

# MASSACHUSETTS FOOD SYSTEM PLAN



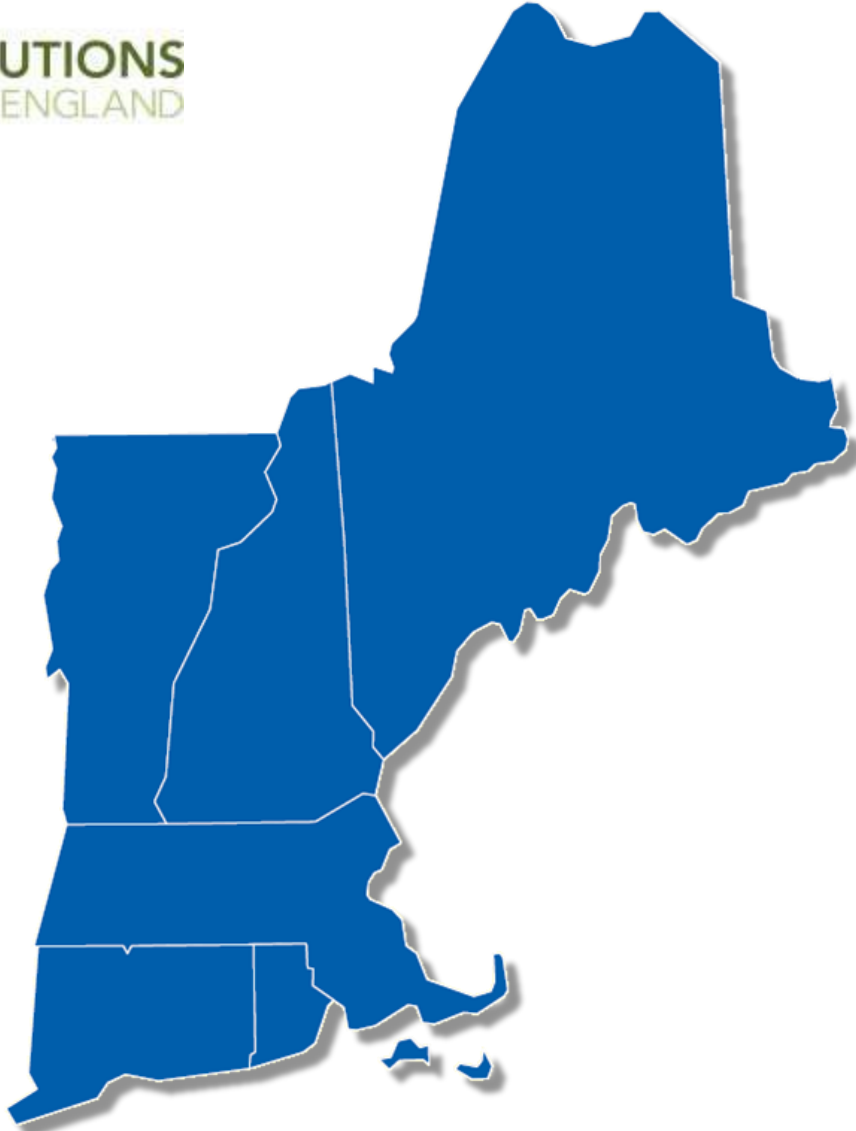
JULIE CONROY, PROJECT MANAGER

NOVEMBER 03, 2014 OCPC

# Food System Planning in New England



A *New England Food Vision* calls for our region to reach a bold goal of “50 by 60” building the capacity to produce at least 50% of clean, fair, just and accessible food for all New Englanders by 2060.



New Hampshire Food Strategy



Rhode Island Food Assessment

Connecticut Food System Alliance Activities

# 1974 Governor's Commission on Food Report

37 "Solutions" including:

Solution 3: The development of more local food processing through the encouragement of private action or the State Food Authority.

Solution 4: The development of home and community gardens.

Solution 5: The development of a comprehensive land use plan for Massachusetts that incorporates the agricultural preserve concept and provides tax benefits for maintaining land in agriculture and tax penalties for changing land from agricultural to urban use.

