

BLUEGRASS FARM TO TABLE UPDATE

Budget, Finance, & Economic Development Committee
February 25, 2020



LEXINGTON

BACKGROUND

- Position established—June 2014
- Office of the Chief Development Officer
- Mission—promote the development of a more vibrant local food economy by supporting food-related agricultural development



B L U E G R A S S

F A R M - T O - T A B L E

Growing Our Local Food Economy



ADVISORY COMMITTEE MEMBERS



MARKET DEVELOPMENT + COORDINATION

Connecting farmers with:

- Distributors
- Processors
- Restaurants
- Retailers
- Schools
- Institutions





INSTITUTIONAL COMMITMENTS

- UK Dining / Aramark
- Transylvania / Bon Appetit
- Lexington Convention Center / Levy





IMPACT TO DATE

- 5.5 years of work
- 80+ farmers + food businesses in 30+ counties
- 80+ buyers
- Conservative estimate: \$4.1 million in sales for KY farmers since June 2014



A top-down view of a wooden surface covered with a variety of fresh vegetables. In the top left are several yellow and black striped squash. Below them are several red and yellow tomatoes. In the center are several ears of green corn. To the right of the corn are several orange carrots and a bunch of red and green bell peppers. In the bottom right corner are several large, brown-skinned potatoes. A bunch of green leafy vegetables is visible in the top right. The text "KENTUCKY FARM SHARE COALITION Workplace Wellness CSA" is overlaid in white, bold, sans-serif font across the center of the image.

KENTUCKY FARM SHARE COALITION

Workplace Wellness CSA

LFUCG CSA FARM SHARE PROGRAM

- Piloted in 2017, entering 4th year of program
- CSA=Community Supported Agriculture
- Produce subscription—weekly delivery of fresh, local produce
- Usually ~22 weeks (May-October)
- Option to pick up at the Government Center



FARM SHARE PARTICIPATION HISTORY

- 2017—101 employees / \$50,000+ farm impact
- 2018—152 employees / \$ 76,000+ farm impact
- 2019—148 employees / \$74,000 farm impact
- 2020—target: 150 employees



EMERGING RESEARCH

Dr. Tim Woods / UK Ag Economics Dept.

Pilot study: people who participate in CSA report:

- **Decrease** in annual doctors' visits
- **Decrease** in expenditures on RXs
- **Increase** in fruit + vegetable intake
- **Increase** in perceived health¹





EMERGING RESEARCH

Dr. Tim Woods / UK Ag Economics Dept.

Pilot study: Diet related medical claims

- Data analysis from years 2015 and 2016 shows that those who participate in CSA who start in a place of high diet related medical expenditures **experienced a reduction of diet related medical and pharmaceutical claims between \$1,080 and \$1,530 in the 12 months following the start of CSA.**



