



THE LOCAL FOOD

# Movement:

**Setting the Stage for Good Food**



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# Movement:

## Setting the Stage for Good Food

### » Introduction and Purpose

The local food movement in the United States has evolved over the past 25 years, including a more recent convergence with movements supporting food access and health, food justice, environment, food sovereignty,<sup>1</sup> and racial equity. Many people who are active in these movements have come to understand local food through its connection and use of the term “good food,” coined less than a decade ago by the W.K. Kellogg Foundation (WKKF) and its strategic partners. The term “good food” has been used to describe food that has four key elements (see below):



#### Four key elements of good food

##### Healthy

*Providing nourishment and enabling all people to thrive;*

##### Green

*Produced in a manner that is environmentally sustainable;*

##### Fair

*No one along the food chain is exploited in its creation;*

##### Affordable

*All people have access to it.*

The purpose of this document is to provide a brief history of the U.S. local food movement and its link to good food within the context of related movements of food access and health, food justice, environment, food sovereignty, and racial equity. Each of the four elements of good food provides a connection to all of these movements and the community base of local food. Martin Luther King, Jr. once said:

*“We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly.”*

Understanding how all these food-related movements are part of the same “garment of destiny” can go a long way in building deeper, high trust relationships among people active in these movements. These relationships can then catalyze collective action and create meaningful social change.

<sup>1</sup> “Food sovereignty is the right of peoples, communities, and countries to define their own agricultural, labor, fishing, food and land policies, which are ecologically, socially, economically and culturally appropriate to their unique circumstances. It includes the true right to food and to produce food, which means that all people have the right to safe, nutritious and culturally appropriate food and to food-producing resources and the ability to sustain themselves and their societies.” –“Food Sovereignty: A Right For All, Political Statement of the NGO/CSO Forum for Food Sovereignty,” Rome, June 2002.



## » Building a Commodity-Based Food System

We trace back the seeds of the local food movement to the creation of the Agricultural Adjustment Act (AAA) of 1933, which spawned today's controversial agricultural subsidies and price supports (Kolar, 2011, Dimitri, Effland, & Conklin, 2005). As a result of the Great Depression<sup>2</sup> and the severe drought of the 1930s, more than 20% of Great Plains rural family farms sought federal emergency relief (Link, Woofert, & Taylor, 1937). Originally created to protect family farm systems from economic failure during the Great Depression, these commodity price support systems took on a more important role over time with the help of the United States Department of Agriculture (USDA)(Rausser, 1992). The AAA provided a safety net for commodity farmers. It also over time allowed the opportunity for commodities (corn, rice, wheat, soybeans, and sugar) to be



purchased at low prices by vertically integrated food-manufacturing companies and then used as primary or secondary ingredients in a wide variety of

value-added food products. The nation's agricultural colleges at land-grant universities focused a great deal of research and outreach agendas on building the efficiency of this commodity-based production, processing, and marketing system (Ventura, 2013).

Today, commodities such as corn and wheat are the primary or secondary ingredients in many of the food products found in the middle aisles of a typical large supermarket. Commodities are a primary feed for many livestock-based meat and dairy products found at the same supermarkets. Cheap feed ingredients for livestock made it easier to dramatically scale-up the size of livestock operations through the 1970s and '80s to supply a growing demand for meat as Americans began eating more meals outside the home. This trend fueled a proliferation of franchised fast-food restaurants (Schlosser, 2001).

With narrow profit margins in many food industry arenas, many food and farm businesses chose to scale up production and throughput capacity in order to survive. Consolidation and focus on efficiency, profit, and food safety regulation in food and meat processing, coupled with increasing size of

<sup>2</sup> The Great Depression was a period of significant economic downturn in the United States lasting from 1929 through 1939. For more information please see: <http://www.pbs.org/wgbh/americanexperience/features/general-article/dustbowl-great-depression/>

operations, have made it harder for smaller farm and food businesses to compete (Drabenstott, Henry & Mitchell, 1999; Stevenson et al., 2011).

The health of our natural resources also has been affected by an agricultural production system that relies on intensive use of agricultural chemicals and continuous cropping of various commodities on land often cultivated using less than ideal soil conservation practices. Agricultural nonpoint source (NPS) pollution in the U.S. is the leading source of water quality impacts on surveyed rivers and lakes; the second largest source of impairments to wetlands; and a major contributor to contamination of surveyed estuaries and ground water (United States Environmental Protection Agency [U.S. EPA], 2005). The number of impaired water bodies<sup>3</sup> in the U.S. in 2012 grew to 41,586 waters<sup>4</sup> (U.S. EPA, 2013).

In addition to NPS pollution, agriculture and the food system also contribute to climate change. Crop and livestock operations produce greenhouse gas emissions that contribute to the warming of the planet. Agriculture is responsible for 80-86% of total global food system emissions, and 14-25% of total global emissions (Vermeulen, Campbell, & Ingram, 2012). In the U.S., agriculture is estimated to be responsible for 10% of total greenhouse gas emissions (U.S. EPA, 2013). Global temperatures have recently been estimated to be their highest than at any other time in the past 4,000 years (Marcott, Skaun, Clark, & Mix, 2013), making it imperative to change policies in agriculture and other industries to reduce greenhouse gas emissions.



<sup>3</sup> According to the Environmental Protection Agency (EPA), an impaired waterbody is a waterbody that does not meet water quality criteria numerically and/or narratively (For more background see: [http://www.epa.gov/owow/nps/watershed\\_handbook](http://www.epa.gov/owow/nps/watershed_handbook)).

<sup>4</sup> Impaired waters reports range from 2006-2012.

## » The Food System's Broad Tent

Lower income families living in urban and rural communities also were affected by the loss of smaller farms and food businesses, as well as consolidation in the food retail industry. Policies which cause disparities in housing, education, and employment opportunities made the loss of food retail especially severe in low-income communities of color (Desjardins, 2010; Giang, Karpyn, Laurison, Hillier, Burton, & Perry, 2008). Less profitable supermarkets in these communities closed, creating areas where residents could not easily access fresh, healthy, and affordable food. Low-income individuals, particularly those who did not have access to cars or other forms of dependable transportation, often had no choice but to increase dependence on nearby fast food outlets and corner and convenience stores to meet their food needs.

