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Direct Market Agriculture in the Portland Metro Region

**Portland Multnomah
Food Policy Council**

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OSU Extension Service





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Big Picture Context

- **Climate change**
- **Energy supply**
- **Economy**
- **Population growth**
- **Ecosystem services**
- **Food safety**
- **Food security**
- **Etc.**





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Regional and Urban Food Production

- **Emerging as hot topic**
 - **Portland**
 - **Boston, Philadelphia, New York, Seattle, Bay Area, and Toronto**
- **Grow-Harvest-Market-Consume regionally**
- **Portland is center of “food-topia” in NW**

Consumers Want:

- Low ecological foot print of food
- Support local economy
- Food security
- Food system education



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**Food
Miles**

How well
travelled
is your
dinner?





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Direct-Market Farm Strategies

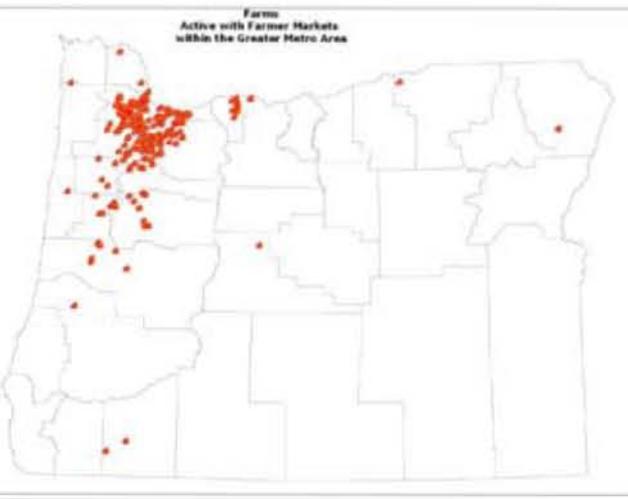
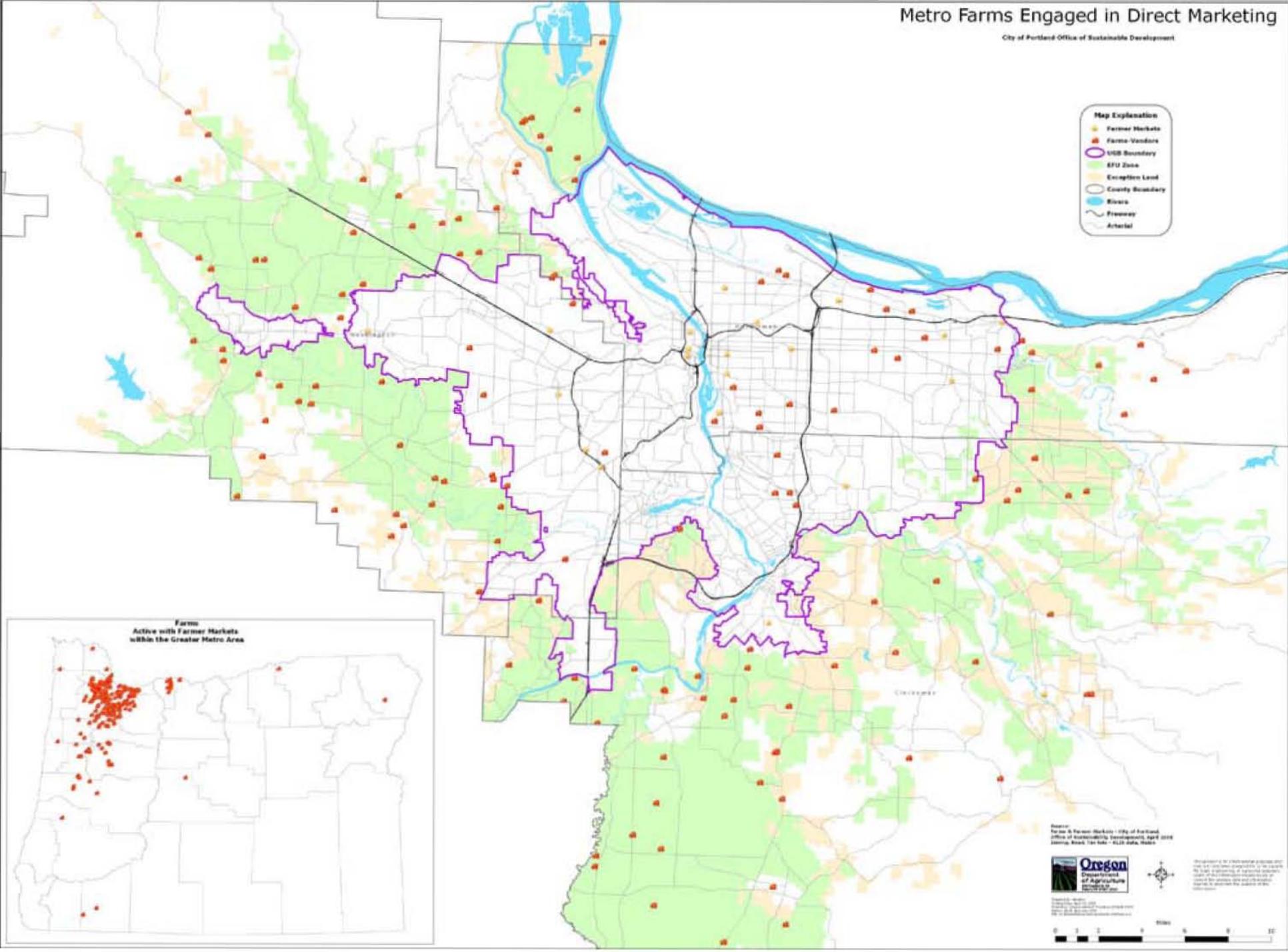
- **Community Supported Agriculture (CSA)**
- **Farmers' markets**
- **Farm stands**
- **Direct sales to grocery and restaurants**



