

“Local Foods Landmarks” Report for the Greater Peoria, Illinois, Region

Prepared by

Nancy Smebak

Master of Urban Planning Candidate
University of Illinois at Urbana-Champaign

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Wendell Berry has written that eating is an agricultural act. I would also say that eating is a political act, but in the way the ancient Greeks used the word "political"—not just to mean having to do with voting in an election, but to mean "of, or pertaining to, all our interactions with other people"—from the family to the school, to the neighborhood, the nation and the world. Every single choice we make about food matters, at every level.

—Chef and Local Foods Advocate Alice Waters¹

¹ (Waters n.d.)

Executive Summary

Following the 2009 Food, Farms, and Jobs Act and ongoing regional interest in the Central Illinois farm economy, Peoria County has considered investing in local food systems as an economic development strategy. Although designations of “local” vary by an organization’s and individual’s purpose, Illinois products sourced within approximately 60 miles of Peoria were considered for this study. Additionally, Illinois products from any part of the state are recommended for consideration as “local” food in the Peoria region.

Substituting of local food products and services for those sourced from a national or international market may produce estimated regional economic multiplier effects ranging from approximately 1.5 to 2.5. As only a small portion of retail food prices actually reflect food producers’ inputs, a systems-wide development approach is recommended when promoting local food economies. Considering the broad impact of food systems, from food production, processing, preparation, retail, distribution, consumption, and waste management is recommended. This systems-based model addresses a “triple bottom line” of economic development that also advances social welfare and environmental quality.

Although the approximately 200 peer counties sharing Peoria’s USDA ERS Farm Resource Region, economic specialization, and level of urbanization do not support significant local foods movements, larger metropolitan areas in the upper Midwest were evaluated as benchmark communities. In most communities and in most aspects of the food system, nongovernmental entities including private firms and nonprofit organizations played the primary role in advancing food system development, while local governments and public universities provided a supportive role and, in some cases, grant funding for projects. In these respects, Peoria County is similar to the selected benchmark communities.

Local food producers and retail facilities within the Greater Peoria region were identified and mapped, and the explicit social networks between Peoria County food system stakeholders were analyzed. Although a variety of local foods producers serve Peoria County through multiple retail outlets, most locally sourced produce originates outside the county. Peoria County shares many of its largest sources of local food with the Bloomington-Normal and Chicagoland markets. Network analysis of recorded local food system stakeholders reveals relatively segmented stakeholder groups, with few formal relationships between conventional food retailers, restaurants, and institutional food service providers and local markets. Technical assistance and education providers and the conferences and events they host provide an important connection between stakeholders. Organizations focusing on extending food security to low-income populations show some formal relationships with institutions and conventional retail outlets, but are not substantially integrated into other food systems organizing movements.

To advance the Greater Peoria Food System, the author supports organizing a Regional Food Policy Council to build network connections, promote innovation and economic development in the food system, and collect and distribute information about local food system components. Possible areas of focus for the council include emphasizing the region’s healthcare infrastructure to specialize in an area of food system development not prominent in other regional Illinois local food movements. Addressing food waste reduction and recycling is a policy matter addressed by other local governments, and can be strategically leveraged to manage food costs, provide economic benefits through processing and preserving local foods, and addressing food insecurity.

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Introduction

Everyone eats: three meals and a few thousand calories a day, 365 days a year—or at least that is the goal. The food we eat has profound impacts on public health, environmental quality, economic development, and land use. Despite the importance food has in nearly every aspect of life, governments in the United States have paid little attention to a comprehensive food policy. Many aspects of agricultural and nutritional policy are Federal, governed by interstate commerce and related regulations. Decisions regarding land use and on-the-ground investments occur at the local level. Policy decisions are shaped by many factors, and as they regard food, may ultimately be contradictory—federal dietary recommendations conflict with agricultural subsidies for commodity products, urban land use restrictions limit food production opportunities, and school “nutrition” programs are criticized for providing inadequate or inedible options.

Increasingly, activists, analysts, public health practitioners, farmers, consumer advocates, and policy makers agree that our current practices of eating cannot be maintained long-term. The economic viability of farming, the health of individuals and our environment, and a productive investment of public resources are threatened. National and regional conversation about these topics criticizes a “business as usual” approach, but what alternatives are available?

Local Food Systems

Among those proposing solutions, many support re-localizing the food system. As recently as the turn of the last century, a

majority of food was produced and consumed in local and regional distribution networks. Many Americans are only one or two generations removed from “the farm” and an agricultural life style.

Although conversations are held nationally, many solutions are sought locally. Large urban centers garner most of the media attention in this sector: city farmers’ markets blossom, San Francisco provides property tax incentives for Urban Agriculture, Seattle fines disposal of food waste through conventional garbage collection, New York City implements a Healthy Corner Stores program and an incentive system for Healthy Food Carts. Small and mid-sized cities, which anchor a far larger number of foodsheds², may support less prominent initiatives if they offer them at all. If Peoria County is to invest in local foods efforts, what steps will be most appropriate?

To address these questions, this study was completed by Graduate Research Assistant Nancy Smebak between April 2014 and May 2015. Research was completed for Peoria County on behalf of University of Illinois Extension. Kathleen Brown, University of Illinois Extension Educator in Community and Economic Development for the Fulton-Mason-Peoria-Tazewell Unit and Dr. Mary Edwards, Associate Professor of Urban and Regional Planning at the University of Illinois at Urbana-Champaign, served as research advisors.

Local Foods Movement in Illinois

Following a growing national conversation around food systems, agricultural production, and local economic development, in 2007 the Illinois Local Food Farms and Jobs Task Force was formed by a legislative act, producing the

² Similar to an ecological watershed drainage basin, a conceptual foodshed represents a geographic aggregation basin formed on the basis of gravity. Like watersheds, foodsheds can be considered at multiple scales of aggregation, from the hyper-

local to the continental. At a broad conceptual level, the “uplands” of a foodshed represent production areas, while the lower “drainage areas” represent urbanized areas of concentrated food consumption.

March 2009 “Local Food, Farms & Jobs: Growing the Illinois Economy” report to the state General Assembly. Following these efforts, the Illinois Legislature passed HB 3990, the “Local Food, Farms, and Jobs Act”³, in August of 2009, and was signed into law by Governor Pat Quinn in the same month⁴.

The Local Food, Farms and Jobs Act laid out a purchasing goal of Illinois products to comprise 20 percent of food and food product purchases by State agencies and State-owned facilities by the year 2020, and established the Local Food, Farms, and Jobs Council to encourage state-funded entities to purchase Illinois products to provide at least 10 percent of their food programs⁵. The Act also provided enabling legislation for local purchase preference contracts and technical assistance to track local foods capabilities.

Local Foods Movement in the Greater Peoria-Central Illinois Region

In 2011, the Edible Economy project commissioned a study of the agricultural economy in 33 counties in Central Illinois. Ken Meter of the Crossroads Research Center evaluated agricultural production, input sourcing, commodity sales, and food purchases using data from the Census of Agriculture, Bureau of Economic Analysis, US Census, and other national datasets to develop a snapshot of local food and agricultural issues in the Central Illinois. The study found a net loss to the region of \$5.8 billion attributed to agricultural inputs and locally consumed food product sourced from outside the region⁶.

Interest in local foods system development as an economic driver in Peoria County coalesced around a proposal to redevelop the county-owned 40-acre former Hanna City Work Camp site west of Peoria. In December of 2013, local stakeholders including County Government representatives met to discuss possibilities of developing a local foods aggregation hub, small farms incubator, and agricultural education center⁷, and a subsequent public meeting held in March 2014 attracted over 100 local participants for a community discussion on similar topics⁸. Although further research into the Hanna City site has shown local foods infrastructure to be an unfeasible use for the property, the county retains its interest in local food system development.

³ In addition to sparking a statewide conversation about local foods economies, this legislative act recognized the value of a serial comma.

⁴ (Illinois Department of Agriculture 2009)

⁵ (HB3990 2009)

⁶ (K. Meter 2011)

⁷ (Brown, Strengthening Local Food Opportunities 2014)

⁸ (Brown, Greater Peoria Regional Food Summit 2014)

Local Foods Resource Identification

To understand and describe the local food system and local food economy in the Greater Peoria Region, community profiles identifying key demographic and socioeconomic indicators were prepared, and local foods production, processing, distribution, and retail facilities were identified. Publicly available data from national entities including the United States Census Bureau and United States Department of Agriculture, state organizations including the Illinois Department of Agriculture and University of Illinois MarketMaker, and nonprofit technical assistance providers working at a variety of scales, including the Wallace Center’s National Good Food Network, the Illinois Stewardship Alliance, and the Heart of Illinois United Way were combined to create asset maps. Secondary data analysis was augmented with key informant interviews.

Food System Conceptual Framework

A food system evaluation broadly addresses all aspects of food production and consumption, from soil and sunlight used in food production to processing and distribution infrastructure, to retail outlets, and food waste management.

Many dimensions of the food system have economic implications for developing a localized economy. Immediate food system components including Food Production, Processing, Preparing, Consumption, Retail, and Distribution are influenced by broader themes of Economic Development, Employment, Community and Social Vitality, Small-and Medium-Scale Farms, Farmland Preservation, Environmental Stewardship, and Public and Individual Health (See Figure 1: Community Food System Components).

Documenting key institutions and stakeholders operating within the Greater Peoria Region foodshed provides an initial benchmark for comparing the Peoria food system with other localizing food systems, and with future changes in the Peoria system.



Figure 1: Community Food System Components

Study Area

The Local Food Study area selected for evaluation includes thirty-three Illinois counties within sixty miles of Peoria County, representing growing regions within a two-hour driving radius of the City of Peoria. Counties included in the foodshed analysis include Brown, Bureau, Cass, Christian, Clinton, De Witt, DeKalb, Fulton, Henderson, Henry, Knox, La Salle, Lee, Livingston, Logan, Macon, Marshall, Mason, McDonough, McLean, Menard, Mercer, Morgan, Peoria, Putnam, Rock Island, Sangamon, Schuyler, Stark, Tazewell, Warren, Whiteside, and Woodford Counties, as shown in Figure 2: Greater Peoria Foodshed Counties and Urban Areas.

The counties included in the regional analysis represent potential contributors to the Peoria Regional Food system, and collaborators for policy and infrastructure investment. At the same time, counties also compete for local foods consumption, limited funding streams, and market share in local foods retail. Acknowledging these potential relationships can aid in developing food system investment policies.

Out-of-state counties are not included in the foodshed analysis, as many policies governing food production and regional distribution are state-specific, with regulations limiting sales across state boundaries.

Community Food Profile

Local Food Economy

Food product and service sales were responsible for over \$1 billion in spending in Peoria County during 2012, as estimated from State of Illinois Sales Tax records. A vast majority of these products were sourced from

Greater Peoria Region: Counties

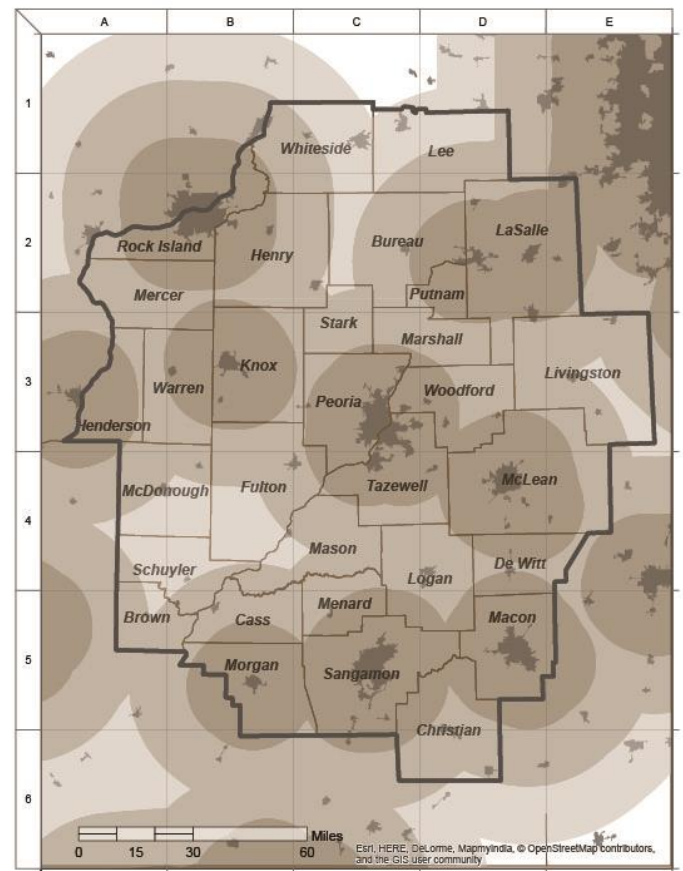


Figure 2: Greater Peoria Foodshed Counties and Urban Areas

outside the County. According to the USDA Census of Agriculture, retail receipts from vegetables, berries, nuts—products commonly sold through direct-to-consumer channels—grown in Peoria County in 2012 totaled under two million dollars, a figure that represents less than one quarter of one percent of all food sales within the county⁹.

Estimates of “food dollars” and potential wealth forfeited by Central Illinois’ production regions because of citizens’ reliance on a global/national food system are vast. A 2011

⁹ USDA Census of Agriculture 2012.

study of 32 counties in Central Illinois found a net loss of 5.8 billion dollars to the region as a result of agricultural input sourcing and agricultural product sales outside Central Illinois¹⁰ (Figure 3: "Central Illinois Local Farm & Food Economy" Findings (K. Meter, 2011), with "Farmers Share" Calculated). Allocating this figure equally across the 32-county region suggests an estimated 180 million dollars lost from Peoria County's food system in 2011.

Because most food processing, packaging, development, and marketing occurs outside of Central Illinois, the entirety of this projected "loss" is unlikely to be recaptured within the region without a significant reworking of the region's, and the nation's, food system. By incorporating the National Farmers Union annual "Farmer's Share" estimation that only 15.8 cents of every conventional food dollar expenditure is returned to the farmer¹¹, only 0.7 billion dollars of current extralocal food purchases would be returned to Central Illinois farmers. Holistic integration of processing, marketing, preservation, preparation, distribution, and retail components of a local food system must

			\$ Billions	Value Added	Est. End Retail
Farm Sales	Local	Farm Production Expenditures	- 2.0		
	Local	Farm Commodity Sales	0.5		
	Extralocal	Farm Production Expenditures	- 2.3		
	Extralocal	Farm Commodity Sales	4.3	23.4**	27.4**
	Local	Net Farm Sales	0.5		
	Extralocal	Net Farm Expenses	- 1.9		
Food Production	Total	Food Commodity Purchases	- 4.3		
	At Home		- 2.6	2.2	0.4
	Away		- 1.7	1.4	0.3
	Local	Food Purchase Source	0.4		
	Extralocal	Food Purchase Source	- 3.9		0.7
	Extralocal	Total Losses	- 5.8		

Figure 3: "Central Illinois Local Farm & Food Economy" Findings (K. Meter, 2011), with "Farmers Share" Calculated

be provided to realize full economic effects locally.

Other attempts to estimate unrealized economic potential of a local foods system for the region focus more singularly on statewide production capacity and local economic demand. A "MarketSizer" tool released by technical assistance provider New Venture Advisors LLC in 2014 estimates an unmet market for local Meat, Poultry, Eggs, Dairy, Fruits, and Vegetables of nearly \$60 million in Peoria County and \$121 million in the multi-

New Market Ventures' Local Food MarketSizer estimates

	Poultry, Eggs, & Dairy		Fruits & Vegetables		Meat		Totals	
	Peoria	Illinois	Peoria	Illinois	Peoria	Illinois	Peoria	Illinois
State's Local Quotient	32%	32%	12%	12%	101%	101%	-	-
Local Food Demand	73,350,762	2,335,922,802	82,963,953	2,643,555,153	63,662,059	2,028,521,516	219,966,775	7,007,999,471
Local Food Supply	25,782,456	821,529,615	9,577,670	305,181,924	64,334,278	2,046,941,062	99,694,404	3,173,652,601
Unmet Market for Local Food	47,558,308	1,515,393,187	73,386,283	2,338,373,229	Full demand could be met with local supply if it were directed to market through a local food system.		120,944,591	3,853,766,416

Figure 4: Local Food MarketSizer. Source: New Market Advisors, LLC www.newmarketventures.net

¹⁰ (K. Meter 2011)

¹¹ (National Farmers Union 2015)

county Peoria Metropolitan Statistical Area (MSA)²² (See Figure 4: Local Food MarketSizer. Source: New Market Advisors, LLC www.newmarketventures.net).

In addition to unfulfilled demand for local foods products, the Greater Peoria region may have areas of unmet demand for food retail facilities. According to sales tax receipts, retail value of all food sales in Peoria County has increased approximately twenty percent between 2012 and 2014, due almost entirely to an increase in sales of food products; minimal increases were recorded in restaurant and hospitality food service sales tax receipts. A Business Analysis profile the Peoria MSA produced by Esri²³, an international supplier of Geographic Information software, web-based GIS, and geodatabase management applications, estimated a \$7 million gap in expected and actual sales at Specialty Food Stores in the MSA, while unmet demand for restaurants and special food services approached \$42 million for 2014. Meanwhile, traditional grocery retailers within the MSA record nearly \$260 million in sales above what would be expected based on population alone, suggesting that adjacent and outlying communities rely on the metro area for grocery access.

