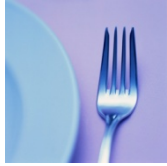


**County Food Systems Profiles Final Report
Outputs Summary - August 1, 2012**

Web Portal Draft Templates



North Central Region County Food Systems Profiles Portal

Drop down list by
countv

Get Profile

Regional Maps by
indicator

Select on a map

Worksheets for
Understanding Your Profile

Sample profile

Definitions &
Data Sources

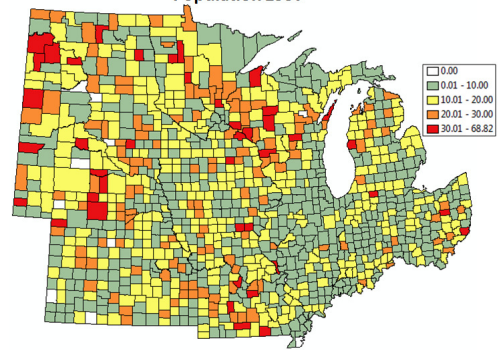
Food Systems
Resources

The production, consumption, distribution, and disposal of food are critical parts of our economy, community well-being, and family health in the Midwest. This Food Systems Profile provides an overview of existing data across a broad scope of food systems activities, documents how key indicators are changing over time, and serves as a baseline for community leaders and educators to identify opportunities for growth or expansion in regional food systems. Data for this profile was accessed from existing secondary data sources including the US Census of Agriculture and the United State Department of Agriculture. The regional average includes: Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Logos

Drop down
menus for
profiles go
here

Number of Farms with Direct Sales per 10K
Population 1997



Support Doc 1
Support Doc 2
Support Doc 3

RESOURCES FOR LOCAL FOODS

Names of website

A short description of what is available at the site

Names of website

A short description of what is available at the site

Names of website

A short description of what is available at the site

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Food Systems Profile

Pointers County, Wisconsin

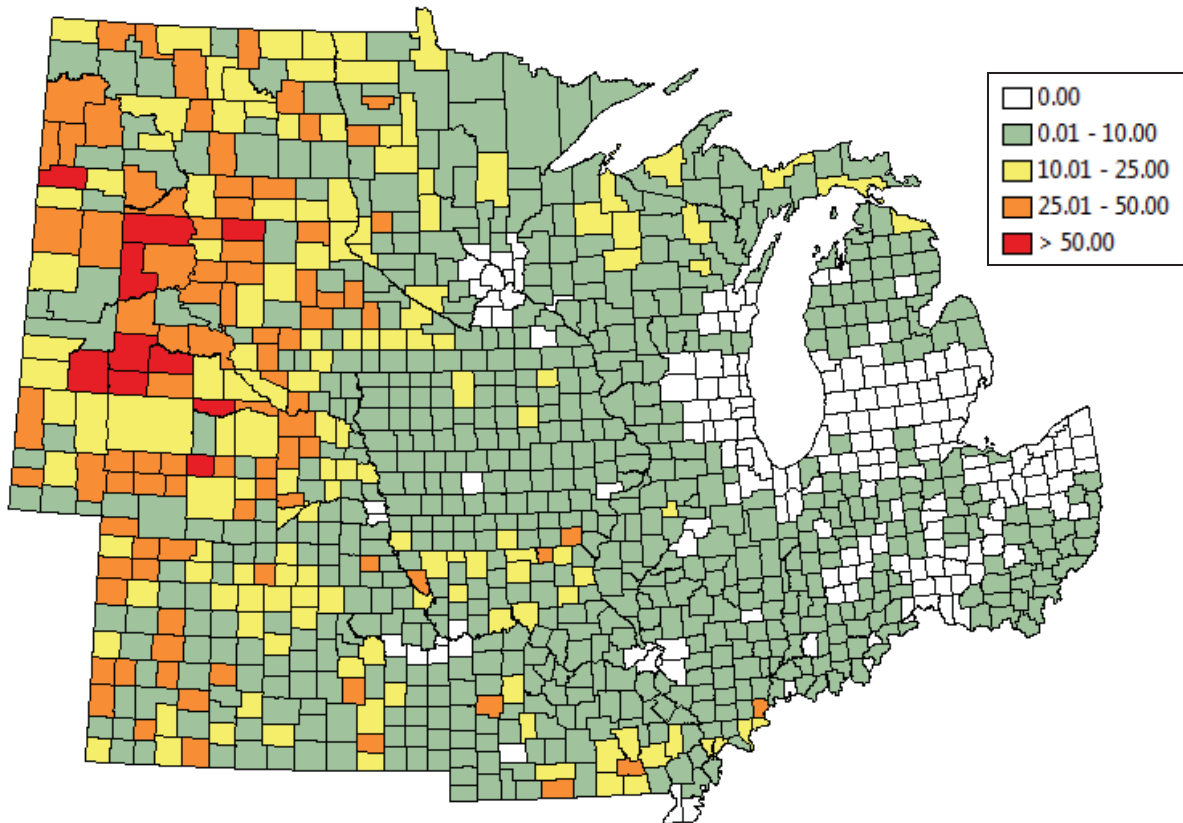
The production, consumption, distribution, and disposal of food play a critical role in the Midwestern economy, community well-being, and family health. This Food Systems Profile provides an overview of existing data across a broad scope of food systems activities, documents how key indicators are changing over time, and serves as a baseline for community leaders and educators to identify opportunities for growth or expansion in regional food systems. Data for this profile was accessed from existing secondary data sources including the US Census of Agriculture and the United State Department of Agriculture. The regional average includes: Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