Metro Farms Engaged in Direct Marketing

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- Map Explanation**
- Farmer Markets
 - Farms-Vendors
 - USB Boundary
 - SFU Zone
 - Exception Land
 - County Boundary
 - Rivers
 - Freeway
 - Arterial



Increase in Oregon Direct-market Farms



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- Oregon farmers' markets
 - 10 in 1990 to 80 in 2006
 - 37 in metro region, 15 in Portland
- ODA estimates \$30-50 million per year in sales (2006)
- 15 Portland Markets (2007)
 - \$11.2 million sales;
 - \$17.1 million economic impact





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Community Supported Agriculture

- **30+ service Portland area**
- **All fully subscribed with waiting lists**



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Portland-area Farmers' Market Study

- Average size > 45 acres
- 62% on exclusively ag zoned land
- 19% within UBG
- 2/3 interviewed want to expand



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American Farmland Trust reports...

- **86% of fruits and vegetables**
 - **63% of dairy**
- ...are from “urban-influenced areas”**



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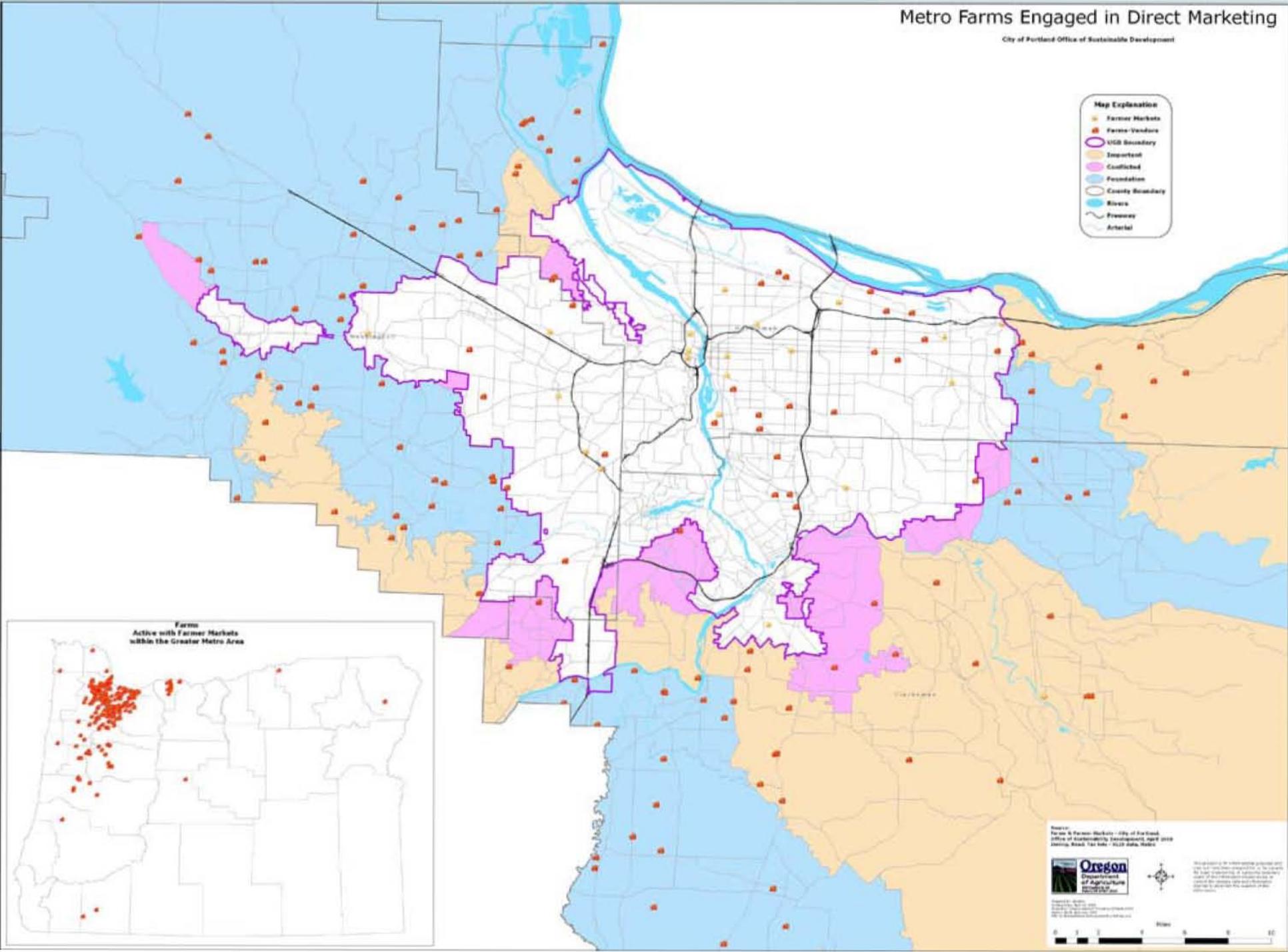
Portland Metro Area

- **Very productive ag land just outside urban growth boundary**
- **Clackamas 2/36 counties in value of ag production**
- **Multnomah 14/36 in value of ag production**

Metro Farms Engaged in Direct Marketing

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- Map Explanation**
- Farmer Markets
 - Farms - Vendors
 - VIGB Boundary
 - Important
 - Conflicted
 - Foundation
 - County Boundary
 - Rivers
 - Freeway
 - Arterial



Farms Active with Farmer Markets within the Greater Metro Area



Source: Farms & Farmer Markets - City of Portland, Office of Sustainability Development, April 2010. <http://www.oregon.gov/ODAF/Reports/2010/Farms%20and%20Farmer%20Markets.pdf>



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