



K-STATE
Research and Extension

Local Food
Systems

LOCAL FOOD TOWN HALL

Today's Agenda:

- Lightning Presentations:
 - The Farm Bill and Local Foods – Dr. Jennifer Ifft, Kansas State University
 - Farm to School Institute – Eryn Davis, Kansas Dept. of Education
 - Hunger Free Kansas – Lindsay Wilke, Kansas Health Foundation
 - Heartland Regional Food Business Center – Jenny Doty, K-State Research & Extension
- RFSP Grant Project Updates – Rebecca McMahon & Amanda Lindahl
 - Community Roundtables Report Available
 - Local Food Fellows
 - Insight Summit Scholarships
 - Local Food Summit Registration Open!
- Discussion & Announcements of local food system efforts in Kansas
- Evaluation

Welcome Poll:

- Have you attended a quarterly Local Food Town Hall in the past?
 - Yes, more than one time
 - Yes, one other time
 - No, this is my first
 - I'm not sure
- Please put your name, location, and organization or business affiliation (if any) in the chat.

Farm Bill and Crop Insurance Resources

Jennifer Ifft

Flinchbaugh Agricultural Policy Chair, Associate Professor,. and Extension
Specialist in Agricultural Policy

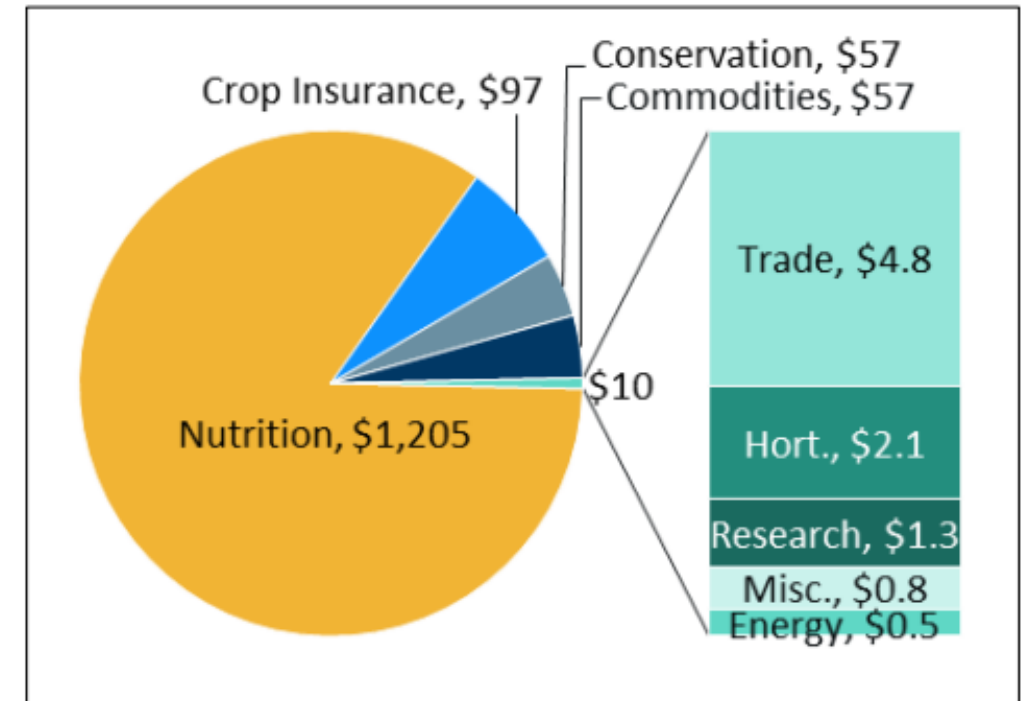
Since the depression, farm bills are about

Majority of \$\$\$\$

1. Hunger
2. Family farms
3. Conservation

Multiple 'public goods' funded for a much smaller share of total \$\$\$

10-year projected outlays, FY2024-FY2033, billions of dollars



Source: Created by CRS using Congressional Budget Office (CBO) February 2023 Baseline and amounts indicated in law for programs in other titles.