In many cases, these stores and restaurants lacked healthy food items such as fresh produce. Accessing healthy food is a challenge for many Americans—particularly those living in low-income neighborhoods, communities of color, and rural areas; an estimated 29 million Americans lack access to healthy food (Truehaft & Karpyn, 2010). Research studies show that inner city populations, particularly low-income areas heavily populated by persons of color, have higher rates of diet-related health problems because of the higher cost in securing a more nutritious diet (Walker, Keane, & Burke, 2010; Massey & Denton, 1993).





Recent studies on low-income families and their eating habits have revealed that despite interest in planning, preparing, and eating healthy meals, cost and access are the greatest barriers to doing so (APCO Insight, 2012; Truehaft & Karpyn, 2010). Decreased access to healthy, affordable food and increased access to cheaper, commodity-based, less nutrient-dense foods are implicated in a 22% rise in U.S. adult (aged 20-74) obesity rates between 1960 and 2010 (Fryar, Carroll, & Ogden, 2012). Low-income individuals with the least education reflect the highest rates of obesity (Drewnowski & Spector, 2004). Non-Hispanic blacks have the highest age-adjusted rates of obesity (49.5%) compared with Mexican Americans (40.4%), all Hispanics (39.1%) and non-Hispanic whites (34.3%) (Flegal, Carroll, Kit, & Ogden, 2012).

Those people who harvest our food, or prepare and serve it in restaurants and various institutions have experienced work place discrimination and racism for decades. In 1941, the U.S. and the Mexican governments instituted the Bracero<sup>5</sup> program. Thousands of Mexicans headed north to work in the U.S. as manual laborers, planting, cultivating, and harvesting fruits, vegetables and other crops.



<sup>5</sup> From the Spanish term *bracero*, meaning manual laborer. For more information about the Bracero program see: <http://braceroarchive.org/about>.



Between 1942 and 1964, there were 4.6 million “braceros” legally admitted into the U.S. (Martin, 2003). These workers often experienced discrimination because of their race; had their low wages garnished without their knowledge; and worked under extremely harsh conditions, including exposure to toxic pesticides (Martin, 2003).

Recent survey data estimate there are 37,900 Native American, 67,014 Hispanic and 33,400 African-American farmers in the U.S. (USDA Census of Agriculture, 2012 - Preliminary Report). Native American, Hispanic, and African American farmers also have been marginalized in their efforts to gain full access to federal financial assistance. In 2010, the Keepseagle versus Vilsack lawsuit was settled, providing up to \$760 million to Native American farmers who had experienced discrimination by various USDA loan programs.<sup>6</sup>

People of color comprise the greatest number of farm and food service workers in the U.S.; these positions traditionally pay low wages (Liu & Apollon, 2011). Almost 86% of U.S. food service workers earn wages at or below the poverty level (Food Chain Workers Alliance, 2012), while CEOs in the agri-food industry earn up to 1,023 times the typical worker (Kelly, Lang, Bhandal, & Electris, 2012).



<sup>6</sup> For more information/articles about the Keepseagle class action settlement see: <http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2011/12/0514.xml>

## ➤ The Emergence and Growth of the Local Food Movement

With razor-thin profit margins, many small and mid-sized farms went out of business during the past several decades, with the sharpest declines occurring from the 1950s through the 1970s (USDA Census of Agriculture, 2007)). As farms and food retail outlets increased in size, and national and global supply chains developed, food that historically had been provided from local and regional sources now came from wherever land and labor costs were the lowest. By 2004, the volume of food imported into the U.S. exceeded the amount exported (American Society of Microbiology, 2008).

To remain in business, common survival strategies used by small and mid-sized farms have included selling differentiated food products directly to consumers, or grouping together to sell those same differentiated products through specialty retailers, food co-ops, and food service companies (Stevenson et al., 2011; Stevenson & Pirog, 2008). These survival strategies to increase profit margins for small and mid-sized farms converged with a growing prevalence of more “anonymous” food in the marketplace. This sparked renewed interest by consumers about the farmers who produced their food and how that food was grown.



This growing consumer interest during the past 20 years has spurred a resurgence in buying directly from farmers. A recent study of grocery shoppers shows that two-thirds of consumers are interested in buying local to support local economies (Rushing & Ruele, 2013). Farmers markets are an indicator of that growth, with an increase from 1,755 markets nationwide in 1994 to 8,144 in 2013 (Agricultural Marketing Service, 2013). Community supported agriculture (CSA) has exploded from two CSAs in the mid-1980s to an estimated 3,637 by 2009 (Galt, Becket, Hiner, & O'Sullivan, 2011). These direct-to-consumer sales increased to \$1.2 billion in 2007, up from \$551 million in 1997 (Martinez et al., 2010). In the 2011-2012 school year, there were 38,629 schools participating in farm to school programs (USDA Food and Nutrition Service, 2012). Food hubs have emerged in the past several years

as viable options to aggregate, distribute, and market source-identified foods to local and regional markets. Wal-Mart, the largest food retailer in the world, plans to increase its share of purchasing local produce in the U.S. to 9% by 2015 (Rushing & Ruele, 2013).

In addition to increased local food sales and new businesses, there has been a groundswell of new urban agriculture<sup>7</sup> enterprises and projects across the country. Many of these enterprises have developed to provide healthy food to historically marginalized communities (Hagey et al., 2012). The concept of urban agriculture is not new. "Victory Gardens," which during World War II provided 40% of vegetables in 1944, is part of our U.S. food legacy.<sup>8</sup>



<sup>7</sup> The United Nations Development Programme (Smit, Ratta, & Nasr, 1996) defined urban agriculture as "an industry that produces, processes, and markets food and fuel, largely in response to the daily demand of consumers within a town, city, or metropolis, on land and water dispersed throughout the urban and peri-urban area, applying intensive production methods, using and reusing natural resources and urban wastes, to yield a diversity of crops and livestock."

