

# Planting Prosperity and Harvesting Health: Trade-offs and Sustainability in our Regional Food System

November 12, 2008

Institute of Portland Metropolitan Studies

Nohad A. Toulan School of Urban Studies and Planning

College of Urban and Public Affairs

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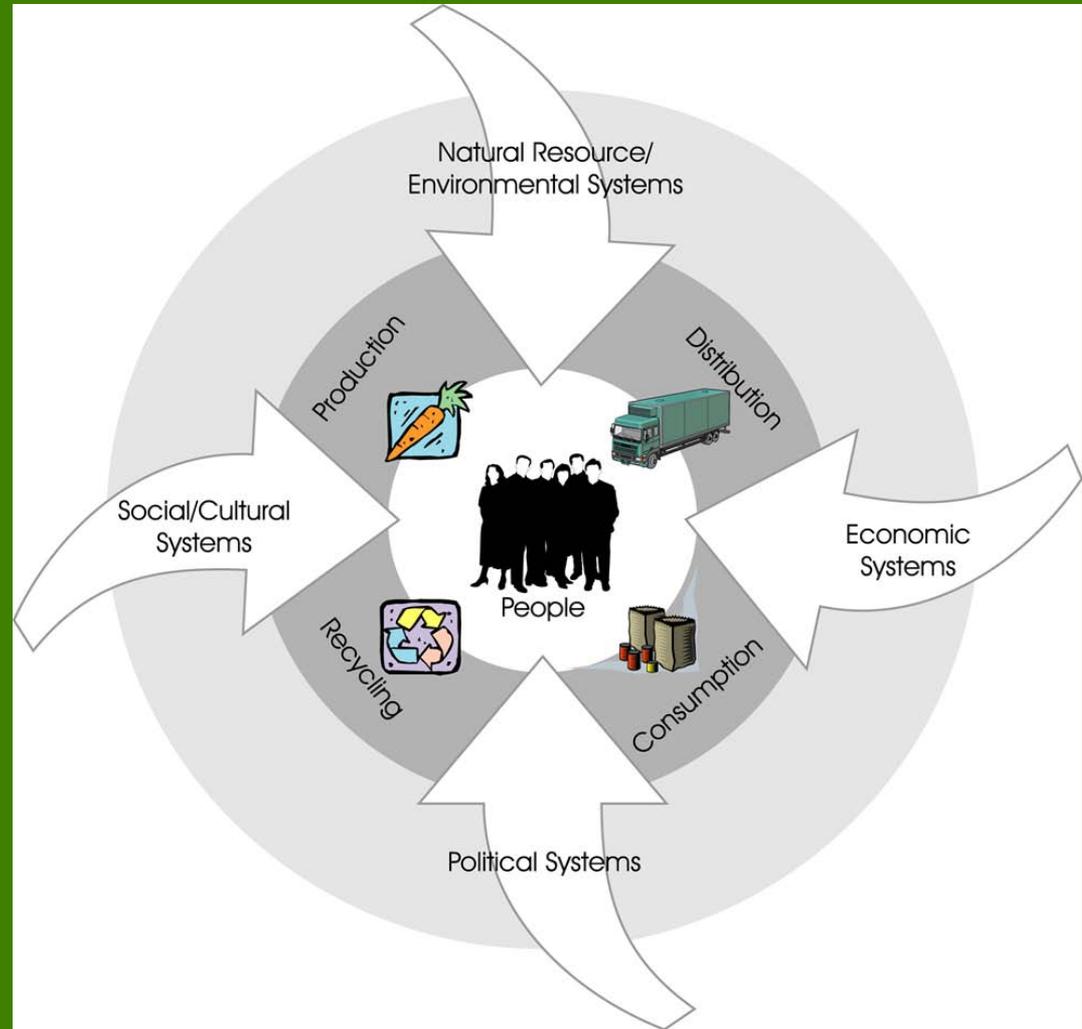


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# Key findings/considerations for rural and urban reserves

- Passion
- Tradeoffs, choices, and connection
- No right or wrong answer
- We need a strategy

# Food System Model



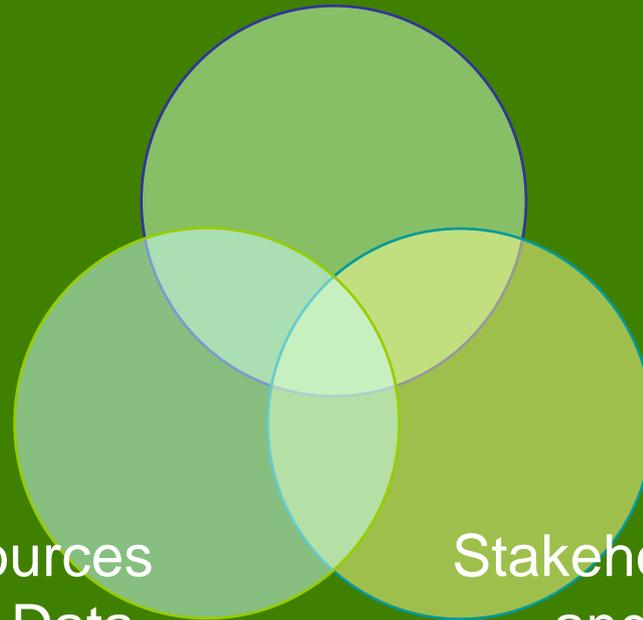
The Food System Model  
Adapted from the *2005 San Francisco Collaborative Food System Assessment*,  
San Francisco Food Alliance

# Key Constrained Resources

- Land
- Water
- Energy
- Human Capital
- Financial Capital
- Consumer Choice and Buying Power
- Knowledge
- Influence
- Social Capital