Continued increases in support over time

Grants

Loans

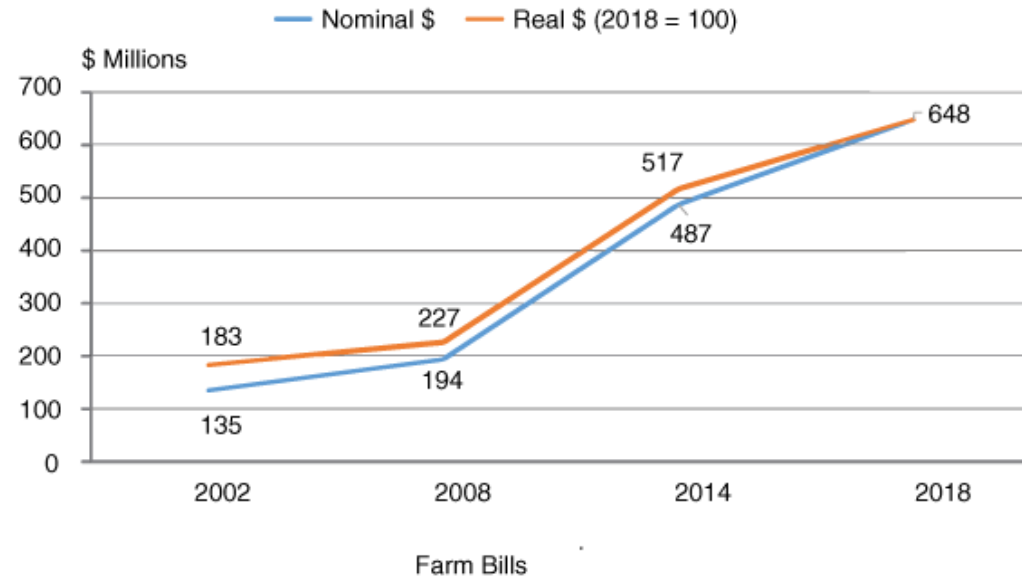
Nutrition programs

Preferences/nudges

In several 'titles' of the Farm Bill

Today there is \$650 million dollars annually of mandatory funding

Mandatory funding of local and regional foods programs* increases in the 2002-2018 Farm Bills



*Selected programs in order of when they first appeared the 2002-2018 Farm Acts: WIC Farmers' Market Nutrition Program (2002); Seniors Farmers' Market Nutrition Program (2002, 2008, 2014, 2018); Value-Added Agricultural Product Market Development Grant Program (2002, 2008, 2014); Assistance for Community Food Projects (2008, 2014, 2018); Farmers' Market Promotion Program (2008); Pilot projects to evaluate health and nutrition promotion in the SNAP (2008); Farmers Market and Local Food Promotion Program (2014); Food Insecurity Nutrition Incentive Program (2014); Gus Schumacher Nutrition Incentive (2018); Local Agriculture Market Program (2018); Urban, Indoor, and Other Emerging Agricultural Production Research, Education, and Extension Initiative (2018).

Source: USDA, Economic Research Service analysis of the 2002, 2008, 2014, and 2018 Farm Acts.

Some specialty crops have established insurance options

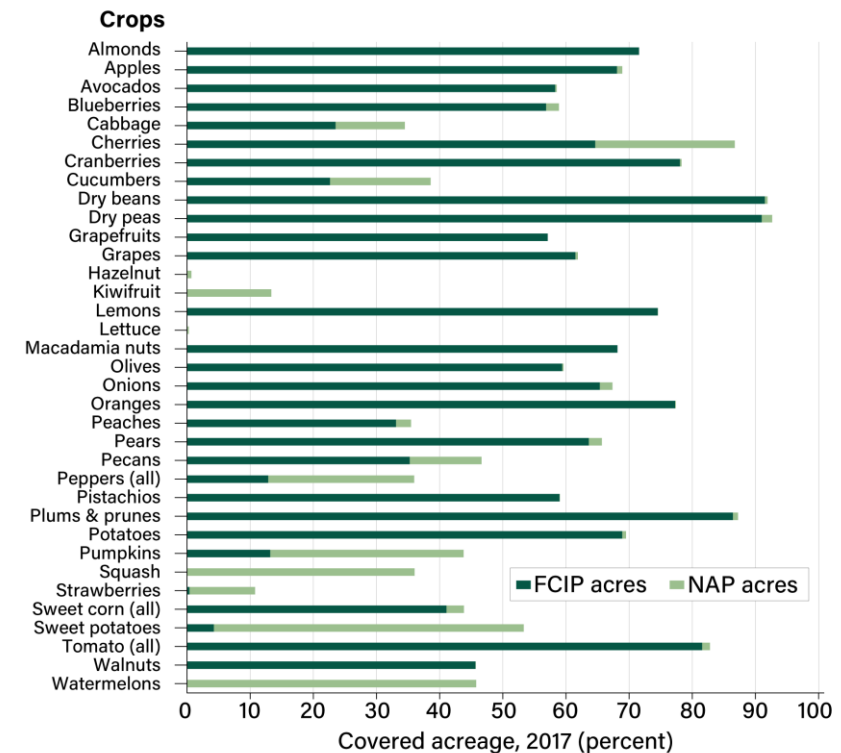
Varies both by geography and crop

Market size is a challenge for insurance access Kansas growers

The only vegetables (excluding dry peas and beans) insured in 2024 were onions (9 policies sold) and potatoes (\$4.9 million revenue covered for \$133K producer premium)

Nursery policies (6) covered \$7.9 of revenue for about \$28K producer premium

Acres covered by Federal risk management programs vary by crop



Notes: **FCIP** = Federal Crop Insurance Program. **NAP** = Noninsured Crop Disaster Assistance Program. **Dry peas** include dry chickpeas and lentils. **Squash** data exclude applicants flagged for fraudulent activity.

Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service (NASS), 2017 Census of Agriculture; NASS, Vegetables 2019 Summary; NASS, Crop Production; USDA, Risk Management Agency, Summary of Business Report; and USDA, Farm Service Agency.

Whole Farm Revenue Protection (WFRP) /Microinsurance



WFRP insurance covers **all** revenue for a farm operation, designed for smaller, diversified farms, including those serving local and regional markets

Potential benefits: offers good value for risk protection, continued efforts to streamline and make more favorable

Potential drawbacks: Schedule F required, paperwork, finding an agent who can and will write a policy, yield and price may not be primary risk

7 policies sold in 2024, 2 "earned premium" to date, covering \$4.6 million of revenue for \$71.5K producer premium

How can I be a resource?

- Farm Bill
- Crop insurance
 - Whole Farm Revenue Protection
 - Microinsurance
- Agricultural and food data

jifft@ksu.edu or 785-532-4486

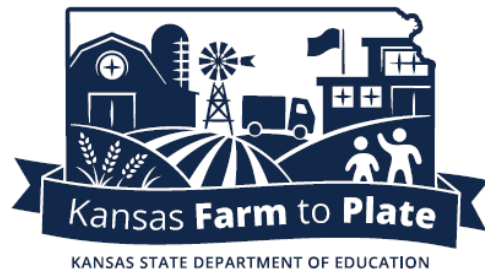
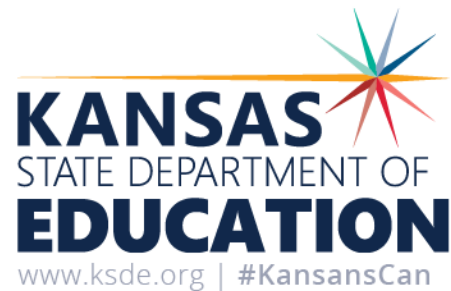


If you want to know more

- CRS reports
 - <https://crsreports.congress.gov/product/pdf/IF/IF11252>
 - <https://crsreports.congress.gov/product/pdf/R/R46538>
- USDA Economic Research Service
 - <https://www.ers.usda.gov/topics/farm-bill/2018-farm-bill/local-and-regional-foods>
 - <https://www.ers.usda.gov/topics/food-markets-prices/local-foods/>
- Insurance
 - <https://www.rma.usda.gov/en/Policy-and-Procedure/Insurance-Plans/Whole-Farm-Revenue-Protection>



Heartland Farm to School/ECE Institute



Kansas leads the world in the success of each student.

Heartland Farm to School/ECE Institute

- Collaboration between KSDE, MDE, NDE made possible with USDA Formula Grant Funds
- Modeled after the [Northeast Farm to School Institute](#) in Burlington, VT



Heartland Farm to School/ECE Institute

- Modeled around the [Three C's of Farm to School](#)
 - Classroom
 - Cafeteria
 - Community



A guide to building integrated farm to school programs



Connecting Classrooms, Cafeterias, Communities



A FARM TO SCHOOL PROJECT

Heartland Farm to School/ECE Institute


- Three teams selected from each state to participate in each Institute.
- Each team will be assigned a coach to facilitate Farm to School/ECE activities throughout the year.
- Technical assistance from each state agency, partnering organizations and cohort of teams.



Group
Coaching

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Requirements to Participate

- Must participate in either the Child and Adult Care Food Program (CACFP) or National School Lunch Program (NSLP), depending on the year.
 - Teams must include: a foodservice/nutrition team member, an administrator and an additional person from the Three C's
- 
- A series of four yellow curved dashes are located in the bottom right corner of the slide.

Timeline

Farm to ECE Institute – November 2024-October 2025, retreat location
Nebraska City, NE

to be determined



Farm to School Institute – May 2025-April 2026, retreat location Alma, KS.
Applications likely to launch October 2024.

Questions?

- Eryn Davis, Farm to Plate Project Coordinator
 - edavis@ksde.org, 785-296-5060
- Barb Depew, Farm to Plate Project Director
 - bdepew@ksde.org, 785-296-0062