# What is a Food System?



**Production**

**Processing**

**Wholesale  
& Retail**

**Access  
& Health**

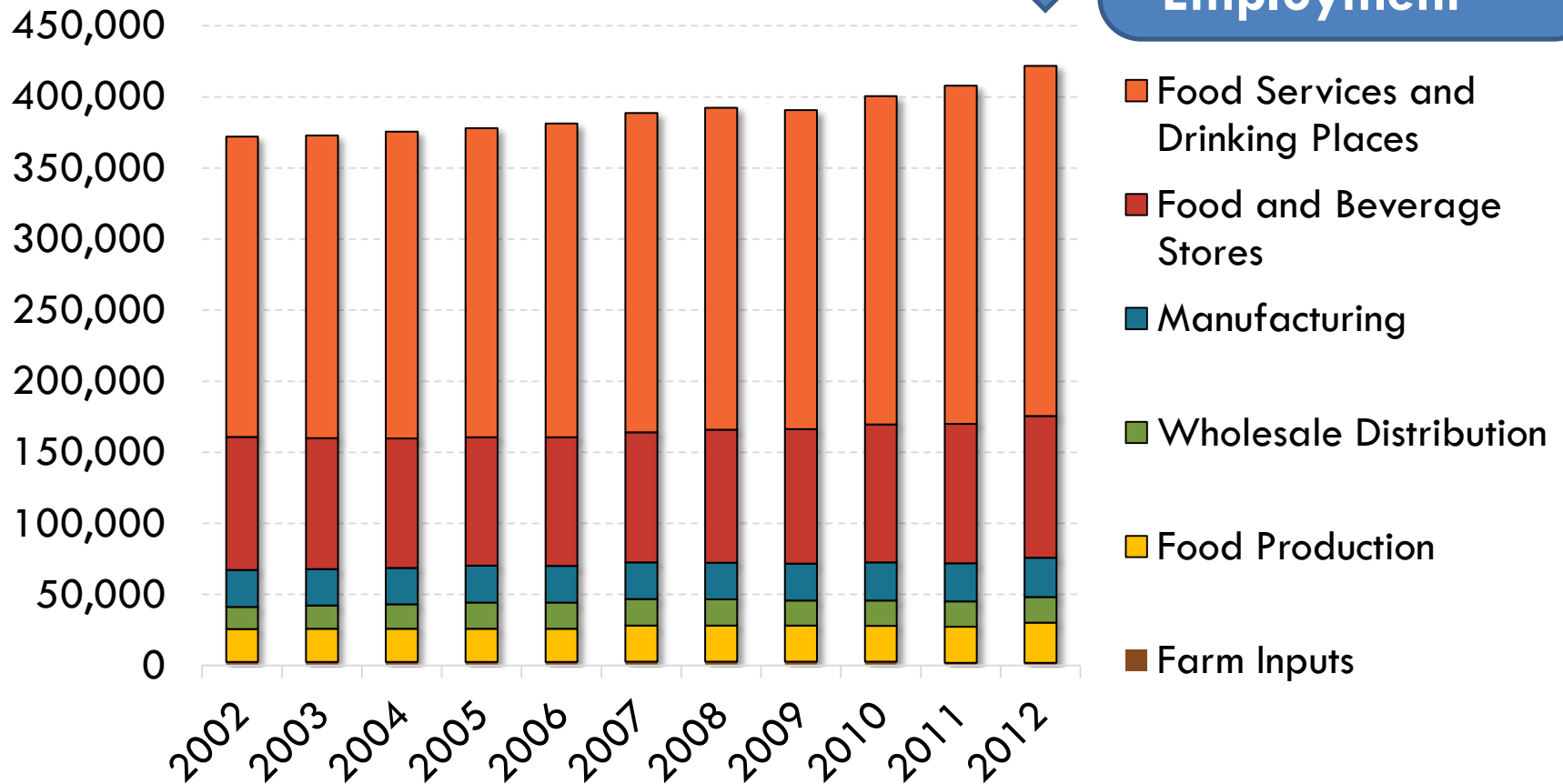
**Waste &  
Nutrients**





# Food System Jobs in Massachusetts

427,000 jobs –  
10% of Total  
Employment



# Process / Timeline

(We are Here)