KENTUCKY DOUBLE DOLLARS

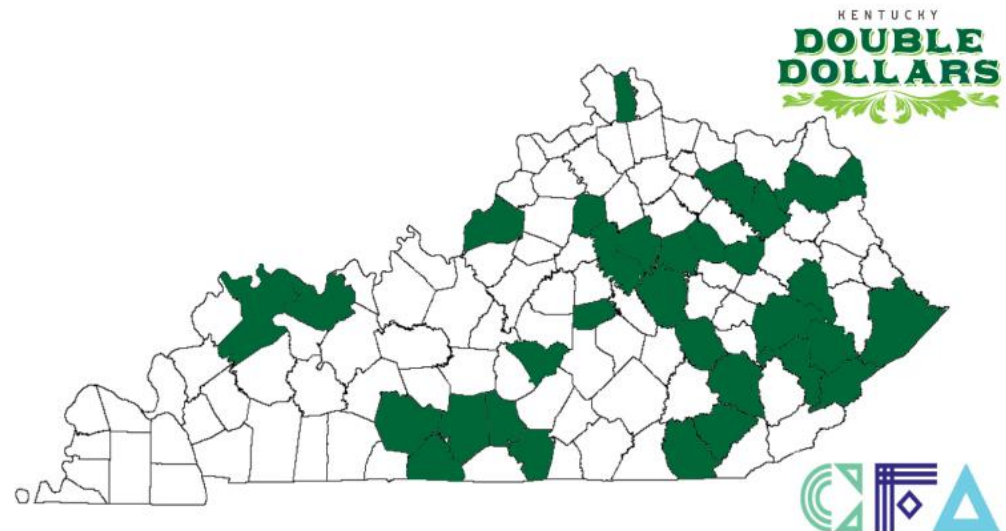
- Purpose: double federal nutrition assistance benefits to purchase KY grown farm products
- 2015 USDA Food Insecurity Nutrition Incentive (FINI) grant → **Bluegrass Double Dollars**
- 2016 Invited to testify before the House Agriculture Committees' Subcommittee on Nutrition in DC
- 2017 USDA FINI grant + KY Agricultural Development Board grant in partnership with Community Farm Alliance → **Kentucky Double Dollars**





KENTUCKY DOUBLE DOLLARS

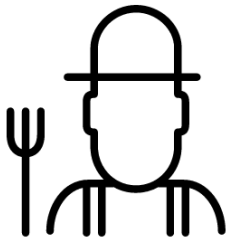
- 2017—41 participating sites
 - 9,500+ participants
 - \$72,000+ incentives redeemed for KY farm products
- 2018—46 participating sites
 - 10,000+ participants
 - \$91,000+ incentives redeemed





KENTUCKY DOUBLE DOLLARS

2019 STATISTICS



41 Farmers
Markets



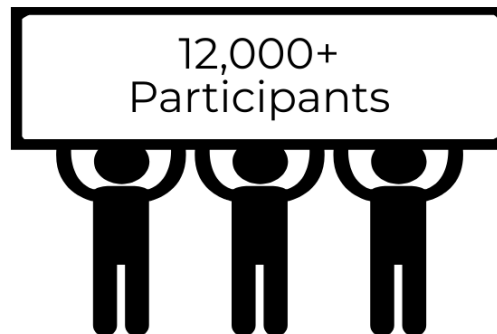
10 Fresh
Stops



1 Retail
Location



\$115,000+
redeemed



2020

- Additional farmers markets
- 2 additional retailers
 - Lexington
 - Manchester



EXPANDING CONSUMER AWARENESS



WHAT'S WITH THE BLUE TRACTORS?

They're our Bluegrass local sourcing designators, highlighting the amount of dollars invested in local farms by local restaurants and businesses.

Supporting our local food system has important implications for consumers, farmers and our community as a whole. Specifically, buying food from Kentucky farmers directly benefits our local food and farm economy by keeping dollars locally that can then be reinvested in our community. The restaurants and food businesses in this guide marked with a blue tractor regularly source ingredients from Kentucky farms. We are so proud of our restaurants that are committed to supporting Kentucky farmers. When dining out, always be sure to ask what's local!

*Spending between January 1, 2018 – December 31, 2018

Bluegrass Farm to Table
Bluegrass Farm to Table, an initiative of the City of Lexington, promotes the development of a more vibrant local food economy by supporting food-related agricultural development.

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Lockbox

Located within 21c Museum Hotel, experience fresh, farm to table options from chef, Cody DeRossett. His preparations will leave your taste buds delighted. And while you're there, you'll notice it's not just the food that's creative; enjoy "Tomorrow's Weather," a multimedia work of art that hangs from the ceiling. Truly an all-around experience no one should miss!

167 West Main Street - (859) 899-6860 - lockboxlex.com

Lockbox made Open Table's list of "Top Restaurants for Art Lovers."

