THE LOCAL FOOD SYSTEM

On the southern Kenai Peninsula
GET TO KNOW YOUR
PRODUCERS!

GET TO KNOW YOUR
CONSUMERS!
PRODUCERS: WHO ARE THEY?
PRODUCERS: WHO ARE THEY?
How many years have you been in commercial production in Alaska?
39 responses

Experience

PRODUCERS: WHO ARE THEY?
Are High Tunnels the Answer?

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What percentage of your household income comes from off-farm employment?
35 responses

- 0%: 51.4%
- 1-25%: 14.3%
- 25-50%: 14.3%
- 50-75%: 25.7%
- 75-100%:
Acreage - Vegetable/Fruit Production

PRODUCERS: LAND USE
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PRODUCTION: LABOR
Has your labor been primarily...  
27 responses

- Skilled: 63%
- Unskilled: 37%

Production: Labor
Which categories of workers helped on your farm in the 2017 growing season (not including you)?

(cash vs trade = 50/50)
PRODUCERS: GROWING PRACTICES

- Bacillus subtilis
- Bacillus thuringiensis
- Beauveria bassiana
- Boric acid: Structural pest control, no direct contact with organic food or crops.
- Coniothyrium minitans
- Copper: Copper hydroxide, copper oxide, copper oxychloride, includes products exempted from EPA tolerance.
- Copper sulfate
- Corn gluten
- Cydia pomonella granulosis
- Diatomaceous earth
- GibberMyrothecium verrucaria
- Non-detergent insecticidal soaps: As a pesticide, fungicide, or algaecide for food crops
- ellic acid
- Horticultural vinegar
- Hydrogen peroxide
- Lime sulfer: Including calcium polysulfide
- Minerals such as elemental sulfur, bicarbonate, or kaolin clay
- Myrothecium verrucaria
- Non-detergent insecticidal soaps: As a pesticide, fungicide, or algaecide for food crops
- Oils, including petroleum, vegetable, and fish oils: Types include dormant, suffocating, and summer oils
- Peracetic acid
- Pheromones and pheromone traps
- Plant-derived substances such as neem, caraway oil, seed fennel, quassia, or ryania
- Rotenone
- Ryania/Ryanodine
- Sabadilla
- Spinosad
- Streptomycin sulfate and tetracycline
- Sticky traps
- Vitamin D3: As a rodencide
BUYERS SURVEY!

- Restaurants
- Grocery stores
- Institutions
BUYERS SURVEY: WHAT DO THEY GET?

Percent of Produce From AK Farms

- 47% 5 or Less
- 16% 5-10%
- 18% 15-20%
- 3% 25-30%
- 3% 35-45%
- 11% 50% or More
BUYERS
SURVEY: WHAT DO THEY GET?

- ESTIMATED AVG MONTHLY DEMAND FOR PRODUCE AMONG LARGE BUYERS – QUANTITIES (LBS)
  - 5700 Whole Head Lettuce
  - 1450 Broccoli
  - 2200 Carrots
  - 1150 Cucumbers
  - 2800 Cabbage

(based on data from roughly 60% of survey participants. Actual demand from all large buyers will be much higher)
BUYERS SURVEY: Perception of Local

3) Are you willing to pay more for local products? If so, how much?
33 responses

- Considerations
- Willing to pay more?
- Secondary benefits
- Perception of customer base
- Coordination with farmers
BUYERS SURVEY: FOOD DISTRIBUTORS

Likes

- Quantity and Consistency
- Lists- it’s all right there
- Easy Ordering
- On Time, Next Day Delivery
- Product Availability
- Invoicing
- My Rep Takes Care of Me

Dislikes

- Not Fresh, Half-Rotten, Generic
- They Don’t Care About Quality
- Big Business All “Money, Money, Money”
- Price Changes Without Notice
- E-Coli- Factory Farming/Ships Everywhere
- Wrong or Missing Stuff
- Carbon Footprint
- The List Goes On........
BUYERS SURVEY: Challenges

- What limits your ability to scale up on local products?
BUYERS SURVEY: SOLUTIONS

- What would make it easier for you to get local products?

- Do you have any suggestions that would help local producers to better serve your needs?
LESSONS LEARNED

For Future Food System Studies