# Intersection of Knowledge

Food System  
Assessment Literature



Available Sources  
of Reliable Data

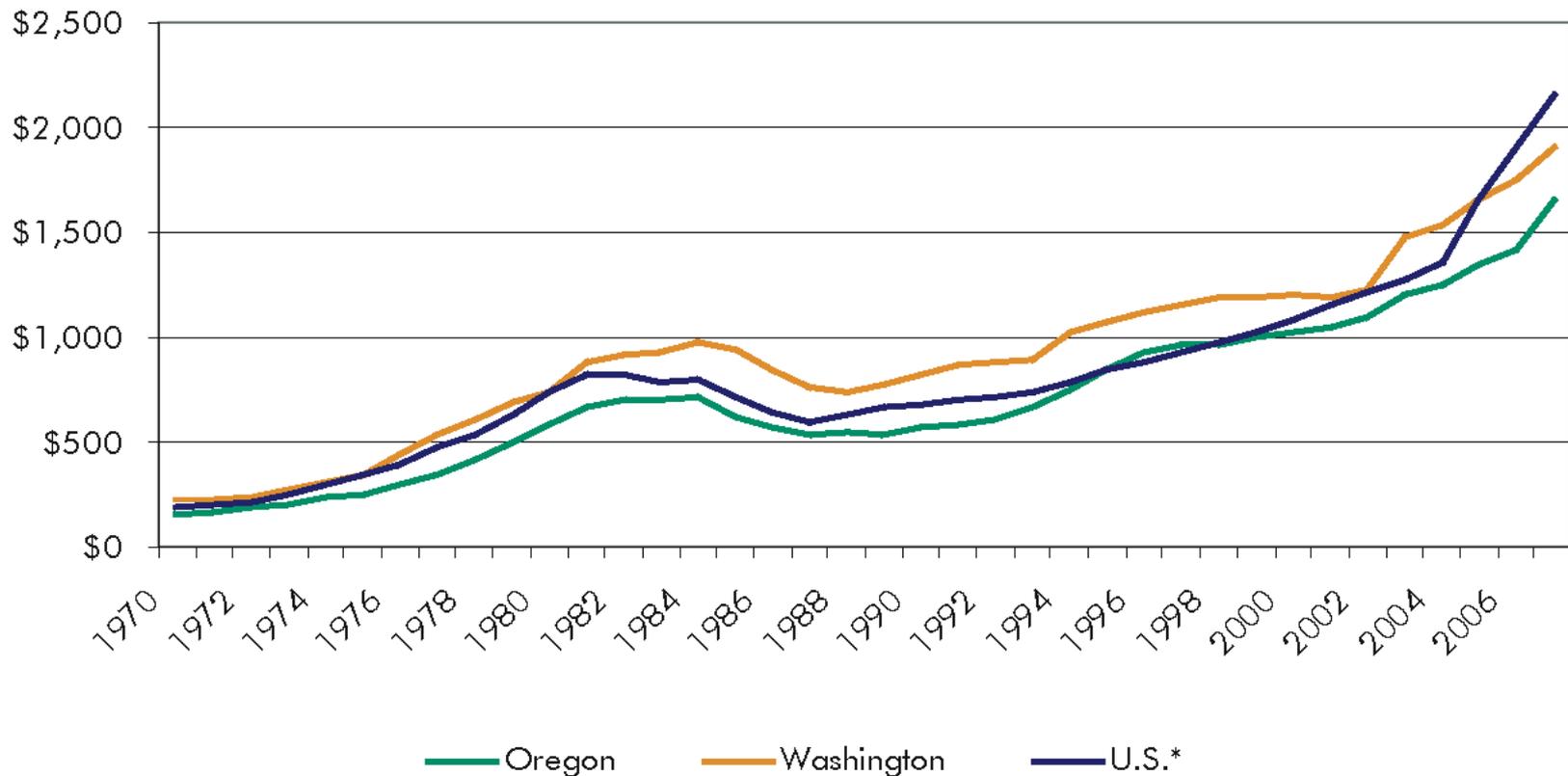
Stakeholder Interviews  
and Workshops

# The Foundation: Land



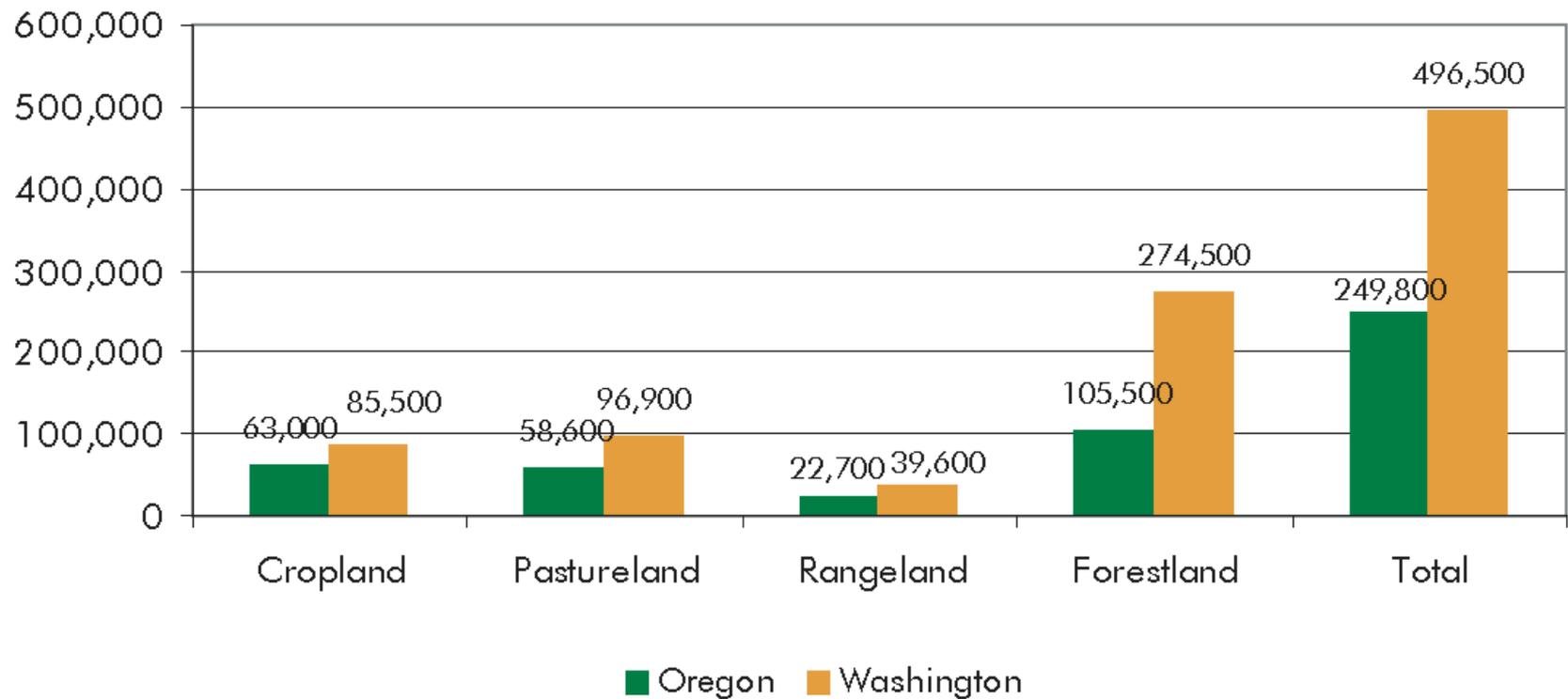
# Market value of land at record levels

Farm Real Estate: Average Value per Acre, 1970 to 2007\*



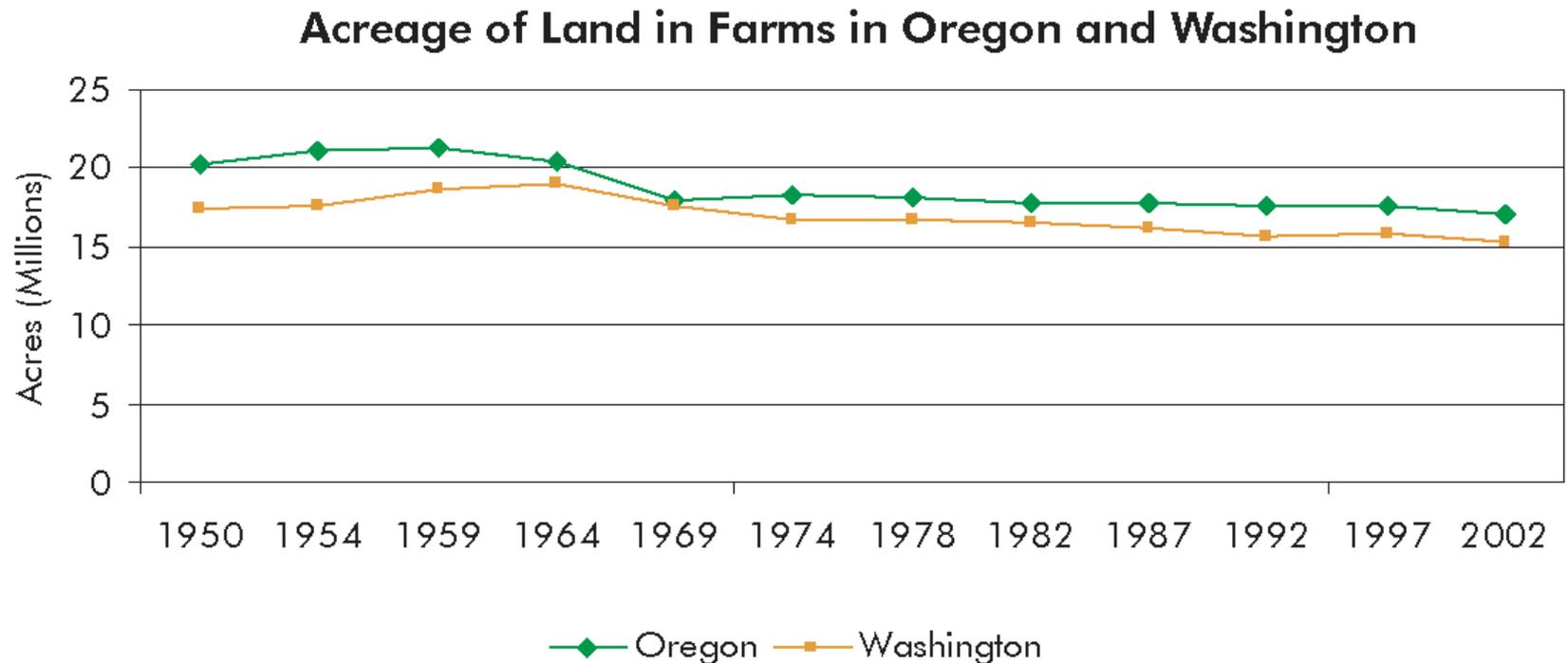
# Urban land is increasing

## 1982 to 1997 Resource Lands Converted to Urban Land



Source: USDA Natural Resources Inventory

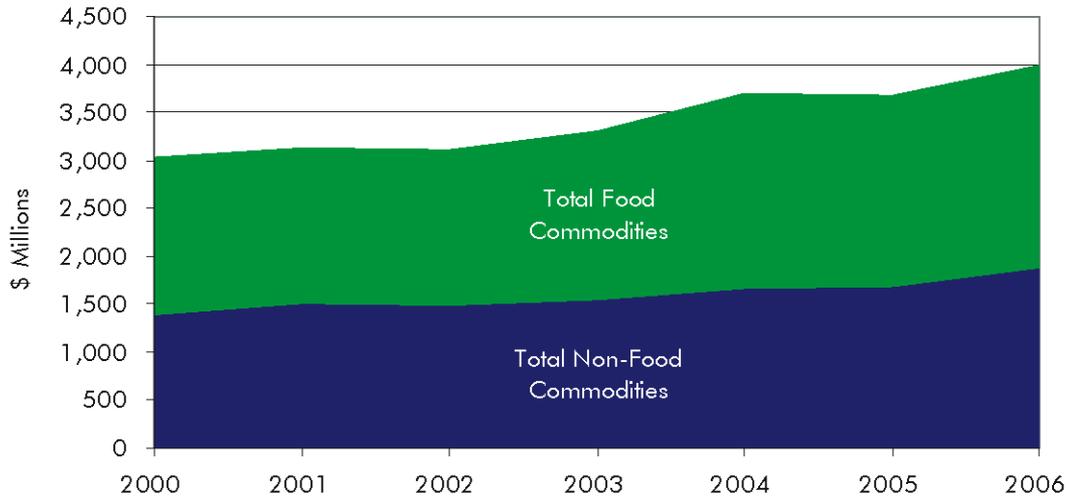