THE KHF EQUATION FOR TACKLING KANSAS' GREATEST HEALTH CHALLENGES

A WELL-RESOURCED
STATEWIDE ORGANIZATION



X



WELL-RESOURCED
LOCAL COALITIONS

X

POLICY EMPHASIS



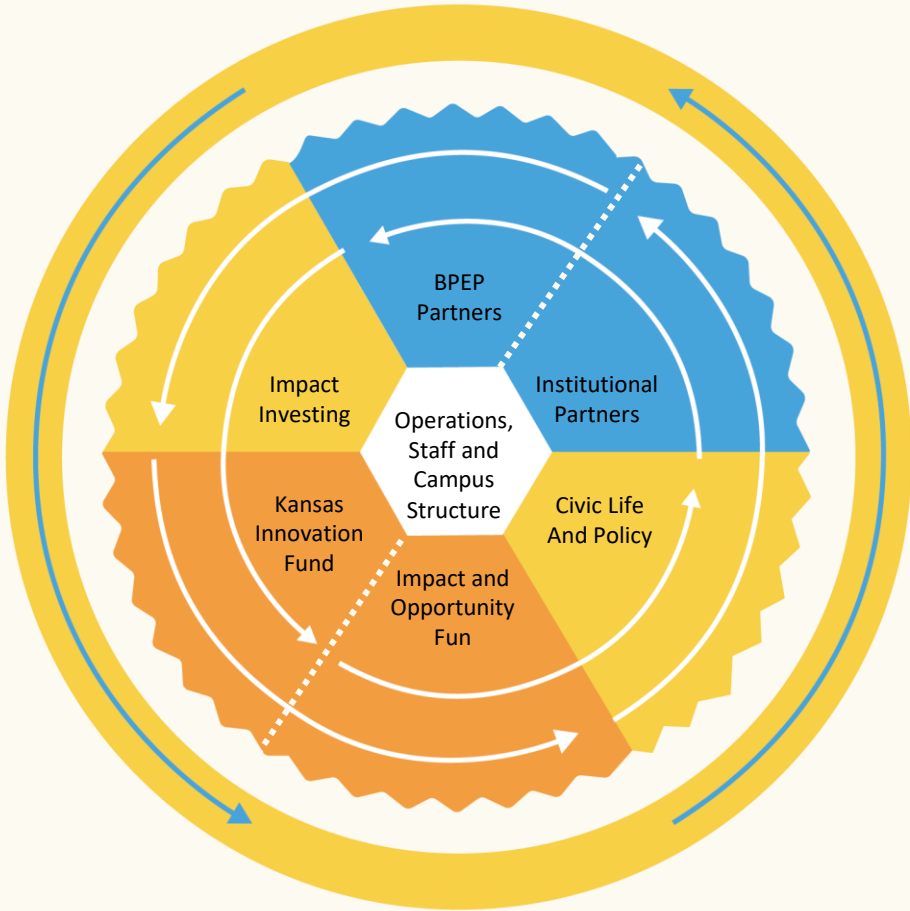
X



RESOURCES
TO INNOVATE

X

DATA AND
MEASUREMENT



2023

Core Team &
Advisory Team
Established

2024 spring

Engaged
stakeholders in
diagnosis

**2024
summer/fall**

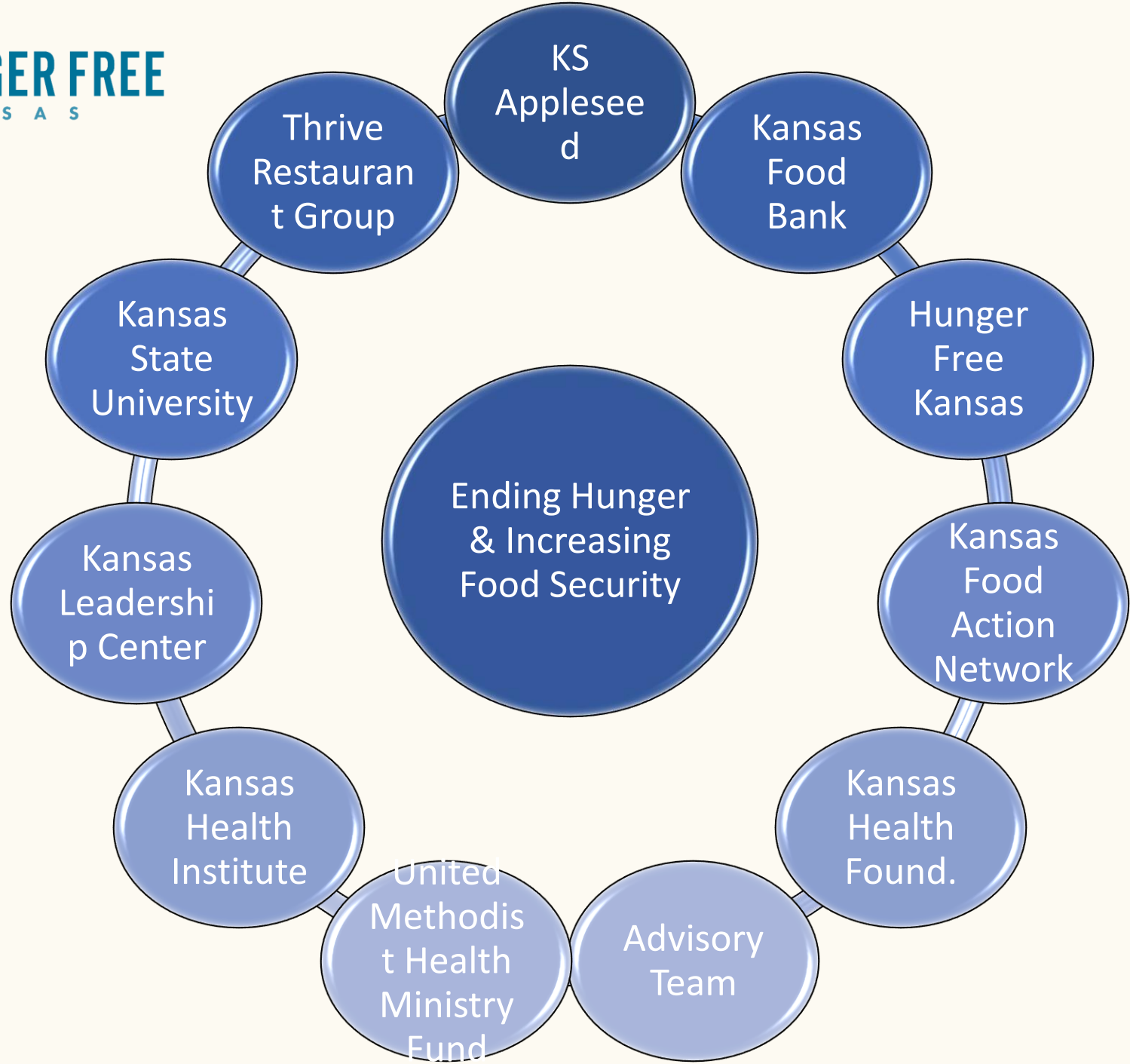
Launch
Food Secure
Communities
and grant
initiatives

