by University of Idaho
College of Agricultural and Life Sciences
Office of Grant and Project Development
For High Country Resource
Conservation & Development Area, Inc.



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College of Agricultural and Life Sciences

Research Methods

- Secondary data
- Surveys
 - Buyers
 - Producers
- Focus groups
 - Producers
- Interviews
 - Buyers
 - Producers
 - Key informants

Using secondary data to characterize the region's agricultural landscape

- Farm numbers are increasing in Fremont and Madison counties
- 40% of the region's farms are < 50 acres
- More than half of the region's farms had sales less than \$50,000 in 2012
- Unlike the other 3 counties, agricultural sales in Teton, WY, are dominated by livestock sales
- The number of farms selling direct-to-consumer is increasing in all four counties

Local producers grow a variety of vegetables

- Beans, snap
- Beets
- Carrots
- Cucumbers and pickles
- Garlic
- Onions, dry
- Peas, green
- Peppers, bell & other
- Potatoes
- Pumpkins
- Squash, summer & winter
- Sweet corn
- Tomatoes
- Turnips

Local producers grow a variety of field crops

Number of farms growing selected field crops, 2012

	Fremont	Madison	Teton, ID	Teton, WY	TETON REGION
Hay, haylage, grass silage, greenchop	252	215	141	60	668
Barley for grain	146	134	56	2	338
Wheat for grain, all	96	98	14	0	208
Spring wheat for grain	83	92	11	0	186
Winter wheat for grain	24	8	8	0	40
Oats for grain	9	0	8	0	17
Corn for silage or greenchop	4	3	0	0	7
Durum wheat for grain	0	3	0	0	3

Local producers raise a variety of livestock

Number of farms with poultry and livestock, 2012

	Fremont	Madison	Teton, ID	Teton, WY	TETON REGION
Beef cows	181	140	79	19	419
Layers	74	46	30	7	157
Hogs and pigs	19	15	11	4	49
Sheep and lambs	29	12	0	2	43
Milk cows	19	6	11	0	36
Broilers and other meat-type chickens	6	4	4	4	18
Bee colonies	2	8	6	2	18
Turkeys	10	3	2	0	15

Producers: selling locally

- All of those surveyed sell at least some of their products locally
- Half of those surveyed think the majority of their products are consumed locally
- The main avenues for selling direct-to-consumer are on-site and at farmers' markets
- The main avenues for selling to retail are restaurants and natural food markets/grocers

Producers: interest in increasing local and regional sales

- Most producers are interested in:
 - Selling locally
 - Selling regionally
 - Increasing the quantity or variety of products they sell locally or regionally
- Most producers said they have the capacity to increase local and regional sales

Producers: challenges to selling products locally

Among those surveyed . . .

- The **MOST** significant challenges to selling locally:
 - Inadequate time
 - Ability to supply products year round
- The **LEAST** significant challenges to selling locally:
 - Lack of USDA-inspected slaughter and processing
 - Ability to transport or deliver products

Producers: challenges to selling products locally

Among those interviewed. . .

- Some highlights from participants included:
 - Consumer willingness/ability to pay
 - Small population in region
 - Growing season and climate
 - Need for consumer education

Producer quotes: challenges to selling products locally

"I don't know that we have the population base to support a lot of the things that you hear about going on in other places."

"We price our stuff for what we think it's worth knowing the work and everything that went into it and people are like, 'it's expensive' and we're like, 'Tough. Sorry, we're not doing this for free.'"

"There are no frost-free months here."

"Consumers need to understand why it's important to buy local and in-season. We need more people who are willing to eat kale and collards and not just come buy all the heirloom tomatoes and salad mix. We need more demand for the stuff that we can grow around here."

Producers: challenges to selling products regionally

Among those surveyed . . .

- The **MOST** significant challenges to selling regionally:
 - Ability to transport or deliver products
 - Lack of distribution system for regional products
 - Ability to supply products year round
- The **LEAST** significant challenges to selling regionally:
 - Availability of labor
 - Inadequate time
 - Access to capital

Producers: opportunities for selling products locally

- Growing momentum of local food system
- Consumer demand for
 - Local food products
 - High-quality products
 - Specialty products
- Venues for selling locally and regionally
 - Farmers' markets
 - Local and regional population centers
 - Cooperatives
 - Institutional buyers

"Idaho is a smaller populated state, but there is always opportunity. Especially with local farmers' markets becoming a bigger deal all the time"

Buyers: purchasing local products

- Almost all of those surveyed buy a portion of their total food purchases from local producers
 - About half buy 1-10% from local producers
 - A few buy more than 50% from local producers
- Of those buying from local producers, about half buy directly from the producer
- Almost all of those surveyed are interested in increasing the quantity or variety of local products purchased

Buyers: purchasing local products

Local buyers are most interested in purchasing these products from local producers

Produce	Livestock products	Value-added products
Tomatoes	Chicken	Cheese
Leafy greens	Chicken eggs	Cows' milk
Onions	Beef	Bread
Potatoes	Pork	Flour
Peppers		Beer
Herbs		

Buyers: challenges to purchasing products locally

Among those surveyed . . .

- The **MOST** significant challenges to buying locally:
 - Availability of specific products
 - Ability to access a large enough quantity
 - Ability to access products when needed
- The **LEAST** significant challenges to buying locally:
 - Corporate requirements
 - Inadequate time

Buyers: challenges to purchasing local products

Among those interviewed. . .

- Some highlights from participants included:
 - Competitive price point
 - Seasonality of demand
 - Product consistency

Buyer quotes: challenges to selling products locally

“We can get squash and tomatoes, but the problem is the sizes are so inconsistent and it just makes it really tough to get consistency.”

“We probably could [afford to buy more local products] if we didn’t need the entire summer of business and sales to get us through the entire year.”

“Even though I want to use as much local produce as I can—the big challenge is pricing.”

“[One producer is] willing to come close to our price point. And if other farms were able to do that as well, even if there’s variances in the produce, I would still choose them over [nonlocal products].”

Benefits of participating in local and regional food system

Producers	Buyers
Economic development	Marketable trait
Higher return to the producer	Supporting local producers
Relationship with consumers	Relationship with producers
Increased community support	Supporting local communities
Higher product quality	Higher product quality
Environmental benefits	Environmental benefits
Lower transportation costs	
Food security/independence	

Select recommendations

- Develop a variety of strategies
- Education
- Partnerships
- Marketing
- Infrastructure

For more information...

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