# Fairly stable farm acreage



*\*Values for years 1974-1992 are not adjusted for coverage.*

Source: USDA NASS, 2007

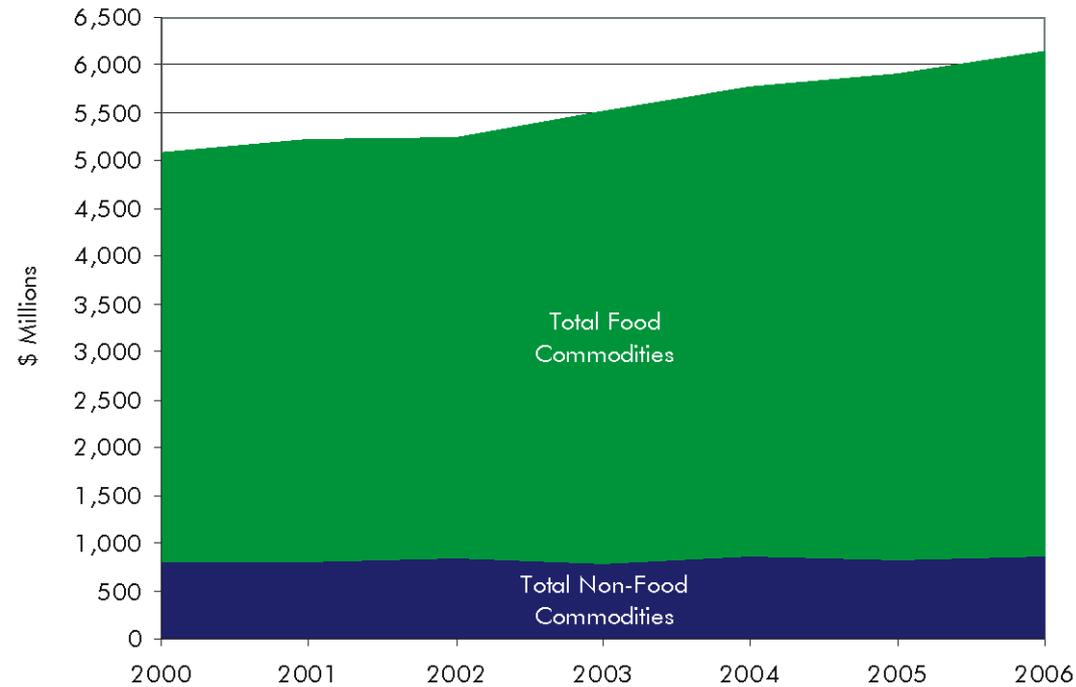
**Total Cash Receipts: Oregon**



Source: USDA ERS

**A healthy rise  
in cash receipts**

**Total Cash Receipts: Washington**



# Cash receipts don't tell the whole story...

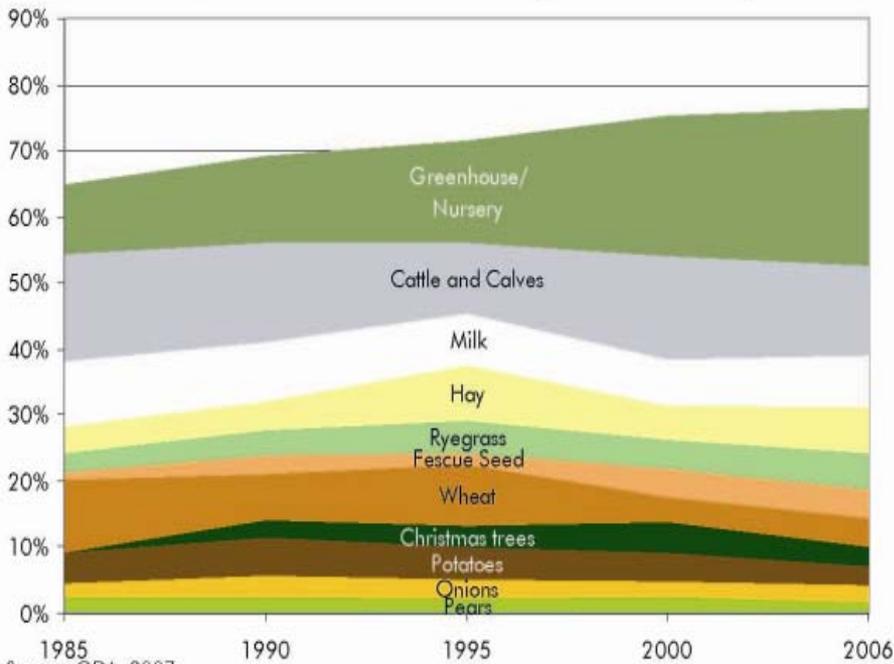
**Inflation Adjusted Farm Income: Oregon**



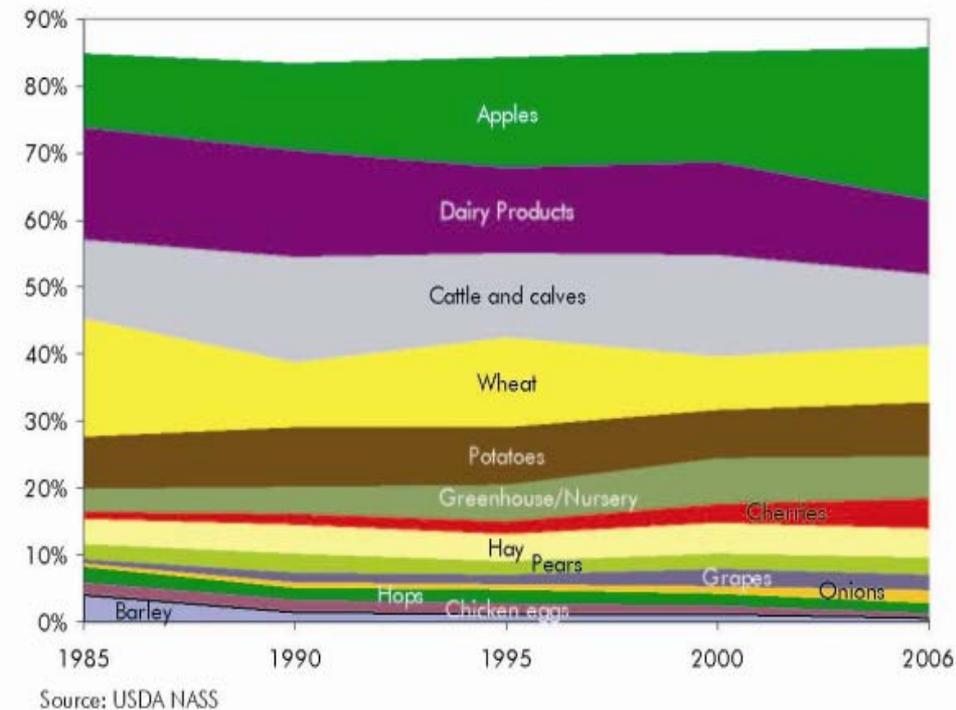
Source: US BEA, BLS

# Food vs. Non Food Commodities

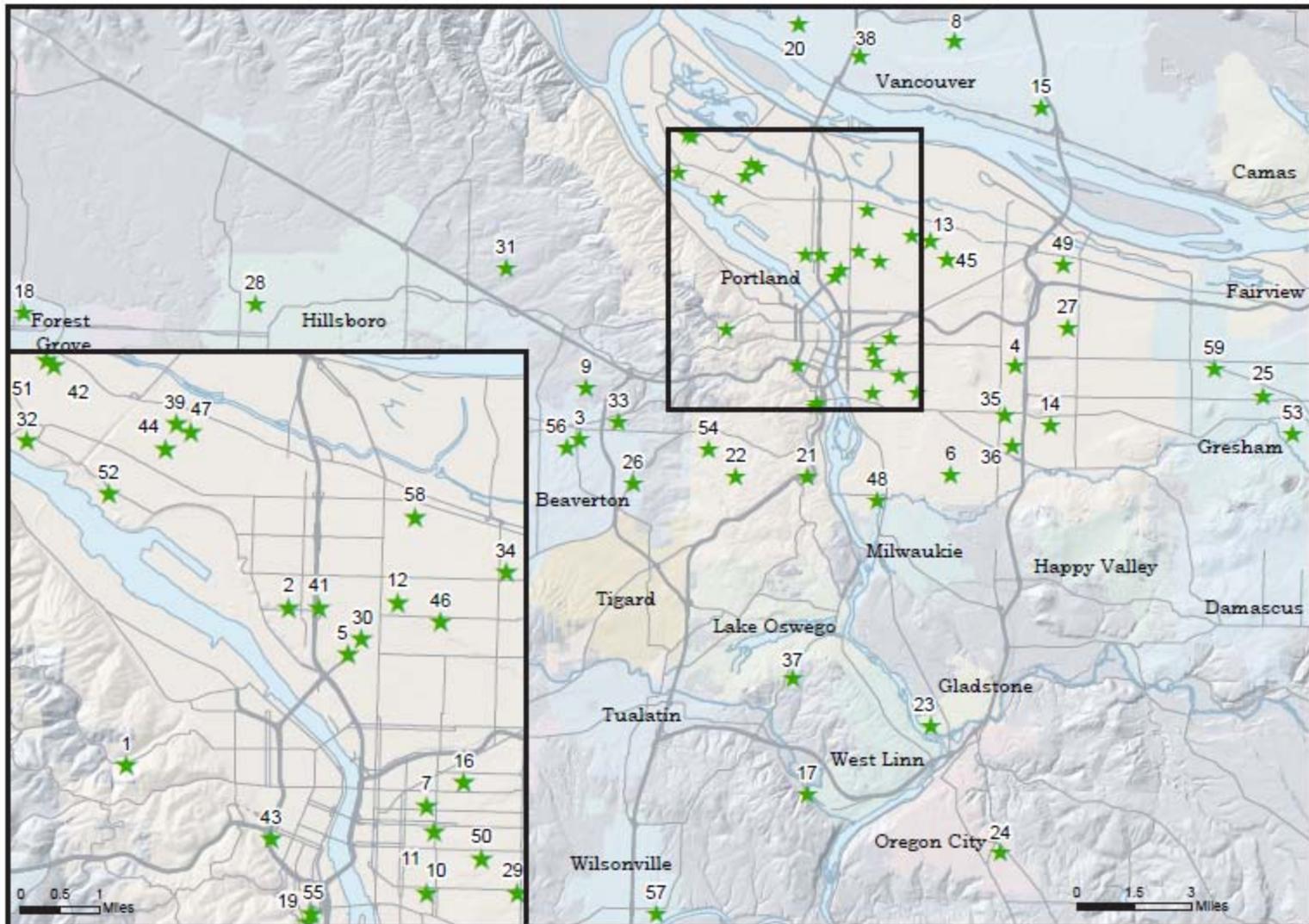
Top Commodities as a Percentage of Total in Oregon