2025

Launch statewide
organization

KHF past investments in
food infrastructure:

1. Double Up Food Bucks
2. KS Healthy Foods Initiative
3. Kansas Food Banks
4. KS Appleseed, KS Food
Action Network, and KS Action
for Children



**ALIGN
EFFORTS**



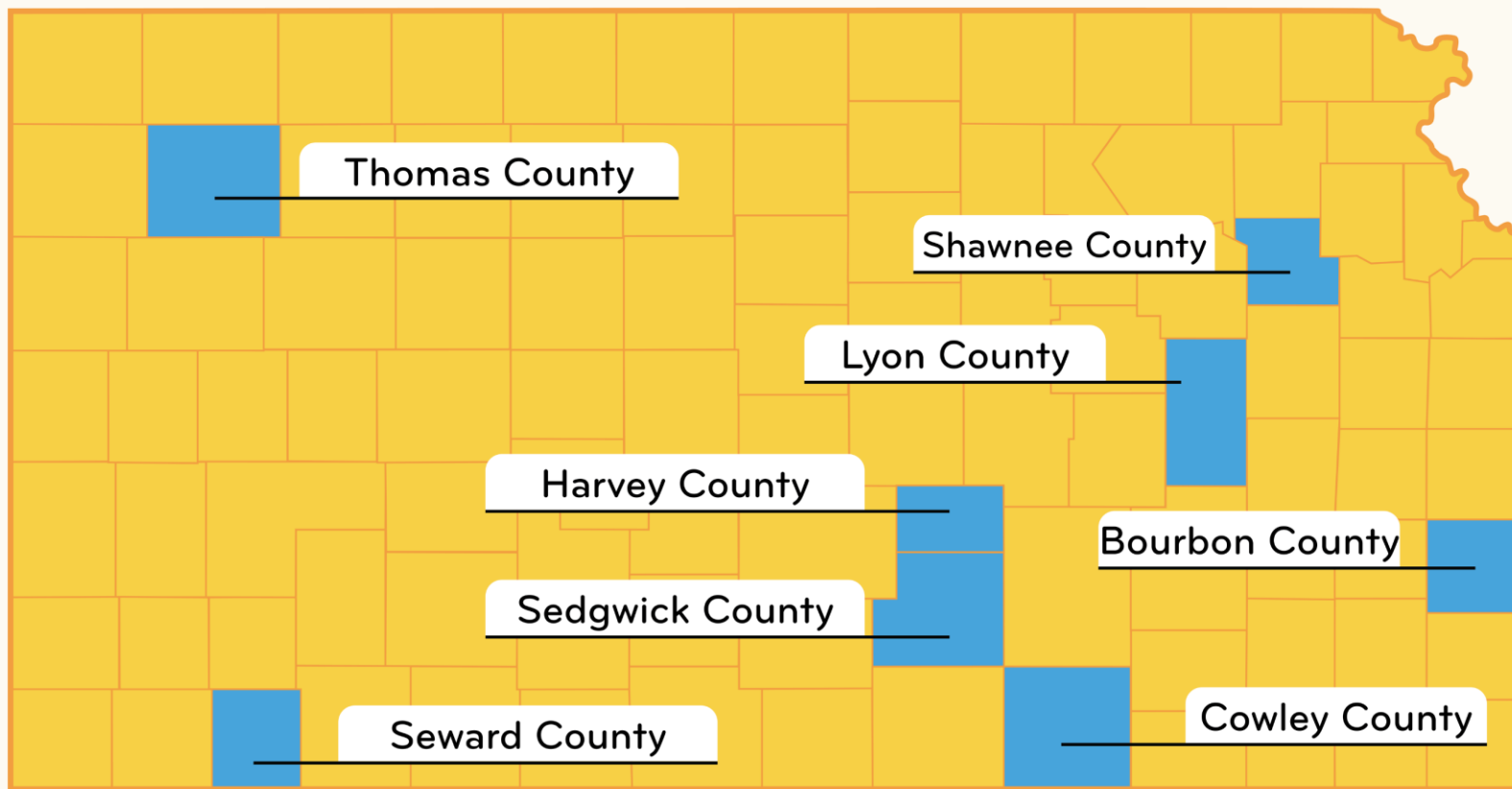
**STRENGTHEN
COLLABORATION**



**CATALYZE
RESOURCES**

Local Hubs of Work: Food Secure Communities

Kansas Food Action Network initiative to develop
Local-level strategies to address systemic barriers to food security





Join the network hungerfreekansas.org



Open Grant: kansashealth.org Grant closes
\$1 million **August 9th**