Local Food Production

In conjunction with economic impact assessments, researchers have computed the amount of productive land needed to meet demand for local produce. In a 2010 study estimated production capacity in six

Midwestern states, including Illinois²⁴. With statewide demand equally allocated to individual counties suggested just 680 acres per county could provide for seasonal vegetable demand in the state, and a more nuanced scenario incorporating proximity to large demand centers (e.g., the city of Peoria) suggested that 250-1,000 acres in Peoria and Woodford Counties and 5-249 acres in Tazewell would be sufficient to supply local markets. In the 2012 Census of Agriculture, Peoria and Tazewell counties exceeded these acreages of vegetable production.

A local assessment of the City of Peoria's productive capacity, conducted in conjunction with this assessment, found that using available acreage of vacant lots within the city boundaries could produce vegetables to meet one third of residents' seasonal demand for fresh vegetables²⁵. The USDA's recommended dietary guidelines, based on age and sex, were used to calculate demand, and per acre production from the gifts in the moment foundation's community garden were used to calculate supply.

From these estimates of market demand and production capacity, local foods development is seen as a feasible strategy for Peoria County. However, estimates remain incomplete representations of reality, and limits of these studies should be acknowledged while developing local foods programs and projects.

²² (New Venture Advisors 2014) Local Food Demand estimates are based on wholesale sales estimates within a geography, while available Local Food Supply is approximated based on state-level production quotient. The Unmet Market for Local Food estimate is the difference in estimated

demand and supply. Food categories include both fresh and processed products.

²³ (Esri Business Analyst 2014) MarketPlace estimates are based on Dun & Bradstreet's commercial business database and Esri spatial data.

²⁴ (Swenson 2010)

²⁵ (Smebak 2015)

Limits of Economic Impact Estimation

A variety of methods can be used to describe the current and potential economic role local food production and distribution may play in regional economics. Each of these calculations remains an imperfect estimation for many reasons—accurate information about local food systems is not available in almost all cases, models are not often accurately scaled to record city-, county-, or sub-state-level impacts, and traditional methods of economic impact assessment are not created to readily calculate the effects of import substitution and system-wide local multiplier effects that characterize local food systems. Economic impact assessments are best suited to calculate effects that are captured in market-based exchanges and do not incorporate traditional economic “spillovers” and externalities—for example, environmental, social, and public health impacts—of a food system.

The complexities of economic analysis of local food systems is discussed in detail by Ken Meter and Megan Phillips Goldenburg in a 2015 report sponsored by the Centers for Disease Control and Prevention (Meter and Goldenberg 2015). Meter and Goldenburg conclude that “any dollar allocated to performing economic impact measurements may be a dollar that could have been equally well spent either launching local foods initiatives, or establishing economic strategies that actively create higher economic multipliers” (Meter and Goldenberg 2015). Clearly, economic impact assessments provide only a partial image of a local food system’s impacts.

Local foods retail

A variety of retail outlets provide local food sales in Peoria County and the surrounding foodshed. Conventional retail operations may offer a subset of locally-sourced products in a location convenient to consumers. Farmers

markets and centrally-located Community Supported Agriculture pick-up sites also focus in bringing local food products to customers, while on-farm sales, U-pick farms, and agrotourism sites rely in bringing consumers to production sites.

Farmers Markets

Peoria County is served by two major farmers markets, an ongoing seven-vendor Monday through Saturday market at the Peoria Metro Center, and a Saturday morning market occurring at the Peoria Riverfront Market. Additional farmers markets are held at Junction City on Saturday mornings, at the South Side Neighborhood House on Tuesday afternoons, and other farmers markets in Tazewell and Woodford Counties. Overall, over thirty-two vendors participate in Peoria County markets, eleven from Peoria County and over twenty from the broader foodshed. Vendor types vary by farmers market, but vendors primarily retail produce, with some baked goods and ready-to-eat products also provided. The Greater Peoria Local Foods Resource Guide, Appendix 1 details farmers markets and other local foods resources within the foodshed.

Farmers Markets are a prominent local foods retail strategy, but are generally limited to a few hours a week of operation during the growing season, and markets may directly compete with each other for prime retail hours. Consumers enjoy a festive market atmosphere, social interaction with neighbors and food producers, and access to valued products. However, farmers markets are also labor- and time-intensive for producers retailing their wares, requiring significant advance preparation and transportation in exchange for unpredictable sales.

Community Supported Agriculture and On-Farm Sales

Community Supported Agriculture (CSA) programs unite growers and consumers in

financing locally grown foods. Consumers pre-purchase “shares” of a farm’s production, and receive a fraction of whatever is grown at prearranged intervals; pickups of produce typically occur every week or every other week at growing sites, farmers markets, or other designated locations. Twenty-Seven CSAs are located in the foodshed (see Appendix 1 for maps). Most provide seasonal vegetables, while some make fruits, flowers, herbs, eggs, milk, or meat.

Although seven CSAs serve Peoria County, no CSA farms are located in the county. CSA farm sites throughout the foodshed often serve multiple urban markets, with many CSA farms located north of Peoria primarily serving Chicago markets. Most CSAs also offer on-farm pickup of shares.

Farm stands and U-Pick sites also offer local foods retail. On-farm sales can be valuable for growers. Producers may enjoy lower transportation costs and opportunity costs from off-farm retailing, while consumers may enjoy the opportunity to see where food is produced. Peoria County zoning supports reasonable on-farm sales as a permitted use in Agricultural land.

Food Consumers

Peoria County’s population is approximately 188,400, according to the 2013 US Census Bureau population estimates. The broader regional population is just below two million, ranging from 199,000 in Sangamon County, the site of the state capital, to 5,800 in rural Putnam County.

Food Service in Institutions

Food consumption is an individual choice, but is influenced by cultural values, product

affordability, and food access. Recent national and regional attention has been directed to school food quality and food service provision in other institutional settings. The United States Department of Agriculture Census of Farm to School Programs, first conducted during the 2011-2012 academic school year, recorded significant national interest in local foods programming in public schools. Although no school districts in Peoria County reported participation in Farm to School programs in the Census, the Greater Peoria region’s student population represents a significant potential market for local foods.

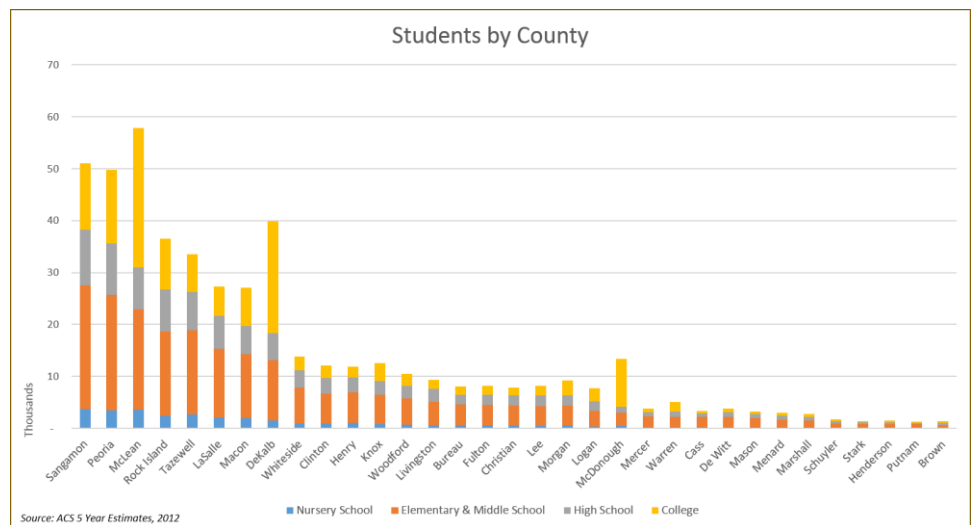


Figure 5: Regional Student Characteristics

More than a quarter of the region’s residents are students in Nursery, Primary, Secondary, or Postsecondary school. Although educational institutions vary, a significant proportion of residents have access to institutional food service programs. The 18 public school districts and 14 private and charter schools have access to the Peoria Regional Office of Education Food Co-Op for bulk food purchasing, providing access to a large pool of purchasing entities a potential pathway for technical assistance for schools interested in implementing local foods programming.

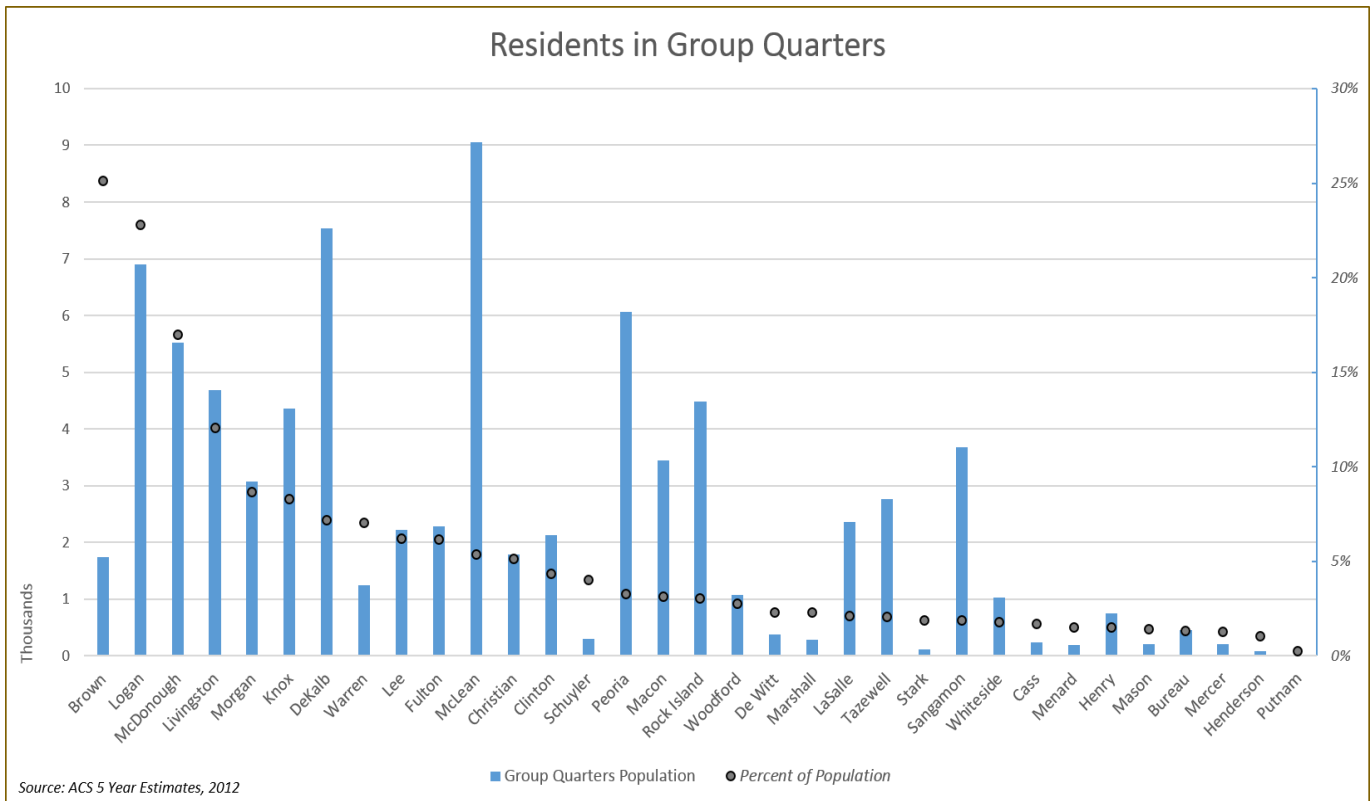


Figure 6: Regional Group Home Populations

Peoria is home to Bradley University, a private university with an enrollment of approximately 5,500 students. Bradley’s Food Service is provided by Aramark and has implemented sustainability programming to reduce food waste and disposable containers. Aramark’s primary distributors provide some local produce sourcing, primarily from Iowa growers. Heartland Community College and Illinois Central College provide vocational training in food service and horticulture, and have invested in developing local agriculture production and distribution capacity.

Approximately ten percent of the region’s civilian residents report Veteran status. Veterans are one group that has been targeted for technical assistance for local agricultural development and retail opportunities, making them a potential contributor to the regional food system. Additionally, like students, veterans are potential consumers of the food service provided by regional institutions,

including Veterans Administration centers. Healthcare and long term care facilities provide relatively consistent levels of food service, based on facility capacities, to residents with varying nutritional needs and length of residence in group facilities.

Like students and veterans, residents of group homes--including nursing homes, college dormitories, or detention centers--may be consumers of a single stream of food service. Approximately 80,600 residents, comprising 2.5 percent of the regional population, reside in group quarters. Five counties in the region have group quarters populations that exceed 5,000, including Peoria County. However, approximately one quarter of Brown and Logan Counties’ populations reside in Group Quarters. Absolute numbers of residents living in group quarters and relative proportion of residents in group quarters vary significantly by county, suggesting varied interests in serving group

quarters populations through local food system development.

State and County detention and correctional facilities present an additional institutional market for local foods. Nearby Illinois Correctional Centers' Industries in Galesburg and Canton provide meat processing, milk and juice processing and repackaging services, and bakery facilities to produce food products for other correctional facilities and government entities.

Employer-based food service programs, including Caterpillar's cafeterias and Peoria Regional Airport food service facilities, present centralized local food market locations with the potential for more flexibility in menu-planning than residential nutritional programs.

Food Insecurity

Eighty thousand of the region's residents, including eight thousand Peoria County Residents, are estimated to have received Supplemental Nutrition Assistance Program (SNAP, also known as Food Stamp) benefits within the past twelve months. Among SNAP recipients, over 56 percent are children under the age of 18.

Although the amount and length of SNAP benefits received varies based on recipient income, SNAP benefits represent a significant contribution to the region's food economy. Peoria County's two largest farmers markets accept SNAP and/or Women, Infants, and Children (WIC) benefits, and a matching grant program currently offered through a dedicated fund of the Central Illinois Community Foundation offers matching funds for SNAP recipients using their benefits at the Peoria

Riverfront Market. In 2014, approximately \$9 thousand in matching funds were distributed at the market, representing local food sales that may not have otherwise been directed to conventional, extralocal retail channels¹⁶.

Emergency and Community Food Services in the region are primarily provided by faith-based entities and social service organizations. Forty-three food pantries and meal sites providing food directly to individuals are located throughout Peoria County. Two regional Food Banks, the Peoria Area Food Bank, a Feeding America Affiliate, and the Midwest Food Bank, a faith-based organization, distribute food to regional pantries. Heart of Illinois Harvest is a charitable food rescue organization that collects day-old products from restaurants and retail outlets in the Peoria metro area and redistributes products to food pantries and community meal sites. Food Banks and Food Pantries in Peoria County and the surrounding region have limited capacity to store and distribute fresh and frozen produce, and primarily provide preserved foods to their organizational and individual clients¹⁷.

Food Deserts

Food deserts are a common conceptual framework used to discuss physical access to food stores. As defined by the United States Department of Agriculture's Agricultural Market Service, food deserts are urban and rural neighborhoods "without ready access to fresh, healthy, and affordable food"¹⁸. Measures of "ready access" vary, with an original definition focusing on percentages of Low-Income Census Tract residents with Low Access to grocery stores within 1 mile in urban

¹⁶ (Ewalt 2015)

¹⁷ (LaFont 2014)

¹⁸ (USDA AMS n.d.)

areas and 10 miles in rural areas. Additional USDA AMS and ERS mapping studies evaluated “low access” at ½ mile and 20 mile distances and with consideration of vehicle ownership rates. Food deserts are a population-level indicator of food access reflecting spatial distribution of retail operations and low income residents. Because they do not incorporate non-conventional measures of food distribution or transportation, food deserts are an imperfect proxy for individual household’s access to food.

Within Peoria County, food deserts determined at the 1- and 10-mile level are limited to central Peoria and areas north and south of Peoria’s riverfront. In 2010, 12,400 Peoria County residents were residents of food desert Census Tracts. That figure more than triples when urban access at ½ mile is considered¹⁹.

Food deserts’ rhetorical power has spawned additional food-related metaphors. A 2009 National Poverty Center report describes “food swamps”, “areas in which large relative amounts of energy-dense snack foods, inundate healthy food options”²⁰. The term has also been used to characterize areas with concentrations of fast food outlets. A 2013 report from Portland, Oregon, characterizes “food mirages” as communities where “grocery stores are plentiful but prices are beyond the means of low-income

Greater Peoria Region: Food Deserts (1/2 & 10 Mile)

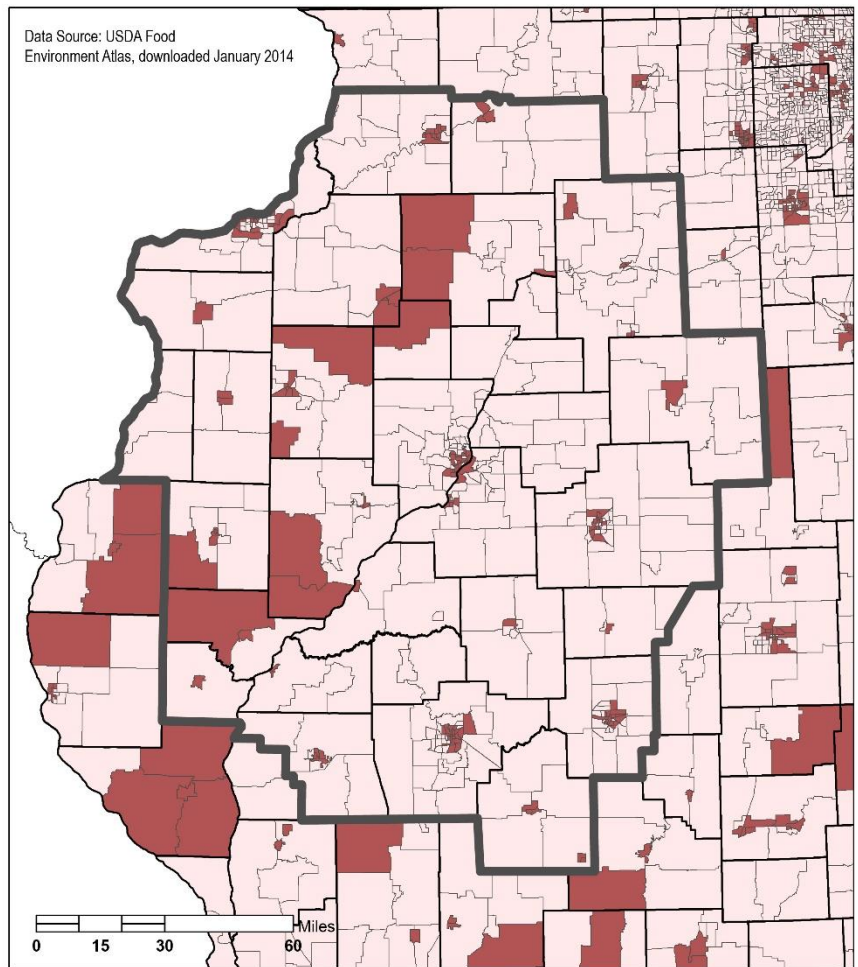


Figure 7: Greater Peoria Region Food Deserts

households, making them functionally equivalent to food deserts”²¹. Though a helpful means framing food access issues, these indicators are incomplete depictions and should be considered carefully in defining policy objectives at the local level.