Top Commodities as a Percentage of Total in Washington

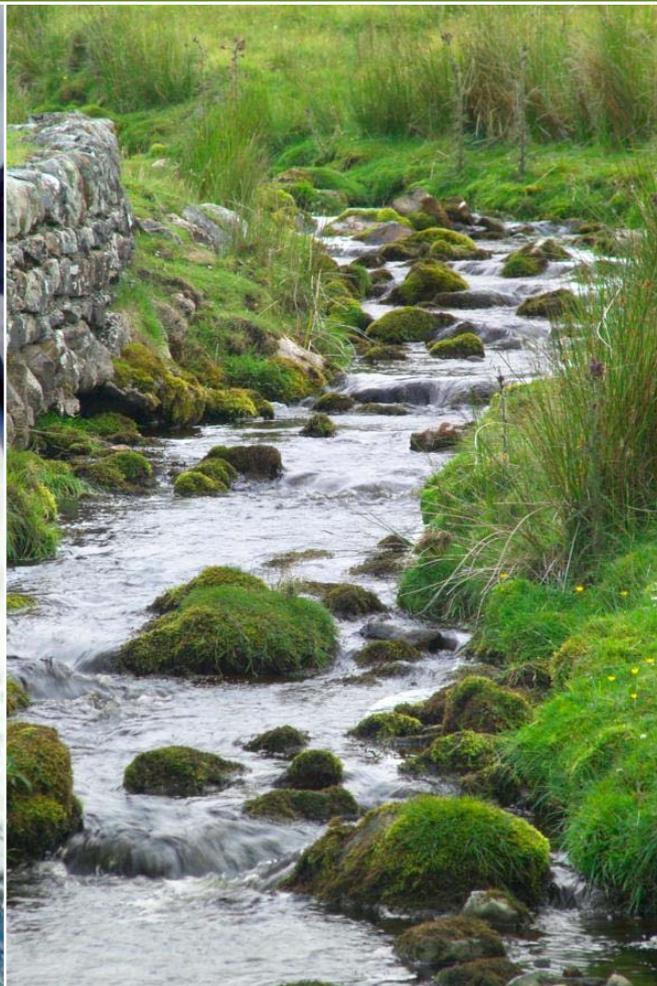


## Community Gardens in the Portland Region, July 2008



Sources: Institute of Portland Metropolitan Studies.

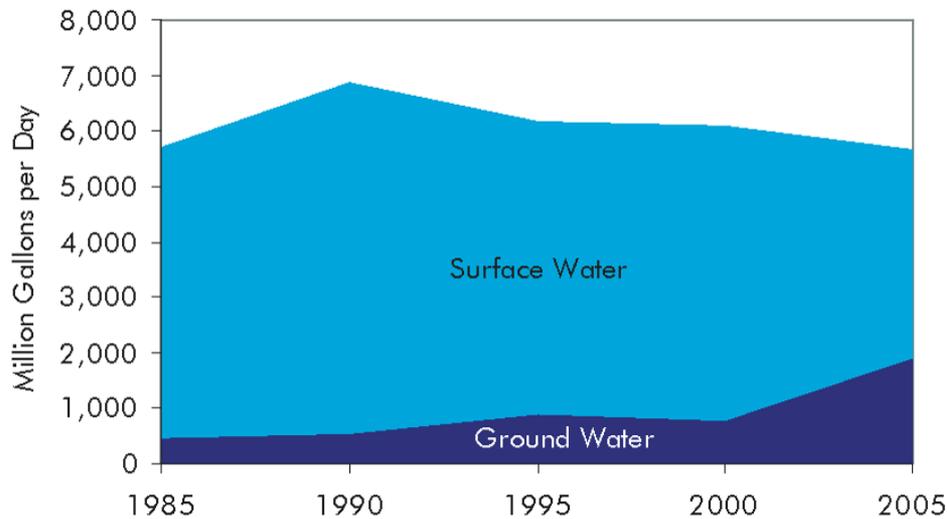
# Critical Ingredients: Water and Energy



University of Arizona. Credit: John C. Palumbo

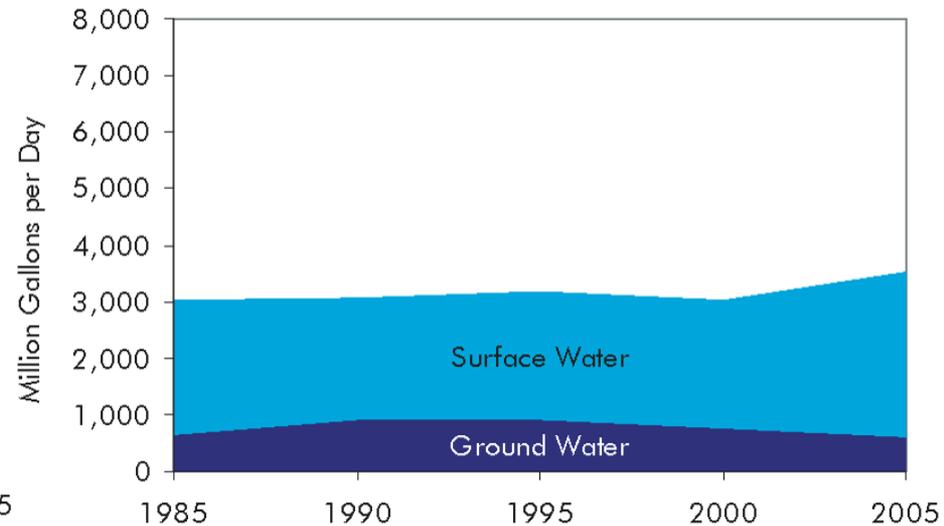
# Oregon irrigation withdrawals are much higher