	Pointers County, WI	State Average	Regional Average
Food Access			
Percent of Households with no Car & Greater than 10 Miles to a Grocery Store, 2006 (%)	0.21	0.41	0.93
Percent of Low Income Households Greater than 10 Miles to a Grocery Store, 2006 (%)	1.45	2.83	7.41
Number of Grocery Stores per 1K Population, 2008	0.16	0.22	0.32
Number of Convenience Stores (no gas) Per 1K Population, 2008	0.01	0.02	0.04
Number of Convenience Stores with Gas Per 1K Population, 2008	0.39	0.55	0.56
Number of SNAP-Authorized Stores per 1K Population 2009	0.70	0.56	0.81
Number of WIC-Authorized Stores per 1K Population, 2009	0.16	0.21	0.30
Number of Fast-Food Restaurants per 1K Population, 2008	0.67	1.13	0.89
Number of Full-Service Restaurants per 1K Population, 2008	0.45	0.49	0.53
Food Assistance			
Percent of Low-Income Receiving SNAP 2007 (%)	38.39	25.70	28.85
Percent of Students Free-Lunch Eligible, 2008 (%)	33.21	25.07	29.50
Health			
Adult Obesity Rate, 2008, (%)	26.50	28.40	29.18
Low income Pre-School Obesity Rate, 2009 (%)	13.80	13.62	13.80
Adult Diabetes Rate, 2008 (%)	9.00	8.45	9.23
Local and Direct Markets			
Number of Farms with Direct Sales per 10K Population, 1997	3.49	17.28	12.60
Number of Farms with Direct Sales per 10K Population, 2002	4.28	16.94	13.91
Number of Farms with Direct Sales per 10K Population, 2007	7.03	22.12	16.20
Farm Direct Sales Per Capita 1997 (\$)	2.23	7.25	3.98
Farm Direct Sales Per Capita 2002 (\$)	2.26	8.84	6.22
Farm Direct Sales Per Capita 2007 (\$)	2.08	14.25	8.75
Number of Farmers' Markets, 2009	1.00	2.60	1.37
Number of Farmers' Markets, 2010	1.00	2.93	1.78
Percent Change in Number of Farmers' Markets, 2009-2010 (%)	0.00	21.14	12.85
Number Farmers' Markets per 10K Population, 2010	0.15	0.55	0.59
Number of Farm to School Programs, 2009	0.00	0.07	0.04
Number of Farms Selling Directly through CSA, 2007	3.00	6.07	8.77