¹⁹ (USDA AMS n.d.)

²⁰ (Rose, et al. 2009)

²¹ (Breyer and Voss-Andraea 2013)

Diet-related health issues

In 2011, the most recent year for which figures were available, the Centers for Disease and Prevention estimated Peoria County was home to approximately 38,600 obese residents, comprising approximately 28.2 percent of the population. The proportion is below the estimated regional average of 29.7 percent obese residents for 2011, but in general obesity rates for Peoria County and the region have tracked closely over the past seven years.

Similarly, estimated diabetes prevalence in Peoria County and the region have remained similar since 2004. In 2011, 8.3 percent or of 11,400 Peoria County residents were estimated to have diabetes, compared to 9.9 percent of the regional population. Both conditions increased steadily across individual counties and the region between 2004 and 2011, though variability in individual counties' rates was more significant for obesity.

Diet-related conditions such as obesity and diabetes represent an opportunity to improve community health by improving local diet.

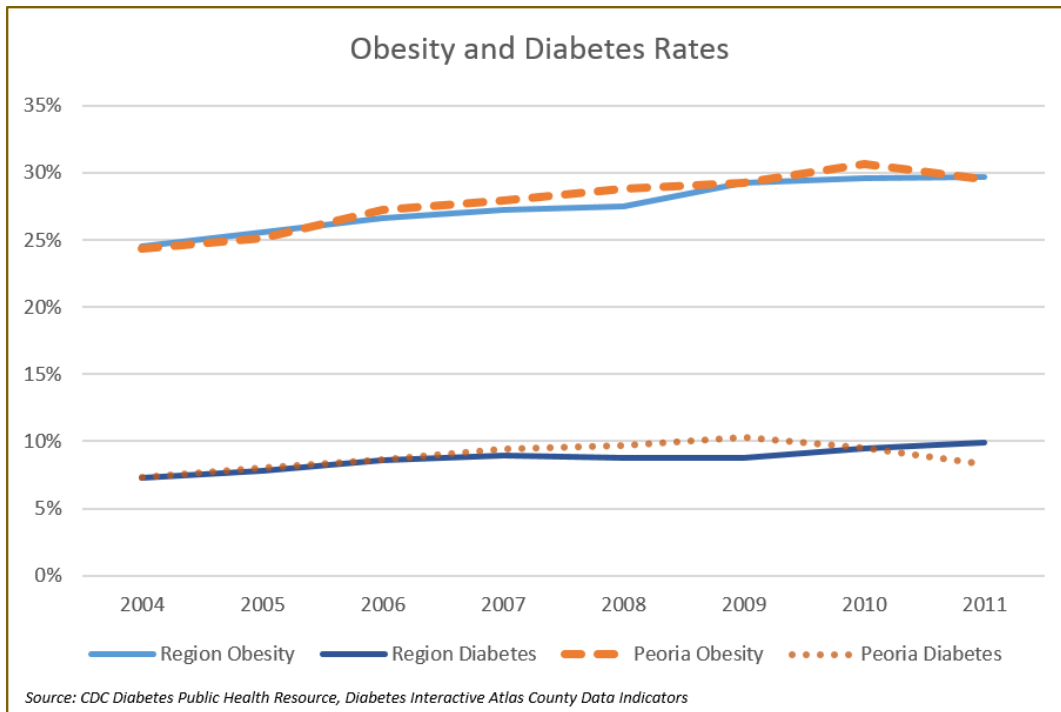


Figure 8: Regional Health Factors

Food Waste

Wasted food products generated at each stage of the food system are a growing interest to food system researchers. Estimates for total average waste range from less than 30 to more than 50 percent of end food purchased, depending on how and at what stages food waste is measured²². In Peoria County, Solid Waste planning estimates for 2010 expected 63,000 tons, or 1.86 pounds per capita per day, of organic waste to be produced in the county. Of this, a small but economically valuable subset is food waste, while yard products and animal waste are other sources of organics. A 2006 University of Arizona study estimated an annual cost of food waste of \$590 per family of four per year in the United States²³, a finding that would suggest a \$27 million annual loss due to food waste for Peoria County consumers. Approximately 43 percent of household food waste generated is from fruit and vegetable products, and about a quarter of all fruit and vegetable products purchased by households are ultimately lost.

Commercial food waste collection and compost services are provided in the Peoria region by Peoria Disposal Company, and were previously also provided by Midwest Fiber. BetterEarth Organic Compost also provides commercial compost service to the region, generating potential soil additives to support local agricultural production.

Local Foods Production Assistance

The local foods movement is supported by a variety of nonprofit stakeholders providing technical assistance and training for foods producers, as well as marketing assistance. The

Illinois Stewardship Alliance, with a strong presence in Springfield but programs throughout the state, produces a Buy Fresh Buy Local Central Illinois directory of businesses participating in the local foods economy. The Stewardship Alliance also organizes networking events for chefs and growers, provides public education, and advocates for public policy supporting local food systems at the state and national level. The Spence Farm Foundation, operating in Chicago and Central Illinois, provides chef training and logistics support for food service programs sourcing local produce.

The Edible Economy Project, administered through Heartland Community College, seeks to address logistical challenges of bringing local foods to market and has conducted scoping studies, including the 2011 "Finding Food in Farm Country" Ken Meter report, to investigate the broad context of local foods systems in Central Illinois. The Illinois Farm Bureau and Illinois Department of Agriculture host an annual conference at Heartland Community College to present information on food production and distribution economies throughout the state. Several farmers markets in the region also provide direct-to-consumer marketing assistance and promotions to their vendors, as well as serving as information networking opportunities for producers.

University of Illinois Extension provides educational and technical assistance supports to local growers, businesses, and governments, with programs extending from 4-H youth activities to Community and Economic Development training and logistical support for the 2014 Greater Peoria Regional Food Summit, to Master Gardener programming²⁴.

²² (United Nations Environment Programme 2014)

²³ (Jones 2006)

²⁴ Although many Master Gardener program participants contribute to community gardens and

The Peoria-Fulton-Mason-Tazewell Unit of University of Illinois Extension does not host a small farm and food systems community educator, though the adjacent Livingston-McLean-Woodford County office does provide these services, and statewide food systems educators are available to Greater Peoria County.

The Land Connection, a nonprofit organization, provides farmer training for beginning small growers and coordinates land access opportunities for new operations, as well as providing community education and programming around local agricultural production.

Within Peoria County, the gifts in the moment foundation addresses healthy food access challenges by hosting several community gardens and a pay-as-you-wish farmers market in low-income areas of south Peoria. With support of local government and other foundations, the organization has recently organized the "Tri-County Fresh Food Hub" mobile market and CSA program to distribute fresh produce to low-income and low-access areas of Peoria, Tazewell, and Woodford counties. Bradley University's dietetics internship program provides nutritional programming support and public education at a variety of hospitals, farmers markets, and food security organizations within the County.

public or for profit food production activities, organizational programming specifically excludes

growing edible products and focuses instead on ornamental and landscape plants.

Food System Evaluation

Although the presence of local production, consumption, and retail resources and population based demand are essential to food system development, the efficacy and synergy of these components determines the viability of the local foods sector. Meter and Goldenberg record “relational trading”, economic exchanges based on mutual loyalties, as the driving force in community-based food systems, and assert that community development and social capital are key components to local economic development, food-system based or otherwise (Meter and Goldenberg 2015).

The social relationships of food system stakeholders based in Peoria County²⁵ were evaluated in Fall 2014 through Spring 2015, based on stated affiliations recorded in stakeholder publications (print and web-based) and key informant interviews. An open-ended social network analysis was conducted following an informal snowball sampling and “manual web crawl” seeded with participants in the 2014 Seeds2Success Local and Regional Food Summit. The model was developed in NodeXL, a free, open-source template for Microsoft Excel created by the Social Media Research Foundation (Smith 2010). The network model is incomplete yet descriptive, and raw data may be viewed online at the

²⁵ Network “seeds” were located or had a strong operational presence in Peoria County. Network component considered to have a significant relationship with Peoria County Stakeholders—e.g., farmers markets outside of the region with several vendors who serve Peoria—were also included as part of the network. Conventional restaurants and retail operations likely have extra-local network affiliations, but to simplify data collection and network interpretation, national, international, and multi-state entities are excluded.

NodeXL Graph Gallery²⁶. Future analyses may be easily accomplished by utilizing NodeXL’s import capability and the Social Network Importer add-in to import statistics directly from Facebook, YouTube, Flickr, and Twitter.

Food System Connectivity

Documented relationships between individuals and organizations operating in the Greater Peoria Food System reveal a relative segregation of food system sectors. As revealed through key informant interviews and organizational publications, few food retail operations, including grocery stores, restaurants, and food service programs, have direct relationships with local producers. Organizations with a focus on Food Security and Healthy Living are generally segregated from food production and local foods retail outlets.

Social Network statistics²⁷ for the relational model developed of food system stakeholders suggest that institutional food consumers (e.g., individual school districts) and conventional food retail chains are the least connected components with relationship to other food system stakeholders; they exhibit large clustering coefficients, a calculation of a vertex’s ²⁸ tendency to connect only with immediate neighbors and not other entities. In

²⁶ Direct Link: <http://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=44675> (Peoria Food System Report 2015)

²⁷ Social network modeling was conducted in NodeXL, a free, open-source template for Microsoft Excel that provides basic social network modeling. (Smith 2010)

²⁸ In social network modeling, entities that are members in the network are represented as a “vertex” or “node”.

contrast, vertices with the most connections²⁹ in the modeled network include super organizing entities for food security organizations (i.e., food banks), institutional food purchasers (e.g., large school district representatives), local foods system conferences, and farmers markets. These entities are also most likely to have high measures of “Betweenness” (occurring on many shortest paths between vertices) and “Eigenvector” (a relative ranking of a vertex’s connections to other frequently-relating or highly important vertices in the network) Centralities.

The modeled food system network includes 1,116 individual participants, modeled as “vertices”. Vertices were grouped based on 11 broad categories of food system stakeholders, and group titles and numbers of members can be seen in Figure 9: Food System Network Participants by Category. Individual vertices are connected via 1,162 unique “edges” and 1,271 total edges, producing an average of 1.13 connections per vertex—a fairly low level of connectivity. Entities that did not publicly report any connections to other food system

Group	Total Vertices
Restaurants	320
Conventional Retail	50
Local Retail	21
Conventional Distributors	12
Producer Assistance	31
Food Security	35
Institutions	115
Government	9
Producers	99
Local Distributors	4
Individuals	341

Figure 9: Food System Network Participants by Category

stakeholders—modeled as vertices with connections only to themselves, and including many restaurants and conventional retail outlets—comprised approximately 38 percent of all network entities. The greatest Geodesic Distance between entities—following connection pathways in the network—travels through 15 vertices, while the average Geodesic distance between vertices is 6.96, above the popular theory of “six degrees of separation between human beings worldwide³⁰. These figures suggest that the modeled food system components are fairly socially distant, with few direct “hubs” or central connectors who integrate food system sectors³¹. The network’s Graph Density, a comparison of existing unique edge connections in the network with the total number of edges necessary to directly connect all

vertices (creating a fully unified network), is 0.001335, indicating that a large number of potential connections between network members are not currently recorded. The network’s Modularity

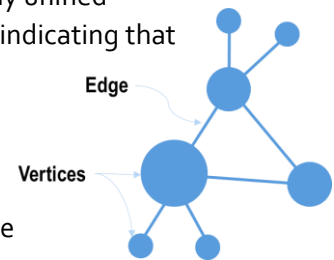


Figure 10: Network Model Components

²⁹ Vertices’ connections are calculated as the vertex’s degree, a count of the edges (or relationships, or connections) it has with other members of the network.

³⁰ Only ‘food system’ relationships are mapped here; comprehensive mapping is likely to find additional connections between stakeholders.

³¹ This relatively high figure is also influenced by a decision to model individuals as “subsidiaries” of their organizations. For example, based on available

documentation, farmers are modeled as related to farms, and farms are related to Farmers Markets with a Geodesic connection of 2. Although key informant interviews reported direct, unmediated connections between individual farmers and Farmers Markets, this documentation was not available for all network components. Intermediated connections are modeled as recorded for consistency.

statistic describes the connectedness of vertices within each researcher-defined group; with a positive value of 0.167, Modularity suggests that while within group connections are not cohesively absolute (only an average of 16.7% of potential within-group connections are made), they occur more frequently than would be expected if connections were random (random connections formed without respect to group membership would produce a modularity statistic of zero).

Social Network Map

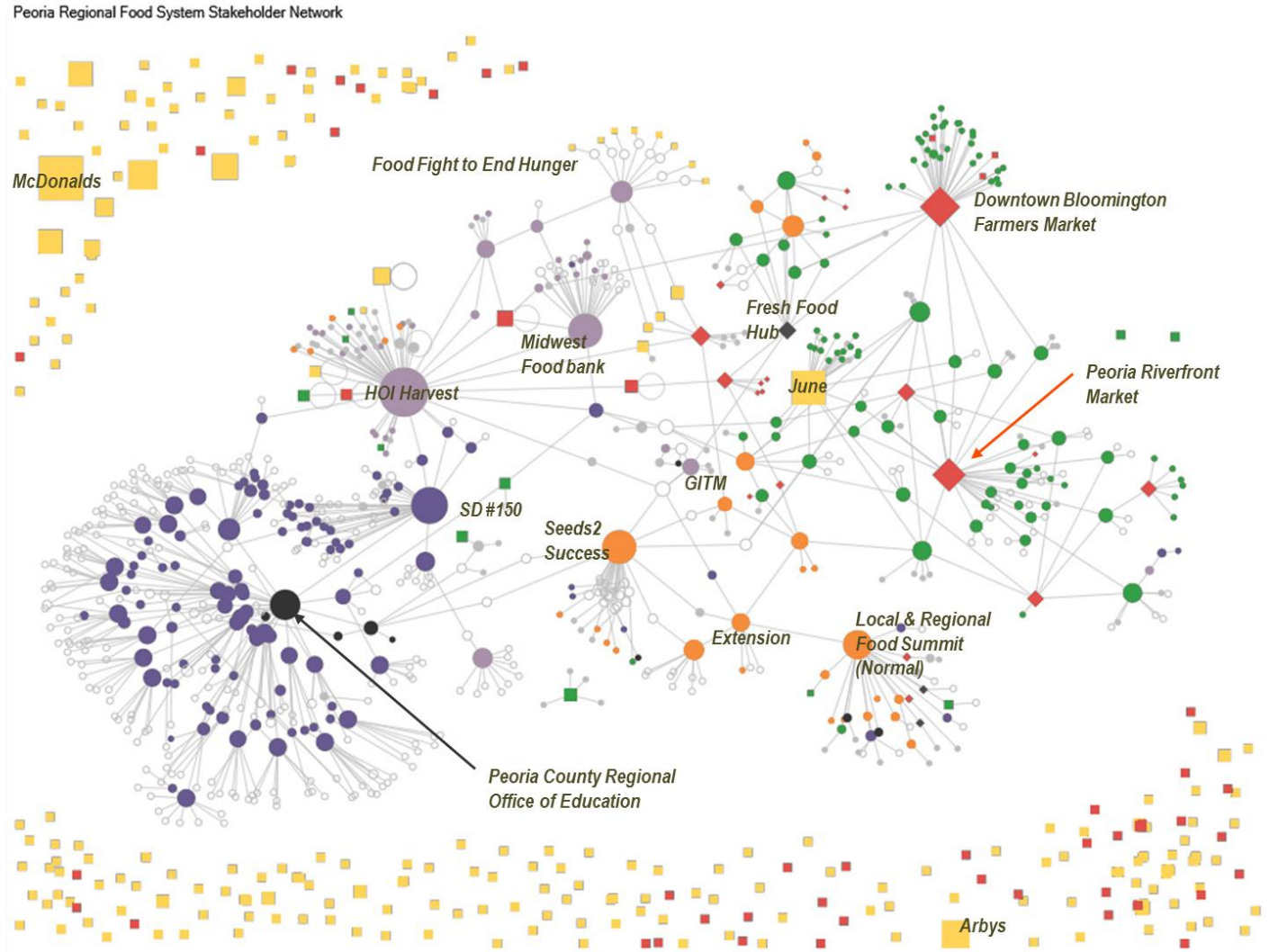
Legend

Symbols

- ◆ "Local" Food Businesses
- Conventional Food Businesses
- Group or Organization
- Individual

Colors

- Producers
- Restaurants (All)
- Retail Outlets
- Technical Assistance / Education
- Social Service
- Government
- Institutional Purchasers



Created with NodeXL (<http://nodexl.codeplex.com>)

Community Case Studies

A preliminary investigation of over 200 peer counties in the United States Department of Agriculture Economic Research Service (ERS)'s "Heartland" Farm Resource Region³² (Figure 11: USDA ERS Farm Resource Classifications) with a similar ERS urban influence rating and economic specialization revealed that no sampled peer counties had invested publicly in food system development.