**3-8
grantees**

**Awardees
announced**

Shared Learning

School-Based Nutrition Programs

Alternative Markets

Social Services Access

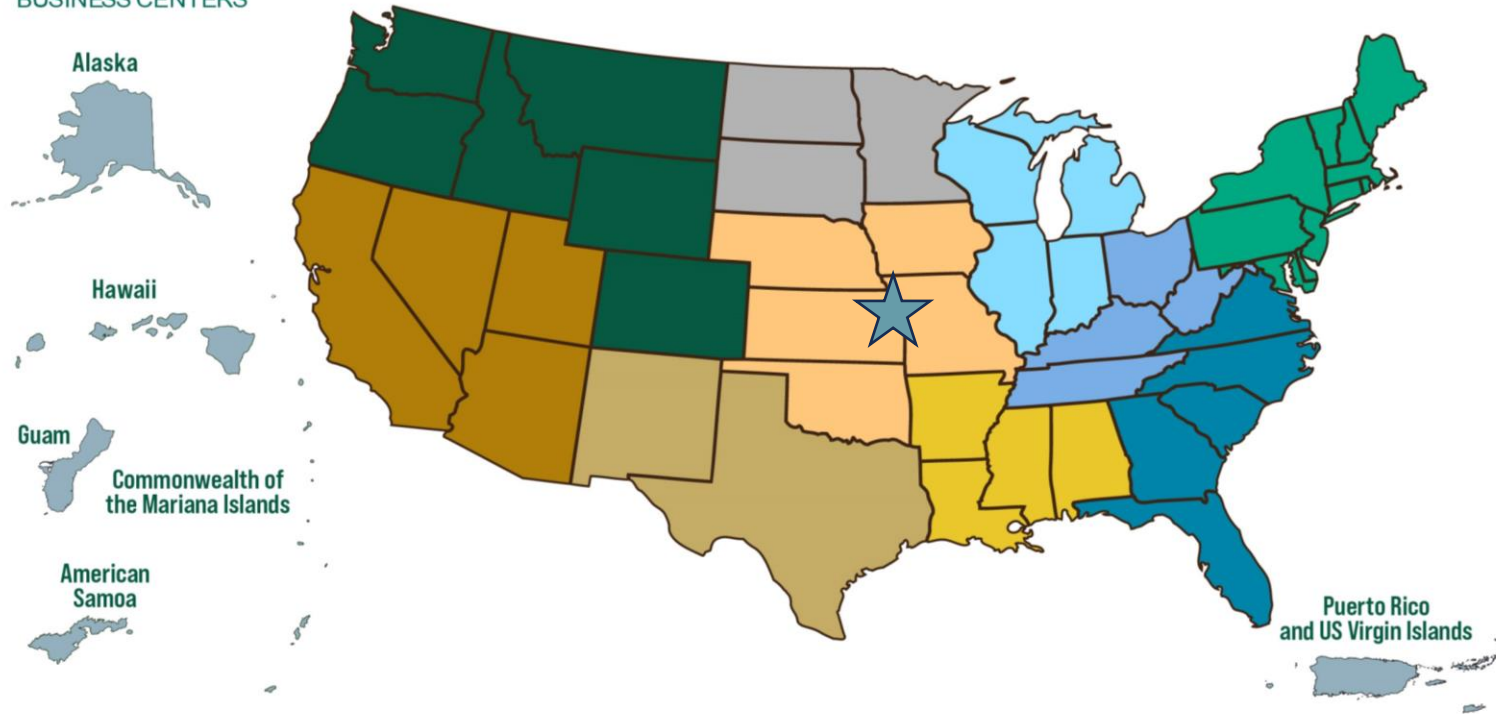
2024



K-State Research & Extension
Heartland Regional
Food Business Center
Local Food TDT

July 2024

USDA Regional Food Business Centers Geographic Regions



★ **National Intertribal Food Business Center - Intertribal Agriculture Council will serve tribes nationwide.** ★

Northwest and Rocky Mountain
Colorado State University

Southwest
University of California
(This Center will serve the Colonias counties in California and Arizona.)