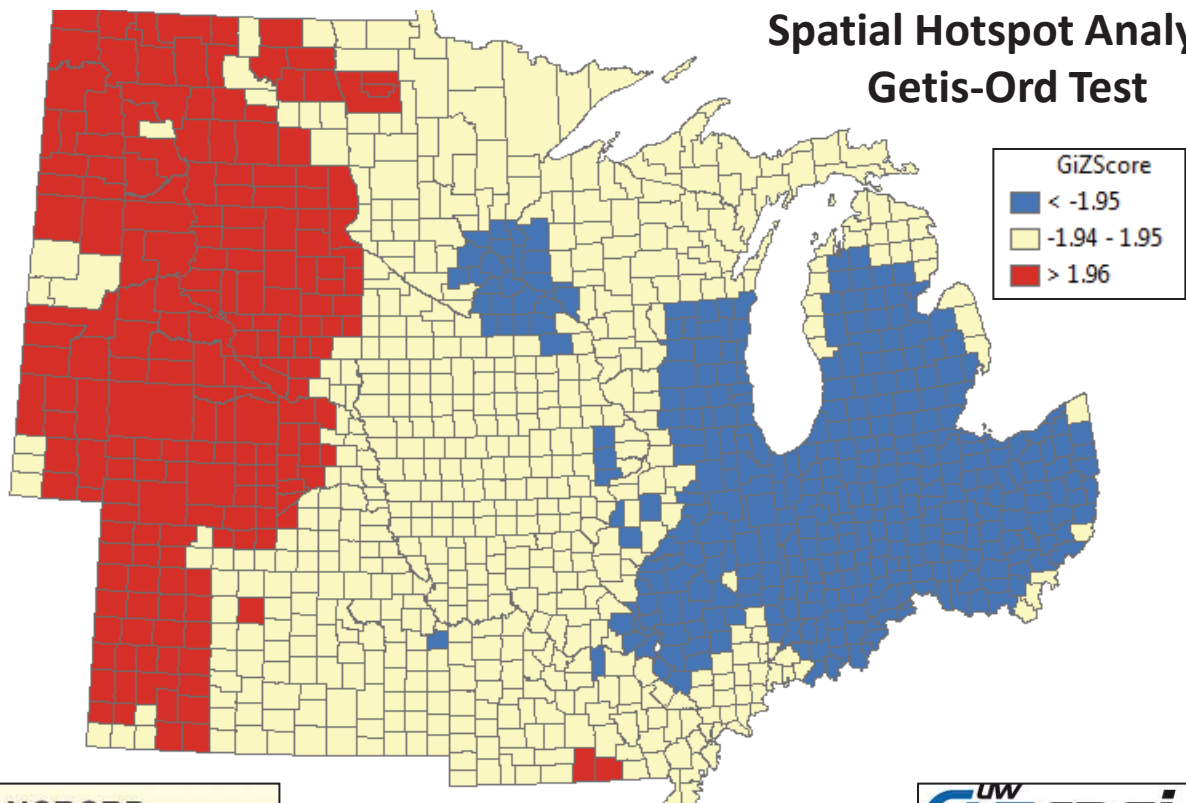
The Food Systems Profile tool was developed by the University of Wisconsin-Extension with a grant from the North Central Regional Center for Rural Development. Regional maps and worksheets for understanding and using this profile may be found at <http://www.apl.wisc.edu/>