Food system profiles were prepared for prominent Midwestern cities illustrating a diverse range of strongly developed food system components. Community food systems were evaluated on a subjective rating scale of 1 through 5³³ based on evident investment in 7 realms of community food systems. Government and nongovernmental organizations' involvement in these areas was also estimated (See, for example Figure 18: Peoria Region Food System Benchmark Rating).

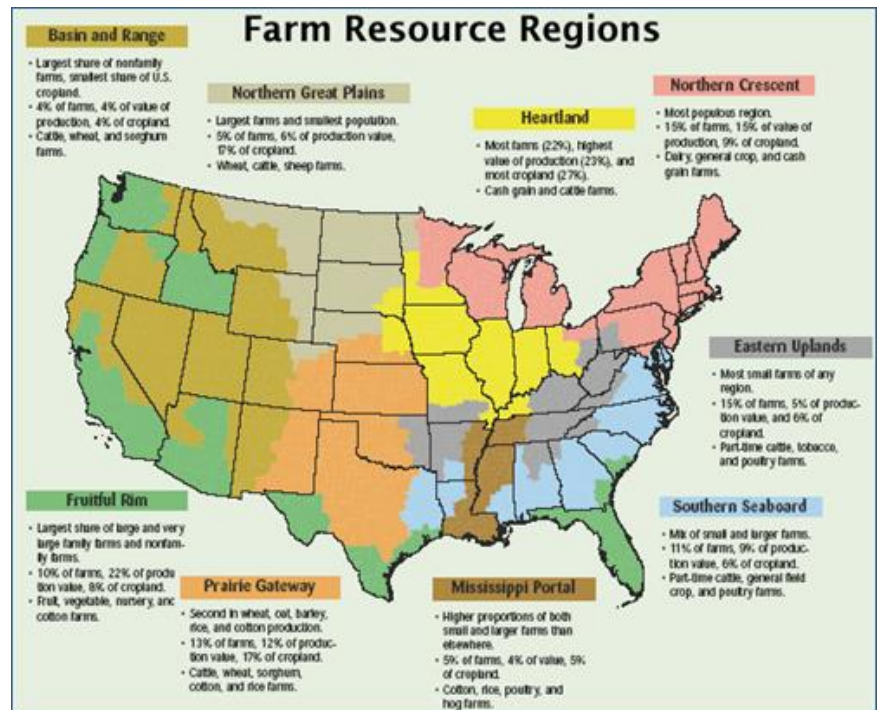


Figure 11: USDA ERS Farm Resource Classifications

³² (USDA ERS 2014)

³³ **Component Ratings:** 1—No obvious attention; 2—Initial organizing around this issue; 3—Significant

organizing around this issue; 4—Regional recognition as a leader regarding this issue; 5—National recognition as a leader regarding this issue

Case Study Components

Food system components investigated in benchmarking cover a range of topics, are addressed by an extensive and varied list of organizations, and are represented by diverse indicators. The seven components assessed are summarized in Figure 12: Food System Components and Figure 13: Food System Assessment Categories

There are many rationales and motivations for engaging in local food system development. See Appendix 2 for a brief description of the author's Local Food Movement Typologies and Figure 13: Food System Assessment C for a description of the rating criteria used.

Food System Components

Component Ratings

1. No obvious attention
2. Initial organizing
3. Significant organizing
4. Regional Leadership
5. National Leadership

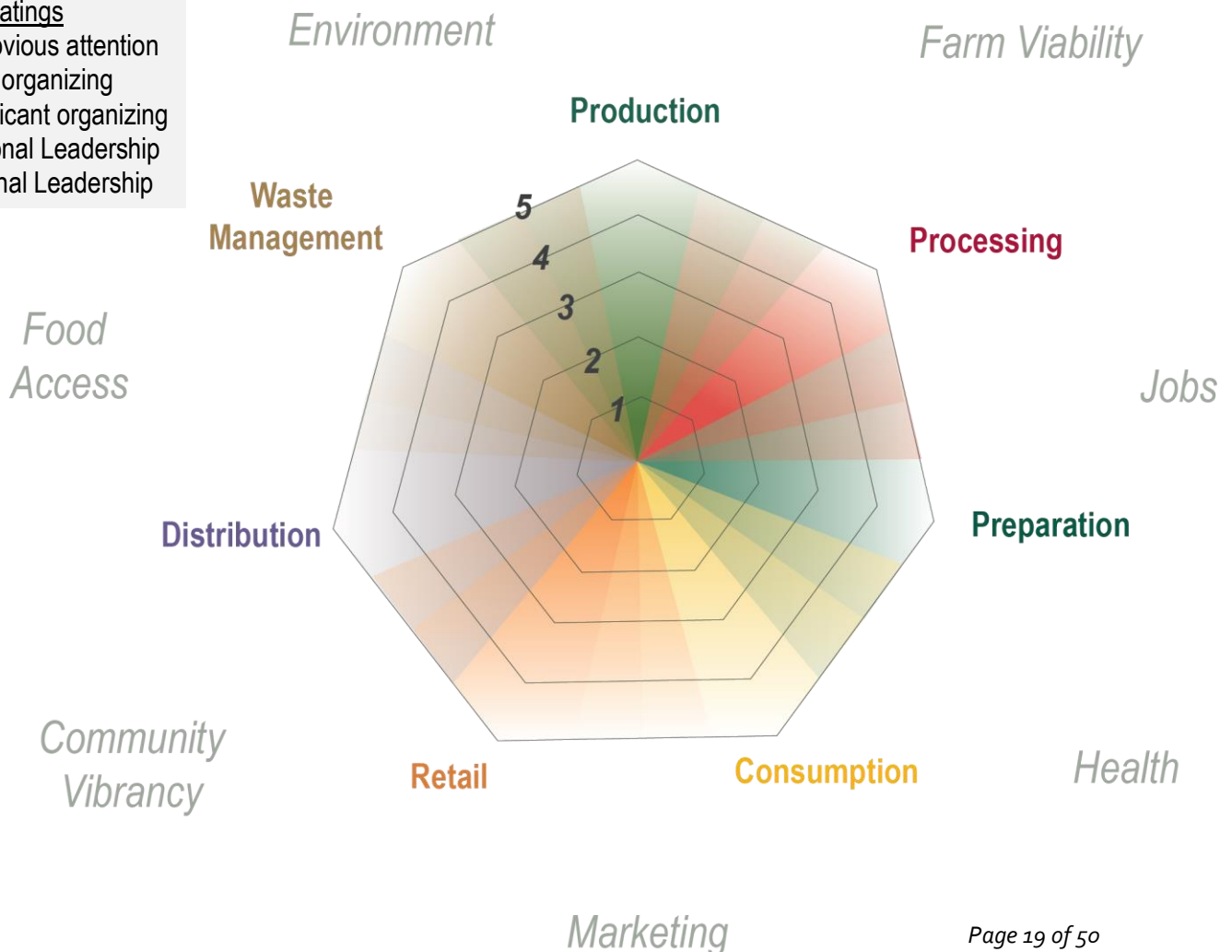


Figure 12: Food System Components

Food System Assessment Components

Production

Assesses organizations and activities that support growers or market local agricultural products, advocate for farmland access and farm preservation, and educate residents on food production

Processing

Assesses support of and investment in training programs and accessible infrastructure (e.g., shared commercial kitchens or food business incubators)

Preparation

Includes investment in cooking education as well as job training and entrepreneurial programs to increase local food preparation. Though not recorded in any case study communities, restaurant incubator programs with a strong emphasis on local production infrastructure may be jointly assessed under "Preparation" and "Retail" strategies.

Consumption

Indicators focus on health and nutrition initiatives that address improving the quality of food consumed in the local system. Local food is an emerging interest in many consumption-based initiatives, but consumption of conventional food products is the most common focus.

Retail

Considers organizations and activities supporting local foods market development, including farmers markets and farm stand, co-op groceries, CSAs, restaurant promotion strategies and other initiatives

Distribution

Incorporates many elements of equitable food distribution, emphasizing providing local foods access to under resourced communities. Conventional distribution components—refrigerated warehousing, delivery vehicles, and cooperative purchasing and delivery strategies—are considered under "Processing" and "Retail" indicators. Many of the initiatives assessed in benchmark communities included distribution of conventional food products, not only local produce.

Waste Management

assessment involves food rescue organizations, composting efforts, food waste digester initiatives, and waste reduction education.

Production

see above

Environment

see below

Farm Viability

Access to infrastructure to support profitable production and distribution connects many Production and Processing initiatives, particularly those emphasizing agrotourism as a local development strategy

Jobs

Food system employment-based economic development strategies are a bridging characteristic that connect "Processing" and "Preparation" areas of emphasis

Health

Attention to both food Preparation and Consumption is combined in health-focused initiatives.

Marketing

Marketing links Retail and Distribution, as well as general efforts to promote local foods systems. To be considered in these benchmarking scales, marketing efforts must emphasize multiple "interests", products, or businesses; the success of individual marketing campaigns were not considered an important indicator.

Community Vibrancy

Vibrant social interactions are an outcome of "Consumption" and "Retail" activities

Food Access

With many organizations emphasizing food rescue operations, food security and food access approaches bridge issues of "Distribution" and "Waste Management"

Environment

Concerns of environmental quality connect "Waste Management" strategies with "Production", including integrating conservation practices, non-chemical nutrient and soil amendment sources, and increased efficiency.

Figure 13: Food System Assessment Categories

Madison, WI

Madison, Wisconsin, is nationally-recognized for its producers-only farmers market, and hosts a City Food Policy Council that offers grants to support health food access initiatives. The community's public Economic Development strategies include an emphasis on Foods businesses, including grocery stores and public markets as desirable businesses.

The University of Wisconsin and its Extension system are highly involved in the local food system and its development, and the university has helped to pilot projects for food waste collection and waste reduction. Although this initiative was recently paused in the face of logistic challenges, it represents one of the more significant organizing efforts around food waste management among the benchmarked communities.

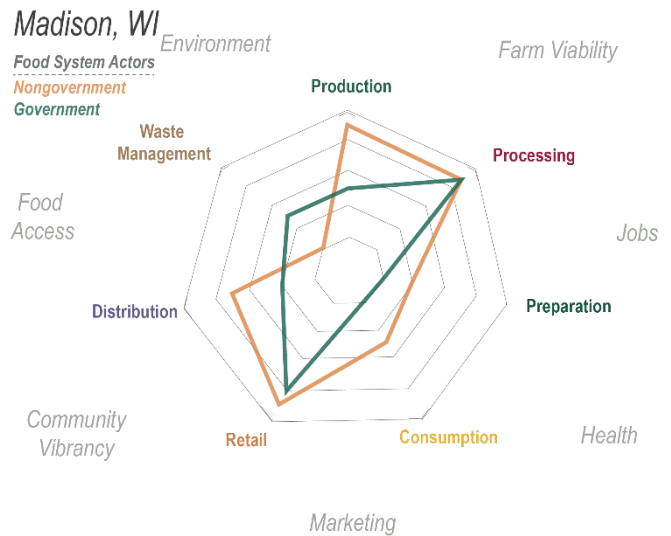


Figure 14: Madison Benchmark Rating

Cedar Rapids, IA

Cedar Rapids, Iowa, has invested in both public and private projects emphasizing local food system development. The University of Iowa Leopold Center for Sustainable Agriculture promotes efforts & supports local food councils in Cedar Rapids throughout the state. Cooperative marketing & other economic development strategies are stressed in local activities. Health foods access is a programming focus of regional nonprofit organizations, and the community's Planning and Development Department partners with USDA Resource Conservation and Development office to sponsor and staff the Linn County Food Systems Council.

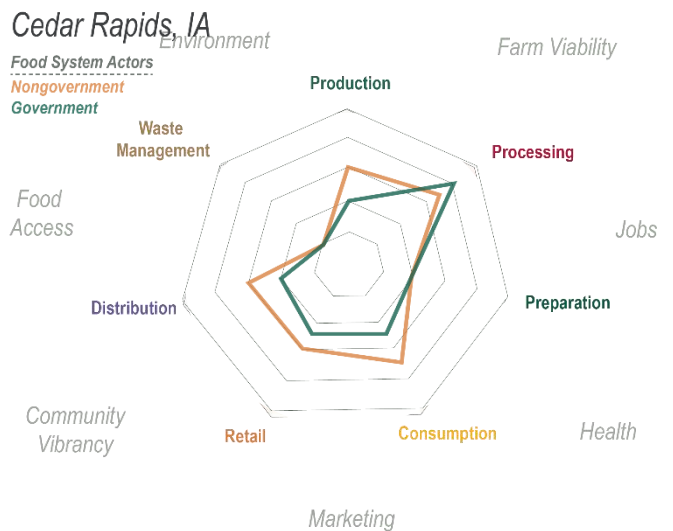


Figure 15: Cedar Rapids Benchmark Rating

Des Moines, IA

Buy Fresh Buy Local Campaigns, sponsored local retail projects, and interest in shared community kitchen promote retail and economic development and represent the community’s significant investment in food processing infrastructure. Additionally, waste management is a focus of government and private firms, including composting and bio digester pilot projects. Waste associated with food production receives strong attention in the community, as legal action is considered regarding agricultural runoff that is suspected of polluting the community’s drinking water source³⁴.

As is the case for other Iowa communities, the University of Iowa Leopold Center for Sustainable Agriculture promotes efforts & supports local food councils in Des Moines and throughout the state.

Indianapolis, IN

Indianapolis, Indiana, has implemented mobile market and food delivery projects that have been adapted to serve the Peoria region through gifts in the moment’s Mobile Food Market. The Indy Food Council, sponsored by the City, promotes education, equity, and economic development with small grant program and research fellows, including the mobile market program. In addition, other nonprofit advocacy groups promote “slow food”, agriculture, and food security hunger reduction, addressing a broad range of the food system. The private firm Husk processes, preserves, and retails local produce.

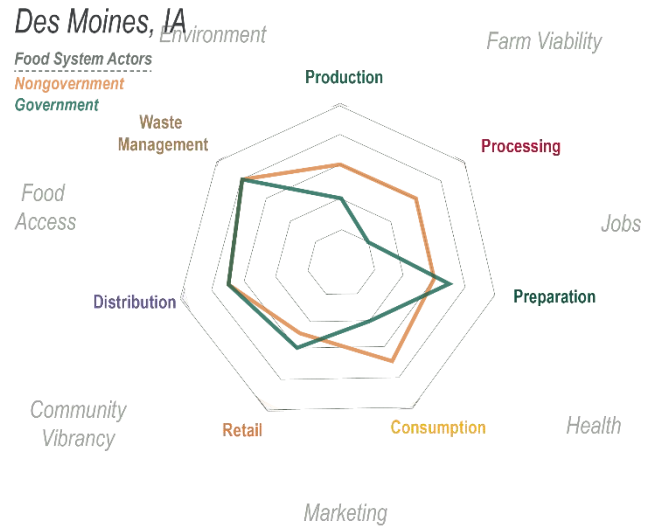


Figure 17: Des Moines Benchmark Rating

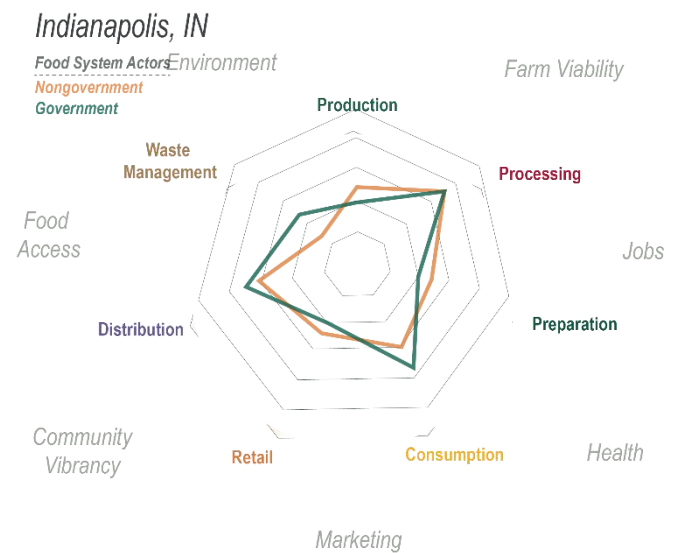


Figure 16: Indianapolis Benchmark Rating

³⁴ Lawsuits are not, of course, a necessity for a community to achieve a high development rating on any of the food system indicators, but in this case

the possibility of formal coordinated action represents a significant organizing around both sides of a food-related issue.

Peoria, IL

As is the case in the Peoria area food system, in peer communities nongovernmental actors tended to provide leadership in food system development activities, while engaged local governments supported their activities.

As noted earlier, Peoria experiences a different population size and level of urbanization, different economic specialization, and, in some cases, a different growing resource region in comparison to the benchmarked communities discussed above. Its local foods organizing efforts are, in some cases, decades “younger” than those in other communities. The community appears to offer relatively equal attention to all aspects of the food system, which provides a stable base for catalyzing system-based development; with no areas of food system development significantly outpaced by other components, mutually-reinforcing processes can be developed. In contrast, communities underdeveloped in one region—Waste Management, for example—may be challenged to re-imagine their food system when an unconsidered component becomes influential.