Tasks	2014								2015									
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Phase I Activities																		
2a Project Advisor Meetings		█			█		█		█		█		█		█			
2b Working Group Meetings				█			█			█			█			█		
3 Stakeholder Engagement		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
4 Data research, analysis, and mapping			█	█	█	█	█											
Phase II Activities																		
5 Develop metrics and progress benchmarks				█	█	█	█	█	█	█	█	█	█					
6 Develop policy recommendations					█	█	█	█	█	█	█	█	█					
7a Plan development						█	█	█	█	█	█	█	█	█				
7b Plan production														█	█	█	█	







# Engagement Goals

1. Achieve geographic and demographic diversity
2. Reach “Grass Tops”
3. Engage “Hard to Reach” and under-represented stakeholders
4. Build constituencies and relationships among stakeholders to carry recommendations forward





# Outcomes

**Stakeholder  
Engagement**

**Food System Existing  
Conditions**

**Food System  
Challenges and  
Opportunities**

**Food System  
Metrics and  
Benchmarks**

**Food System  
Policy Recommendations**

**Food System  
Plan and Action  
Items**

# DATA

Trends Affecting State Food System

# MA Agriculture Key Statistics

**7,755** farms (5.6% are CSAs)

**68,110** jobs (as of 2011)

**523,517** acres (8% of state land area)

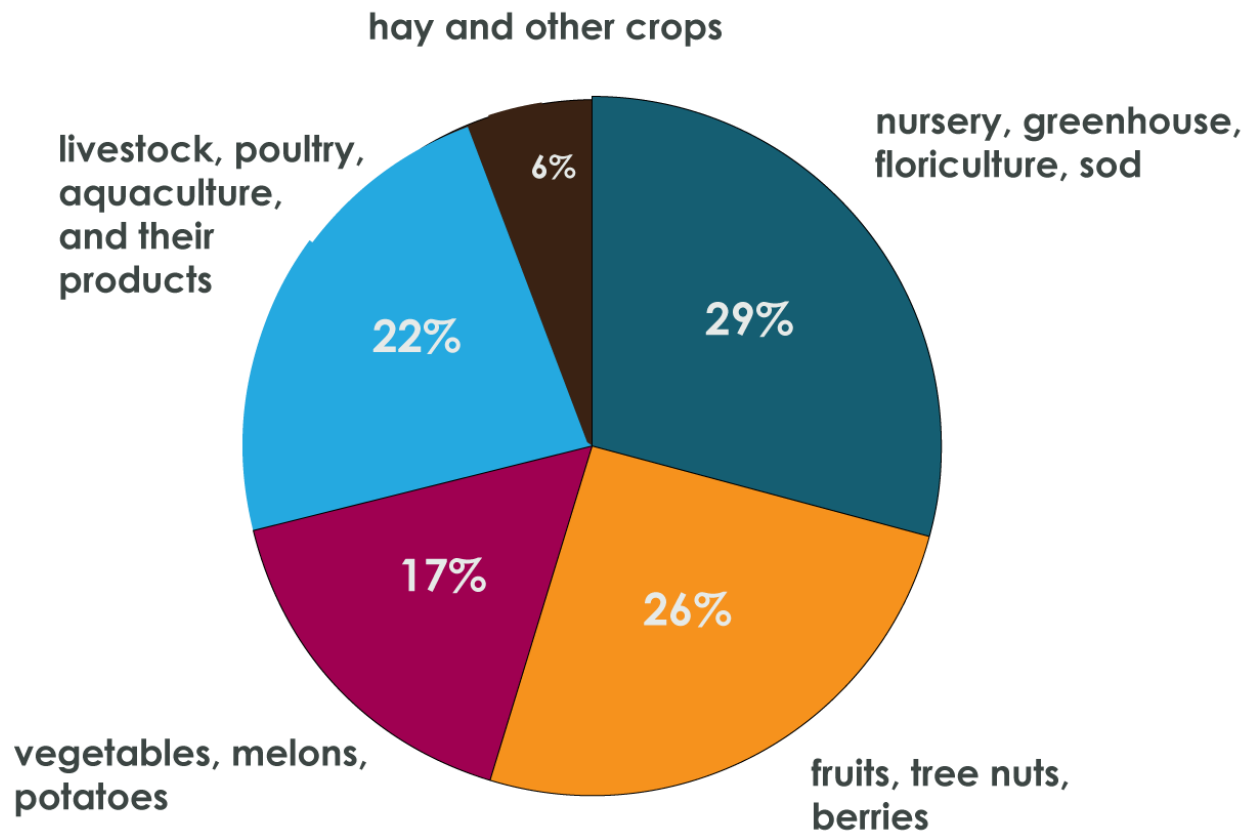