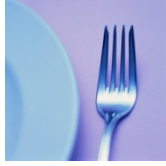
	Pointers County,	State Average	Regional Average
Processing and Distribution			
Number of Food Processors	8.00	13.17	6.19
Number of Fruit and Vegetable Preserving and Specialty Food Mfg	0.00	1.17	0.40
Number of Fruit and Vegetable Canning, Pickling, and Drying Mfg	0.00	0.75	0.22
Number of Cheese Mfg	0.00	2.43	0.26
Number of Animal Slaughtering and Processing Mfg	1.00	1.93	1.21
Number of Perishable Prepared Food Mfg	0.00	0.22	0.14
Number of Breweries	0.00	0.35	0.09
Number of Wineries	1.00	0.40	0.29
Production Agriculture General Characteristics			
Number of Farms 2007	1,295.00	1,089.76	764.89
Land in Farms (acres), 2007	374,133.00	210,983.39	325,034.84
Percent of County Land Area in Farming, 2007 (%)	68.36	46.87	70.25
Average Size of Farm (acres), 2007	289.00	193.13	574.68
Number of Vegetable, Melon, Potato Farms per 10K Population, 2002	1.03	9.43	4.84
Number of Vegetable, Melon, Potato Farms per 10K Population, 2007	2.84	10.50	5.47
Sales Per Capita, Vegetable, Melon, Potato Farms 2002 (\$)	6.39	159.38	62.32
Sales Per Capita, Vegetable, Melon, Potato Farms, 2007 (\$)	4.76	188.75	77.96
Number of Fruit, Nuts and Berry Farms per 10K Population, 2002	1.18	4.96	2.78
Number of Fruit, Nuts and Berry Farms per 10K Population, 2007	1.80	6.60	3.21
Sales Per Capita Fruit, Nuts and Berry Farms, 2002 (\$)	2.82	91.40	17.25
Sales Per Capita Fruit, Nuts and Berry Farms, 2007 (\$)	0.82	111.91	21.05
Number of Farm Proprietors, 2010	1,042.00	971.07	646.71
Share of Total Proprietorships that are Farms, 2010 (%)	13.00	17.42	23.27
Farm Employment Share of Total Employment, 2010 (%)	2.90	6.31	9.72
Average Farm Compensation per Job, 2010 (\$)	4,036.06	9,914.05	7,055.08
County Wide Average Compensation per Job, 2010 (\$)	45,155.00	43,136.65	42,323.57
Cash Receipts per Farm Proprietor, 2010 (\$)	24,469.07	20,912.00	63,801.34
Percent of Farms by Value of Sales \ Less than \$9,999, 2007 (%)	47.72	57.24	48.36
Percent of Farms by Value of Sales \ \$10,000 to \$99,999, 2007 (%)	26.64	23.88	25.49
Percent of Farms by Value of Sales \ \$100,000 or more, 2007 (%)	25.64	19.15	25.50
Percent of Gross Cash Receipts (Inclusive of Federal Payments) from Livestock and	27.25	60.31	38.88
Percent of Gross Cash Receipts (Inclusive of Federal Payments) from Crops, 2010 (%)	68.07	36.98	56.41
Percent of Gross Cash Receipts from Federal Payments, 2010 (%)	4.68	2.70	4.70
Number of Farms with Agri-tourism and Recreational Activity, 2002	22.00	8.72	6.00
Number of Farms with Agri-tourism and Recreational Activity, 2007	29.00	7.89	5.57
Average Gross Revenue per Farm from Agri-Tourism and Recreational Activity, 2002	7,636.36	2,645.00	4,305.71
Average Gross Revenue per Farm from Agri-Tourism and Recreational Activity, 2007	6,344.83	12,785.49	11,886.02
Number of Farms with Organic Production, 2007	2.00	17.79	13.12
Number of Farms Selling Value Added Products, 2007	44.00	39.73	43.26

Percent of Low Income Households Greater than 10 Miles to a Grocery Store 2006



Spatial Hotspot Analysis Getis-Ord Test





Understanding Your County Food Systems Profile

These worksheets were designed to help you better understand the data in your county food systems profile. Review each section of the profile data for your county and consider the questions below. You may want to take a few moments to review regional indicator maps available at <http://www.apl.wisc.edu/>.

What does this data say about your county's:

Food Access:

Food Assistance:

Health:

Local and Direct Markets:

Processing and Distribution:

Production Agriculture:

What surprised you about your profile?

Are there relationships between indicators in your profile?

How is your county similar or different from the region?

What has changed over time in your county? What has stayed the same?

What areas of the food system are most developed in your county? Why?

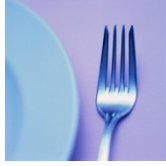
What areas of the food system are under-developed in your county? Why?

What don't you know about your food system based on this profile? How might you find this information?

What groups, organizations, programs, or departments support the aspects of your food system that are developed or underdeveloped?

Who should be involved in the food system that isn't already?

How will you use this information? Who else might use it?



Understanding Your County Food Systems Profile- SAMPLE

These worksheets were designed to help you better understand the data in your county food systems profile. Review each section of the profile data for your county and consider the questions below. You may want to take a few moments to review regional indicator maps available at <http://www.apl.wisc.edu/>.

COUNTY NAME: Pointers County

What does this data say about your county's:

Food Access:

- SNAP and WIC authorized stores seem low compared to the region, but we have a lower % of households with no car or on a low income that are greater than 10- miles to a grocery store.

Food Assistance:

- Almost 40% of our low income residents receive SNAP, (food assistance). A greater % of our students are eligible for free lunches than the state or region. Why are so few of our stores authorized to take SNAP or WIC?

Health:

- Rates of diet related diseases are about the same as the state and regional averages. Is that a good thing or a bad thing?

Local and Direct Markets:

- Number of farms selling direct has grown since 1997 but still far fewer per capita than the state or national average. Why? Direct sales and numbers of farmers markets per capita also lower than the state and regional averages and we have fewer CSA farms.