North Central
Region Five Development Commission

Heartland
University of Nebraska - Lincoln

Rio Grande Colonias
Texas A&M AgriLife
(This Center will serve the Colonias counties in New Mexico and Texas.)

Great Lakes Midwest
Michigan State University Center for Regional Food Systems

Delta
Mississippi Delta Council for Farmworker Opportunities

Appalachia
Rural Action, Inc.

Northeast
National Association of State Departments of Agriculture Foundation

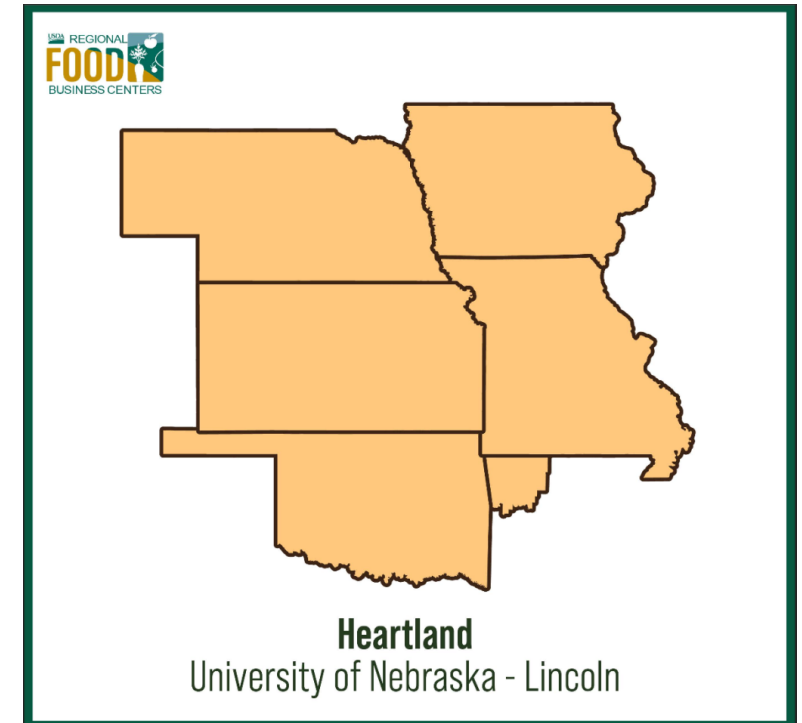
Southeast
Georgia Minority Outreach Network

Islands and Remote Areas
Hawaii Good Food Alliance

**These boundaries are not rigid but for visualization purposes only. USDA anticipates collaboration with communities across state and county lines.*

The Heartland Regional Food Business Center is funded to work across 5 states and a designated tribal trade coalition.

The Heartland RFBC helps farm and food enterprises develop local and regional food businesses and markets. Partners provide assistance from startup through growth, and also support supply chain connections.



Activities of the Regional Food Business Centers:

TECHNICAL ASSISTANCE

- Heartland Food Business Center partners provide direct services to farm and food entrepreneurs, including training and **technical assistance, one-on-one business counseling, help accessing financing, and building supply chain connections.**
- The Center supports diverse talent, skills, and vision in the food system with an emphasis on reaching and **serving underrepresented and underserved groups**, from small rural and urban farms to indigenous and minority communities.

COORDINATION

- The Heartland Food Business Center partners help farm and food entrepreneurs **connect with other businesses and solve problems** they encounter on their way to market, such as distribution and storage gaps. Such “food value chain coordination” is key to building strong local and regional links in the food system.
- The Center acts as a regional hub, coordinating support services and **helping entrepreneurs connect with local, regional, and national resources**, including USDA programs.

CAPACITY BUILDING

- The Heartland Food Business Center provides grant funding, or **Business Builder Subaward** (expected late 2024), to support farm and food entrepreneurs in making next-step investments.
- **Helping rural and urban communities build their food system capacity** is a fundamental part of the Heartland Food Business Center’s work to build resilient, responsive, and competitive markets for local and regional farm and food entrepreneurs.