Food System Components

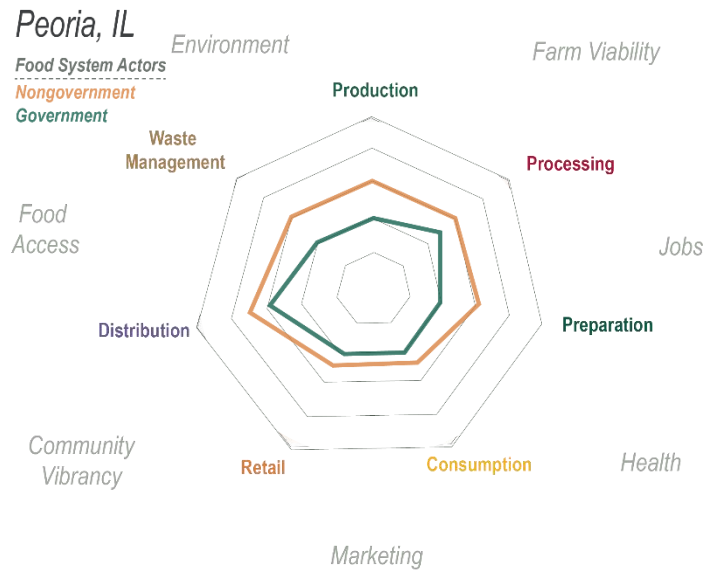


Figure 18: Peoria Region Food System Benchmark Rating

Level of Intervention

Food system organizing stakeholders in the Greater Peoria Region primarily operate in the Direct-to-Consumer distribution of produced or donated food products or at a level of personal production of food. These components of community food system development are most appropriately scaled for local intervention. However, current food provision in the United States primarily relies on national and international distribution channels, several orders of magnitude more expansive, complicated, and influential that “lower level” tiers of operation conceptualized by the University of Wisconsin at Madison’s Center for Integrated Agriculture Systems (see Figure 19: Food System Tiers. The ability of local or “lower level” interventions to affect the broader food system is uncertain, especially as local systems attempt to compete with institutional inertia embedded in larger systems. Industry-wide estimates suggest that as much as 99 percent of the food consumed in the United States is purchased through some form of wholesale supply chains³⁵.

Initial successes in developing economically viable local food systems are predicated on convincing consumers to pay more than base retail prices for food products, concludes Evan Fraser in *Empires of Food: Feast, Famine, and the Rise and Fall of Civilizations*³⁶. With a basis in traditional low-wage, labor-intensive industries of agriculture, food service, and manufacturing, systems-based attention to providing fair wages to food system employees is crucial to

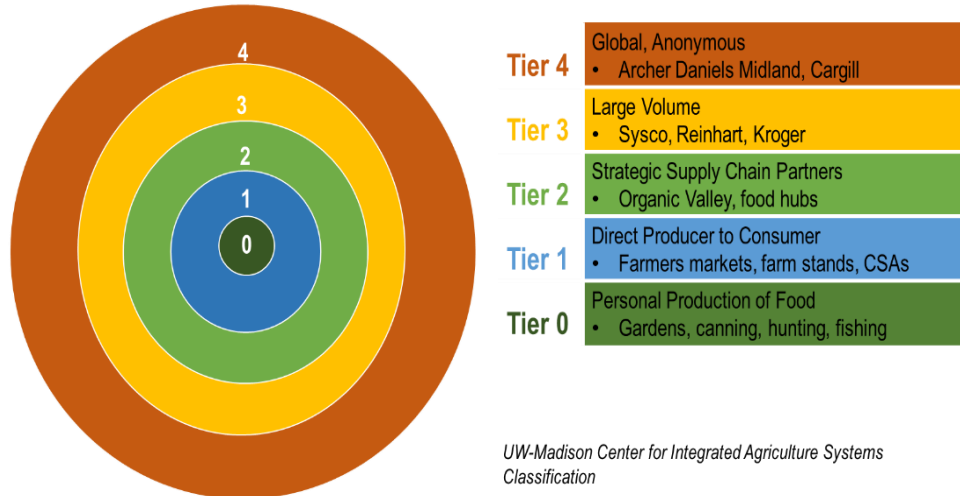


Figure 19: Food System Tiers

long-term viability of local food system development.

The Role of Local Government

As demonstrated by the benchmarked communities, food system development is often led by non-governmental stakeholders. Local governments play an important role in facilitating and regulating food system development, but are bound by their role in a federal system. As agents of their State, cities and counties have limited regulatory and redistributive power. Key roles for local government in addressing food system development include convening and connecting leaders and correcting market failures, specifically at a local scale—local governments are less well suited to redistributive functions and at regulating economic and environmental spillovers that traverse governmental boundaries. With their role in local service provision, local governments can play a role in waste management and public health regulations related to regional food systems. Local

³⁵ (FamilyFarmed.org 2015)

³⁶ (Fraser 2010)

governments can also support local foods system development by including regional purchase requirements or allowances in their purchasing contracts.

Unexplored implications of local food systems

As noted in the January 2015 USDA report “Trends in U.S. Local and Regional Food Systems”, applied economic impact assessments of local food systems are at best nascent, and have not addressed the implications of import substitution on extralocal economic systems, nor have opportunity costs of investing in local food systems been considered. “Without accounting for opportunity cost, economic impacts are likely to be overstated, or at least not fully understood”³⁷ the report concludes.

Emerging perceptions on potential innovations in food system equity and economy recorded at the 2015 Good Food Festival in Chicago emphasized the opportunity to strengthen local foods access by reducing waste in all segments of the food system³⁸. Emerging efforts in the United States include developing markets for aesthetically imperfect produce “seconds”, processing food waste to create biofuels and soil amendments, and using technology and networked communication systems to redirect potential food waste “on the fly”.

Recommendations

Despite noted uncertainties in local food system development strategies, the potential social and economic benefits of investing in local foods remain significant. Initial social and physical production infrastructure supporting

local foods in the Peoria Region has been developed and documented. Moreover, there is significant stakeholder interest in continuing to strengthen the local food system.

1. Develop a Local Foods Council

Strengthening the local food system’s food preservation, waste reduction, and year-round local food provision approaches by developing programming and training to connect producers with local value-added processors can provide economic opportunities while addressing several underdeveloped areas of the local food system.

To continue to develop connections between stakeholders and ties to the regional economy, the community should establish a Regional Food Council. Regularly convening stockholders from each aspect of the food system will lay groundwork for synergistic projects, formalizing the connections developed at annually occurring food system conferences.

Though councils provide valuable networking opportunities, it is often noted that, “Talk doesn’t cook rice”³⁹. Asset-based community development strategies and regional stakeholder preferences suggest interest in an action-based council, focusing its attention on tangible and achievable goals. Evanston, Illinois’ Food Council originated under operating principles of only taking on projects if members were interested in and able to commit to carrying them out, and to continue working on projects only if members enjoy the process and feel the group is making progress⁴⁰. The Champaign County, Illinois

³⁷ (Low 2015)

³⁸ (Christopher, Leibov and Lehman 2015)

³⁹ A Chinese proverb

⁴⁰ (Hillman 2015)

Local Foods Policy Council provides a regional precedent of a local-government based council.

Local Dinner (& a Movie) Community Event

Although council activities should be directed by its membership, the author suggests two possible projects for consideration. The first involves establishing a rotating, quarterly donation-based free “Dinner and Movie” event featuring locally produced soups and side dishes, and held at community centers and houses of worship in “Food Desert” communities. In conjunction with dinner, an educational or entertaining film highlighting food system could be screened. These events could serve to educate community members about local foods while engaging residents in traditionally low-access community in discussing foods issues. In St. Louis, Missouri, Sloup, a nonprofit community crowdfunding group, serves soup and bread donated by local restaurants in exchange for donations⁴¹. The events build social networks and interest in community development while presenting relatively low overhead costs and barriers to entry. A listing of potential food system films for community screening, many accompanied by discussion guides, is included as Appendix 3.

Shared Kitchen Mapping

A secondary council initiative may involve engaging public health officials and cottage food producers in mapping and developing a resource guide for certified community kitchens that may be available for food entrepreneur use. Other communities, including those engaged in the Oregon Food Bank’s FEAST Community Organizing program, have produced directories of certified kitchens in community centers, houses of worship,

schools, and other facilities that provide access to multiple groups.

2. Local Purchase Incentives for Institutions

As noted earlier, public and public-service organizations including schools, group homes, and food security programs represent a significant potential market for local food purchases. Allocating discretionary funds to support matching grants or percentage-based reimbursements for local food purchases is one strategy to incentivize local purchases while maintaining set costs. This proposal echoes the SNAP Match strategy which provides matching private funding to double food stamp at farmers markets, and depending on program eligibility guidelines developed, food security programs could be recipients of some incentive funding.

3. Develop Intervention-Based Assessment Strategies

As local food movements grow, communities have been challenged to find appropriate ways to assess their efforts. In “Measuring Success”, a 2014 report from the Institute for Agriculture and Trade Policy, a 3-level approach to assessing local foods strategies is recommended⁴². In decreasing order of residents affected and increasing level of difficulty to administer, the strategies can be adapted to measure local goals.

The broadest, simplest type of information to collect includes **population-based indicators**, including community-wide food access or obesity statistics. Population-based assessments often rely on secondary data already collected by other agencies and

⁴¹ (Sloup 2015)

⁴² (Kleinschmit, et al. 2014)

entities. However, because of its broad scale and infrequent collection, they are least likely to show short term or incremental improvements. They may, however, be used in initial assessments to identify areas in need of intervention.

Program-based assessments capture before and after (or, in some cases, control and intervention or “experimental”) statistics for comparison. These assessments may be as simple as a carefully crafted single-page survey distributed to program participants, or as complex as a long-term Participatory Action strategy involving multiple community and academic stakeholders. This level of assessment is recommended as an appropriate way to demonstrate a local-level intervention.

Individual assessments provide the rhetorical power of personal narratives, but may be difficult to collect broadly and consistently. Health care providers utilizing “Produce Prescriptions” or other food system interventions may be able to bridge the gap between individual- and program-level assessments by aggregating statistics from multiple participants for evaluation, but this assessment strategy may be difficult for organizations that do not routinely collect individual assessments. The “Measuring Success” report includes example assessment tools, but recommends that evaluation metrics be developed locally in response to specific desired outcomes.

In the Greater Peoria Region, stakeholder organizations have begun to organize around

issues of agricultural productive capacity and market access barriers, and significant social and physical infrastructure has been organized around emergency food access. Activities based in the broader Chicagoland area have emphasized developing high market value local foods marketing channels, as well as expanding urban agricultural production opportunities.

4. Use Indicators to Maintain a Systems-Wide and Values-Based Perspective

“You can’t eat money,” as the saying goes, and local food systems will never be a “get rich quick” scheme⁴³. Nevertheless, there are significant benefits to local foods beyond what can be captured in direct market exchange. Acknowledging these “values-based” aspects can temper illusions of vast economic growth resulting from local food systems, while adding dimensions of pathos and ethos to the argument for investment. The Appalachian Sustainable Agriculture Project provides an example of a local foods movement that has successfully integrated values-based components into its economic strategy⁴⁴. Maintaining a similar perspective may help Peoria to develop a robust and resilient local foods eminent.

5. Specialize in “Healthy Outcomes”

North-Central Illinois’ local foods organizing efforts, as demonstrated by conference and symposium topics, reveal existing regional attention to many aspects of community systems. Farmer training, direct-to-consumer and scale production are disuccessed by the

⁴³ See the novel-length local food system profile *The Town that Food Saved* (Hewitt 2011) as an illustration of this concept, and note that no towns

were conclusively “saved” in the making of a local food movement.

⁴⁴ (Appalachian Sustainable Agriculture Project 2015)

annual November Local and Regional Food Summit held in Normal, Illinois, and by the University of Illinois Extension's Local Food System and Small Farms programming, and economic development and entrepreneurship, as well as local food policy, civic engagement, and farm-to-school initiatives are discussed at the early-spring Chicago Good Food Festival. However, Waste Management and Health are underrepresented topics in the region.

Peoria has a strong "health" infrastructure that may allow specialization in this area of food system organizing. Through the Dietetics Internship program at Bradley University, the University of Illinois College of Medicine at Peoria, the OSF St. Francis and Unity Point-Methodist-Proctor Medical Centers, the region possesses significant capacity and interest to develop a food system that addresses health impacts. The County's current intent to incorporate food system programming in the Public Health department will support these efforts.

Conclusion

The Peoria food system contains a robust and developing infrastructure. Economic impact assessments describe a significant potential for the region's local food economy, and system-wide indicators present a strong values-based case for continued investment in this area. By making strategic, measured, and locally-guided interventions, the Peoria region may become a leader for other mid-sized Midwestern peer cities. Establishing a local foods council and making strategic investments to incentivize local foods purchasing providing promising opportunities to continue to advance the local foods movement in north-central Illinois.

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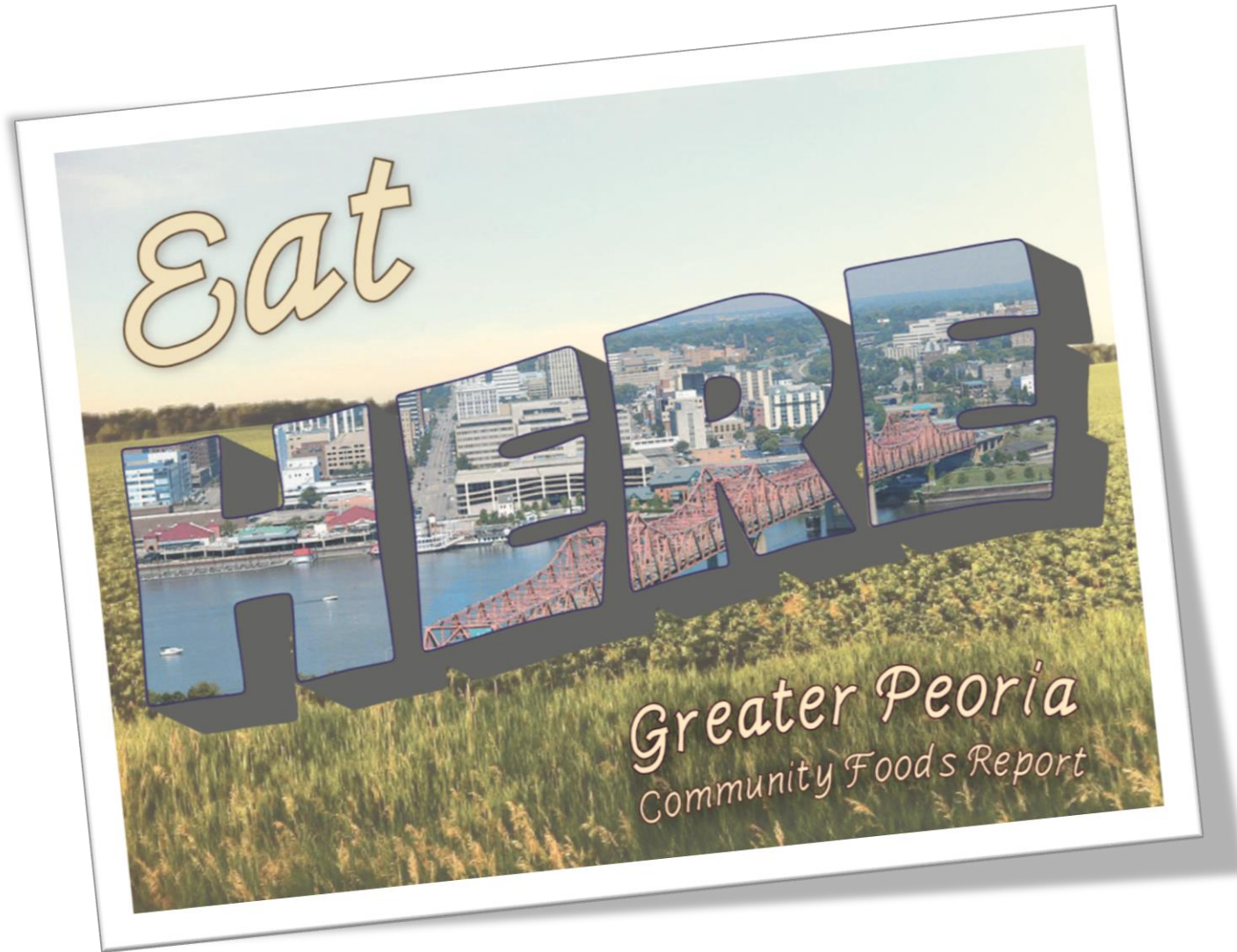
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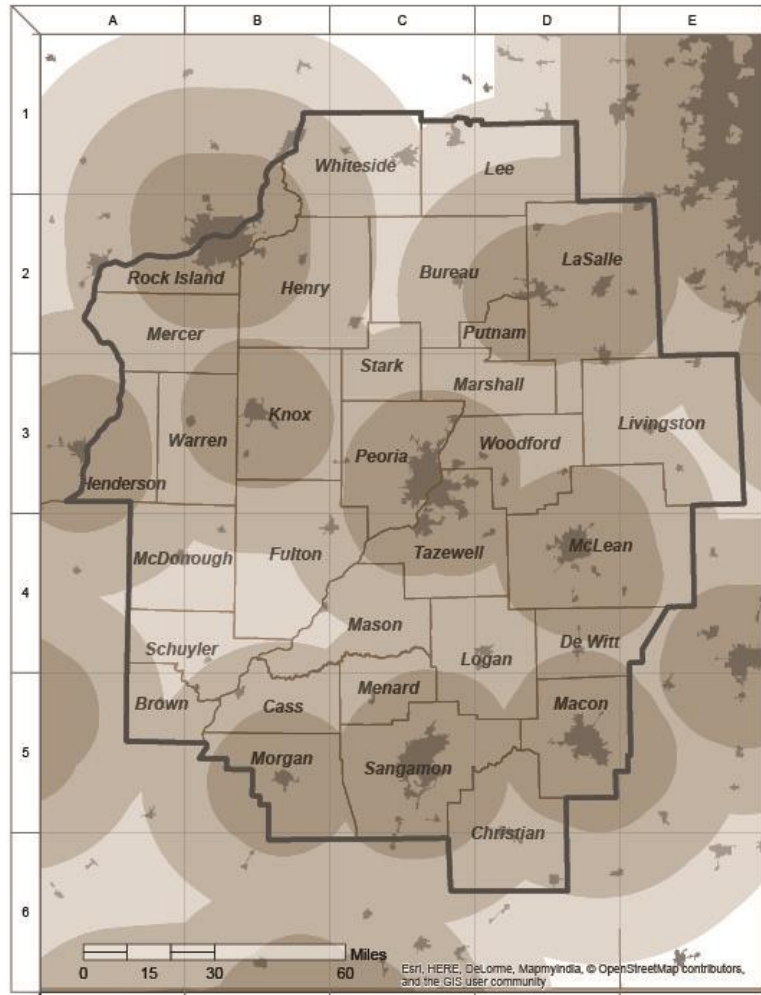
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APPENDIX 1: Local Foods Resource Guide