<sup>8</sup> For more background on Victory Gardens see: [//www.nationalww2museum.org/learn/education/for-students/ww2-history/at-a-glance/victory-gardens.html](http://www.nationalww2museum.org/learn/education/for-students/ww2-history/at-a-glance/victory-gardens.html)

Today, cities across America have tracts of underutilized vacant land and abandoned buildings that may provide urban agriculture opportunities for residents. Urban agriculture can help provide increased access to fruits and vegetables to lower-income, urban residents who may not live near full-line grocery stores. Although some African Americans are apprehensive of agriculture as a career because of historical ties between farming and slavery, more African Americans are developing the agency needed to use urban food systems as a strategy for personal and community resilience (White, 2011). An increasing number of food justice advocates and policymakers are developing policies to support urban agriculture (Hagey et al., 2012).

The local food movement's evolution in the past 20 years has encouraged retrospection about whether all its players embody the values that created the movement (DeLind, 2011). The movement also has been subjected to growing criticism; some question whether a more localized food system is better for people and the planet (Derochers & Hiroko, 2012). Economists studying local food systems are advocating more scholarship and rigor in the design of studies and interpretation of results, especially in research studies that examine economic and community benefits of local foods (Pirog & O'Hara, 2013).



## » The Connection to Good Food

The term “good food” originated through the food and health work of WKKF in the past decade, and its connection to the local food movement. WKKF’s funding programs supported the creation of “community-based food systems that are locally owned and controlled, environmentally sound, and health promoting” (Anderson, Fisk, Rozyne, Feenstra, & Daniels, 2010). In 2005-2006, WKKF program staff and strategic partners developed a demand-based theory of change regarding the growth and influence of local, community-based food, and coined the term “good food.” WKKF’s funding and convening efforts continue to support the development of the four elements of good food considering health, economic development, sustainability, and food access through an equity lens.

It is beyond the scope of this publication to provide a detailed historical accounting of the significant events and policies that have shaped the need for a good food system. We offer the timeline in Figure 1 to chronicle a sample of important events, policies, and statistics that mark the growth of local food within the context of changes in the evolving

conditions of each of the four good food elements (healthy, green, fair, and affordable). The timeline provides perspective on how far as a nation we have come, and how far we still need to go in our quest for a good food system that is equitable for all. Please note that additional background for each of the timeline listings can be found in the Appendix.

If local food is only interpreted and referenced in terms of geographic proximity, one could imagine a food system that is geographically local but reflects none of the values found in the attributes of good food. Such a geographically local system may continue to disadvantage vulnerable children and their families. We have a tremendous opportunity to thoughtfully rebuild a food system by increasing local, good food commerce across all populations, especially those marginalized by race, ethnicity, gender, size of business/farm, or economic class. Local food advocates, along with advocates of food access and health, food justice, environment, food sovereignty, and racial equity all must understand and embrace their unique yet interdependent roles in realizing this opportunity.

This is the new frontier for the local foods movement. It is up to advocates, entrepreneurs, farmers, and academics alike to be the explorers, discoverers, and mappers of this critically important collaborative space. »





# Good Food Timeline 1941

**1941** 1. Recommended Daily Allowances (RDAs) are established to allow individuals to assess nutrient intake levels.

**1942-1964** 2. The Bracero program between U.S. and Mexico brings in more than 4 million Mexican farm laborers.

**1949** 3. The Agricultural Act of 1949 makes commodities available for distribution to needy people through school lunch programs, Bureau of Indian Affairs and public welfare organizations.



**1950** 4. The U.S. federal minimum wage is set to \$0.75 per hour, \$7.25 in 2013 dollars.

**1955** 5. The first McDonald's restaurant, owned by Ray Kroc, is opened in Illinois.



**1960** 6. The rate of obesity for adults, defined as a body mass index over 30, in the U.S. is reported to be 13.4% of the population.

7. Four African-American university students begin a sit-in at a Woolworth store lunch counter in Greensboro, N.C., after being refused service based on their race.

**1962** 8. The first convention of National Farm Workers Association is held.

**1964** 9. The Civil Rights Act of 1964 prohibits discrimination based on race, sex, ethnicity or religion.

**1965** 10. The U.S. federal minimum wage is increased 50 cents per hour, to \$1.25 (\$9.27 in 2013 dollars).

**1969** 11. The Black Panthers begin a school breakfast program for students; the program eventually is adopted by the U.S. government.

12. 2.8 million Americans are utilizing the federal Food Stamp Program (1.4% of the population).

**1970** 13. The number of farmers markets in the U.S. is estimated at 340.

14. The first national Earth Day is celebrated in the U.S.



**1972** 15. The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) begins, safeguarding the health and wellness of pregnant women and children.

**1974** 16. The rate of obesity for adults is reported to be 14.5%.

**1975** 17. The U.S. federal minimum wage is increased to \$2.10 per hour (\$9.12 in 2013 dollars).

18. The California Labor Relations Act becomes law, allowing farm workers the right to boycott and to collectively bargain.



**1976** 19. The Farmer-to-Consumer Direct Marketing Act passes, prompting the development and expansion of direct marketing.

**1979** 20. U.S. food expenditures as share of disposable personal income is 13.4%.

21. 7.6 million Americans participate in the federal Food Stamp Program (3.4% of population).

**1981** 22. The U.S. federal minimum wage is set at \$3.35 per hour (\$8.61 in 2013 dollars).

**1983** 23. The Migrant and Seasonal Agricultural Worker Protection Act (MSPA) passes to provide agricultural employees financial and safety protection in the workplace.



**1984** 24. The National Center for Food and Agriculture Policy (NCFAP) is founded to inform public policy on food, agriculture and natural resources.



25. The first community supported agriculture (CSA) enterprise opens in the U.S.

**1987** 26. The first food policy council forms in Knoxville, Tennessee

**1988** 27. The first graphic USDA "food pyramid" is released to help individuals visualize a healthy, balanced diet.

**1990** 28. The community supported agriculture (CSA) count in the U.S. grows to 60.

**1991** 29. The federal minimum hourly wage in the U.S. is increased to \$4.25 (\$7.29 in 2013 dollars).

**1992** 30. A new USDA food guide pyramid is released.

**1993** 31. The Coalition of Immokalee Workers is founded to fight for fair worker wages.

**1994** 32. The Nutrition Labeling and Education Act requires a nutrition label to be on all packaged foods sold in the U.S.

