

Focus group for local food sought

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Research from the USDA demonstrates that an interest in local food is not a short-lived trend. This so-called “short-lived trend” has changed local food production and consumer behavior in many areas of the United States.

The following is a list of the USDA’s Agriculture Marketing Services findings:

—33 percent increase in share of total agricultural sales by direct-to-consumer sales from 1997-2007.

—91 percent increase in the number of farmers’ markets from 1998-2009.

—120 percent increase in direct-to-consumer sales from 1997-2007.

—190 percent increase in the number of Community Support Agriculture from 2001-2005.

—423 percent increase in the number of farm-to-school programs from 2004-2009.

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