30 / BEYOND GRITS

FOODIE APPROVED

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Middle Fork Kitchen Bar

Middle Fork began as a beloved food truck and evolved into a top-notch new-American dining experience in the heart of Lexington's Distillery District. Located in Old Pepper Distillery Building, Middle Fork features a custom-built Argentinian wood-fire grill and open kitchen design, serving locally-focused seasonal fare that infuses complex and rich flavors, all in a cozy atmosphere.

1224 Manchester Street - (859) 309-9854 - middleforkkb.com

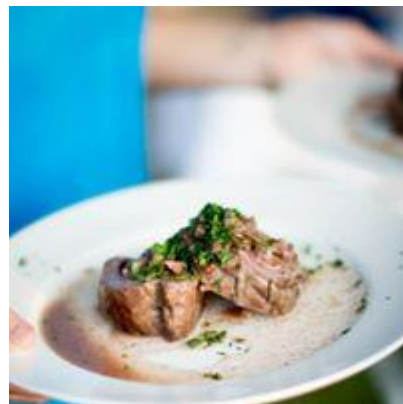


FIELD TO TABLE DINNERS

- 2016—Walnut Lawn Farm / Chef John Foster / Bluegrass Double Dollars
- 2017—Grimes Mill Winery / Chef Ouita Michel / Food Chain's teaching and processing kitchen
- 2018—Historic Courthouse / 16 all-start chefs / Glean KY
- 2019—The Kentucky Castle / Chef Jason Walls / Locust Trace Agriscience Center
- 2020—Middlefork / Chef Mark Jensen / TBD



Bluegrass Farm to Table Update





MAYOR'S AGTECH INITIATIVE

- 2019
 - 2 Steering Committee Meetings (March, August)
 - Ag Innovation Summit (September)
 - Existing Businesses Roundtable (October)
- 2020
 - Begin working w/Mary Shelman on objective development + strategy creation in partnership with Dean Nancy Cox (College of Agriculture, Food, and Environment)



LEXINGTON
ECONOMIC DEVELOPMENT



College of Agriculture,
Food and Environment





CONTACT INFORMATION

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Questions?



LEXINGTON



EXTRA SLIDES



UK DINING / ARAMARK

H. Kentucky Farm Impact and Kentucky Food Business Impact Purchasing Commitment

Dining Partner commits to spend, directly or indirectly through its network of distributors and suppliers, the following amounts on purchases that qualify as Kentucky Farm Impact (as defined below) and Kentucky Food Business Impact (as defined below):

Contract Year	Total Amount	Required Kentucky Farm Impact Portion of Total Amount
July 1, 2016, through June 30, 2017	\$1,648,193	\$652,977

Dining Partner shall increase the amount of its total Kentucky Farm Impact and Kentucky Food Business Impact purchases by Five Percent (5%) each Contract Year. Dining Partner shall increase the amount of its Kentucky Farm Impact portion of its total Kentucky Farm Impact and Kentucky Food Business Impact purchases by Three Percent (3%) each Contract Year. By the 2023-2024 Contract Year, total Kentucky Farm Impact and Kentucky Food Business Impact purchases shall be at least Twenty Percent (20%) of Dining Partner's food and beverage purchases for that Contract Year and each future Contract Year.



LEXINGTON COVENTION CENTER CONTRACT

- (d) The Contractor is to make a good faith effort to secure Kentucky Farm Impact and/or Locally Processed Food items whenever it is economically feasible and/or there is mutual agreement that it is environmentally prudent to do so. Both categories geographically refer to anything produced within the State of Kentucky. Beginning July 1, 2021, and for each Contract Year thereafter, it shall be mandatory that Kentucky Farm Impact and/or Locally Processed Food items are equal to or greater than ten percent (10%) of all purchases related to the food and beverage operations. Further, Kentucky Farm Impact items shall be no less than fifty (50%) percent of those purchases. “Kentucky Farm Impact” is defined as food having at least fifty (50%) percent of its principal ingredients sourced from a Kentucky farm. “Locally Processed Food” is defined as adding significant value to the food product through Kentucky operations.