**Oregon Irrigation Withdrawals**

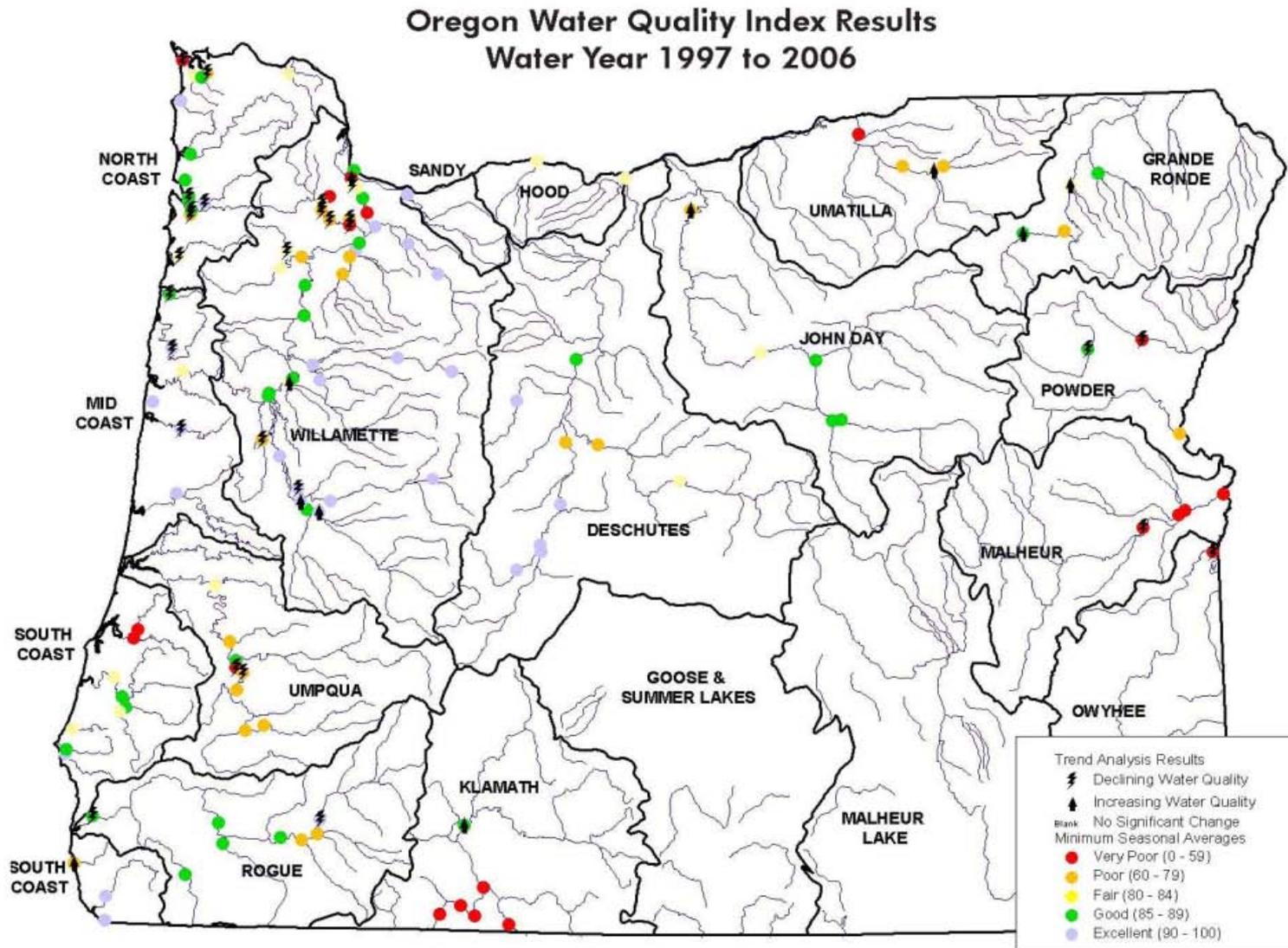


Source: USGS

**Washington Irrigation Withdrawals**

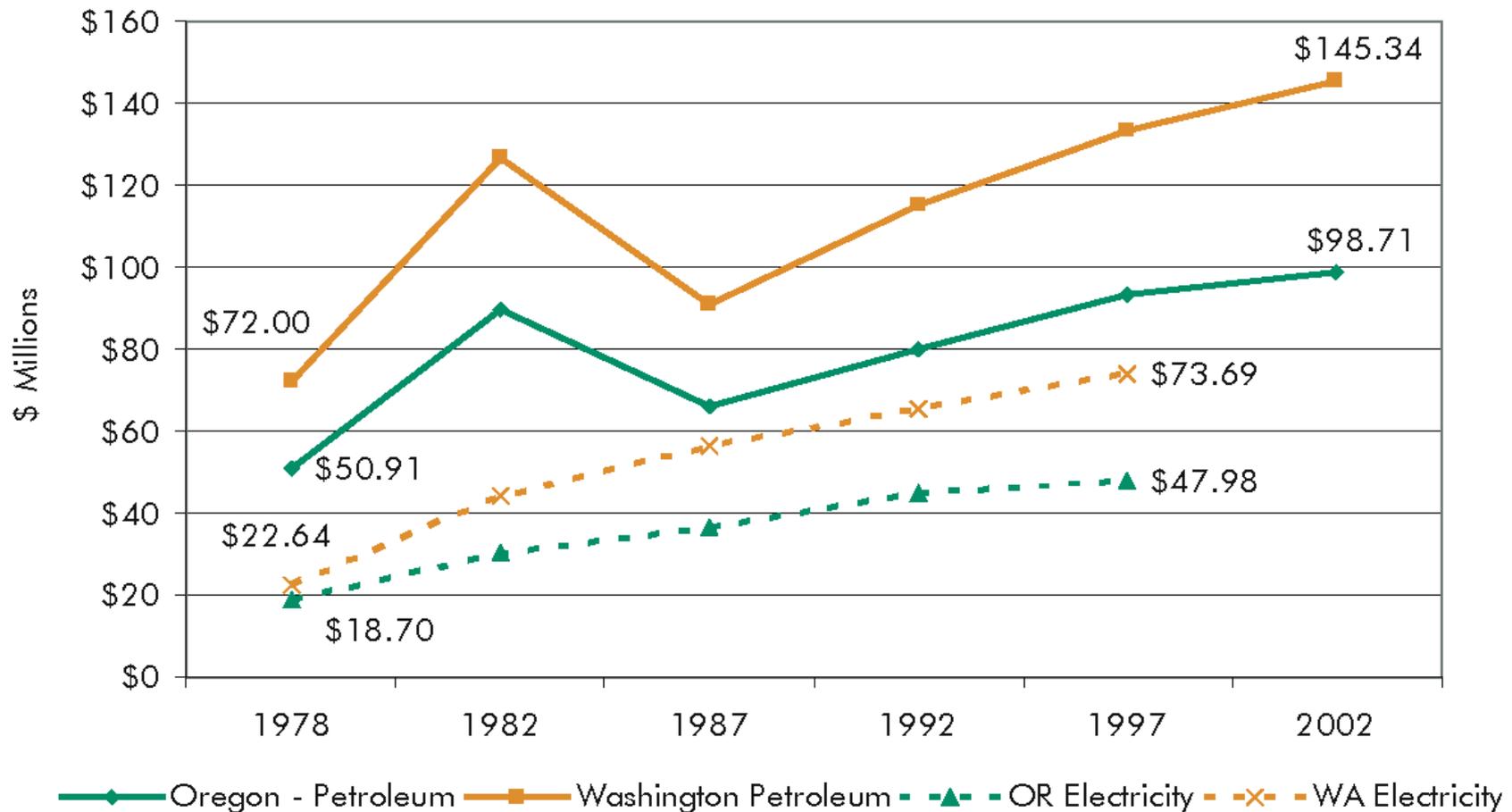


Source: USGS



Source: Oregon Department of Environmental Quality, April 2007

## Value of Energy Purchased by Farms: Electricity and Petroleum Products

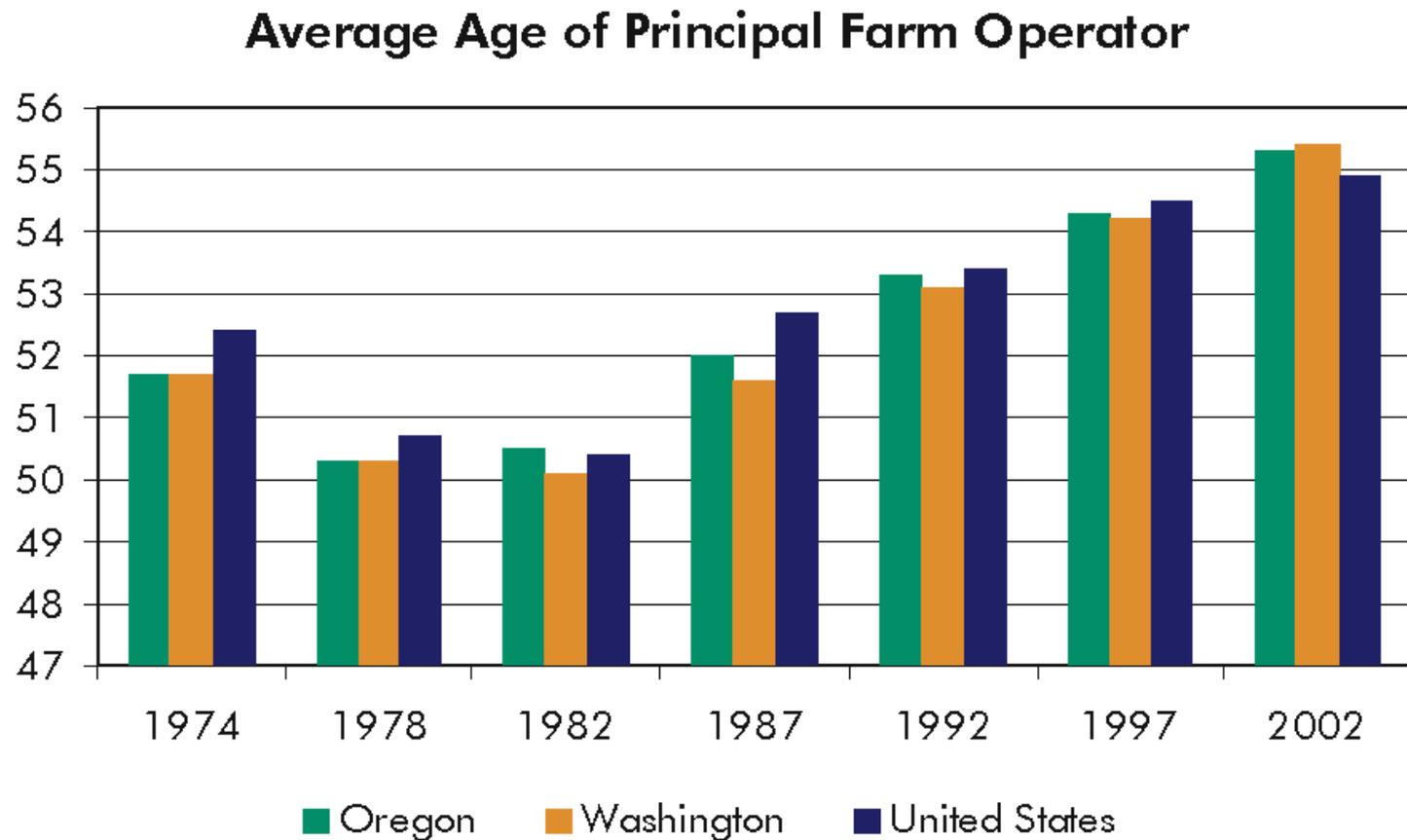