**Local
Foods
Resource
Guide
2015**

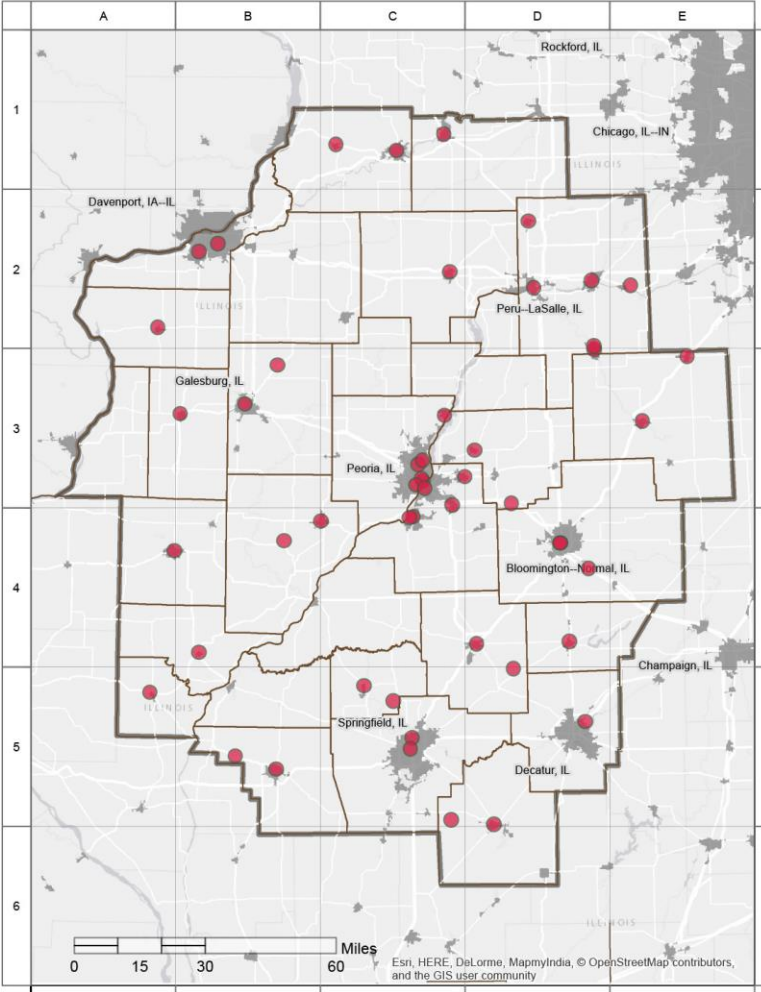
Greater Peoria Region: **Counties**



Is **60 miles** too far to go for great local food? While there are delicious treats that might be worth an even longer trek, all of the farms, markets, and restaurants listed in this guide are within 60 miles of Peoria County and in the state of Illinois. Many of them are closer.

There are 33 counties—not to mention several cities and an uncounted number of farms and gardens—full of local goodness within this “Greater Peoria Foodshed”. This guide lists sources of local foods available to north-central Illinois residents.

Greater Peoria Region: **Farmers Markets**



20: Market information from USDA Farmers Market Database and LocalHarvest.org (Accessed February 2015), and independent research. Maps are for reference purposes only and should not be used for navigation!

Farmers markets are the “poster child” of local foods, and for good reason! Markets provide regular opportunities to “**meet the grower**”, and some markets also host **arts and crafts** vendors, or some provide **live music, cooking demonstrations, and entertainment**.

Regional farmers markets generally begin in May or June and run through October, though some indoor markets, such as the Methodist Center Atrium Farmers Market in Peoria and Illinois Products Farmers Market operate during winter months.

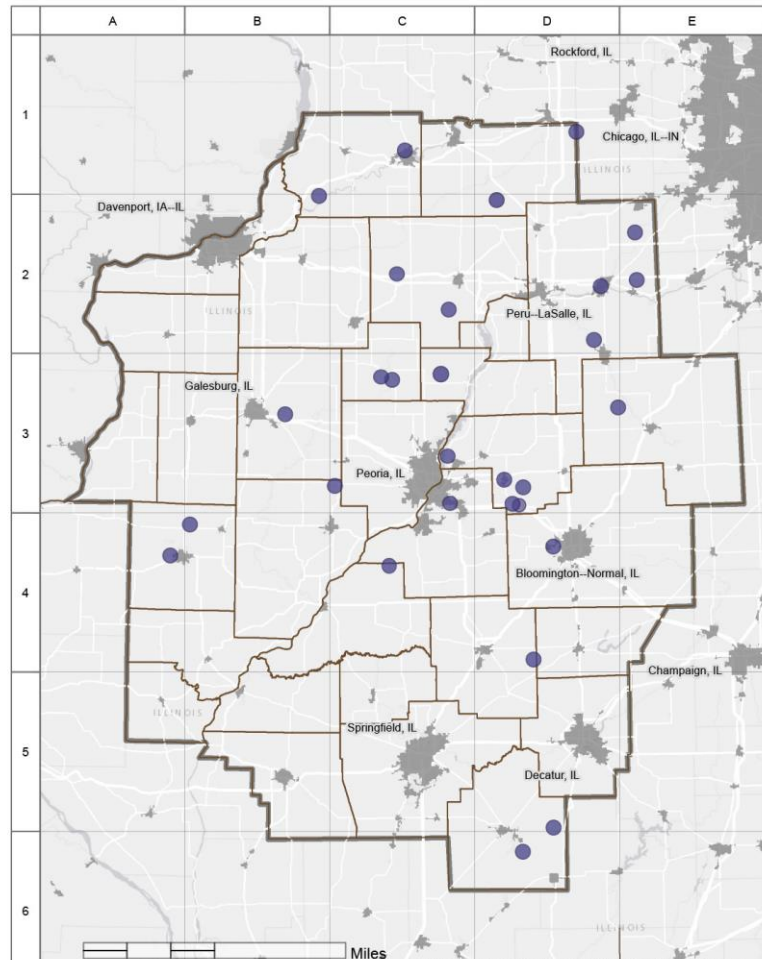
Most farmers markets in the region accept credit card payments, and several can accommodate **WIC and SNAP benefits**. Payment types accepted at each market are indicated in the chart below with C (Credit Cards Accepted), W (WIC accepted), and S (SNAP accepted).

More information for each market can be found online on the websites listed below, or through the online version of this guide.

	Farmers Market Name	Payment	Website
	Twin City Farmers Market	C	www.tcmarket.org
C-1	Dixon Park District Farmers Market	C	www.dixonparks.com
	Morrison Farmers' Market	C	www.morrisonfarmersmarket.com
A-2	Main Street Farmers Market Downtown Aledo	C	www.aledomainstreet.com
	East Moline Farmers Market	C	www.growersmarkets.com
B-2	Home Grown Market on the Square		www.rockislandcountyextension.blogspot.com
C-2	Princeton Farmers' Market	CW	www.facebook.com/PrincetonFarmersMarket
	Downtown LaSalle Canal Market	C	www.facebook.com/DowntownLaSalleCanalMarket
D-2	Ottawa Area Chamber of Commerce Farmers Market	C	www.facebook.com/ottawailfarmersmarket
	Mendota Farmers Market	C	www.mendota.il.us
	Streator Downtown Farmers Market	C	www.facebook.com/pages/Streator-Downtown-Farmers-Market/112967925454118
E-2	Marseilles Farmers Market	C	
	Oneida Farmers Market	C	www.facebook.com/oneidafarmersmarket
B-3	Galesburg Farmers Market	C	www.galesburgbusinessassociation.com
	Monmouth Farmers Market	C	www.monmouthilchamber.com/farmers-market/
	Peoria Farmers Market at the Metro Centre	CWS	www.shopmetrocentre.com
	Peoria Riverfront Market	CSW	www.peoriariverfront.com
	Junction City Farmers Market		http://newjunctioncity.com/event/junction-city-farmers-market/
	Chilicothe Farm Produce Sales		n/a
C-3	Methodist Medical Center Atrium Farmers Market		www.facebook.com/methodistatriumfarmersmarket
	Urban Farmers Market by Gifts in the Moment		www.believegitm.com/urban-farmers-market/
	City of East Peoria Farmers Market		
	Washington Square Farmer's Market	C	www.facebook.com/pages/Washington-Square-Farmers-Market/521527434572686
	Morton Farmers Market	C	www.local-farmers-markets.com/market/1600/morton/morton-farmers-market
	Washington Square Farmer's Market	C	www.facebook.com/pages/Washington-Square-Farmers-Market/521527434572686
D-3	Metamora Farmers Market	C	www.facebook.com/pages/Metamora-Farmers-Market-NFP/196443450391588
	Congerville Farmers Market	C	www.congervillefarmersmarket.blogspot.com/
	North Bloomington Street Farmers Market	C	www.facebook.com/pages/Streator-Downtown-Farmers-Market/112967925454118
E-3	Pontiac Farmers Market	C	www.pontiacproud.org
	Main Street Farmers Market	C	

	Farmers Market Name (continued)	Payment	Website
	City of Cuba	C	
B-4	Macomb Farmers Market	CS	www.macombfarmersmarket.com
	Rushville Main Street Farmers Market	C	www.rushville.org
	Morton Farmers Market	C	www.local-farmers-markets.com/market/1600/morton/morton-farmers-market
C-4	Heritage Farmers Market	C	www.facebook.com/HeritageFarmersMarket
	Pekin Downtown Farmers Market	C	www.pekinmainstreet.com
	Canton Farmers Market	C	www.extension.uiuc.edu/fulton
	Downtown Bloomington Association Farmers Market	CS	www.downtownbloomington.org/index.php?id=6
D-4	Lincoln Farmers Market	C	www.lincolnfarmersmarket.org
	Downs Village Market	C	www.villageofdowns.org/downs-village-market.htm
	Clinton Area Farmers and Artisans Market	C	www.clintonilchamber.com/events.htm
A-5	Brown County Farmers Market	C	
B-5	Jacksonville Farmers Market at Lincoln Square	C	www.facebook.com/JacksonvilleFarmersMarketAtLincolnSquare
	Petersburg' Farmers Market	C	
	Athens Farmers Market	C	
C-5	Illinois Products Farmers Market	CSW	www.illinoisproductmarket.com
	Old Capitol Farmers Market - Springfield	CSW	www.downtownspringfield.org
	Pawnee Farmers Market	C	
	Trinity 7th St Moline Farmers Market	C	www.growersmarkets.com
D-5	Saturday Produce Market	CW	www.facebook.com/RichlandStudentFarms
	Taylorville Main Street - Farmer's Market	C	www.downtowntaylorville.com

Greater Peoria Region: CSAs



21: Community Supported Agriculture information from USDA's CSA Database and LocalHarvest.org (Accessed February 2015), IRRRA's Illinois CSA Directory (2007), and independent research.

Maps are for reference purposes only and should not be used for navigation.

Fresh local produce—delivered! Community Supported Agriculture (CSA) programs unite growers and consumers in financing locally grown foods. Provide **“seed money”** by pre-purchasing “shares” of a farm’s production, receive a fraction of whatever is grown at prearranged intervals; pickups of produce typically occur **every week or every other week** at growing sites, farmers markets, or other designated locations. Twenty-Seven CSAs are located in the foodshed. Most provide seasonal **vegetables**, while some make **fruits, flowers, herbs, eggs, milk, or meat**.

Prices and purchasing options vary by farm. Some offer half shares or add on items to allow consumers to tailor their purchases. The actual amount of received in each share is representative of the farm’s production, with most CSAs reporting smaller shares early in the growing season and additional items at the end of the summer. Prepare to buy a share early in the year, as many local CSAs sell out before summer!

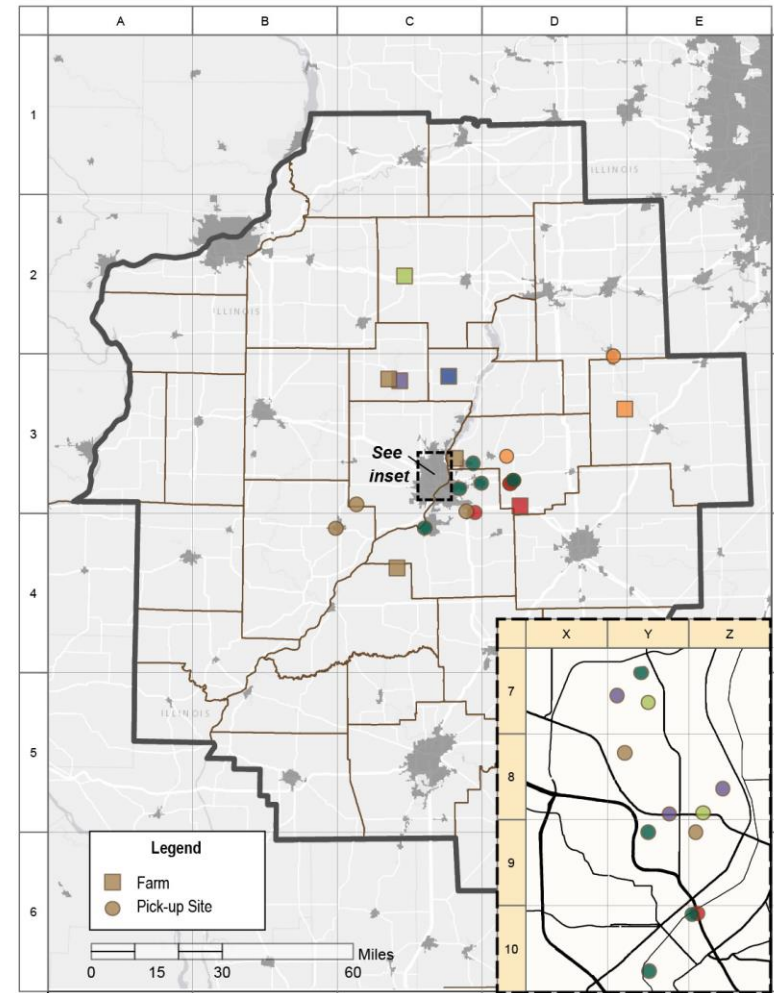


	CSA Name	Street Address	City	Website
C-1	Anonymous Farm	22417 Polo Road	Sterling	www.localharvest.org/anonymous-farm-M22149
B-2	Eyrich's Farm Fresh	8820 Albany	Erie	www.facebook.com/pages/Eyrichs-Farm-Fresh/1511899119033322
C-2	Meadow Haven Farm	6139 1700 North	Sheffield	www.meadowhavenfarm.com/
	Plow Creek Farm	1900 Bottom Road	Tiskilwa	www.plowcreekfarm.com
D-2	Cedar Valley Sustainable Farm	1985 N 3609th Rd	Ottawa	www.cedarvalleysustainable.com
	Crooked Row Farm	1735 Sublette Rd	Sublette	www.naturalnancy.com/
	Santorineos Family Farm	1488 N 1659th Rd	Streator	www.santofamfarm.com/
E-2	The Family Patch	4240 E. 2225 Rd	Sheridan	
	Growing Home, Inc.	2539 N 30th Rd	Marseilles	growinghomeinc.org
B-3	Hickory Hollow Farms	1103 Old Wagon Rd	Knoxville	
C-3	Broad Branch Farm	15848 Twp Rd 500 North	Wyoming	www.broadbranchfarm.com
	Hartz Produce	5235 Township 900 E	Wyoming	www.hartzproduce.com
	Spring Bay Farm	1373 Spring Bay Rd	Spring Bay	www.facebook.com/pages/Spring-Bay-Farm/114748295211314?fref=ts
	Grandma and Grandpa's Farm	476 County Road 950 N	Sparland	www.grandmagrandpasfarm.com/
	Tri County Fresh Food Hub	4200 E. Washington Street	East Peoria	gitm.csaware.com/store/csa.jsp
D-3	Terasas Fruit	302 W. Sunny Lane	Eureka	www.brockmanfamilyfarming.com
	Organic Pastures	669 County Road 1800 E	Eureka	il.foodmarketmaker.com/business/1240-organic-pastures
	The Country Co-Op	P.O. Box 153	Congerville	
	Jones Country Gardens	22055 N 800 E. Rd	Pontiac	www.jonescountrygardens.com
D-3	Henry's Farm		Congerville	www.brockmanfamilyfarming.com/
A-4	Barefoot Gardens	3201 West Adams Road	Macomb	www.barefootgardens.org
B-4	Good Hope Gardens	13595 N. 1950th Rd.	Good Hope	www.facebook.com/goodhope.gardens
C-4	Meyer Organic Produce	307 S Adams Street	Manito	www.facebook.com/MeyersProduce
D-4	Browns Fresh Produce	10499 E 1400 N. Rd	Bloomington	www.brownsproduce.com/
	Prairierth Farm	2047 2100th Street	Atlanta	www.prairierthfarm.com
D-6	August Creek Farm	1414 N 2400 East Rd	Assumption	www.facebook.com/augustcreekfarm
	Afterthought Farm	882 North 1700 East Rd	Owaneco	www.facebook.com/AfterthoughtFarmSoapandStuff

Looking for a local CSA pickup site? Pickup sites for CSAs serving Peoria County (acquired from individual CSAs' websites & grouped by color) are shown here. Full information on individual pickup sites and scheduling is available on the online map at www.peoriafoodsystem.net.

