



PRODUCTION

Research Goal

Identify economic opportunities for regional farmers¹ to build economic resilience² and to identify new markets, with a focus on exploring opportunities in low-income communities.



Defining Terms

1. Regional Farmers – farmers within the 11-county foodshed of the Greater Capital Region, as depicted in the graphic above. For the sake of this study, we are specifically concerned with farmers producing food for human consumption.
2. Economic Resilience – the ability to adapt to and withstand inevitable market, climate, and social changes. This can be achieved by diversifying, preparing, and critically thinking about current and future operations.
3. Buyers – retail customers, restaurants/chefs, institutional, retail market, & food assistance program buyers.

Objective	Strategy
1. To understand food production in the greater context of farming in the region.	Map production by county and identify top crops and top food crops.
2. To identify barriers and solutions to expanding production.	Interview regional farmers and those working in related fields to determine the real and perceived barriers to increasing food production and identify possible solutions.
3. To identify food in high demand that can be produced regionally.	Interview regional farmers and <u>buyers</u> ³ to determine food in high demand.
4. To identify unutilized or underutilized farmland and analyze opportunities to expand production on said land.	Collect and analyze farmland information from partners and determine methods and strategies to expand production on identified land.
5. To identify labor issues and solutions in our region.	Interview regional farmers and those working in related fields to identify real and perceived labor issues as well as solutions.
6. To identify local markets for regional farmers and identify underserved communities with purchasing capacity for market development.	A. Map local food markets and identify barriers to accessing them through interviews with regional farmers and buyers.
	B. Determine gaps in local food markets and purchasing capacity in those gaps.
7. To identify opportunities and requirements for regional farmers to expand markets.	Interview regional farmers and those working in related fields to identify opportunities to expand local food markets and corresponding requirements. Information will be presented as a chart.
8. To inventory support for retiring and new/young farmers.	Interview regional farmers and those working in related fields to identify supports for retiring and new/young farmers. Information will be presented as a chart.

