Opportunities for Local Food Market Development in Central Texas

Good Food Purchasing Program - Austin Team
September 2018
Presentation by: Sue Beckwith
Texas Center for Local Food

Mission

Leverage the incredible talent we have in Texas to catalyze creation of regional food systems that support **prosperous** family farms, **healthy** Texans and **vibrant** rural communities.

What Do We Do?

We collaborate broadly to provide technical assistance and consulting to develop markets for local food in Texas.

We’ll tell you what we do.

We’ll tell you about the Elgin Local Food Center (ELF).

We’ll ask you to think about your food processing needs.
Local Food Value Chain
Develop markets for local food in Texas

Our job is to work with you and dozens of collaborators to develop markets for Texas grown food based on shared values. We call this Value Chain Coordination.

The Local Food Value chain is similar to the regular supply chain EXCEPT the entities involved share common values and intentionally structure their core operations to produce both economic and social benefit. This is why we are part of the Good Food Purchasing Program.
We recently completed a Price Study of locally grown vegetables to find opportunities for buying and selling of local vegetables to schools and other institutions.

Among our findings was that the price of broccoli, carrots and a few other vegetables might work for both farmers and buyers if they were lightly processed: diced, sliced, grated.
Elgin Local Food Center (ELF)
Develop markets for local food in Texas

A new building in downtown Elgin

Leverage the incredible talent we have in our state to be a catalyst for creation of regional food systems in Texas that support prosperous family farmers, healthy Texans and vibrant rural economies.

- Rental kitchen
- Education & Training
- Business Development
- Food processing
Elgin Local Food Center (ELF)

Develop markets for local food in Texas

10,000 square feet. Cost $2.1M. Begin construction in 2019

Elgin Economic Development Corporation has committed $800,000 and the City of Elgin has set aside land in downtown Elgin. Raise $1.2M for construction and $250,000 operating capital.
Elgin Local Food Center (ELF)
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**Elgin Economic Development Corp**
- Create local jobs
- Increase sales tax long-term
- Catalyze local economic activity

**Texas Center for Local Food**
- Increase markets for local farmers
- Improve community health outcomes
- Catalyze local/rural economic activity

**Local Buyers**
- Training for staff?
- Locally grown and processed foods?
- Outsource food prep and processing?
- Offsite food processing?
- Storage, packing?
Next Steps

Develop markets for local food in Texas

• Meet with me in next 4-6 weeks to discuss your needs.
• What vegetables do you buy?
• What do you process in house? Would you outsource?
• What do you buy already processed?
• Share ideas, brainstorm solutions. Collaborate.
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Become a member of the Texas Center for Local Food today!

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