

FOOD MATTERS

A 5% increase in local food purchasing would potentially generate **\$100 million for our local economy.** (7, 8)

WHEN A CONSUMER SPENDS \$100 AT A

LOCAL BUSINESS
\$45
IN THE COMMUNITY

When a consumer spends \$100 at a locally owned business, \$45 stays in the community.

VS

NATIONAL CHAIN
\$13
IN THE COMMUNITY

When a consumer spends \$100 at a national chain store, only \$13 remains in the community.

the LOW DOWN
on how we're fed

Knox County spends **millions of dollars** on fuel to transport food from across the country/world.

IDAHO - 1,785 MILES

A potato from Idaho travels 1785 miles to Knox County. (3)



Knox County Schools will procure approximately \$1.2 Million in produce this year, including \$300,000 in produce grown locally. Federal regulations limit the opportunity for expansion of Farm to School purchase out of the remaining \$900,000. (14)



TYPICAL - 1,838 MILES

A typical carrot has to travel 1,838 miles to reach your dinner table. (3)

KNOX & GREENE COUNTY

Meanwhile farmers 30 - 100 miles away in Knox County and Greene County, are growing potatoes and carrots. (4, 5)

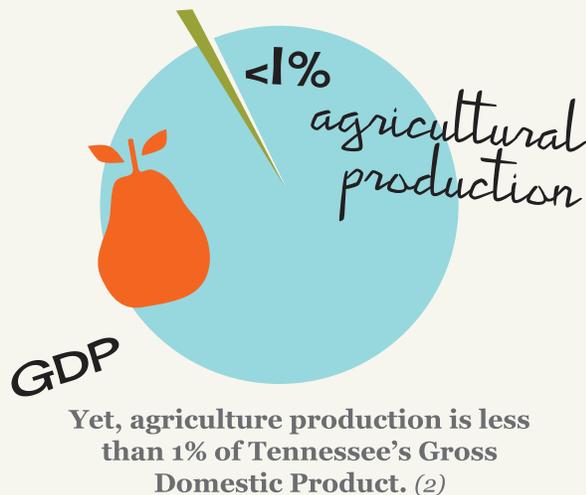


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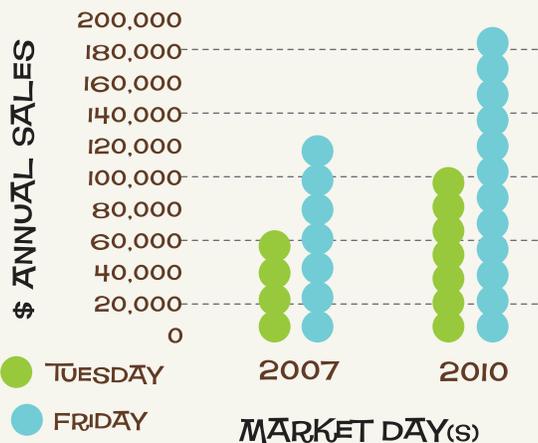
The Knoxville-Knox County food system is critical to the economic and social development of our local economy.

ARE WE MISSING AN ECONOMIC OPPORTUNITY?



the LOW DOWN on what is wanted...

Knox County **consumer interest** and demand for locally grown and fresh foods **have grown over the years.**



On September 2, 2011, the East Tennessee Farmers' Association for Retail Marketing (F.A.R.M.) will celebrate its **35th anniversary** as the longest, continuously running farmers' market in the state.

East TN F.A.R.M. farmers' market operates weekly on Tuesday and Friday from mid-April through late November every week at Laurel Church of Christ. **Annual Friday sales have increased by 63% from 2007-2010.** (9)



FOOD MATTERS

WHO WILL FEED KNOX COUNTY'S GROWING POPULATION?

1980: 319,694 2009: 435,226 ⁽¹⁵⁾

The # of farms in Knox County has decreased by 13% from 2002 – 2007. ⁽¹⁰⁾

The average age of the Knox County farmer is steadily increasing. ⁽¹⁰⁾
1992: 56 yrs • 1997: 58 yrs • 2007: 60 yrs

FOOD PRODUCTION IN KNOX COUNTY HAS DECREASED ⁽¹⁰⁾

FOOD PRODUCTION

PROCESSING

WHOLE FOOD PROCESSING ACTIVITY IN KNOX COUNTY HAS DECLINED ⁽¹¹⁾

Knox County chicken farmers send their chickens at least 120 miles away to be processed.