**22,000** seafood industry jobs



# Food Production

Crop farms, livestock, seafood, aquaculture

# MA Agricultural Products Sales



**\$429,211,000**  
Value of agriculture products sold

**78%** crops  
**22%** livestock

**0.2 %**  
of Mass. GDP

# MA Top 8 Agricultural Products by \$ sales



Seafood: #2



Cranberries: #2



Wild blueberries: #2



Squash: #9



Maple syrup: #9



Raspberries: #10

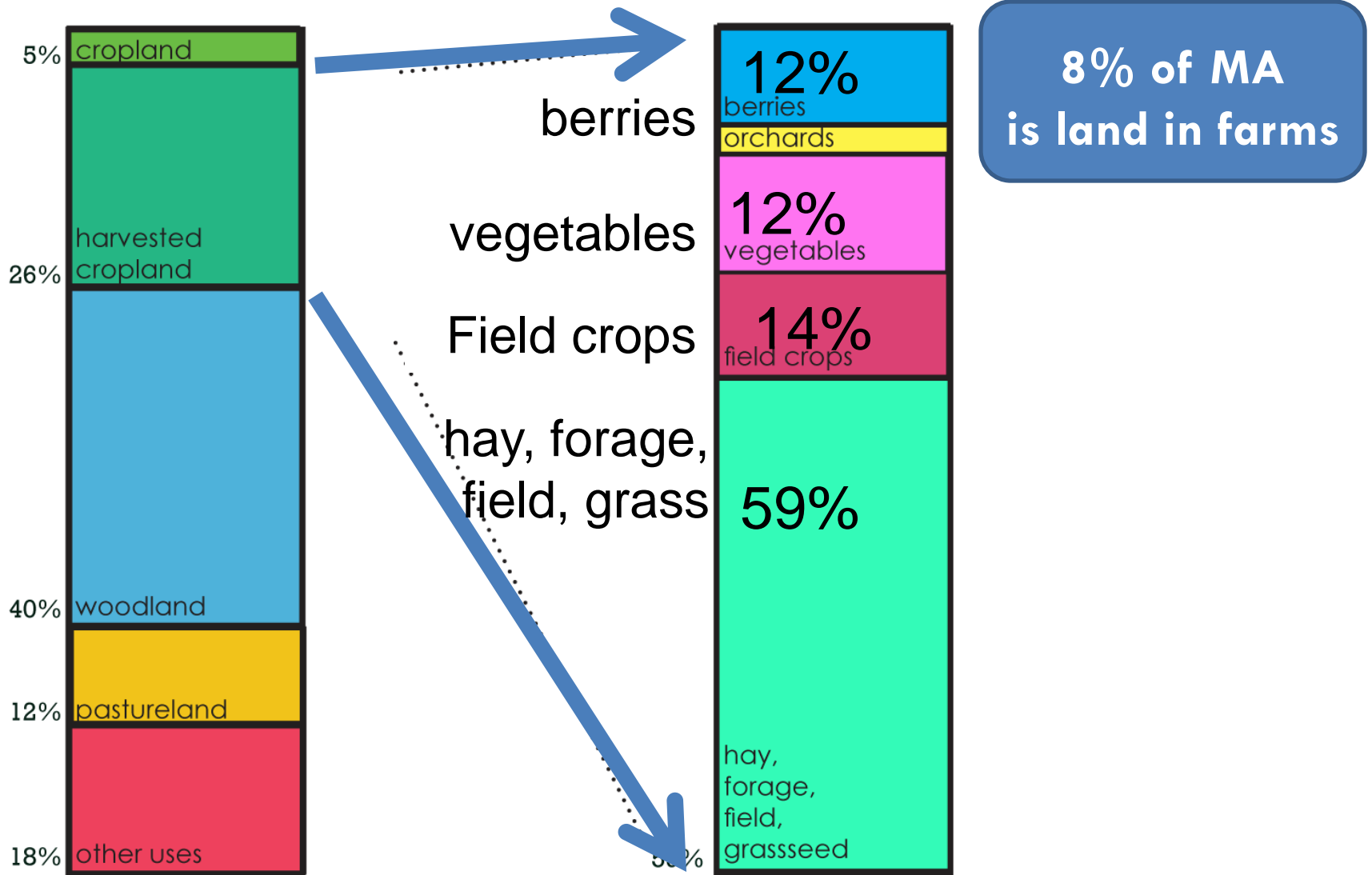


Apples: #12

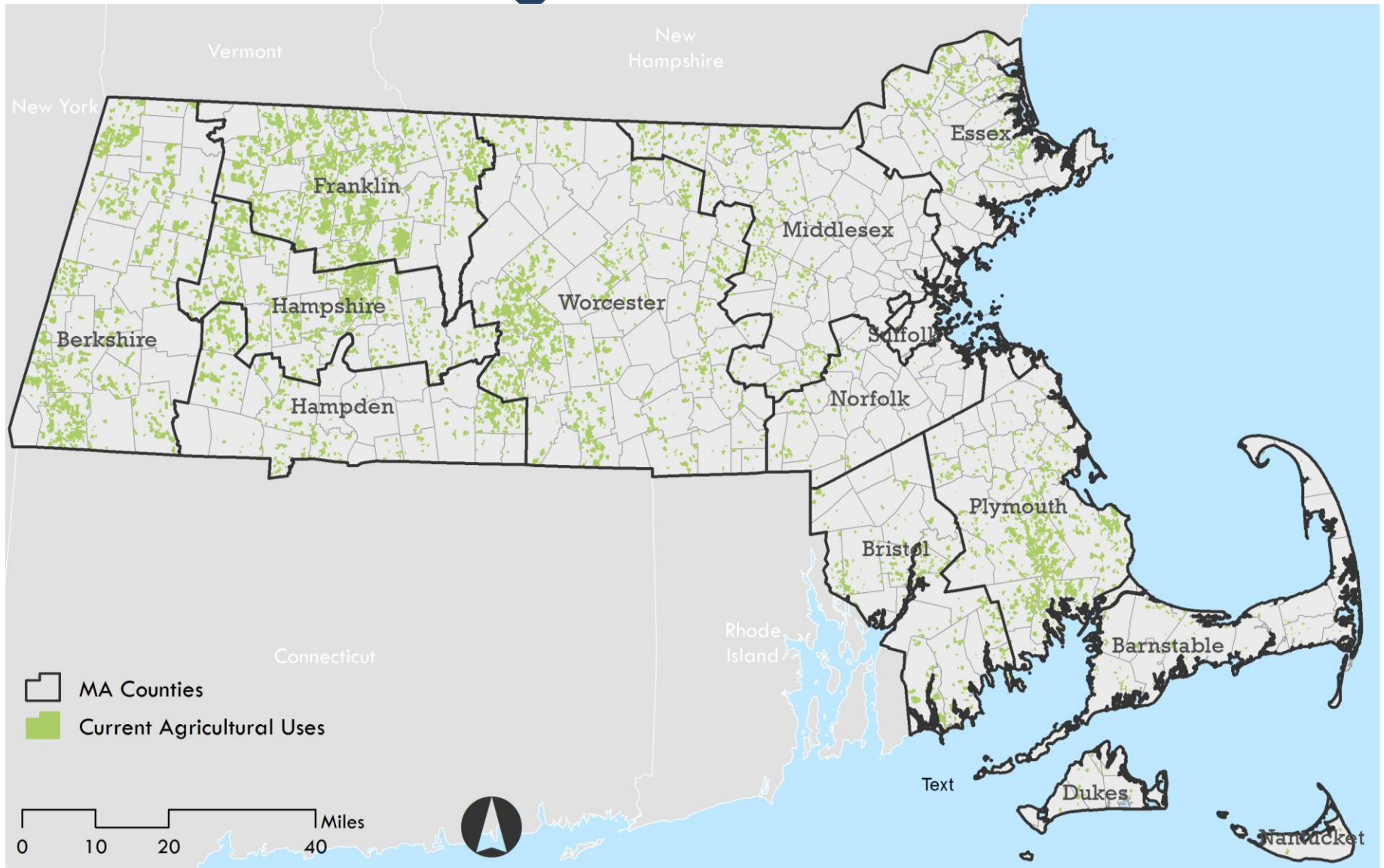


Pumpkins: #13

