

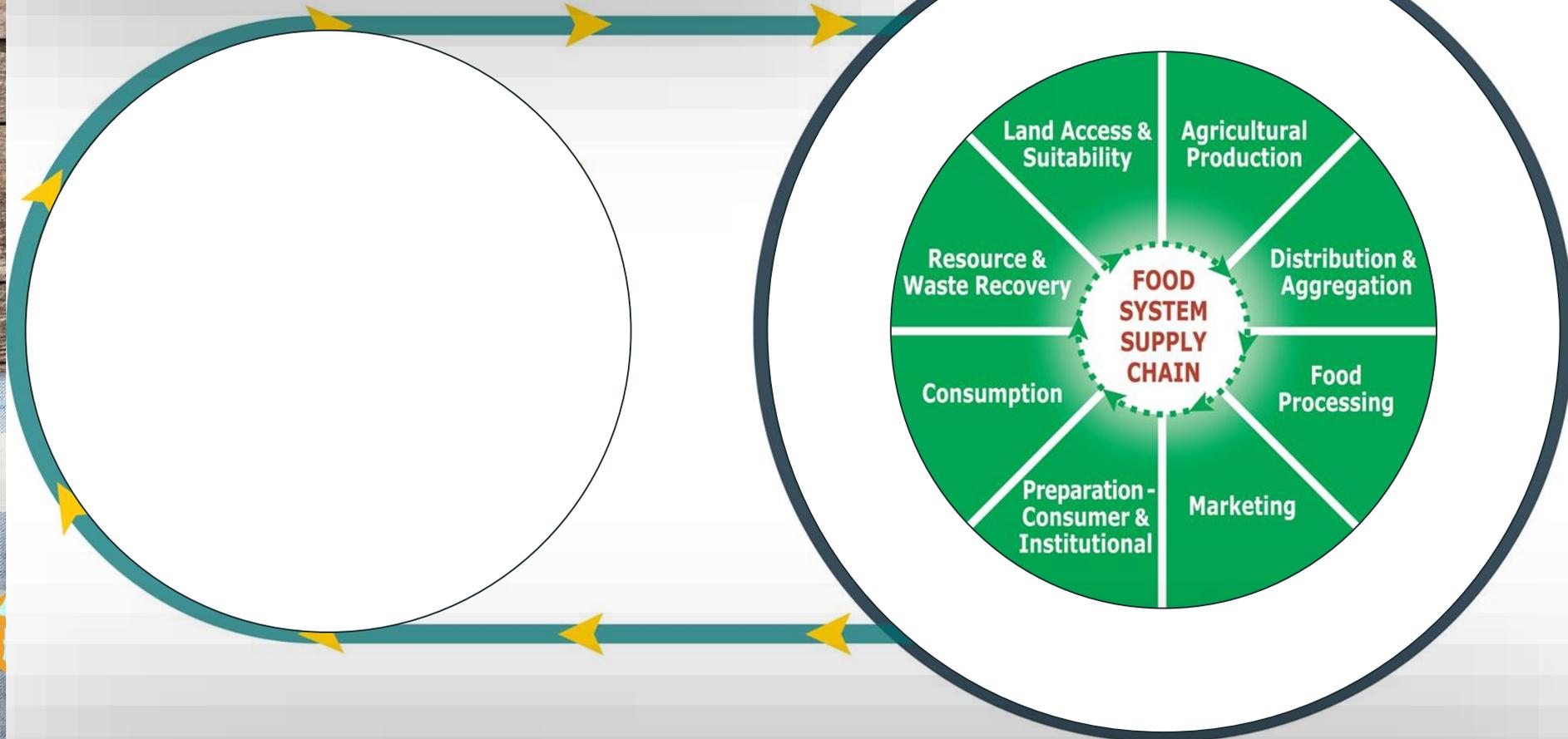
# Local Food, Local Economy



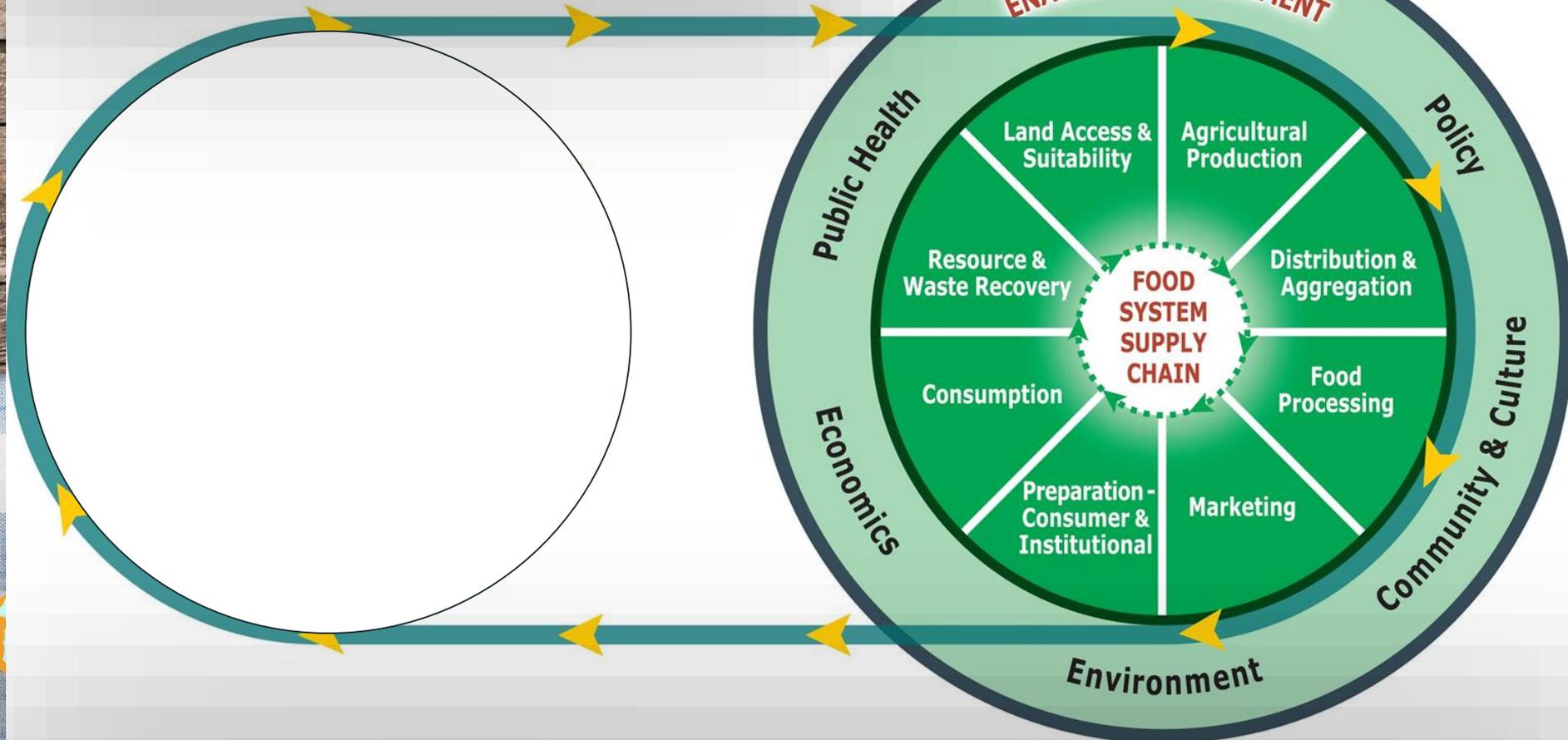
WISCONSIN  
LOCAL FOOD  
NETWORK

**Jessica Jane Spayde, Wisconsin Local Food Network**

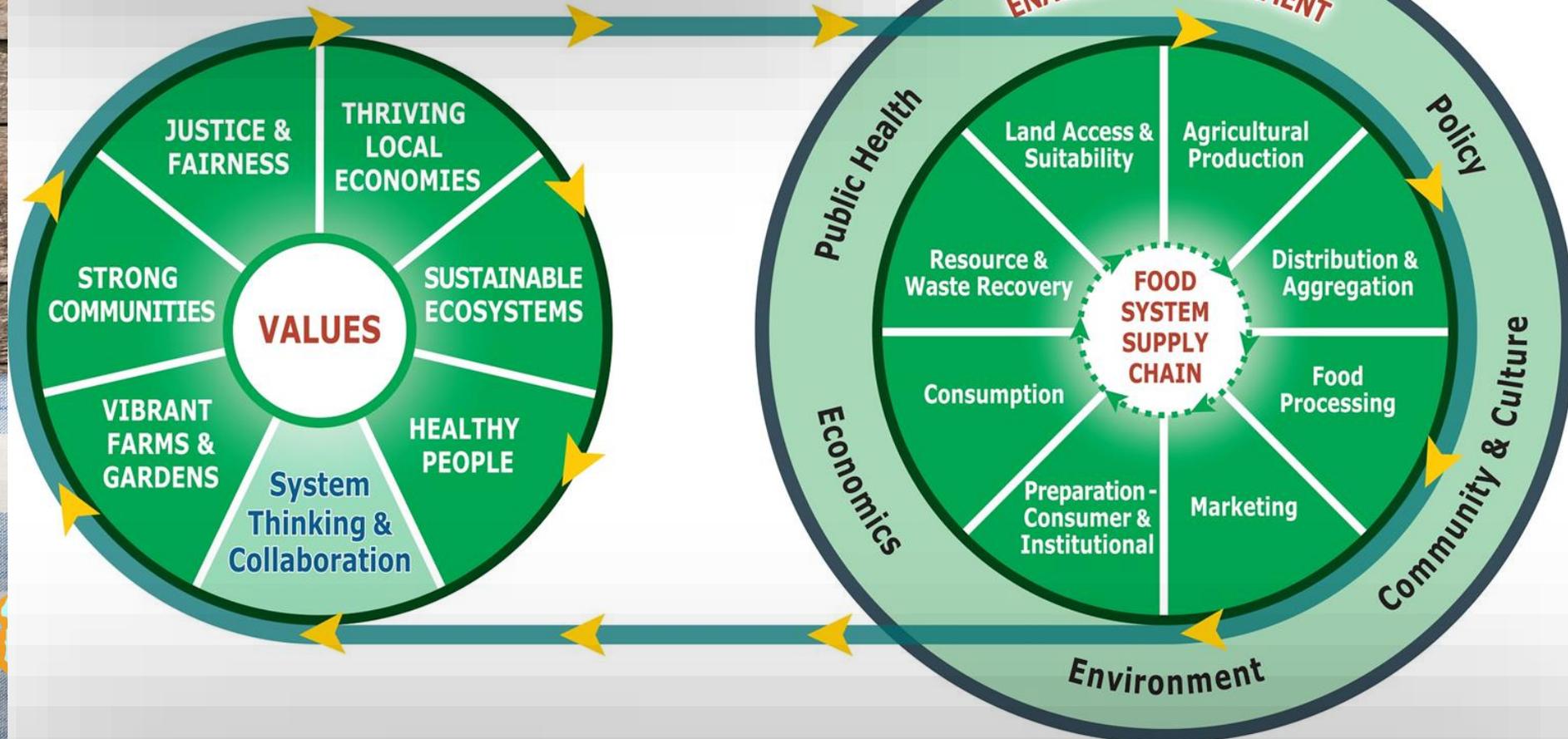
# Community and Regional Food Systems



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# Community and Regional Food Systems



# Principles of Community Wealth Creation

1. **Build community capacities as part of the planning process.**
2. **Strengthen existing economic assets and build new ones.**
3. **Foster new investment and ownership opportunities for local residents.**
4. **Build structures that allow money to recycle within the community.**
5. **Cluster compatible (or mutually dependent) businesses in each locale.**