Source: USDA NASS

# Cultivating our Human Capital

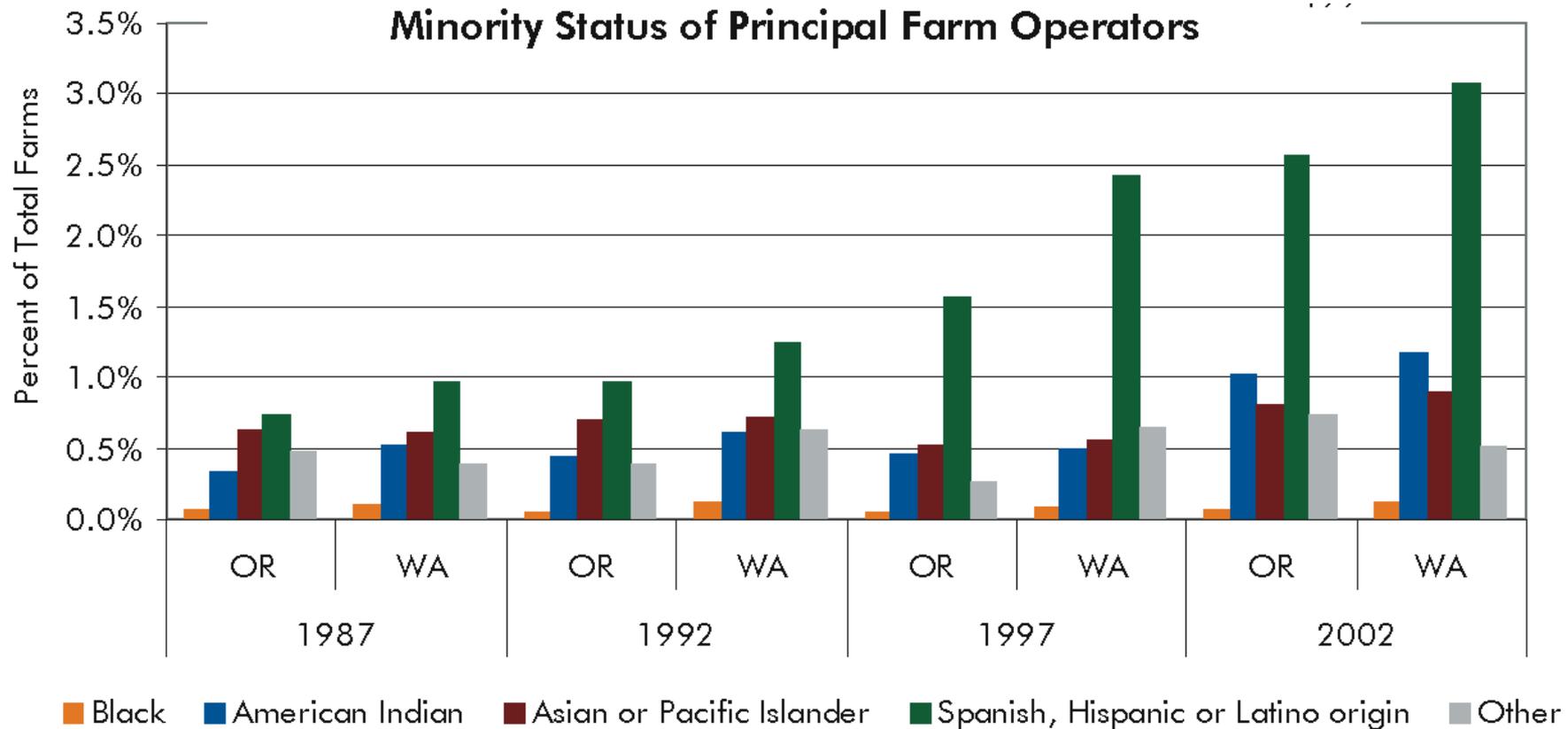


# Aging farmers



Source: USDA Census of Agriculture

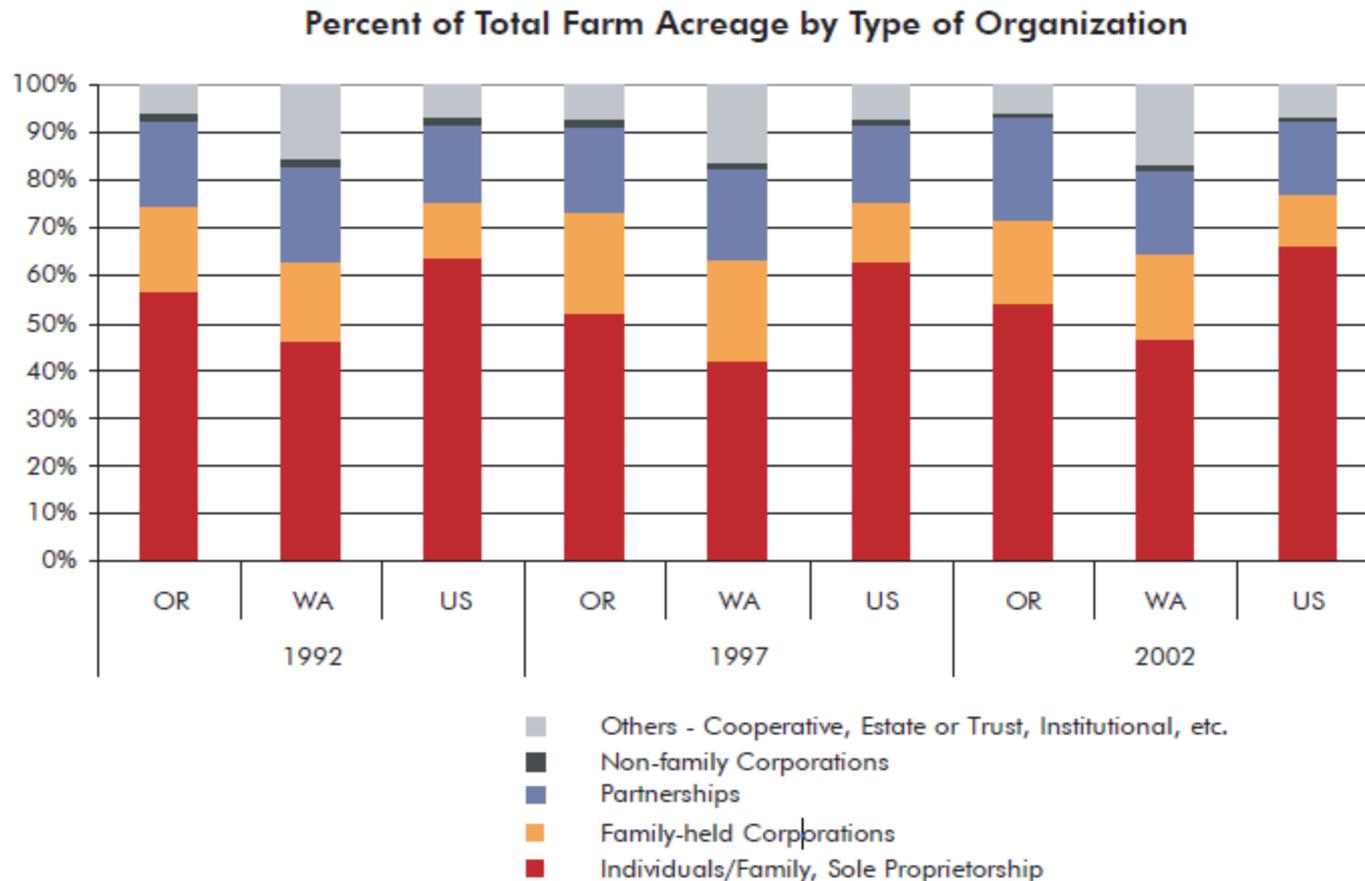
# More minorities and Women are choosing to farm



# Capital, Investment, and Sustainable Returns



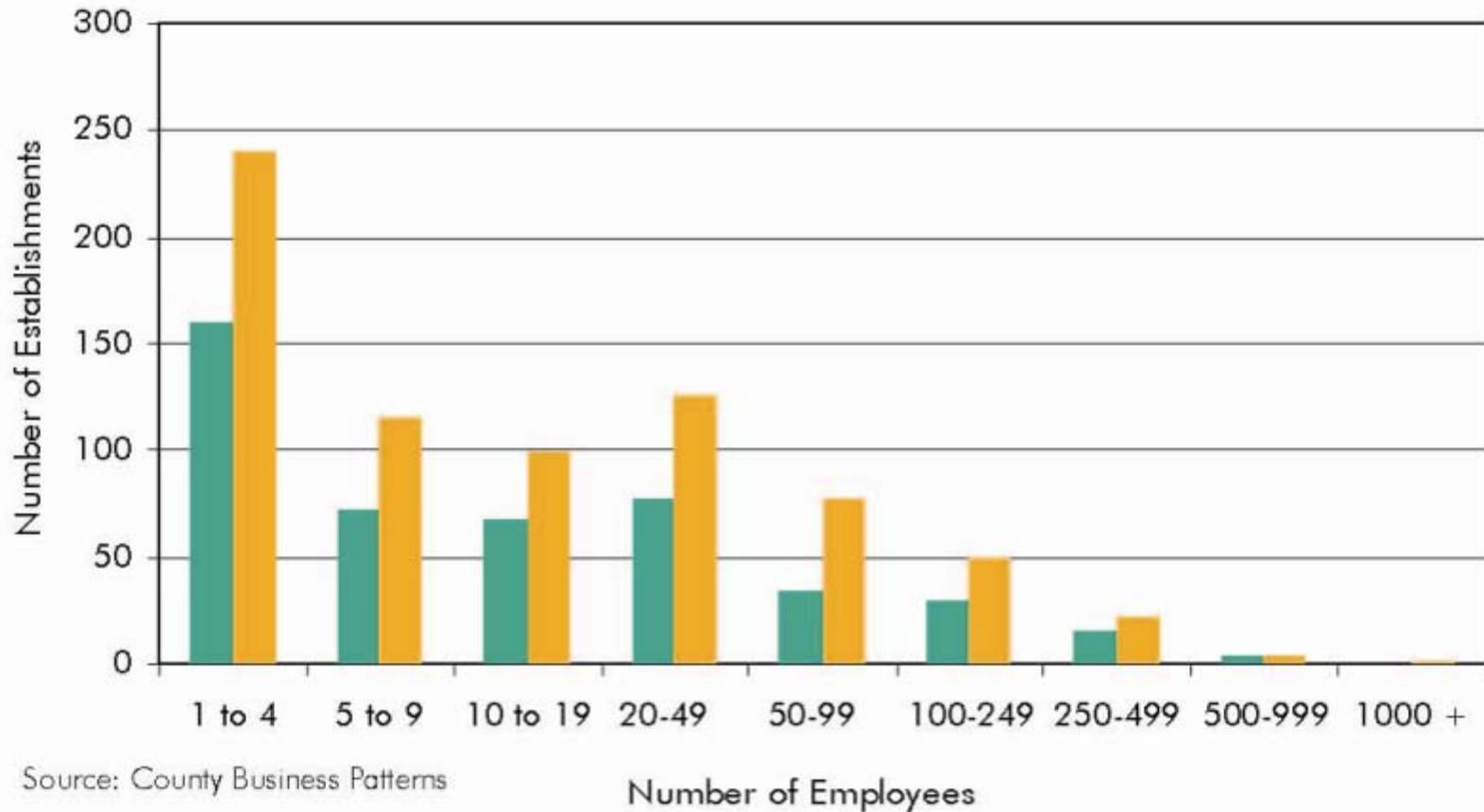
# Individuals and families own most farms