IF KNOX COUNTY GROWS FOOD, WHERE WILL WE PROCESS IT?

CONSUMPTION

KNOX COUNTY HOUSEHOLDS SPEND \$7,444 A YEAR ON FOODS AT AND AWAY FROM HOME ⁽¹²⁾

CAN WE SAVE \$ BY REDUCING FOOD WASTE?

Americans throw away 14% of the food they purchase; this is equivalent to \$600 a year for a family of four. ⁽¹³⁾

FOOD WASTE REPRESENTS THE LARGEST COMPONENT OF WASTE REACHING LANDFILLS & INCINERATORS ⁽¹³⁾

FOOD WASTE

HOW CAN WE ENSURE ALL PEOPLE HAVE ACCESS TO AFFORDABLE, HEALTHY FOODS?



FOOD MATTERS

There are some exciting opportunities for Knox County residents and businesses.

KNOX COUNTY RESIDENTS WANT TO KNOW WHERE THEIR FOOD IS COMING FROM.

Consumer interest and demand for fresh, local food has resulted in an increased number of farmers' markets in the Knoxville-Knox County area.

In 2006, there were 55 farmers' markets in the state of Tennessee. Currently, there are approximately 93 Tennessee farmers' markets—an increase of nearly 70%.

There is renewed interest in community gardening. Currently, Knox County has 180 community garden plots, compared to 160 plots 3 years ago.

Knox County CAC's Green Thumb Program distributed 1200 plants and seeds this year, compared to 900 plants/seed 3 years ago.



★ Support policies directed towards businesses that purchase locally grown goods to sell.

★ Support policies that increase agriculture production by farmers.

★ Support policies that provide incentives for farmers growing fresh fruits and vegetables.

★ Support policies to increase urban and community gardens.

INCREASE LOCAL FOOD PRODUCTION & CONSUMPTION IN OUR COMMUNITIES

- ★ Participate in urban and community gardens. ★ Join Community Supported Agriculture (CSA): a popular way for consumers to buy local, seasonal food directly from a farmer.
- ★ Buy local produce at your grocer.

MINIMIZE FOOD WASTE

- ★ Planning and purchasing only what you need ★ Donating excess food to food banks, soup kitchens and shelters
- ★ Provide scraps to farmers ★ Composting

SUPPORT LOCAL FOODS FROM OUR FARMERS AND LOCAL BUSINESSES, MEANS

- ★ more money stays local ★ less transportation cost
- ★ less energy used ★ fewer pollutants
- ★ more nutritious foods available ★ better health



<http://bit.ly/knoxfood>
(must be lowercase)

Learn more and participate in discussions and activities related to improving our food system through the Knoxville-Knox County Food Policy Council. Meetings are held the 3rd Tuesday each month at the Community Action Committee located at 2247 Western Avenue Knoxville, TN 37950. Improving our local food system takes a community effort, and you are needed.





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About the Knoxville-Knox County Food Policy Council

In 1982, the Knoxville City Food Policy Council was the first official food policy group within a local government to be established in the United States. It was in direct response to two studies that found limited access to nutritious food in the inner-city. In 2002, the Food Policy Council (FPC) was expanded to include the county and became the Knoxville-Knox County Food Policy Council.

The Knoxville-Knox County Food Policy Council monitors and evaluates the performance of Knoxville's food system in terms of costs, availability, accessibility and implications for public health/economic efficiency, public awareness of food issues, improvement of food supply and distribution networks in Knoxville. Since its establishment, the FPC has made several accomplishments including advocating for a School Nutrition Education Supervisor for Knox County Schools, development of a food monitoring system, working to improve access to grocery stores through public transit, and informing planning and zoning decisions through the Metropolitan Planning Commission. To focus efforts and accomplish the council's mission, Knoxville- Knox County Food Policy Council has established the following goals:

Goal 1

Ensure that an adequate and nutritious food supply is available to all citizens.

Goal 2

Strengthen the economic vitality of the local food system.

Goal 3

Improve the quality of food available to all citizens.

Goal 4

Encourage citizens to accept and consume nutritious food.

Goal 5

Minimize food-related activities which degrade the natural environment; limit wasteful use of scarce resources needed for future food production and distribution.

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For more information on the Knoxville-Knox County Food Policy Council, visit:

<http://bit.ly/knoxfood> (must be all lowercase) or <http://www.ci.knoxville.tn.us/boards/food.asp>

Chair: Stephanie Welch, MS-MPH, RD, LDN, email Stephanie.Welch@knoxcounty.org

