

STRENGTHENING THE LOCAL FOOD ECONOMY IN THE NATIONAL CAPITAL REGION

COG's Regional Food System Program

May 2nd, 2017

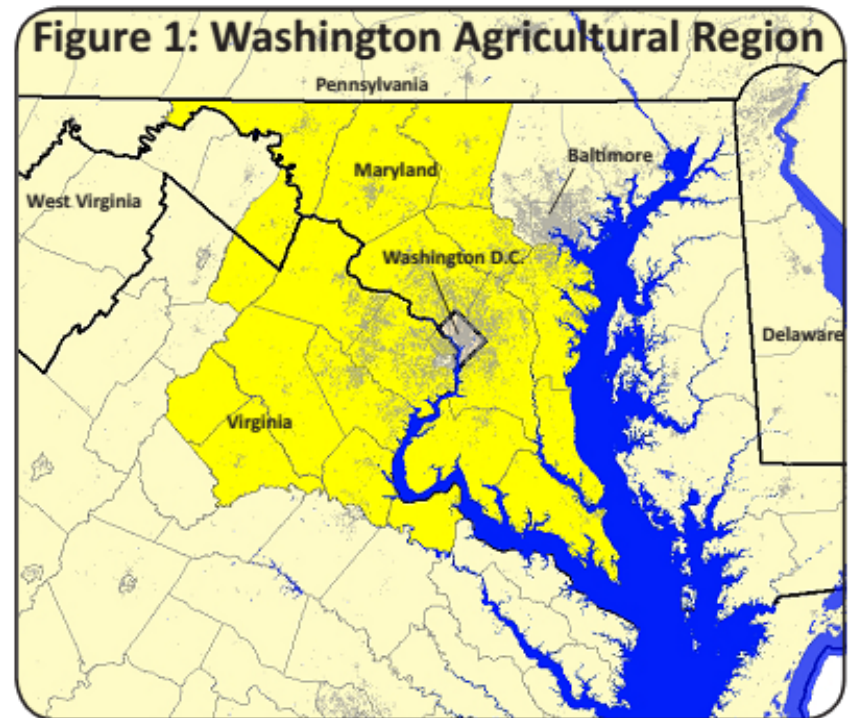
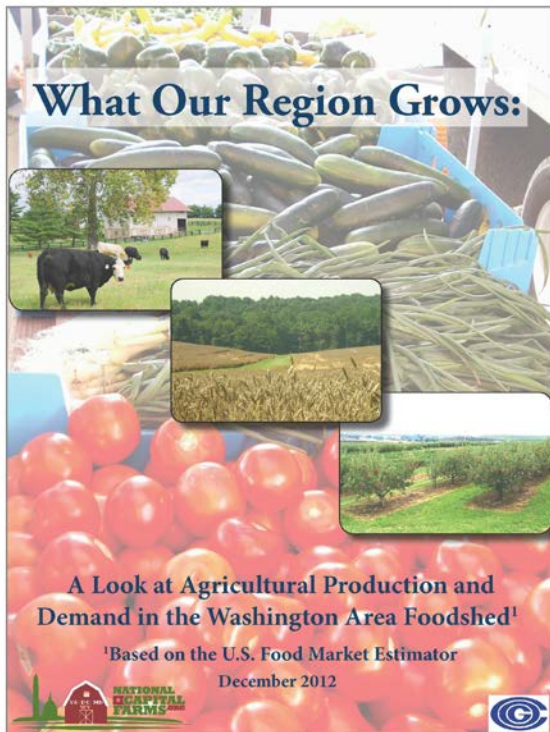
Lindsay Smith, AICP
Regional Food Systems Value Chain Coordinator

Brian LeCouteur
Principal Environmental Planner / Urban Forester / Agricultural Programs
Manager