Source: USDA

# Small Plants Dominate Food Manufacturing

Food Manufacturing Establishments by Size, 2005

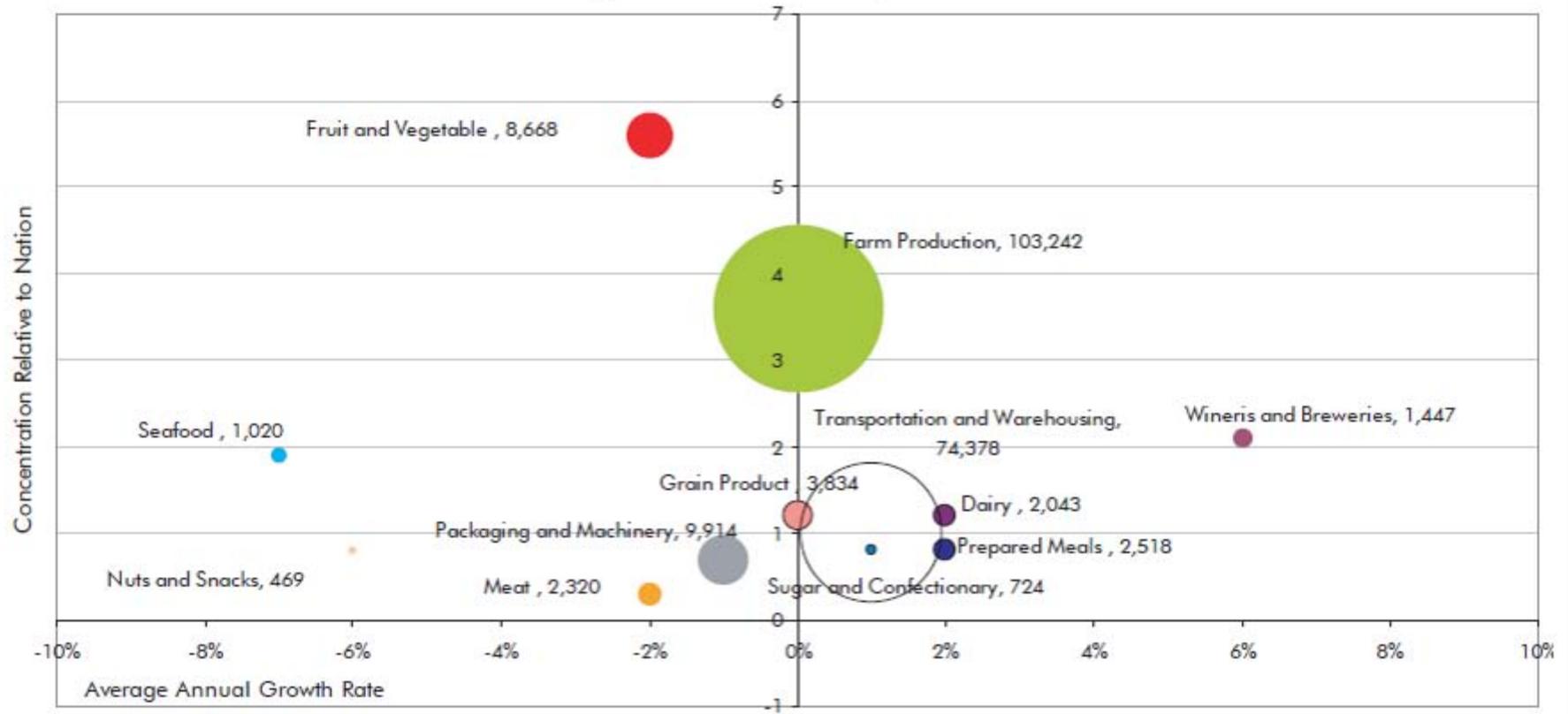


Source: County Business Patterns

■ Oregon ■ Washington

# Farm production Linchpin of Food Cluster

Oregon Food Processing Cluster, 2003



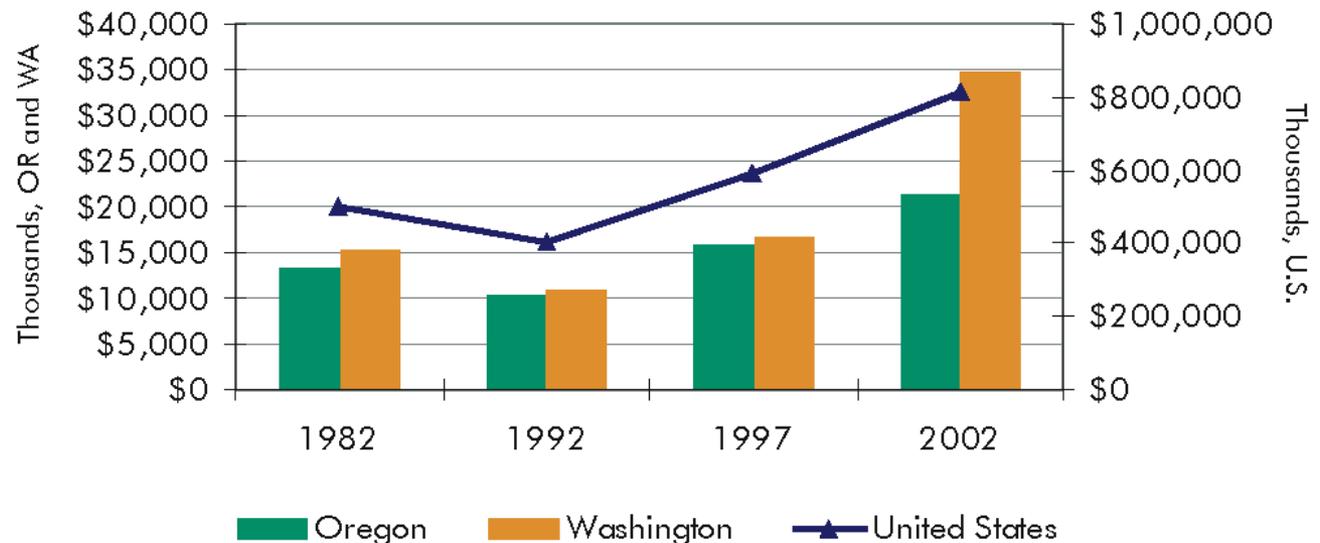
Source: Applied Development Economics, 2006

# More farms are selling direct

**Number of Farms Engaged in Direct Marketing**

	1982	1992	1997	2002
<b>Oregon</b>	6,864	4,263	5,461	6,383
<b>Washington</b>	5,975	2,933	4,428	4,527
<b>United States</b>	143,492	86,432	110,639	116,733