33. The number of farmers markets in the U.S. grows to 1,755.

**1996** 34. The first pilot farm to school program is launched in California and Florida.

**1998** 35. Rising costs for diabetes-related treatment accounts for 9.1% of U.S. medical care.

36. Walmart opens its first fully stocked grocery stores at supercenters. The chain has 4% of national food grocery sales.



The timeline\* charts the evolution of the local food movement in the U.S. within the context of the four elements of good food: healthy, fair, affordable, green.

Turn to Appendix\* for more details and information for each of the events found in this timeline and photo credits.

- 2000** 37. The average hourly wage for non-supervisory farm workers is \$10.05.
- 38. The rate of obesity for adults aged 20-74 in the U.S. jumps from 23.2% in 1994 to 30.9%.

- 2002** 39. USDA Organic Food Regulations take effect.



- 2004** 40. The number of farmers markets in the U.S. grows to 3,706.
- 41. All 50 states, Washington, D.C., the Virgin Islands and Guam are operating EBT systems to issue food benefits.
- 42. 25.5 million Americans are utilizing the federal Food Stamp Program (8.7% of population).

- 2005** 43. The new visual for the USDA food pyramid, MyPyramid, is launched.



- 44. The community supported agriculture (csa) count in U.S. grows to an estimated 1,046, an increase of about 1,740% since 1990.



- 2006** 45. The Kellogg Foundation and partners develop indicators and measures of "good food."

- 2007** 46. The National Good Food Network is established to support growth of good food value chains.

- 47. "Locavore" is word of the year.

- 48. The National Farm to School Network is founded.



- 2008** 49. The former federal Food Stamp Program is renamed "Supplemental Nutrition Assistance Program (SNAP)."



- 50. Nearly 1 in 4 (23%) of Native American and Alaska Native households are food insecure, versus 15% of all U.S. households.

- 51. Local food sales across the U.S. gross nearly \$5 billion.



- 52. The prevalence of hunger in the U.S. is estimated at 14.6%, up from 11.9% in 2004.

- 53. The Food, Conservation and Energy Act (Farm Bill) of 2008 requests a study of areas with limited access to affordable and nutritious food.

- 2009** 54. The federal minimum hourly wage in the U.S. increases to \$7.25 (\$7.89 in 2013 dollars).

- 55. Taco Bell pays more for tomatoes so that farm workers can earn more.

- 56. The count of U.S. schools participating in the Farm to School program grows to 2,000 schools.

- 57. The CSA count in the U.S. grows to 2,932.

- 58. The American Medical Association passes a resolution supporting sustainable food systems.



- 2010** 59. Managerial occupations within the food chain are composed of 47.8% white men, and 8.6%, 4.3%, and 3.4% of Latino, Asian, and black men, respectively.

- 60. Obesity rate for adults aged 20-74 in U.S. is at 36.1%, up from 30.9% in 2000.

- 61. Let's Move! First Lady Michelle Obama campaign fights childhood obesity.

- 62. The Healthy Hunger-Free Kids Act authorizes funding and sets new policy for USDA's core nutrition programs in schools.

- 2011** 63. Nearly one in three African-American children (32%) live in food insecure households, as compared to one in six (16.0%) Caucasian children.

- 64. The number of farmers markets in the U.S. grows to 7,864.

- 2012** 65. The national average hourly wage for non-supervisory farm workers is increased to \$10.80.

- 66. Since 2010, \$77 million has been allocated to the Healthy Food Financing Initiative.

- 67. Nearly 86% of U.S. food service workers earn wages at or below the poverty level.

- 68. USDA's first-ever Farm to School Census shows 38,000 schools with 21 million students participating.

- 2013** 69. 47.7 million Americans participate in the SNAP program (15.1% of population), with SNAP rates at farmers markets doubling between 2011 and 2013.

- 70. The National Survey of Food Hubs report reveals that two-thirds are operating without grant funding, and one-half accept SNAP benefits.

- 2014** 71. Nearly 500 U.S. hospitals have signed on to the Healthy Food in Health Care program.

- 72. Walmart becomes the third major U.S. food retailer (following Whole Foods and Trader Joe's) to sign on to the Coalition of Immokalee Workers' Fair Food Program.

\*Timeline and Appendix developed by the MSU Center for Regional Food Systems. Timeline is part of the publication "The Local Food Movement: Setting the Stage for Good Food."

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## Appendix

### Supporting information - Figure 1 Timeline

1. Recommended Daily Allowances (RDAs) are established to allow individuals to assess nutrient intake levels (1941). Provides a general guideline for individuals and health care professionals to assess adequate intake of nutrients. (National Academy Press, 1989. [http://www.nap.edu/openbook.php?record\\_id=1349&page=1](http://www.nap.edu/openbook.php?record_id=1349&page=1)).
2. The Bracero program between U.S. and Mexico brings in more than 4 million Mexican farm laborers (1942-1965). (Retrieved February 1, 2014 from <http://www.pbs.org/kpbs/theborder/history/timeline/17.html>).
3. The Agricultural Act of 1949 makes commodities available for distribution to needy people through school lunch programs, Bureau of Indian Affairs and public welfare organizations (1949). (Retrieved November 2, 2013 from [http://www.fns.usda.gov/fdd/aboutfd/fd\\_history.pdf](http://www.fns.usda.gov/fdd/aboutfd/fd_history.pdf)).
4. The U.S. federal minimum wage is set to \$0.75 per hour, \$7.25 in 2013 dollars (1950). (Retrieved December 1, 2013 from U.S. Department of Labor <http://www.dol.gov/whd/minwage/chart.htm>).
5. The first McDonald's restaurant, owned by Ray Kroc, is opened in Illinois (1955). In Des Plaines, Illinois, Ray Kroc opens the first McDonald's, selling a two-patty hamburger for 15 cents, and French fries for 10 cents (Toops, D. 2010. Food Processing: A History, Food Processing).
6. The rate of obesity for adults, defined as a body mass index over 30, in the U.S. is reported to be 13.4% of the population (1960). (Retrieved September 15, 2013 from [http://www.cdc.gov/nchs/data/hestat/obesity\\_adult\\_09\\_10/obesity\\_adult\\_09\\_10.htm](http://www.cdc.gov/nchs/data/hestat/obesity_adult_09_10/obesity_adult_09_10.htm)).
7. Four African-American university students begin a sit-in at a Woolworth store lunch counter in Greensboro, North Carolina, after being refused service based on their race (1960). (Retrieved September 2, 2013 from <http://americanhistory.si.edu/brown/history/6-legacy/freedom-struggle-2.html>).
8. The first convention of National Farm Workers Association is held (1962). (Retrieved October 10, 2013 from [http://www.ufw.org/\\_page.php?menu=research&inc=\\_page.php?menu=research&inc=history/01.html](http://www.ufw.org/_page.php?menu=research&inc=_page.php?menu=research&inc=history/01.html)).
9. The Civil Rights Act of 1964 prohibits discrimination based on race, sex, ethnicity or religion (1964). The passing of the Civil Rights Act in 1964 prohibited discrimination based on race, sex, ethnicity or religion. (National Archives. "The Civil Rights Act of 1964 and the Equal Employment Opportunity Commission." Retrieved from <http://www.archives.gov/education/lessons/civil-rights-act/>).
10. The U.S. federal minimum wage is increased 50 cents per hour, to \$1.25 (\$9.27 in 2013 dollars) (1965). (Retrieved December 1, 2013 from U.S. Department of Labor. <http://www.dol.gov/whd/minwage/chart.htm>; 2013 dollars calculated using United States Department of Labor CPI Inflation Calculator at [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)).