Lead Applicant: University of Nebraska-Lincoln

Partner Organizations:

- Comunidad Maya Pixan Ixim
- Iowa State University Extension & Outreach
- **KC Healthy Kids**
- Kerr Food and Agricultural Products Center
- Kerr Center for Sustainable Agriculture
- **Kansas Rural Center**
- **K-State Research and Extension**
 - Collaborators
 - Kansas Small Business Development Center
 - Shop Kansas Farms
 - Kansas Department of Agriculture
 - Kansas Value Added Foods Lab
- New Growth Community Development Corporation
- No More Empty Pots
- Oklahoma State University
- The Center for Rural Affairs
- **The Food Conservancy**
- University of Missouri Extension
- University of Nebraska Extension
- UNL Indigenous Food Trade Coalition

Over the next four years: K-State Research & Extension will:

- Host **Edible Food Business Startup Summit**
- Provide **Professional Development Scholarships**
- Develop **Kansas Food Magazine** focused on food businesses in Kansas
- Support businesses in applying for **Business Builder Grant**
- Provide **1:1 technical assistance** to connect food businesses with relevant resources.
- Work with Collaborators to:
 - Provide workshops and 1-1 business technical assistance (**KS Small Business Development Center**)
 - Provide training on compliance, licensing, and permitting, training on marketing and access to From the Land of Kansas trademark program, offer Resilient Food Systems Infrastructure program (**KS Dept of Agriculture**)
 - Provide support to food-based business operators to develop consultant businesses (**Shop KS Farms**)
 - Provide business support to processed-food based businesses (**KS Value Added Foods Lab**)

Who we work with:

- **Food entrepreneurs**
- **Farmers**
- **Restaurant owners, caterers, breweries, etc.**
- **Incubator kitchens**
- **Farmers market vendors**
- **Food hubs**
- **Grocery stores**
- **Anyone trying to get food to consumers**

Connect with us:



heartlandfoodbusiness.org



heartlandfoodbusiness.org/contact



heartlandrfbc@ksu.edu



Kansas Local Food Summit



Connect, Engage, Grow



\$40 before August 5th!

K-STATE
Research and Extension

Local Food
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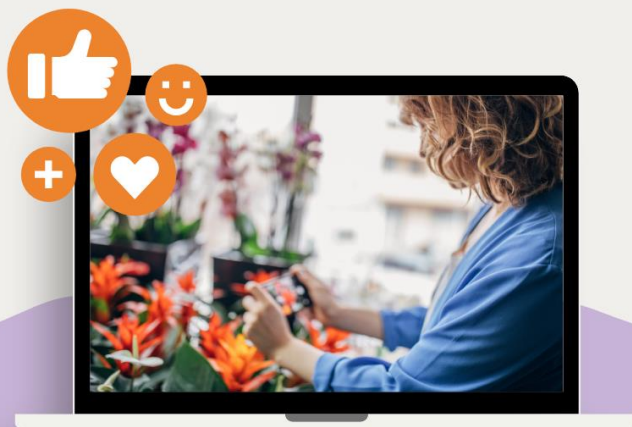
Local Food Fellows

- Applications to host fellows in 2025 will open for partner sites August 1 - September 30
- Completed 2024 fellow project summaries are on the website

Insight Summit Full Scholarships

CENTER FOR RURAL ENTERPRISE ENGAGEMENT

INSIGHT SUMMIT



COMING FALL 2024



Center for Rural
Enterprise Engagement

CENTER FOR RURAL ENTERPRISE ENGAGEMENT

INSIGHT SUMMIT

2024 AGENDA

MODULE 1

INTRODUCTION TO INSIGHT SUMMIT

- WELCOME
- TRENDS IN SOCIAL MEDIA
- CREE RESEARCH
- STORYTELLING
- NEW MEDIA BASELINE
- INTRO TO ANALYTICS

MODULE 2

EXPLORING NEW MEDIA PLATFORMS

- WEBSITES
- E-NEWSLETTERS
- PLATFORMS FOR YOUR PORTFOLIO
- INSTAGRAM
- GOING LIVE

MODULE 3

DIVING DEEPER

- VISUAL CONTENT
- RESEARCH HIGHLIGHTS
- SELLING AG PRODUCTS AND EDUCATION ONLINE
- CYBERSECURITY

MODULE 4

WRAP UP AND GOODBYES

- PULLING IT TOGETHER



Center for Rural
Enterprise Engagement



Community Roundtable Final Report is Published!

GET INVOLVED JOIN US

[Learn More](#)[Sign Up for Our Mailing List](#)

JOIN US

Local food systems are successful when they have many diverse partners working together for a common goal. We invite you to join in our virtual or in-person events to help us continue building a thriving Kansas Local Food System.

Quarterly Virtual Town Halls

Community Roundtables

Local Food Fellows

Local Food Summit

Discussion and Updates

Next Town Hall: Wednesday, October 30th at 11 a.m.



Register at: <https://bit.ly/2024localfoodtownhalls>

Notes & Recordings of all Town Halls can be found at:

<https://www.k-state.edu/kansaslocalfoods>

Closing Poll:

- Did you learn something new today?
 - Yes
 - No
- Which topics were valuable to you today?
 - The Farm Bill and Local Foods
 - Farm to School Institute
 - Hunger Free Kansas
 - Heartland Regional Food Business Center
 - RFSP Grant Updates
 - Discussion and Other Updates/Announcements

Closing Poll:

- How many people will you share something with from today's town hall?
 - None
 - 1
 - 2-5
 - 6 or more
- Do you have suggestions for speakers or topics at our next Town Hall?
 - Please submit suggestions in the chat

Thank you!