Processing and Distribution:

- We have more food processors than the regional average, but less than the state. We have no fruit and vegetable or cheese manufacturing but we do have a winery and an animal slaughtering facility. What are these processors?

Production Agriculture:

- It's not surprising that we have more farms than the state or region, and more land in farming. I wonder how many of these farms are new farms? Cash receipts per farm are a lot less than the regional average and clearly the majority of that is from crops. Surprised to see so many farms are involved in agritourism. Gross revenue from agritourism doesn't seem to have gone up since 2007 like it has at the state or regional level. We have a lot of farms selling value added products but not many in organic production.

What surprised you about your profile?

- So many of our farms are involved in agritourism. Gross revenue from agritourism has gone down since 2002.

Are there relationships between indicators in your profile?

- Probably- since we have more commodity crops we probably don't have much demand for smaller scale processing or farms that would direct market.

How is your county similar or different from the region?

- Our cash receipts from farming are much lower. I wonder how we could increase income for existing farmers?

What has changed over time in your county? What has stayed the same?

- Our cash receipts from farming are much lower. I wonder how we could increase income for existing farmers?

What areas of the food system are most developed in your county? Why?

- Our production agriculture seems to be pretty well developed (large) but not diverse.

What areas of the food system are under-developed in your county? Why?

- We seems to be behind the region in local and direct markets. Given the high percentage of our population receiving SNAP it seems that our food access to SNAP/WIC certified sites is limited.

What don't you know about you food system based on this profile? How might you find this information?

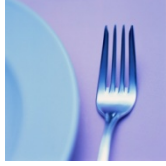
- Would be interesting to see how important dairy is in our county compared to commodity farming. I'd also like to know what kind of food processing is happening in our county.

What groups, organizations, programs, or departments support the aspects of your food system that are developed or underdeveloped?

- Farmers around here get support from the Farm Bureau. I think the Community Action Program and Extension office provides some programs around food access. There is also a local group interested in starting a new farmers market and some parents are working on a school garden at the middle school.

How will we use this information? Who else might use it?

- We could share this with some of the groups that are working on these issues, our county board, city council.



Food Systems Profile Resources

Food Systems Resources

Parts adapted from

- Local and Regional Foods: A Sampling of Informational Resources Compiled by Heidi Mouillesseaux-Kunzman and Duncan Hilchey, Dept. of Development Sociology,
- Community and Rural Development Institute, Cornell University, 2007. Accessed at <http://devsoc.cals.cornell.edu>
- Community Food Security Coalition Recommended Resource List accessed at http://www.foodsecurity.org/resource_list.html
- <http://www.statefoodpolicy.org/?pageID=publications> from State and Local Food Policy Councils

Local and Regional Food Marketing

- **Growing Home: A Guide to Reconnecting Agriculture, Food, and Communities**
Source: 2002. Joanna Green and Duncan Hilchey. Community, Food, and Agriculture Program, Dept. of Development (Rural Sociology. Cornell University. contact Heidi-Mouillesseaux-Kunzman: hmm1@cornell.edu
Description: Can't find a summary anywhere
- **Whole Measures for Community Food Systems**
Source: Community Food Security Coalition
URL: <http://foodsecurity.org/pub/WholeMeasuresCFS-web.pdf>
Description: This is an evaluation and planning tool that provides communities with the method to measure and connect indicators that define a healthy, connected food system. Indicators consider justice issues, health, farm health, human health, local economics, and community building issues.
- **USDA Food Environment Atlas**
Source: United States Department of Agriculture
URL: <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>
Description: The USDA Food Environment Atlas is a searchable collection of county-level data and statistics on food environmental (health and wellness, food choice factors, and community) indicators. Users can download datasets and create maps to see data spatially.
- **Healthy Food, Healthy Communities: Improving Access and Opportunities through Food Retailing. 2005. Policy Link.**
Description: Strategies and policy opportunities to improve accessibility to food, including starting and maintaining neighborhood grocery stores and farmers markets.
URL: <http://www.policylink.org/atf/cf/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/HEALTHYFOOD.pdf>
Description:
- **Food, Markets, and Communities. 2006. Local Initiatives Support Corporation.**

URL: <http://www.lisc.org/content/publications/detail/1388>

Description: How food markets affect low income communities, providing case studies on how food stores increase local development and enhance overall community health.