**Value of Agricultural Products Sold Directly to Individuals**



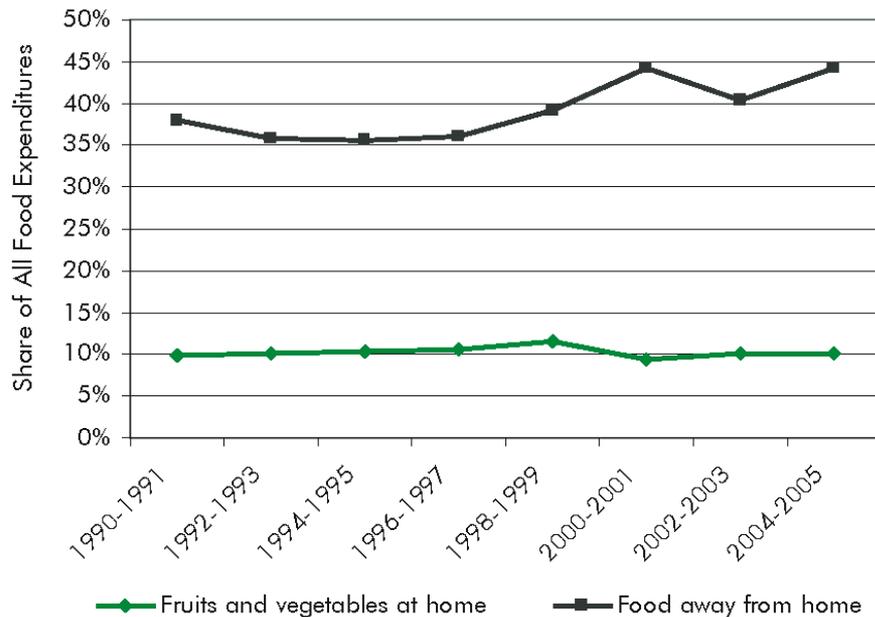
Source: USDA NASS

# Consumer Choices, Sustainability, and Health



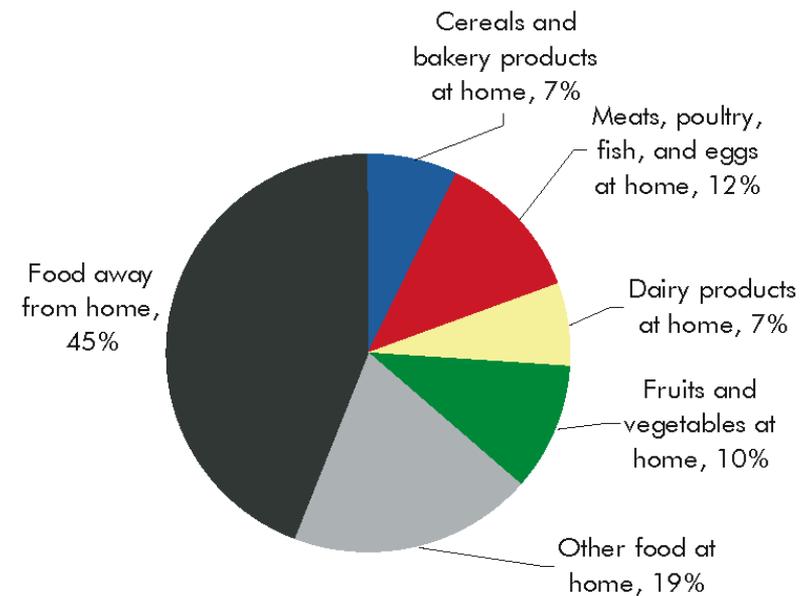
# More spent on food away from home...

**Selected Food Expenditures as a Percentage of All Food Expenditures in the Portland-Vancouver Region**



Source: Consumer Expenditure Survey

**Breakdown of Food Expenditures in the Portland-Vancouver Region, 2004 to 2005**

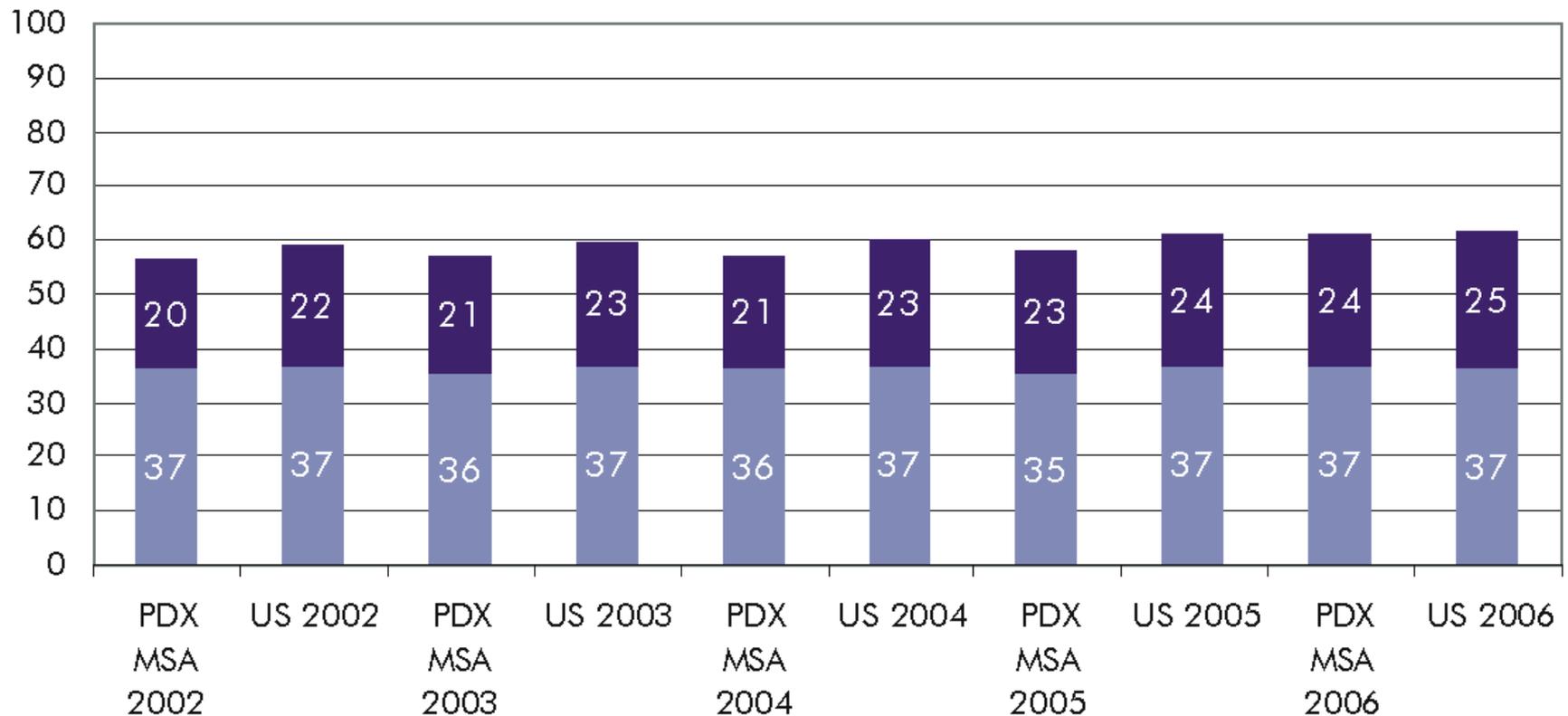


Source: Consumer Expenditure Survey

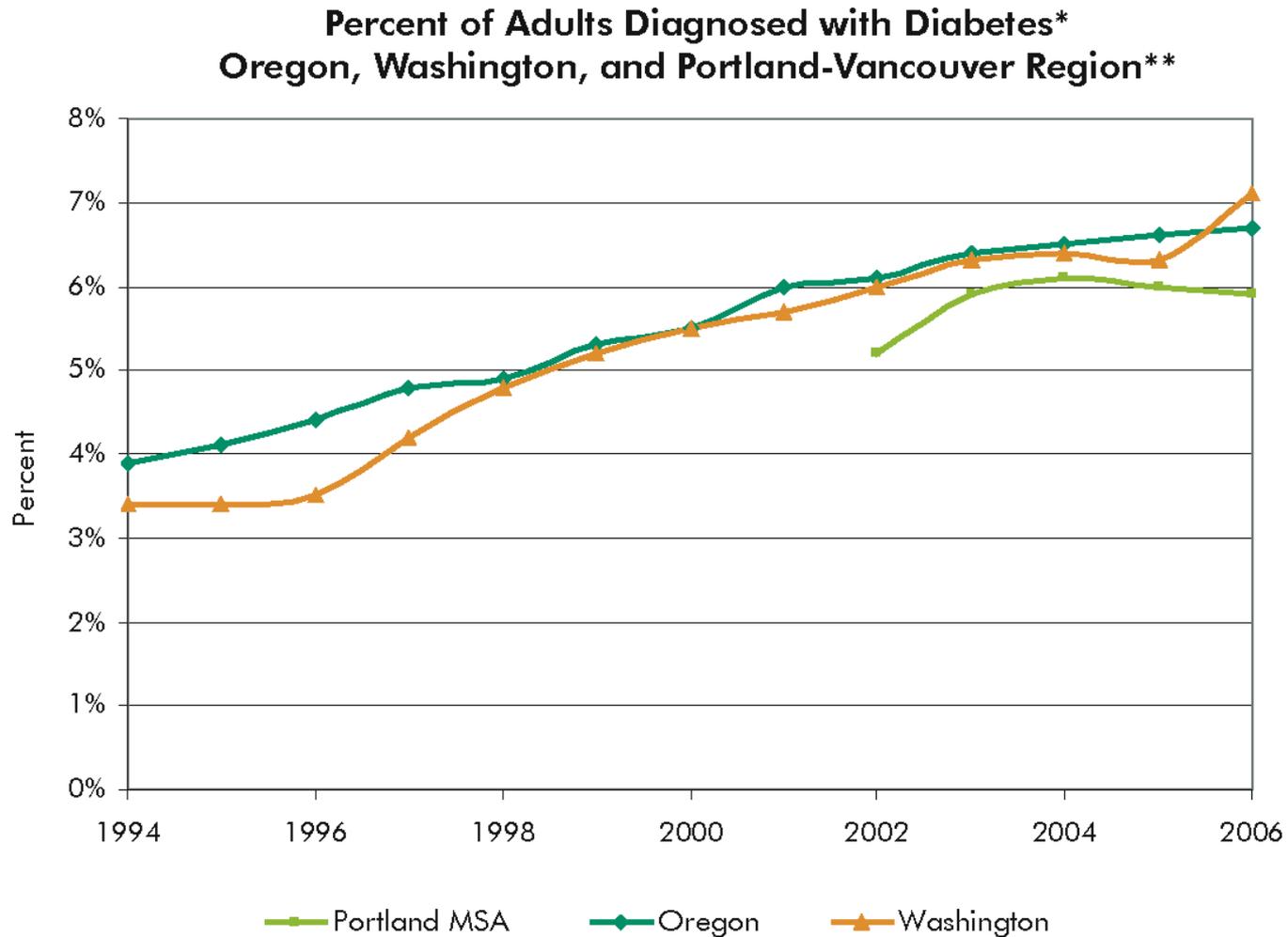
.....but no more on fruits and vegetables

# Rising rates of overweight and Obesity...

**Percent of Adults Overweight or Obese  
in the Portland-Vancouver Region and the U.S.**



# And rising rates of diabetes



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