11. The Black Panthers begin a school breakfast program for students; program eventually is adopted by the U.S. government (1969). (Retrieved September 5, 2003 from <http://www.blackpanther.org/legacytwo.htm>).
12. 2.8 million Americans are utilizing the federal Food Stamp Program (1.4% of the population) (1969). (Berg, J. [2010]). Doing what works to end U.S. hunger," The Center for American Progress. USDA Food and Nutrition Service. Percent of population calculated using U.S. Census data.  
See <http://frac.org/reports-and-resources/snapfood-stamp-monthly-participation-data/>.
13. The number of farmers markets in the U.S. is estimated at 340 (1970). (Oberholtzer, L., S. Grow. Producer-Only Farmers' Markets in the Mid-Atlantic Region: A survey of market managers. Henry A. Wallace Center for Agricultural and Environmental Policy. Oct. 2003. Retrieved November 1, 2013 from <http://www.winrock.org/agriculture/files/wallacemktrpt.pdf>).
14. The first national Earth Day is celebrated in the U.S. (1970). Gaylord Nelson, a Wisconsin senator, founded the first official Earth Day. This day of environmental action has inspired millions each year to take to the streets in April to help create a healthier environment. (Retrieved October 20, 2013 from "Earth Day: The History of a Movement" at [www.earthday.org/earth-day-history-movement](http://www.earthday.org/earth-day-history-movement)).
15. The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) begins, safeguarding the health and wellness of pregnant women and children (1972). This federally-funded program began as an effort to safeguard the health and wellness of pregnant women and mothers and children under the age of 5 years by providing nutritious foods to supplement their diets. It also includes an educational and referral component. (Oliveira, V., Racine, E., Olmsted, J., and Ghelfi, L. [2002]. "The WIC Program: Background, Trends, and Issues." Food & Nutrition Research Report No. FANRR-27).
16. The rate of obesity for adults is reported to be 14.5% (1974). (Retrieved November 20, 2013 from NHANES data; [http://www.cdc.gov/nchs/data/hestat/obesity\\_adult\\_09\\_10/obesity\\_adult\\_09\\_10.htm](http://www.cdc.gov/nchs/data/hestat/obesity_adult_09_10/obesity_adult_09_10.htm)).
17. The U.S. federal minimum wage is increased to \$2.10 per hour (\$9.12 in 2013 dollars) (1975). (Retrieved December 1, 2013 from U.S. Department of Labor; <http://www.dol.gov/whd/minwage/chart.htm>; 2013 dollars calculated using United States Department of Labor CPI Inflation Calculator at [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)).
18. California Labor Relations Act becomes law, allowing farm workers the right to boycott and to collectively bargain (1975). (Martin, Phillip. 2000. "Labor Relations in California Agriculture: 1975-2000. Changing Face: October 2000, Volume 6, Number 4. Retrieved February 1, 2014 from [http://migration.ucdavis.edu/cf/more.php?id=44\\_0\\_2\\_0](http://migration.ucdavis.edu/cf/more.php?id=44_0_2_0)).
19. The Farmer-to-Consumer Direct Marketing Act passes, prompting the development and expansion of direct marketing (1976). This Act promoted the development and expansion of traditional and innovative approaches to direct marketing of agricultural commodities from farmers to consumers. (The Library of Congress. Retrieved October 1, 2013 from [http://www.farmlandinfo.org/index.cfm?function=article\\_view&articleID=37770](http://www.farmlandinfo.org/index.cfm?function=article_view&articleID=37770)).
20. U.S. food expenditures as share of disposable personal income is 13.4% (1979). (USDA Economic Research Service, Food Expenditures, Table 7 – Food Expenditures by families and individuals as share of disposable personal income. Retrieved December 3, 2013 from <http://www.ers.usda.gov/data-products/food-expenditures.aspx#.UiS0KmRUNJx>).

