

Building a better future for family farms by catalyzing food & farm entrepreneurship



Consumer demand for local and regional products is on the rise, and this growing interest in the “farm to fork” pipeline is helping to open new markets and economic opportunities to farmers and food producers across the nation. Local and regional food has long been part of the social and economic fabric for some American communities, and today interest is more widespread than ever. With the American farm economy in downturn and commodity prices at historic lows, family farmers nationwide have increasingly found that connecting to local and regional food opportunities can help them to create big economic success close to home.

Despite the serious potential created by this growing consumer demand, many would-be food and

farm entrepreneurs struggle to enter the local/regional marketplace. A lack of infrastructure (e.g. storage, aggregation, transportation, and processing capacity) and technical links (e.g., marketing and business planning) have made it difficult for many farmers and producers to update their businesses to reach these new customer bases. **By helping to connect the dots between producers and local customers (including individuals, institutions, and others along the farm to fork pipeline), Congress can generate wins that equally benefit farmers and eaters, as well as rural and urban communities.**

The 2018 Farm Bill should support producers who want to feed their neighbors by connecting them with growing opportunities in local and regional marketplaces.

THE LOCAL FARMS ACT: THE LOCAL FOOD AND REGIONAL MARKET SUPPLY ACT WILL STRENGTHEN COMMUNITIES WITH FARM TO FORK INVESTMENTS AND PUT CHOICE BACK INTO THE HANDS OF THE PEOPLE

MARKETS:
Help farmers reach new markets through outreach, cost-share, and technical assistance programs.

MARKETS

ACCESS:
Increase access to fresh, healthy, local food among low-income groups and communities in need.

ACCESS

INFRASTRUCTURE:
Develop new and strengthen existing infrastructure that connects producers to consumers.

INFRASTRUCTURE