North Georgia
Local Food and Farm Assessment
This presentation will cover:

- The context of local food
- Food and farms in North Georgia
- Community survey results
- Recommendations
Why Local?

- Support local farms
- Sustain rural heritage
- Know where your food comes from
- Protect farmland
- Encourage sustainable farming practices
- Keep farming skills alive
### North Georgia Farm Demographics

<table>
<thead>
<tr>
<th>Production</th>
<th>North Georgia</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of farmers</td>
<td>21,214 (31% of GA farmers)</td>
<td>68,232</td>
</tr>
<tr>
<td>Number of farms</td>
<td>14,836 (31% of GA farms)</td>
<td>47,846</td>
</tr>
<tr>
<td>Farmland acres</td>
<td>1,454,817 (14% of GA farmland)</td>
<td>10,150,539</td>
</tr>
<tr>
<td>Farmland acres as percentage of total land area</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>Average age of farmers</td>
<td>57.3</td>
<td>57.8</td>
</tr>
</tbody>
</table>

#### Distribution of Farms by Size

Source: USDA Census of Agriculture, 2007
## Farm Sales in North Georgia

<table>
<thead>
<tr>
<th>Production</th>
<th>North Georgia</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural sales</td>
<td>$2.8 million (40% of GA sales)</td>
<td>$7.1 million</td>
</tr>
<tr>
<td>Direct sales</td>
<td>$3,460,000 (26% of GA total)</td>
<td>$13,146,000</td>
</tr>
<tr>
<td>Livestock &amp; poultry sales as percentage of total agricultural sales</td>
<td>96% (55% of GA total)</td>
<td>70%</td>
</tr>
<tr>
<td>Percentage of farms selling less than $5,000 worth of products (2007)</td>
<td>57% (30% of GA total)</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Distribution of Agricultural Sales in the Region

- **Poultry & eggs**: 95.57%
- **Cattle**: 3.59%
- **Dairy**: 0.44%
- **Hogs**: 0.13%
- **Vegetables**: 0.07%
- **Fruits**: 0.19%

Source: USDA Census of Agriculture, 2007
Local Farms in a Local Context

North Georgia farms are able to grow the majority of the types of fresh fruits and vegetables residents eat most (67%).

North Georgia farms currently produce enough fresh produce to supply 10% of what residents eat.

North Georgia farms sell less than 1% of their products directly to consumers.

Source: USDA Census of Agriculture, 2007; The Packer 2012
North Georgia Residents Want Local Food: Community Survey Results

• 34 Counties, 741 Participants
  • 98% want to see local at the grocery store
  • 92% agree “local” is within 100 miles of home
  • 91% agree local food is healthy
  • 88% buy local to support farms
  • 82% buy local to support the economy
  • 69% shop at farmers markets

Source: ASAP Survey of North Georgia Residents, 2013
Assessment Recommendations

• Promote and support North Georgia farms and food
  • How can we promote what is being grown in the area and where it is being sold?
• Help farmers identify and access the training and support they need
  • How can we help farmers better access opportunities?
• Highlight and develop connections between farms and businesses
  • How do we link local farms and local food businesses?
• Promote positive experiences around local food
  • What types of events and promotions can we support?
• Promote North Georgia food and farms to tourists
  • What does our tourism industry need to promote local farms and food?

Source: ASAP’s “Local Food and Farm Assessment: North Georgia
Key Strategies in Action

• Keith Clark, Owner of West Rome IGA

• Patricia Gladney, Manager of Farmer’s Fresh CSA

• Matt Granados, President of Local Vendors Coalition

• Michelle Moran, Owner of Harvest on Main Restaurant, Blue Ridge, Georgia
Question 1: How do we promote local?

Question 2: How do we make sure farmers have the training, assistance, and connections they need to access local market opportunities?

Discuss:
• What is the goal?
• What are the current barriers?
• What are our first steps?