Metropolitan Washington
Council of Governments

Food and Agriculture in the National Capital Region

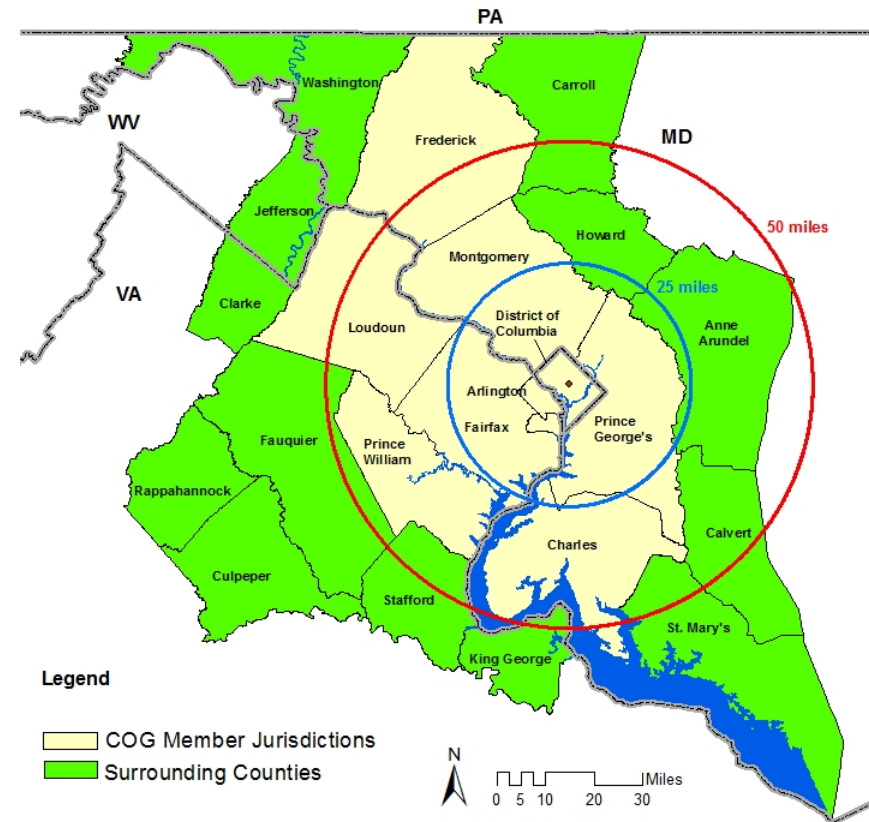


Washington Agricultural Region from
What Our Region Grows



Food and Agriculture at COG

- COG's Department of Environmental Programs hosted a Regional Agricultural Work Group since 2006
- Participating in Food LINC pilot
- Programming aligns with COG's [Region Forward](#) vision



“Local food sales in the U.S. grew from \$5 billion to \$12 billion between 2008 and 2014, according to food industry research firm Packaged Facts. The same study predicted local food sales would jump to \$20 billion in 2019, outpacing the growth of the country’s total food and beverage sales.”

The screenshot shows a web browser displaying a Business Insider article. The browser's address bar shows the URL: www.businessinsider.com/the-demand-for-local-food-is-growing-2017-4. The Business Insider logo and the word 'RETAIL' are visible in the top navigation bar. The article title is 'The demand for 'local' food is growing – here's why investors should pay attention'. Below the title, it lists the authors as Oran B. Hesterman, PhD, and Daniel Horan, Contributors, and the publication date as April 25, 2017, 7:53 AM, with 3,485 shares. Social media sharing buttons for Facebook, LinkedIn, Twitter, Email, and Print are present. The main text of the article begins with 'Everyone needs food—and we can tell you something that American consumers want with increasing fervency: local food.' It continues to discuss consumer desires for transparency and the benefits of local food, such as supporting local economies and the environment. An image of several bear-shaped honey bottles is shown on the right side of the article. The Windows taskbar is visible at the bottom of the browser window.

BI The demand for local fo: X

← → ↻ www.businessinsider.com/the-demand-for-local-food-is-growing-2017-4

≡ BUSINESS INSIDER RETAIL

The demand for 'local' food is growing – here's why investors should pay attention

Oran B. Hesterman, PhD, and Daniel Horan, Contributors
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Everyone needs food—and we can tell you something that American consumers want with increasing fervency: local food.