# Agricultural Land Uses in MA



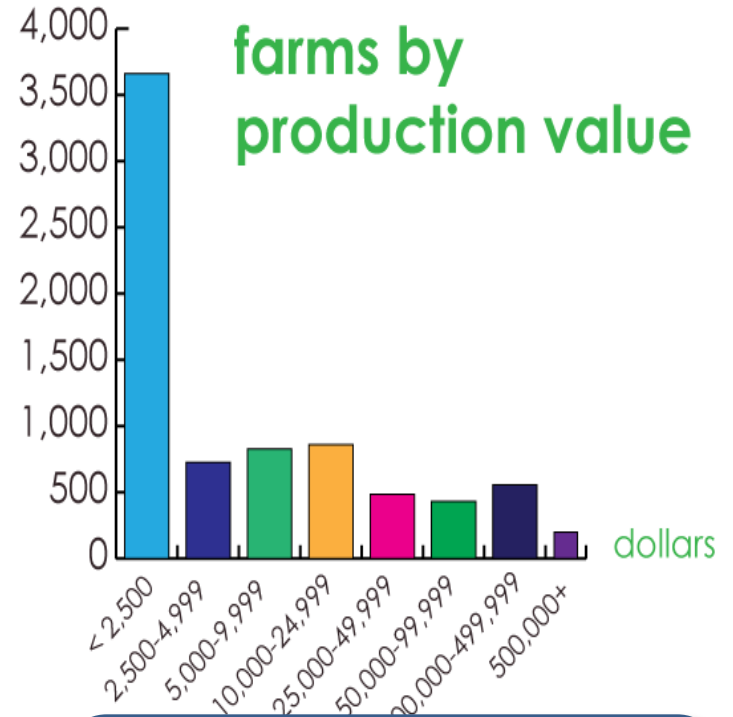
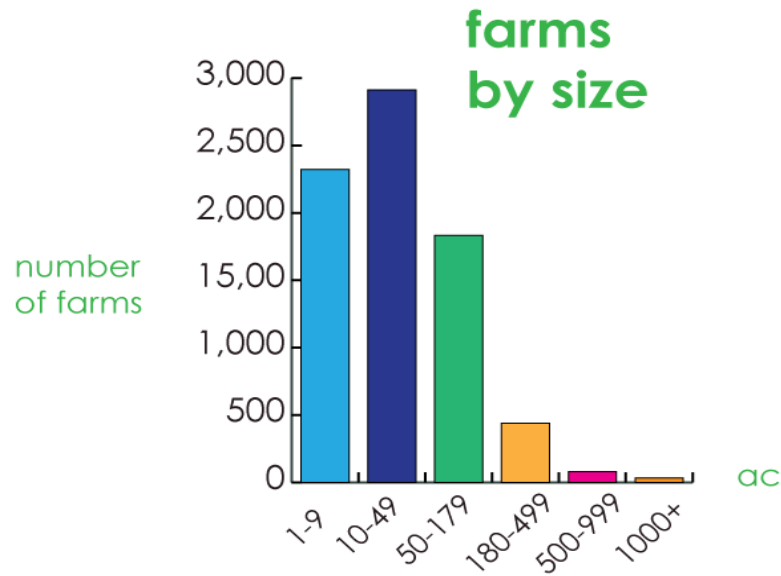
# MA Agricultural Land



SOURCE: MAPC PARCEL DATABASE, USDA SSURGO DATA, DEP WETLANDS



# MA Farms by Size and Production Value



**2/3 of MA farms are 50 acres or smaller**

**Majority of MA farms sell less than \$2,500 of goods/year**

# Seafood in MA

**11,000+** direct jobs  
in commercial fishing,  
seafood processing and  
wholesaling

**11,000** indirect jobs in a  
related industries

**\$509** million payroll



# Retail Sales & Distribution

Grocery stores, coops, convenience stores,  
restaurants, warehouses, trucking and  
delivery