21. 7.6 million Americans participate in the federal Food Stamp Program (3.4% of population) (1979). (Berg, J. [2010]). Doing what works to end U.S. hunger. The Center for American Progress. USDA Food and Nutrition Service).
22. The U.S. federal minimum wage is set at \$3.35 per hour (\$8.61 in 2013 dollars) (1981). (Retrieved December 1, 2013 from U.S. Department of Labor. <http://www.dol.gov/whd/minwage/chart.htm>; 2013 dollars calculated using United States Department of Labor CPI Inflation Calculator at [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)).
23. The Migrant and Seasonal Agricultural Worker Protection Act (MSPA) passes to provide agricultural employees financial and safety protection in the workplace (1983). The MSPA was passed in order to provide agricultural employees protection in the workplace from both a financial and personal safety standpoint. (Retrieved December 1, 2013 from <http://newfarm.rodaleinstitute.org/features/0104/csa-history/part1.shtml>).
24. The National Center for Food and Agriculture Policy (NCFAP) is founded to inform public policy on food, agriculture and natural resources (1984). Based in Washington, D.C., the NCFAP fosters and conducts objective, non-advocacy research, analysis, and education to inform public policy on food, agriculture, natural resources, environmental quality, and rural economics. It was founded with a grant from the W.K. Kellogg Foundation. (Retrieved November 10, 2013 from National Center for Food and Agriculture Policy website, <http://www.ncfap.org/index.html>).
25. The first community supported agriculture (CSA) enterprise opens in the U.S. (1984). Robyn Van En founded Indian Line Farm in Massachusetts, the first CSA in America. (Retrieved from USDA National Library, Community Supported Agriculture, <http://www.nal.usda.gov/afsic/pubs/csa/csa.shtml>).
26. The first food policy council forms in Knoxville, Tennessee (1987). A formal council of many representatives and stakeholders join together to create a platform and forum of coordinated action for food initiatives and policies working toward healthy food systems. (Borron, S. [2003]. Food Policy Councils: Practice and Possibility. Congressional Hunger Center, Hunger-Free Community Report. Retrieved December 1, 2013 from <http://hungercenter.wpengine.netdna-cdn.com/wp-content/uploads/2011/07/Food-Policy-Councils-Borron.pdf> ).
27. The first graphic USDA “food pyramid” is released to help individuals visualize a healthy, balanced diet (1988). Though dietary guidelines and recommended daily allowances (RDAs) had both been around for decades, the first graphic pyramid provided individuals with a visualization of a healthy, balanced diet. (Faiella, G. [2005]. The Food Pyramid and Basic Nutrition: Assembling the Building Blocks of a Healthy Diet. New York: Rosen Pub. Group. Retrieved November 20, 2013 from <http://www.diet.com/g/usda-food-guide-pyramid-mypyramid>).
28. The community supported agriculture (CSA) count in the U.S. grows to 60 (1990). (Local Food Movement Timeline, Renewing America’s Food Traditions. McFadden, S. The History of Community Supported Agriculture, Part II: CSA’s World of Possibilities. Retrieved December 9, 2013 from <http://newfarm.rodaleinstitute.org/features/0204/csa2/part2.shtml>).
29. The federal minimum hourly wage in the U.S. is increased to \$4.25 (\$7.29 in 2013 dollars) (1991). (Retrieved December 1, 2013 from U.S. Department of Labor. <http://www.dol.gov/whd/minwage/chart.htm>; 2013 dollars calculated using United States Department of Labor CPI Inflation Calculator at [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)).

30. A new USDA food guide pyramid is released (1992). Though the new edition of the 1988 version made many beneficial changes, many criticisms remained about the design until 2005. (Retrieved October 14, 2013 from American Dietetic Association. 120 South Riverside Plaza, Suite 2000, Chicago, Illinois 60606-6995, <http://www.diet.com/g/usda-food-guide-pyramid-mypyramid>).
31. The Coalition of Immokalee Workers is founded to fight for fair worker wages (1993). Founded by Mayan Indian, Latino and Haitian immigrants to fight for the fair treatment and wages of tomato pickers. The group gained momentum in 1998, when they were able to gain a wage increase of 13% for farmers. (Retrieved October 2, 2013 from Coalition of Immokalee Workers official website: <http://www.ciw-online.org>).
32. The Nutrition Labeling and Education Act requires a nutrition label to be on all packaged foods sold in the U.S. (1994). This 1994 Act requires that packaged foods in the United States to contain a label stating their contents of both macro- and micronutrients. (Retrieved December 15, 2013 from <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm>).
33. The number of farmers markets in the U.S grows to 1,755 markets (1994). (Retrieved December 10, 2013 from: Agricultural Marketing Service; <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateS&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketGrowth&description=Farmers%20Market%20Growth&acct=frmrdirnkt>).
34. The first pilot farm to school program is launched in California and Florida (1996). This program, sponsored by the USDA, was founded in order to bring healthier meal options to children in schools. Piloted in California and Florida, it is now instituted nationwide. (Retrieved from National Farm to School Network, <http://www.farmtoschool.org/chronology.php>).
35. Rising costs for diabetes-related treatment accounts for 9.1% of U.S. medical care (1998). The cost of medical expenses associated with obesity and overweight populations accounted for 9.1% of the total U.S. medical care in 1998. (Wallace Center, Winrock International. [2010]. Charting Growth to Good Food: Developing Indicators and Measures of Good Food).
36. Walmart opens its first fully stocked grocery stores at supercenters. The chain has 4% of national food grocery sales (1998). (Retrieved January 5, 2014 from [http://www.salon.com/2013/03/28/will\\_wal\\_mart\\_replace\\_the\\_supermarket\\_partner](http://www.salon.com/2013/03/28/will_wal_mart_replace_the_supermarket_partner)).
37. The average hourly wage for non-supervisory farm workers is \$10.05 (2000). (Retrieved December 1, 2013 from <http://www.ers.usda.gov/topics/farm-economy/farm-labor/background.aspx#demographic>).
38. The rate of obesity for adults aged 20-74 in the U.S. jumps from 23.2% in 1994 to 30.9% (2000). (Fryar, C., Carroll, M., and Ogden, C. (2012). Prevalence of Overweight, Obesity, and Extreme Obesity Among Adults: United States Trends 1960-1962 Through 2009-2010. Retrieved November 20, 2013 from [http://www.cdc.gov/nchs/data/hestat/obesity\\_adult\\_09\\_10/obesity\\_adult\\_09\\_10.htm](http://www.cdc.gov/nchs/data/hestat/obesity_adult_09_10/obesity_adult_09_10.htm)).
39. USDA Organic Food Regulations take effect (2002). (Retrieved from <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5100865>).