They want to know where their food comes from, how it was made and by whom. They want the transparency that is required to know its source.

They're even willing to pay a little more for the confidence that their food purchases help to create jobs and promote local economies; safeguard the environment, protect groundwater and preserve American farmland; and support proper animal treatment.

As a result, there's a huge investment and business opportunity sitting right under

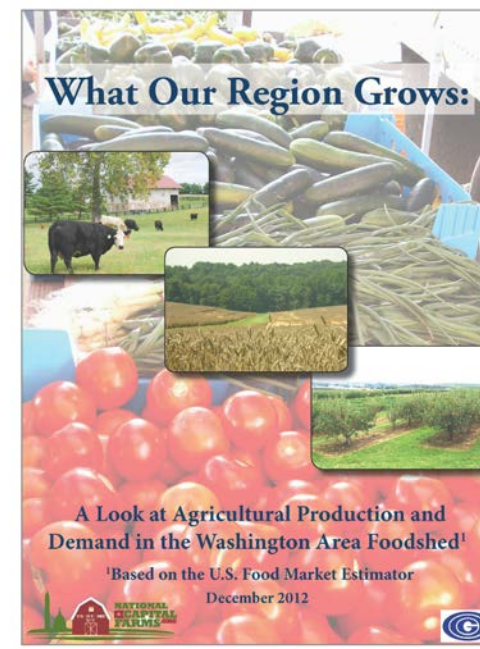


gemmameiFlickr

Growing number of local food businesses, food policy councils, nonprofits, local and state governments, and more, *making* food system improvements in the COG region and larger Chesapeake Bay watershed.

Many local food issues are regional.

Some long standing, some ad hoc regional collaboration.



Regional Food System Value Chain Coordination

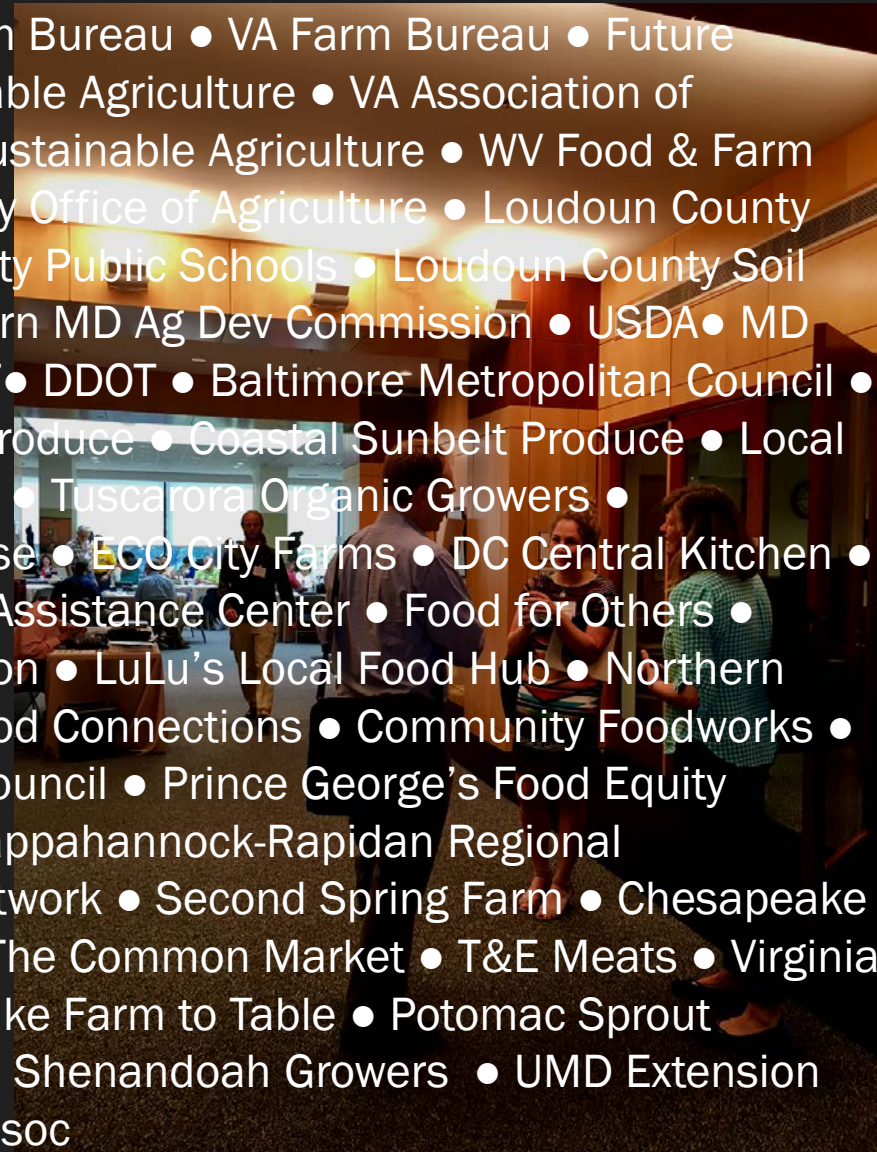
Priorities:

- Foster Local Food and Agriculture Business Connections
- Expand Market Opportunities
- Increase Access to Local Food
- Support Food and Agriculture Policy and Infrastructure



Foster Local Food Business Connections

VA Dept of Ag • MD Dept of Ag • MD Farm Bureau • VA Farm Bureau • Future Harvest Chesapeake Alliance for Sustainable Agriculture • VA Association of Biological Farming • PA Association for Sustainable Agriculture • WV Food & Farm Coalition • MWCOG • Montgomery County Office of Agriculture • Loudoun County Economic Development • Loudoun County Public Schools • Loudoun County Soil and Water Conservation District • Southern MD Ag Dev Commission • USDA • MD Food Center Authority • MD SHA • VA DOT • DDOT • Baltimore Metropolitan Council • Baltimore Food Policy Initiative • Keaney Produce • Coastal Sunbelt Produce • Local Food Hub • 4P Foods • From the Farmer • Tuscarora Organic Growers • Chesapeake Harvest • Mock's Greenhouse • ECO City Farms • DC Central Kitchen • Capital Area Food Bank • Arlington Food Assistance Center • Food for Others • Arcadia • United Fresh Produce Association • LuLu's Local Food Hub • Northern Neck Fresh, LLC • Virginia Community Food Connections • Community Foodworks • DC Greens • Montgomery County Food Council • Prince George's Food Equity Council • MD Farmers Market Assoc • Rappahannock-Rapidan Regional Commission • Chesapeake Foodshed Network • Second Spring Farm • Chesapeake Farm to Table • Glen's Garden Market • The Common Market • T&E Meats • Virginia State Dairymen's Association • Chesapeake Farm to Table • Potomac Sprout Company • Dorchesters Farm FoodHUB • Shenandoah Growers • UMD Extension (PGC) • MD Organic Food and Farming Assoc



Expand Market Opportunities

Example: Employee Community Supported
Agriculture Incentive: “The Farm Card”



Support Food and Agriculture and Policy Infrastructure

- **Regional Data and Information**
Ex: Region Forward Goal to maintain 450,000 acres of the region's land in farms
- **Working and Ad-Hoc Groups**
- **Emerging Issues, Best Practices, and Technical Assistance**



Rooftop garden at Bread for the City in downtown Washington, D.C.

More Information

Lindsay Smith, AICP

Regional Food Systems Value Chain Coordinator

(202) 962-3307

lsmith@mwkog.org

Brian LeCouteur, Principal Environmental Planner,
Agricultural Program Liaison

(202) 962-3393

blecouteur@mwkog.org

mwkog.org

777 North Capitol Street NE, Suite 300

Washington, DC 20002



Metropolitan Washington
Council of Governments