<p>Broad Branch Farm</p>	<p>Vegetable, Egg, & Meat Shares Season: June-October, 22 Weeks (2-Delivery Fall Shares also available) *Cost: Vegetable: FULL-22 wk \$600; HALF-11 wk \$323 Eggs: FULL \$159; HALF \$80 Beef, Pork & Chicken: \$592 www.broadbranchfarm.com</p>
<p>Good Earth Food Alliance (Multi Farm)</p>	<p>Season: April 21-October 20 + 1 delivery in November & December *Cost: Fruit, Vegetable, & Herb \$580; 12-Eggs \$123.25 (Weekly); \$63,75 (Bi-weekly) Variety Meat: \$625 www.goodearthfoodalliance.com/</p>
<p>Grandma and Grandpas Farm</p>	<p>Chicken and Produce Shares Season: June-October *Cost: Chicken Full (4/mo) \$380, Half (2/mo) \$200; Produce Full (22 wk) \$560, Half (11 wk) \$200 www.grandmagrandpasfarm.com</p>
<p>Henry's Farm</p>	<p>Offering shares of vegetable production Season: Late May-November, 26 weeks *Cost: \$425 www.brockmanfamilyfarming.com</p>
<p>Jones Country Gardens</p>	<p>Produce Shares Season: Late May or Early June and continuing for 24 Weeks *Cost: \$500 www.jonescountrygardens.com</p>
<p>Meadow Haven Farm</p>	<p>Meat products Season: 3 Month subscription *Cost: Standard (beef, pork, sausages, & chicken)-\$330; Express (9# ground beef, 9# sausage) \$330 Cross Fit (beef, chicken, & pork)-\$750; Cross Fit W/Eggs: \$800 www.meadowhavenfarm.com</p>
<p>Tri County Fresh Food Hub (Aggregator)</p>	<p>CSA Provides produce via mobile delivery vans, with a focus on serving low-income areas. Season: 22 Weeks, Mid-May through Mid-October *Cost: FULL (22 weeks) \$506, HALF (11 weeks) \$253 http://gitm.csaware.com/store/csa.jsp *Costs provided for reference only; consult individual CSAs for current information</p>

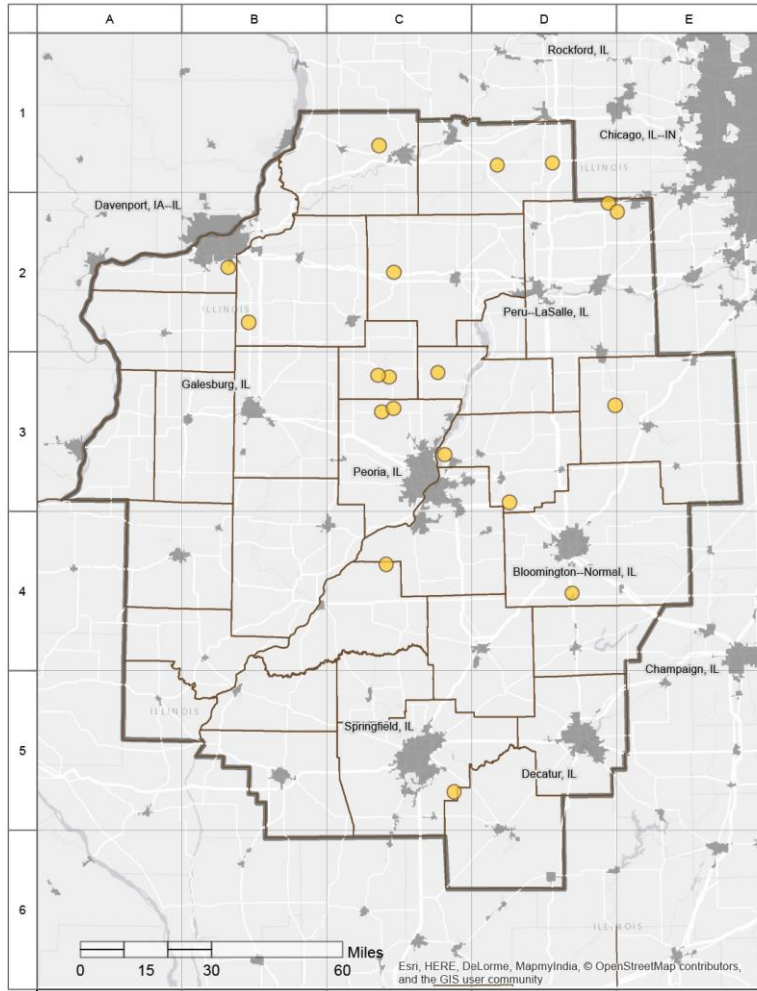
Peoria: CSA Farms & Pickup Locations



22: Community Supported Agriculture information from individual CSA websites.

Maps are for reference purposes only and should not be used for navigation.

Greater Peoria Region: **On Farm Sales**



23: Market information from USDA Farm Stand and CSA Databases and LocalHarvest.org (Accessed February 2015), IRRRA's Illinois CSA Directory (2007), and independent research.

Maps are for reference purposes only and should not be used for navigation.

Farm Fresh sales

It doesn't get much better than just-picked—or just picked up—produce!

Farm stands, U-Pick farms, orchards and wineries, and on-farm pickups for Community Supported Agriculture (CSA) programs provide a shopping experience that's more fun than your ordinary grocery store.

Growers appreciate their short commute for on-farm sales, and consumers may enjoy the opportunity to see where food is produced. Producers providing on-farm sales usually participate in other retail markets as well.

Staffing for farm stands may be provided during normal business hours for more permanent operations, or may be limited to evening or weekend hours during season, or only an hour or two per week for CSA pickup sites—so **call or click ahead** before you head out!

	Farm Name	Products	Street	City	Website
C-1	Hazel Creek Vineyard	Wine, Agrotourism	23060 Hazel Rd.	Sterling	
D-1	Stone Home Farm	Eggs	1125 Inlet Rd	Lee Center	www.stonehomefarm.com
	Hickey Family Farm	Beef	1143 Steward Rd	Steward	www.localharvest.org/hickey-family-farm-M59819
B-2	Country Corner Market	Produce, Agrotourism	5333 U. S. HWY 150	Alpha	www.country-corner.com/
	Crandall Farms	Honey	10905 104th St.	Coal Valley	www.crandallfarms.com/
C-2	Meadow Haven Farm	Produce	6139 1700 North	Sheffield	www.meadowhavenfarm.com/
D-2	Larson's Country Market, Inc.	Produce, Chicken	1968 E. U.S. Route 34	Leland	www.facebook.com/LarsonsCountryMarketInc
	Country Pond Gardens	Produce	2190 North 45th Rd	Leland	www.il.foodmarketmaker.com/business/908345-country-pond-gardens
C-3	Broad Branch Farm	Produce	15848 Twp Rd 500 N	Wyoming	www.broadbranchfarm.com
	Spring Bay Farm	Produce	1373 Spring Bay Rd	Spring Bay	www.facebook.com/pages/Spring-Bay-Farm/114748295211314
	Hartz Produce	Produce	5235 Twp Rd 900 E	Wyoming	www.hartzproduce.com/
	Grandma & Grandpa's Farm	Produce	476 County Rd 950 N	Sparland	www.grandmagrandpasfarm.com/Join_our_CSA.html
	Garden Spot Vegetable Farm	Produce, Chicken, Eggs	12901 W State Route 90	Princeville	www.facebook.com/gardenspotvegetablefarm
	The Pumpkin Place	Produce, Agrotourism	9615 W. Oertley Road	Princeville	www.facebook.com/thepumpkinplace
D-3	Henry's Farm CSA	Produce	432 Grimm Rd.	Congerville	www.brockmanfamilyfarming.com
	Jones Country Gardens	Produce, Eggs, Chicken	22055 N 800 E. Rd	Pontiac	www.jonescountrygardens.com
C-4	Meyer Organic Produce	Produce	307 S Adams St	Manito	www.facebook.com/MeyersProduce
D-4	Homestead Harvests	Beef	14861 Enterprise Rd	Heyworth	www.localharvest.org/homestead-harvests-llc-M26416
C-5	Lazy J Ranch	Beef	9000 Cascade Road	Rochester	www.facebook.com/pages/Lazy-J-Ranch-Rochester-IL/170348153012473

Restaurants

What makes a restaurant “local”? Is it the restaurant location itself important—a **“local” café** around the corner from work? Does it matter where the owners live, and if so, how close is close enough? Should fast food **franchises** be counted—many are, after all, locally owned! Can a national brand like **Chipotle** operate a local restaurant? Or do the foods served determine whether a restaurant is local? If so, **how “local” is local?**

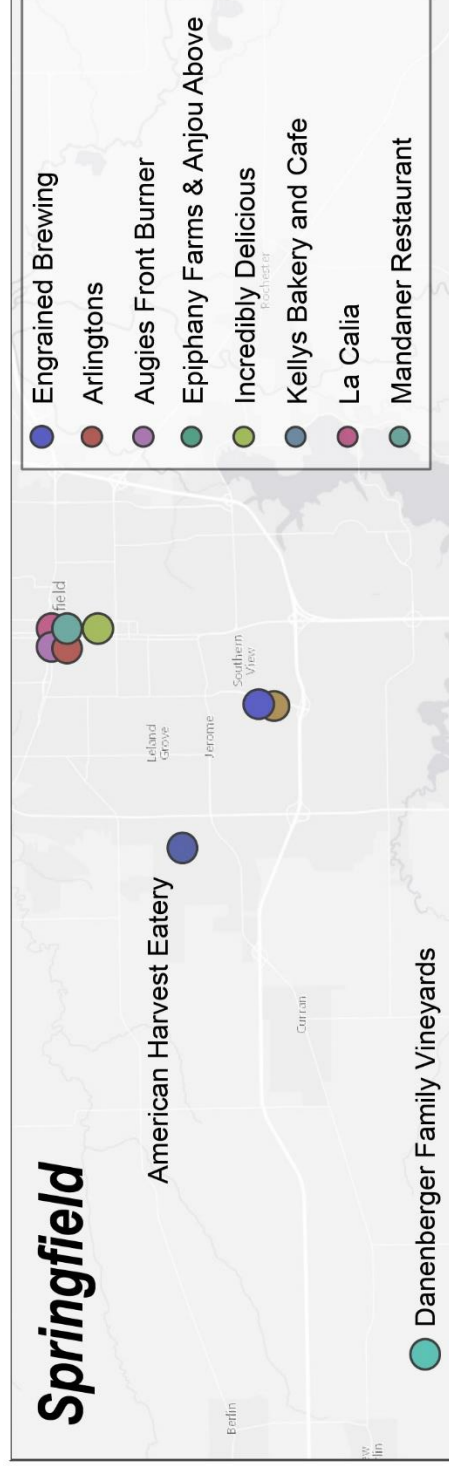
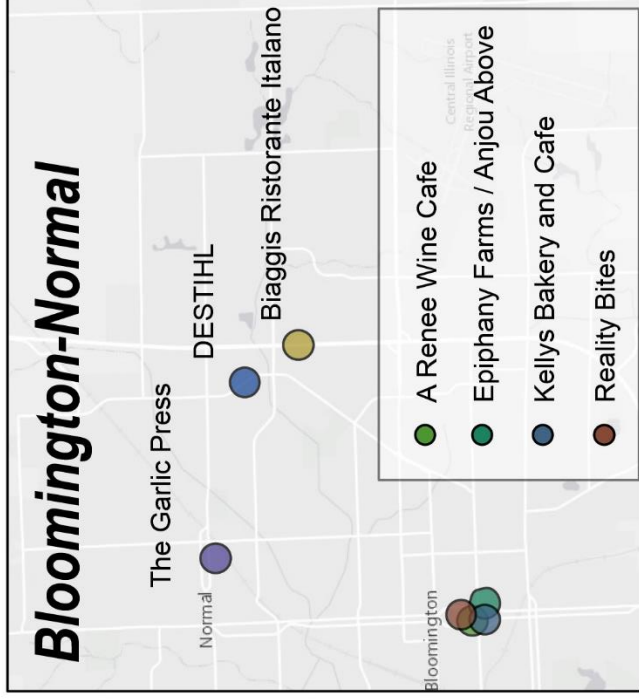
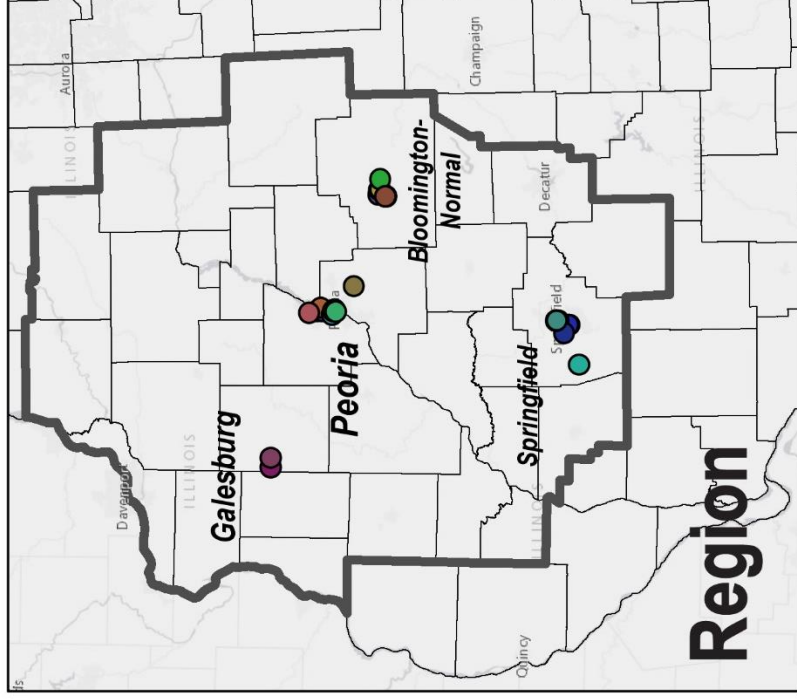
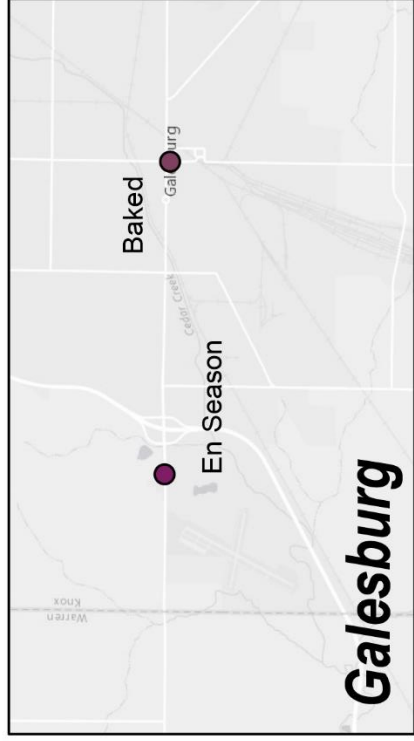
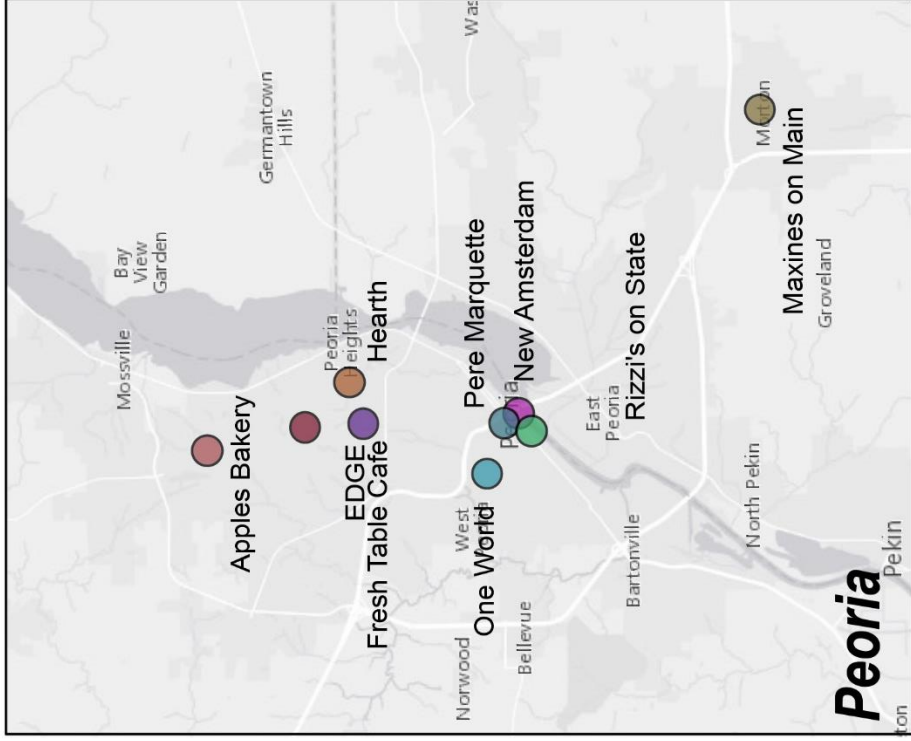
If you’d like to “eat local” at a restaurant, your best approach might be to **ask if your favorite restaurant serves local food**. Maybe they do, and you have a new reason to love an old favorite! Or maybe you will spark their interest in serving local products. Either way, you will likely **learn something new** about where your food comes from.