Food Systems Planning

- **A Planners Guide to Community and Regional Food Planning: Transforming Food Environments, Facilitating Health Eating**
Source: American Planning Association
URL: <http://www.planning.org/apastore/search/Default.aspx?p=3886>
Description: Describes roles planners can play in shaping the food environment and facilitating healthy eating through planning strategies and case studies.
- **Counties and Local Food Systems: Ensuring Healthy Foods, Nurturing Healthy Children.** 2007.
Source: Casey Dillion; Edited by Martin Harris. A Publication for the National Association of Counties Center for Sustainable Communities.
URL: http://www.farmtoschool.org/files/publications_133.pdf
Description: The guidebook provides four case studies documenting methods to combat childhood and adult obesity through economic development, food security, and environmental protection initiatives that strengthen local food systems.

Economic Impact and Analysis

- **Adding Values to Our Food System: An Economic Analysis of Sustainable Community Food Systems** Source: United States Department of Agriculture Sustainable Agriculture Research & Education Program
URL: <http://www.ibiblio.org/farming-connection/foodsys/addval.htm>
Description: A SARE-funded report that explores niches within the food industry that make sustainable agriculture initiatives economically competitive with industrialized agriculture.
- **Food, Markets, and Communities**
URL: <http://www.lisc.org/content/publications/detail/1388>
Description: How food markets affect low income communities, providing case studies on how food stores increase local development and enhance overall community health.

Food Systems Assessment

- **Community Food Assessment Program**
Source: Community Food Security Coalition
URL: http://www.foodsecurity.org/cfa_home.html
Description: A clearinghouse for food assessment-related tools and resources, including reports and information from numerous past and current assessments.
Data: http://www.foodsecurity.org/cfa_sources.html
Resources: http://www.foodsecurity.org/cfa_other.html

Food Policy

- *NYS Food Policy Council.* On May 30, 2007, Governor Spitzer announced the formation of a NYS Council on Food Policy. According to the Governor's press release, the "will coordinate state

agriculture policy and make recommendations on developing food policy that will help ensure the availability of safe, fresh, nutritious and affordable food for all New Yorkers, especially low income residents, senior citizens and children. The Council will look at ways to increase sales of New York agricultural products to New York consumers, with a special emphasis on expanding the consumer market for organic food." <http://www.ny.gov/governor/press/0520071.html>

- *State and Local Food Policy Councils: A Vehicle for Risk Management Education and Outreach*. 2004. The Agricultural Law Center, The Law School, Drake University. <http://www.statefoodpolicy.org/qna.htm>
- *Food Policy Councils: Practice and Possibility*. 2003. Sarah Marie Borron. Congressional Hunger Center, Hunger-Free Community Report. lanefood.org/pdf/.../food_policy_council_report_february_2003.pdf
- *Counties and Local Food Systems*. 2007. National Association of Counties (NACo)
Description: contains four methods and case studies for how county governments can support their local food systems. Written with a focus on obesity prevention, this publication will also appeal to readers interested in the links between agriculture and economic development, environmental protection, and food security will also find the content useful. Available online as a PDF document at the resource link below.
URL:
http://www.naco.org/Template.cfm?Section=New_Technical_Assistance&template=/ContentManagement/ContentDisplay.cfm&ContentID=24784

Farm to School and Institution

- **Title:** *Farm to School in the Northeast: Making Connections for Healthy Kids and Healthy Farms. A Toolkit for Extension Educators and other Community Leaders*. Cornell Farm to School Program, NY Farms! and the NY School Nutrition Association.
Description: A project funded by the Northeast Sustainable Agriculture Research and Education Program, this provides an overview of starting Farm to School programs in your community, beginning with understanding what the program aims to do and continuing to making meaningful connections in the classroom. Includes nationwide resources
URL: farmtoschool.cce.cornell.edu/Toolkit/FTS%20Toolkit%20jul07.pdf
- **Title:** *A Guide to Serving Local Food at Your Next Event*. Gary R. Valen and Meredith R. Taylor. Glynwood Center.
URL: <http://www.glynwood.org/files/previous/pdfs/ReportsandGuides/GuideLocalEvent.pdf>
Description: A guide for institutions looking to begin integrating local foods into their food service business.