**Consumers must also commit to buy from local businesses.**

**Ongoing community organizing and public education campaigns.**

**Local efforts are limited by global economic trends, but globalization also increases the need to strengthen local economies.**



Kenneth A. Meter, "Neighborhood Commercial Development for the Long Term," A policy proposal. Crossroads Resource Center, January, 1998.  
John P. Kretzmann & John L. McKnight, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing A Community's Assets*.  
ACTA Publications, 1993.



# Economics of Local Food

	<u>Direct Market</u>	<u>Non-Direct Market</u>
Sales per producer (average)	\$164,631	\$568,105
Inputs purchased within region	89%	45%
Regional output multiplier	1.86	1.42
Job Effect	31.8	10.5

Hardesty, Christensen, McGuire, Feenstra, Ingels, Muck, Boorinakis-Harper, Fake, Oneto. 2016.  
"Economic Impact of Local Food Producers in the Sacramento Region." Spring. UCANR, UC-Davis, UCCE.

# Example



	<u>Direct Farmer</u>	<u>Non-Direct Farmer</u>
Sales	\$200,000	\$200,000
Multiplier	1.84	1.42
Economic Activity Generated	\$372,000	\$284,000

Hardesty, Christensen, McGuire, Feenstra, Ingels, Muck, Boorinakis-Harper, Fake, Oneto. 2016.  
"Economic Impact of Local Food Producers in the Sacramento Region." Spring. UCANR, UC-Davis, UCCE.

# Local Food, Local Economy

Massbach Ridge  
Winery



FREEPORT, IL  
**GENERATIONS**  
BREWING CO.



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