40. The number of farmers markets in the U.S. grows to 3,706 (2004). (Retrieved from Agricultural Marketing Service, <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateS&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketGrowth&description=Farmers%20Market%20Growth&acct=frmrdirnkt>).
41. All 50 states, Washington, D.C., the Virgin Islands and Guam are operating EBT systems to issue food benefits (2004). (Retrieved October 20, 2013 from USDA Food and Nutrition, Supplemental Nutrition Assistance Program, <http://www.fns.usda.gov/snap/ebt/>).
42. 25.5 million Americans are utilizing the federal Food Stamp Program (8.7% of population) (2004). (Percent of population calculated using U.S. Census data; see <http://frac.org/reports-and-resources/snapfood-stamp-monthly-participation-data/>).
43. The new visual for the USDA food pyramid, MyPyramid, is launched (2005). A total revision of the 1988 and 1992 food guide pyramids, MyPyramid included physical activity on the graphic for the first time, and distinguished fruits and vegetables as separate food groups, and began to identify proper intakes of food in ounces and cups, rather than serving sizes. (Graham, F. [2005]. *The Food Pyramid and Basic Nutrition: Assembling the Building Blocks of a Healthy Diet*. New York: Rosen Pub. Group; Retrieved from <http://www.diet.com/g/usda-food-guide-pyramid-mypyramid>).
44. The community supported agriculture count in the U.S. grows to an estimated 1,046, an increase of about 1,740% since 1990 (2005). (Galt, R. [2011]. *Counting and Mapping Community Supported Agriculture (CSA) in the United States and California: Contributions from Critical Cartography/GIS*. *ACME: An International E-Journal for Critical Cartography*, 10(2): 131-162. Retrieved from <http://www.acme-journal.org/vol10/Galt2011.pdf>).
45. The Kellogg Foundation and partners develop indicators and measures of “good food” (2006). (Retrieved from <http://www.wallacecenter.org/our-work/past-initiatives/sustainable-food-indicators>).
46. The National Good Food Network is established to support growth of good food value chains (2007). (John Fisk, personal communication, Friday, September 28, 2012).
47. “Locavore” is word of the year (2007). noun/ lŏkə.vŏr/ locavores, plural. A person whose diet consists only or principally of locally grown or produced food (Mulvaney, D. and Robbins, P. [2011]. *Green Food: An A-to-Z Guide*. SAGE Publications, Inc.).
48. The National Farm to School Network is founded (2007). (National Farm to School Network history. Retrieved March 1, 2014 from <http://www.farmtoschool.org/aboutus.php>).
49. The former federal Food Stamp Program is renamed “Supplemental Nutrition Assistance Program (SNAP)” (2008). The former federal Food Stamps Program undergoes a name change to SNAP to reflect changes instituted at a national level to improve not only access to food, but access to nutritious, quality foods. (Retrieved from USDA Food and Nutrition Service, “Supplemental Nutrition Assistance Program,” <http://www.fns.usda.gov/snap/rules/Legislation/about.htm>).

50. Nearly 1 in 4 (23%) of Native American and Alaska Native households are food insecure, versus 15% of all U.S. households (2008). (Retrieved November 1, 2013 from <http://www.fns.usda.gov/sites/default/files/reports/IndianCountrySum.pdf>).
51. Local food sales across the U.S. gross nearly \$5 billion (2008). The sale of local foods in the U.S. grossed nearly \$5 billion in 2008 (Low, S. and Vogel, S. [2011]. *Direct and Intermediated Marketing of Local Foods in the United States*).
52. The prevalence of hunger in the U.S. is estimated at 14.6%, up from 11.9% in 2004 (2008). The percentage of food insecure households in America rises to 14.6% (up from 11.9% in 2004). (Retrieved November 20, 2013 from Economic Research Service, USDA, [http://www.ers.usda.gov/media/257336/err83b\\_1\\_.pdf](http://www.ers.usda.gov/media/257336/err83b_1_.pdf)).
53. The Food, Conservation and Energy Act (Farm Bill) of 2008 requests a study of areas with limited access to affordable and nutritious food (2008). (Ver Ploeg, M. Breneman, V., Farrigan, T., Hamrick, K., Hopkins, D., Kaufman, P., Biing-Hwan Lin, Nord, M., Smith, T., Williams, R., Kinnison, K., Olander, C., Singh, A., and Tuckermanty E., [2009]. Administrative Publication No. [AP-036] pp. 160).
54. The federal minimum hourly wage in the U.S. increases to \$7.25 (\$7.89 in 2013 dollars) (2009). (Retrieved December 1 2013 from U.S. Department of Labor, <http://www.dol.gov/whd/minwage/chart.htm>; 2013 dollars calculated using United States Department of Labor CPI Inflation Calculator at [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)).
55. Taco Bell pays more for tomatoes so that farm workers can earn more (2009). The Taco Bell corporation agreed to pay \$0.01 more per tomato that they purchase in an effort to benefit working conditions for farm workers of tomato growers in Florida. (Tomato War Ends At Taco Bell. CBS News 11 Feb. 2009. Retrieved October 15, 2013 from [http://www.cbsnews.com/2100-201\\_162-678918.html](http://www.cbsnews.com/2100-201_162-678918.html)).
56. The count of U.S. schools participating in Farm to School programs grows to 2,000 (2009). By 2009, the number of American schools participating in the USDA's Farm to School program grows to 2,000 schools nationwide, after beginning in 1996. (Retrieved from National Farm to School Network. Farm to School Chronology, <http://www.farmentoschool.org/files/F2SChronology3.09.pdf>).
57. The CSA count in the U.S. grows to 2,932 (2009). (Galt, R. [2011]. *Counting and Mapping Community Supported Agriculture [CSA] in the United States and California: Contributions from Critical Cartography/GIS*. ACME: An International E-Journal for Critical Geographies, 10[2]: 131-162).
58. The American Medical Association passes a resolution supporting sustainable food systems (2009). American Medical Association. (Retrieved December 1, 2013 from <http://www.ama-assn.org/resources/doc/csaph/csaph-rep8-a09.pdf>).
59. Managerial occupations within the food chain are composed of 47.8% white men, and 8.6%, 4.3% and 3.4% of Latino, Asian, and black men, respectively (2010). (Yen Liu, Y., and Apollon, D. [2010]. *The Color of Food*. Applied Research Center. Data from American Community Survey, 2006-08).