Selling to Institutions: An Iowa Farmer's Guide. 2003. Robert Luedemann and Neil Hamilton. Iowa, *DrakeUniversity Agricultural Law Center*
URL: <http://www.statefoodpolicy.org/docs/selling.pdf>
Description:

Direct Marketing (Farmers Markets and CSA)

- *The Value of Farmers' Markets to New York Communities*. 2006. Farmers' Market Federation of New York. Funded by the Project for Public Spaces with funding from the W.K. Kellogg Foundation.
- Direct Marketing of Specialty Food Products. University of Nebraska-Lincoln. An online tutorial that teaches and examines strategies of marketing local food, with a focus on understanding and utilizing information technology to best access customers. <http://etraining.unl.edu/web/etraining/directmarketingreg>
- Farmers' Markets: Rules, Regulations and Opportunities. 2002. Neil D. Hamilton, Drake University Agricultural Law Center. Description: Goes over differences and requirements for institutional selling, intended for audiences comfortable with direct marketing. Iowa-specific for legal regulations, broad focus for implementation. URL: <http://www.statefoodpolicy.org/docs/frmsmkts.pdf>

Agritourism

- *New York State Agritourism and Education Program* <http://www.nyagtours.com/program.html>
- *Agritourism in New York: Management and Operations*. 2001 Diane Kuehn and Duncan Hilchey. New York Sea Grant.
- *Agritourism in New York State: Opportunities and Challenges in Farm-Based Recreation and Hospitality*. 1993. Duncan Hilchey. Cornell University.

Supply/Value Chain Development

Characterizing Ag of the Middle and Values-Based Food Supply Chains

Source: Agriculture of the Middle, Ohio State University

URL: http://www.agofthemiddle.org/archives/2011/07/value_chain_tea.html#more

Description: Curricular resources to explain the differences between mainstream and value-based food supply chains.

Funding Opportunities:

- *Northeast Sustainable Agriculture Research and Education Program (NESARE) Sustainable Community Grants*. The purpose of the Sustainable Community Grants program is to reconnect rural revitalization and farming. Projects can address diverse issues such as land use, nutrition, employment, markets, education, farm labor, public policy, and environmental quality. http://www.uvm.edu/~nesare/grants_scomm.htm

Community Food Project Competitive Grants. The CFP program is a United States Department of Agriculture program designed to support projects that “increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and

create systems that improve the self-reliance of community members over their food needs.”
http://www.csrees.usda.gov/nea/food/in_focus/hunger_if_competitive.html

State-Based Programs

- *The Farmers' Market Federation of New York*. The FMF of NY is a grassroots, membership organization of farmers' market managers, market sponsors, farmers and market supporters. Provides services to increase the number and capacity of farmers' markets in the state, develop the scope of professionalism in farmers' market management and improve the ability of markets to serve their farmers, their consumers and their host communities.
<http://www.nyfarmersmarket.com/>
- *Community Supported Agriculture in NYS: Profiles exploring how New York's farmers are providing low-income families with healthy, fresh & nutritious fruits and vegetables*. Hunger Action Network. www.hungeractionnys.org/CSAProfiles.pdf
- *Reaching Out: Community Supported Agriculture in New York State*. December 2004. Prepared by Gwendy Donaker and Benjamin Shute for Hunger Action Network.
www.hungeractionnys.org/CSAReport.pdf

<http://www.planning.org/nationalcenters/health/food.htm>

<https://sites.google.com/a/students.saintalcuin.org/food-culture/home/connectons>

<http://www.foodsecurity.org/FPC/>

<http://nercrd.psu.edu/LocValAg/CommBasedAg.pdf>

<http://www.foodsecurity.org/cppw.html>

<http://www.farmland.org/resources/fote/default.asp>

http://www.plannersnetwork.org/publications/2004_winter/winne.htm

<http://www.healthycornerstores.org/category/resources/reports>

http://www.foodsecurity.org/cfa_home.html

<http://frac.org/federal-foodnutrition-programs/snapfood-stamps/>

<http://www.agofthemiddle.org/>

Applications

After reading this profile you may find that you need more information to better understand you community food system.

Here are some ways you might use this information in your community:

- Inform your municipal comprehensive plan
Here's an example: [Click here to view the XXX City plan](#)
- Guide a non-profit organization that work on food systems issues
Here's an example:

Additional data sources:

- National Conference of State Legislatures Data to Inform Anti-Hunger Efforts
<http://www.ncsl.org/issues-research/human-services/data-and-resources.aspx>
- USDA Food Environment Atlas
<http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>