A select number of restaurants that actively promote their use of locally sourced foods are included on this guide. Because restaurant menus—and restaurants themselves!—change frequently, there may be businesses not included on this list.

Consider this section of the guide a **starting point** and continue to search for local foods when you eat out.

	Name	Address	City	Website
Peoria	EDGE by Chef Dustin Allen	5832 N Knoxville	Peoria	http://edgeinpeoria.com/
	Fresh Table Cafe	201 E Lake St	Peoria	www.freshtablecafe.com
	Hearth	4604 N. Prospect Rd.	Peoria Heights	www.hearthpeoria.com
	New Amsterdam	120B SW Water St	Peoria	www.newamsterdampeoria.com
	One World Cafe	1245 W. MAIN ST.	Peoria	www.oneworld-cafe.com
	Peoria Marriott Pere Marquette	501 Main St	Peoria	http://www.marriott.com/
	Rizzi's on State	112 State St	Peoria	www.rizzisrestaurant.com
	Apples Bakery	8412 N. Knoxville	Peoria	www.applesbakery.com
	Maxines on Main	208 N Main St	Morton	www.maxinesonmainmorton.com
Bloomington Normal	Kellys Bakery and Cafe	113 N Center St	Bloomington	www.kellysbakeryandcafe.com
	Biaggis Ristorante Italiano	1501 N Veterans Pkwy	Bloomington	www.biaggis.com
	Epiphany Farms / Anjou Above	220 E Front St	Bloomington	www.epiphanyfarms.com
	The Garlic Press	108 W North St	Normal	www.thegarlicpress.com
	DESTIHL	318 S Towanda Ave	Normal	www.destihl.com
	The Tavern at Park Regency Hotel	1413 Leslie Dr	Bloomington	www.bloomingtontavern.com
	A Renee Wine Cafe	306 N Center St	Bloomington	www.arenee.com
Reality Bites	414 N Main St	Bloomington	www.realitybitesblm.com	
Springfield	Engrained Brewing	1120 Lincolnshire Blvd	Springfield	www.engrainedbrewing.com
	Ill Tomasso Italian Bistro	1130 Legacy Pointe Dr	Springfield	www.tomassosbistro.com
	Incredibly Delicious	925 S 7th St	Springfield	www.incrediblydelicious.com
	La Calia	115 N 6th St	Springfield	www.facebook.com/LaCalia
	Danenberger Family Vineyards	12341 Irish Rd	New Berlin	www.danenbergerfamilyvineyards.com
	American Harvest Eatery	3241 W Iles Ave	Springfield	www.americanharvesteatery.com
	Augies Front Burner	109 S 5th St	Springfield	www.augiesfrontburner.com
	Arlingtons	210 Broadway	Springfield	http://www.arlingtonsspi.com
	Mandaner Restaurant	222 S 6th St	Springfield	www.maldaners.com
GBB	En Season	2900 W Main St	Galesburg	www.enseasongalesburg.com
	Baked	57 S Seminary St	Galesburg	www.seminarystreet.com/baked.aspx

Local Food Restaurants

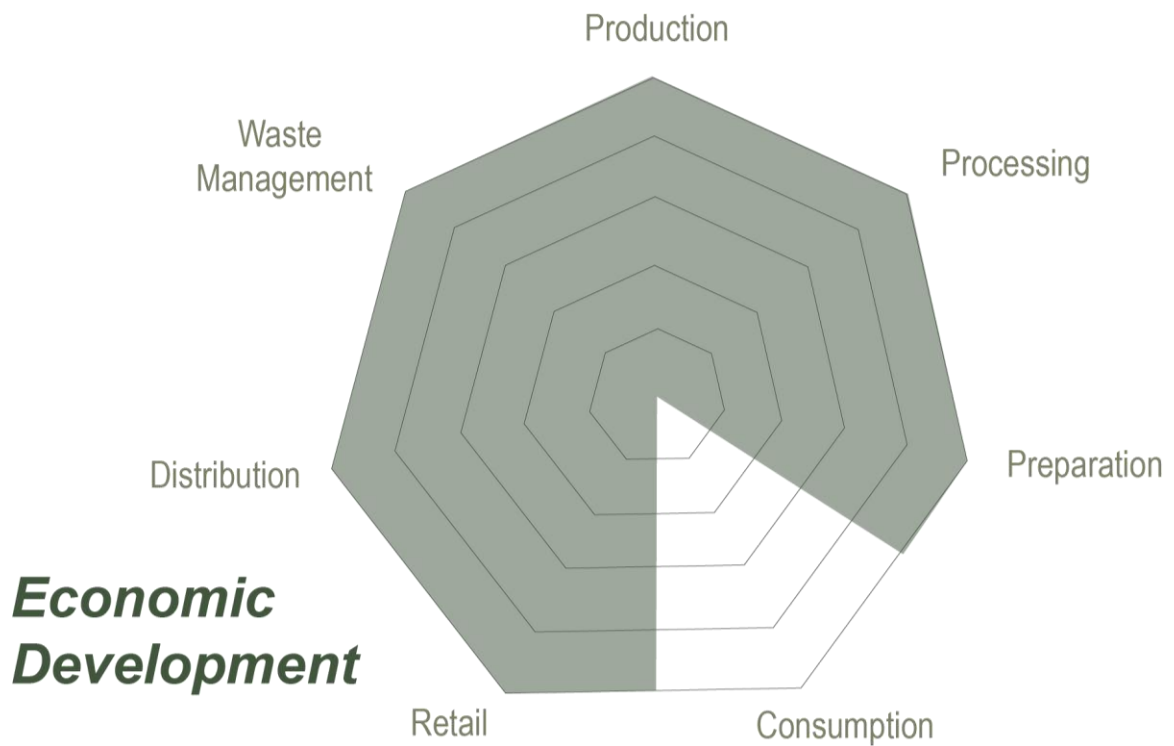


APPENDIX 2: Food Movement Typologies

Very few local food movements are equally and consistently organized around the seven benchmarked issues. Unequal attention to various issues may reflect communities' choice to address specific challenges, but there are opportunities bypassed and potential threats neglected when individual aspects of food system development are ignored.

To describe and characterize individual communities' and stakeholders' interests in developing local food systems, several dominant food system perspectives or "typologies" have been depicted on the same chart template used for community benchmarking. A brief explanation of each typology follows.

Local officials and food system leaders may find it helpful to have a common "frame of reference" when considering food system development. These typology vignettes help to succinctly communicate the food system components that are essential to various movements and motives, and they illustrate what components of the food system are "left out" under each perspective.

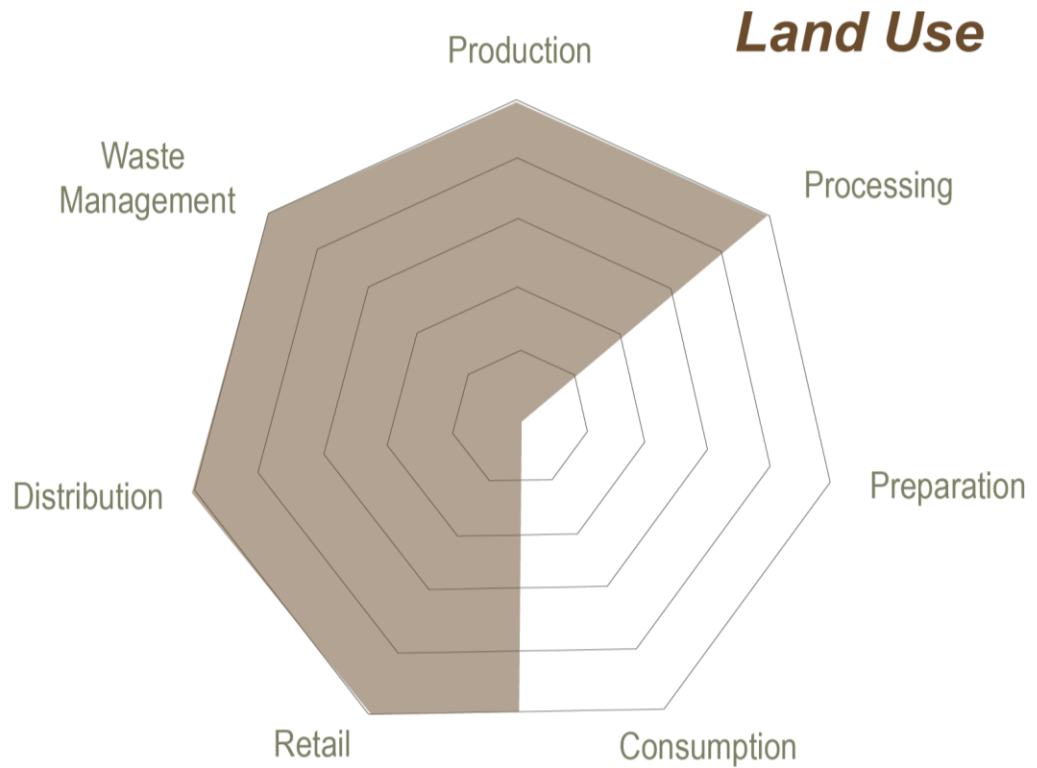


Summary

Local Food movements focusing on Economic Development typically emphasize Production and Retail aspects of the local food system, though attention to jobs-based components food Preparation training and equitable Distribution, particularly related to matching funds opportunities drawing on federal food security programs (especially SNAP and WIC), are an emerging area of interest. Waste Management emphases, including monetizing composting services and increasing economic purchasing power and decreasing marginal product costs by reducing waste are emerging areas of interest.

Caveats

Taking an economic development perspective on food system development provides a wide-ranging perspective. However, challenges in evaluating local foods' economic potential may limit investment in projects and infrastructure pieces. Avoiding health-focused consumption components of food system development overlooks the component most likely to directly affect individual citizens and stakeholders. In the short run, persuasive motivations (and potential funding sources) for local food consumption are foregone. In the long run, viability of an economically profitable but personally unhealthy local food system is threatened—if health concerns preclude local foods, demand will decrease.

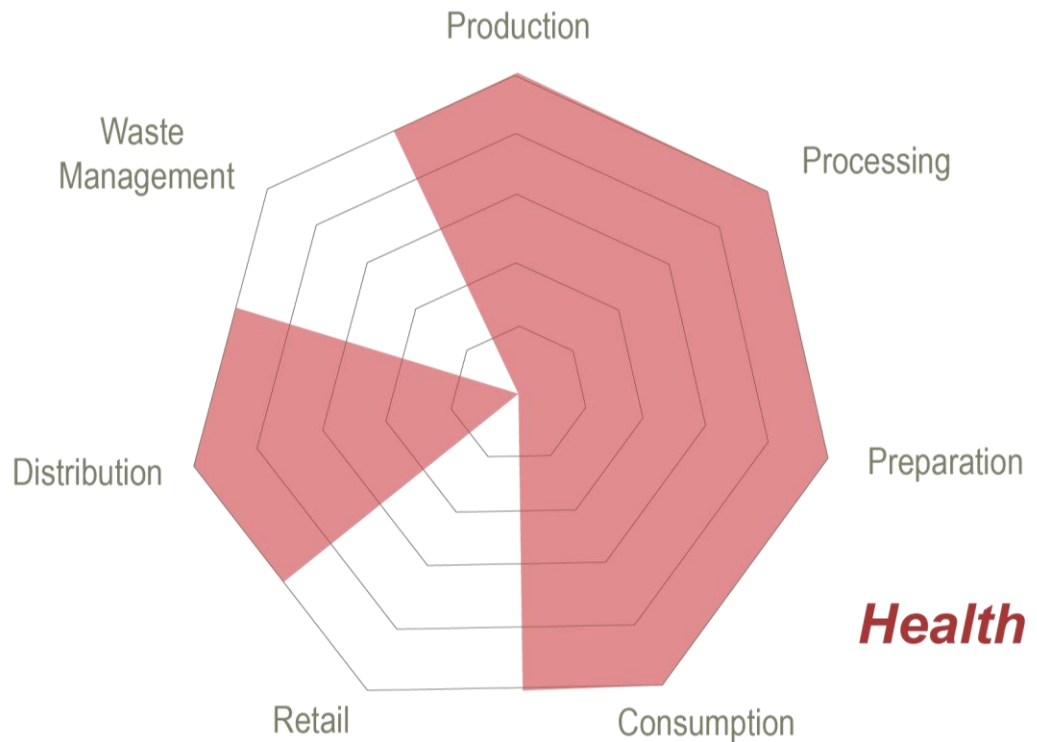


Summary

Land Use-based investments in Local Food Movements generally focus on availability of land for Food Production. Activities-based restriction on food Processing and Retail—particularly related to mobile vendors and temporary markets—as well as Waste Management aspects of composting and food redistribution, are additional components of a Land Use Focus. Familiar dialogue surrounding “Food Deserts” is related to many Land Use concerns.

Caveats

Land Use approaches focus on enabling local foods production and retail, with less attention to economic development. Land Use approaches may be more ‘passive’ than other typologies, de-emphasizing advocacy in place of developing policy. Although Land Use-based strategies are essential to support local food movements, they may not provide many catalysts to support significant organizing around food system issues.



Summary

Health-focused Food Movements emphasize changing patterns Consumption and Preparation, with attention to Distribution and Processing as well as a nascent interest in food Production, primarily in a non-commercial scale as a means of increasing fruit and vegetable consumption (e.g., advocating for community gardens as a health promotion strategy). Although some organizations (outside of the benchmarked communities) have piloted "Health Corner Stores" initiatives to introduce fresh produce in underserved retail markets, these efforts aim primarily to increase food access/Distribution and not as a widespread retail promotion and development strategy.

Caveats

Strategies that emphasize healthy eating without incorporating local foods production and retail strategies may, in the long run, be threatened by availability or affordability of healthy but non-local foods. Income and social connections have an important but indirect effect on individual and public health, and these factors can be improved through holistic food system development.

Food Access



Summary

Food Access movements have largely focused on Distribution, with increasing emphasis on Waste Management through food rescue programs, Retail-based strategies to cultivate markets serving under-resourced communities, Production-based efforts to increase access (primarily through community and individual gardens), and in food preparation training to encourage more cost-effective 'scratch cooking'.

Caveats

Food access initiatives are challenged to provide food that is both sufficient quantity and quality to support their clients' health. Initiatives that do not comprehensively address to-scale food production and value-added or convenience processing are limited in their long-term prospects.

Appendix 3: Food System Films

Title	Website	Length (Min)	Theme 1	Theme 2
Cafeteria Man	/www.cafeteriaman.com/view-online	65	School Food	Community
Grow! Down & Dirty	www.growmovie.net/grow-store/	25	Next Generation Farmers	Ethical Farming
The Real Dirt on Farmer John	www.angelicorganics.com/ao/index.php?option=com_content&task=view&id=198&Itemid=130	83	CSAs/ Local Ag	Family Farms
Food Matters	/www.whatsonyourplateproject.org	76	Kids & Food	Food Sources
PolyCultures: Food Where We Live	polycultures.blogspot.com	53	Urban Food Systems in Post Industrial Cities	Mid American Food System
Two Angry Moms	angrymoms.org	86/60	School Food	Food Policy
All Jacked Up	www.alljackedupmovie.com	110	Teens	Processed Food & Health
Dirt! The Movie	http://www.dirtthemovie.org/	80	Soil	Agricultural Impact
The Harvest/La Cosecha	theharvestfilm.com	80	Farm Labor	Conventional Food Production
Urban Roots	http://www.urbanrootsamerica.com/urbanrootsamerica.com/Home.html	92	Urban Agriculture	Urban Redevelopment
Ingredients, The Movie	http://www.ingredientsfilm.com/	67	Food Systems	Food Connection
Mad City Chickens	http://www.tarazod.com/filmsmadchickens.html	79	Chickens	Urban Agriculture
Grow!	http://www.growmovie.net/	60	Next Generation Farmers	Ethical Farming
Food Stamped	www.foodstamped.com	62	Food Insecurity	Health and Food
A Place at the Table	http://www.magpictures.com/aplaceatthetable/	84	Food Insecurity	Food Policy
Killer at Large	http://www.killeratlarge.com/		Obesity	Food Policy
Eating Alaska	http://www.eatingalaska.com/	56	Food Ethics	Food System
Food Fight	http://www.treehugger.com/green-food/film-review-ifood-fight-is-mostly-delicious.html	91	Local Food Movement	Food Policy
Dive: Living off Americas Waste	http://www.divethefilm.com/	45	Dumpster Diving	Food Waste
The Garden	http://www.thegardenmovie.com/		Right to Garden	Urban Gardening
Hungry for Change	http://www.hungryforchange.tv/	89	Health Food Industry	Food Marketing
Fresh	http://www.freshthemovie.com/	72	Food Systems	n/a