60. Obesity rate for adults aged 20-74 in the U.S. is at 36.1%, up from 30.9% in 2000 (2010). (Fryar, C., Carroll, M., Ogden, C. [2012]. Prevalence of Overweight, Obesity, and Extreme Obesity Among Adults: United States Trends 1960-1962 Through 2009-2010. Retrieved January 5, 2014 from [http://www.cdc.gov/nchs/data/hestat/obesity\\_adult\\_09\\_10/obesity\\_adult\\_09\\_10.htm](http://www.cdc.gov/nchs/data/hestat/obesity_adult_09_10/obesity_adult_09_10.htm)).
61. Let's Move! First Lady Michelle Obama campaign fights childhood obesity (2010). First Lady Michelle Obama spearheads a program to encourage America's youth to make healthier choices regarding eating and physical activity habits. (Retrieved December 10, 2013 from; <http://www.letsmove.gov/about>).
62. The Healthy Hunger-Free Kids Act authorizes funding and sets new policy for USDA's core nutrition programs in schools (2010). (Retrieved December 10, 2013 from [http://www.fns.usda.gov/cnd/Governance/Legislation/CNR\\_2010.htm](http://www.fns.usda.gov/cnd/Governance/Legislation/CNR_2010.htm)).
63. Nearly one in three African-American children (32%) live in food insecure households, as compared to one in six (16%) Caucasian children (2011). (Coleman-Jensen, A. Nord, M., Andrews. M., and Carlson S. 2012. Household Food Insecurity in the United States in 2011. U.S. Department of Agriculture Economic Research Service. Tables 1-B and S-3).
64. The number of farmers markets in the U.S. grows to 7,864 (2011). (Retrieved December 10, 2013 from Agricultural Marketing Service, <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateS&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketGrowth&description=Farmers%20Market%20Growth&acct=frmrdirnkt>).
65. The national average hourly wage for non-supervisory farm workers is increased to \$10.80 (2012). (Retrieved December 15, 2013 from <http://www.ers.usda.gov/topics/farm-economy/farm-labor/background.aspx#demographic>).
66. Since 2010, \$77 million has been allocated to the Healthy Food Financing Initiative (2012). (Retrieved February 25, 2014 from [http://www.convergencepartnership.org/site/c.fhLOK6PELmF/b.6183661/k.2DF1/Healthy\\_Food\\_Financing\\_Initiative.htm](http://www.convergencepartnership.org/site/c.fhLOK6PELmF/b.6183661/k.2DF1/Healthy_Food_Financing_Initiative.htm)).
67. Nearly 86% of U.S. food service workers earn wages at or below the poverty level (2012). Of food service workers surveyed in 2012, 86% earn wages at or below the poverty line. (2012). (The Hand that Feeds Us: Challenges and Opportunities for Workers Along the Food Chain, Food Chain Workers Alliance; p. 3. Retrieved February 1, 2014 from <http://foodchainworkers.org/wp-content/uploads/2012/06/Hands-That-Feed-Us-Report.pdf>).
68. USDA's first-ever Farm to School Census shows 38,000 schools with 21 million students in attendance are involved in farm to school (2012). (Retrieved April 1, 2014 from [http://www.fns.usda.gov/farmtoschool/census#](http://www.fns.usda.gov/farmtoschool/census#/)).
69. 47.7 million Americans participate in the SNAP program (15.1% of population), with SNAP rates at farmers markets doubling between 2011 and 2013 (2013). (Percent of population calculated using U.S. Census data, see <http://frac.org/reports-and-resources/snapfood-stamp-monthly-participation-data/>). The rates for SNAP benefits for farmers markets was \$11.7 million in 2011 and 2.4 million in 2013. Since 2004, when SNAP benefits shifted a paperless, debit-card style benefit (known as an EBT or Electronic Benefit Transfer card), the value of SNAP redemptions at farmers markets increased by 400 percent.

70. The National Survey of Food Hubs report reveals that two-thirds are operating without grant funding, and one-half accept SNAP benefits (2013). (Fischer, M., Hamm, M., Pirog, R., Fisk, J., Farbman, J., & Kiraly, S. [2013]. National Food Hub Survey Report. MSU Center for Regional Food Systems and Wallace Center for Sustainable Agriculture. Retrieved March 1, 2014 from <http://foodsystems.msu.edu/resources/2013-food-hub-survey>).
71. Nearly 500 U.S. hospitals have signed on to the Healthy Food in Health Care program (2014). (Healthy Food in Health Care newsletter, March 2014. Health Care Without Harm Healthy Food in Health Care newsletter. Retrieved March 15, 2014 from <http://archive.constantcontact.com/fs105/1102084410135/archive/1115989040037.html>).
72. Walmart becomes the third major U.S. food retailer (following Whole Foods and Trader Joe's) to sign on to the Coalition of Immokalee Workers' Fair Food Program (2014). Walmart agrees to pay an additional penny per pound to farm workers harvesting Florida tomatoes, and eventually expands the program to other crops. (Retrieved March 10, 2014 from <http://ciw-online.org/about/>).

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Page 1: MSU Center for Regional Food Systems

Page 2: (Top to bottom): MSU CANR stock photo, Northeast Iowa Food and Fitness Initiative

Page 3: Local Food Hub

Page 4: Common Market

Page 5: (clockwise from top left) Farm to Family, La Montanita Co-Op, Wallace Center at Winrock International

Page 6: (Clockwise from top left) MSU Center for Regional Food Systems, Common Market, Jerry DeWitt

Page 7: ALBA

Page 8: (Counterclockwise from top) Farm Fresh Rhode Island, Northeast Iowa Food and Fitness, Local Food Hub

Page 9: MSU Center for Regional Food Systems

Page 10: (left to right) MSU Center for Regional Food Systems, MSU Student Organic Farm

Page 11: (top to bottom) Northeast Iowa Food and Fitness, East Carolina Organics, Beneficial Farms

Timeline: (Chronological order, photos only) Northeast Iowa Food and Fitness, ALBA, Eastern Market, MSU Center for Regional Food Systems, Northeast Iowa Food and Fitness, Good Natured Family Farms, MSU Center for Regional Food Systems, MSU Center for Regional Food Systems

Bottom center of timeline: Jerry DeWitt

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