# Retail Food in Massachusetts

**1,293** full-line grocery stores

**2,709** convenience stores

**5,976** sit-down restaurants

**4,709** fast food restaurants

**252** farmers markets



# Food Waste & Nutrients



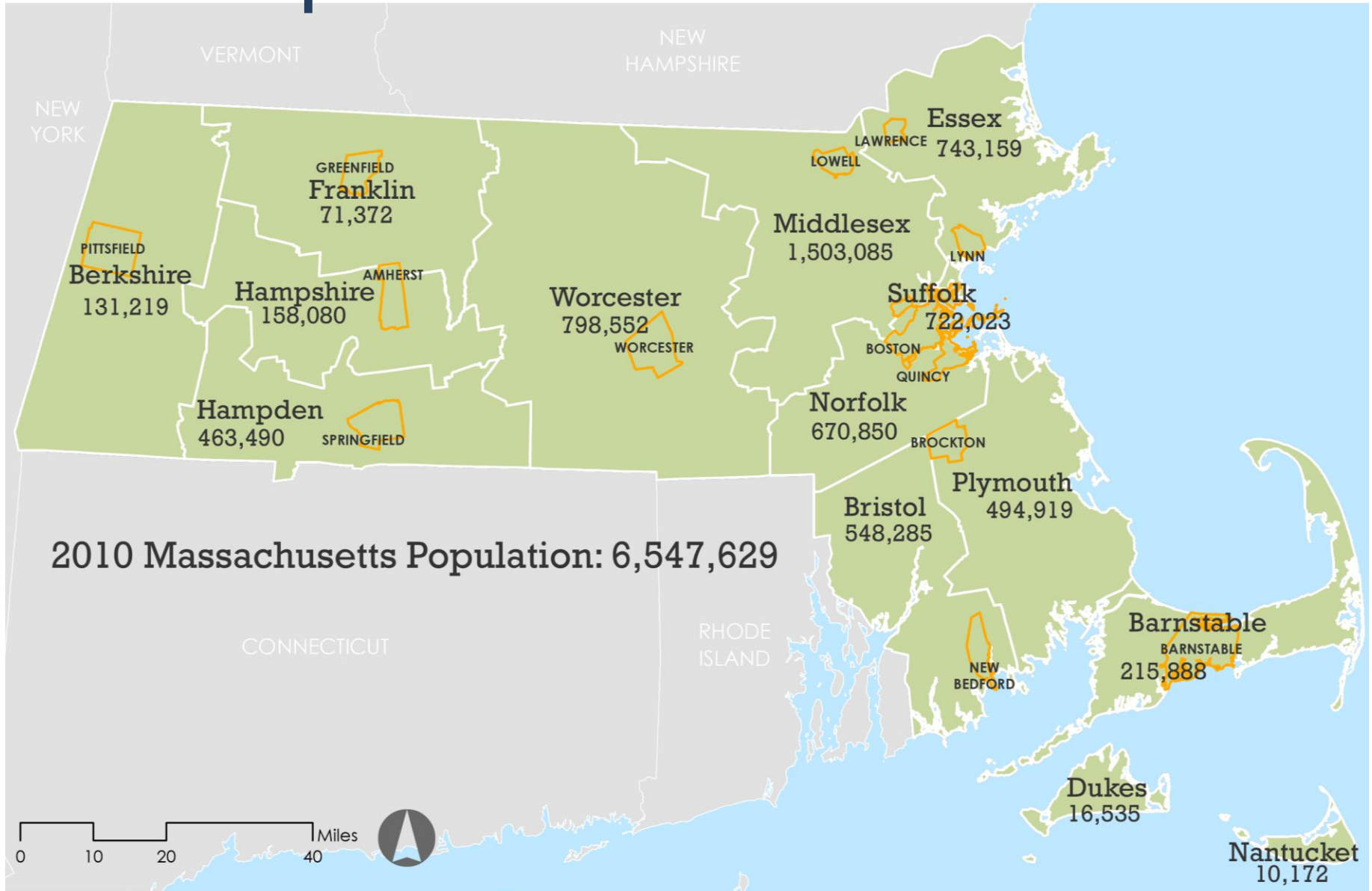
# Food Waste & Nutrients in MA



# Food and People

Hunger relief, “food deserts,” public health

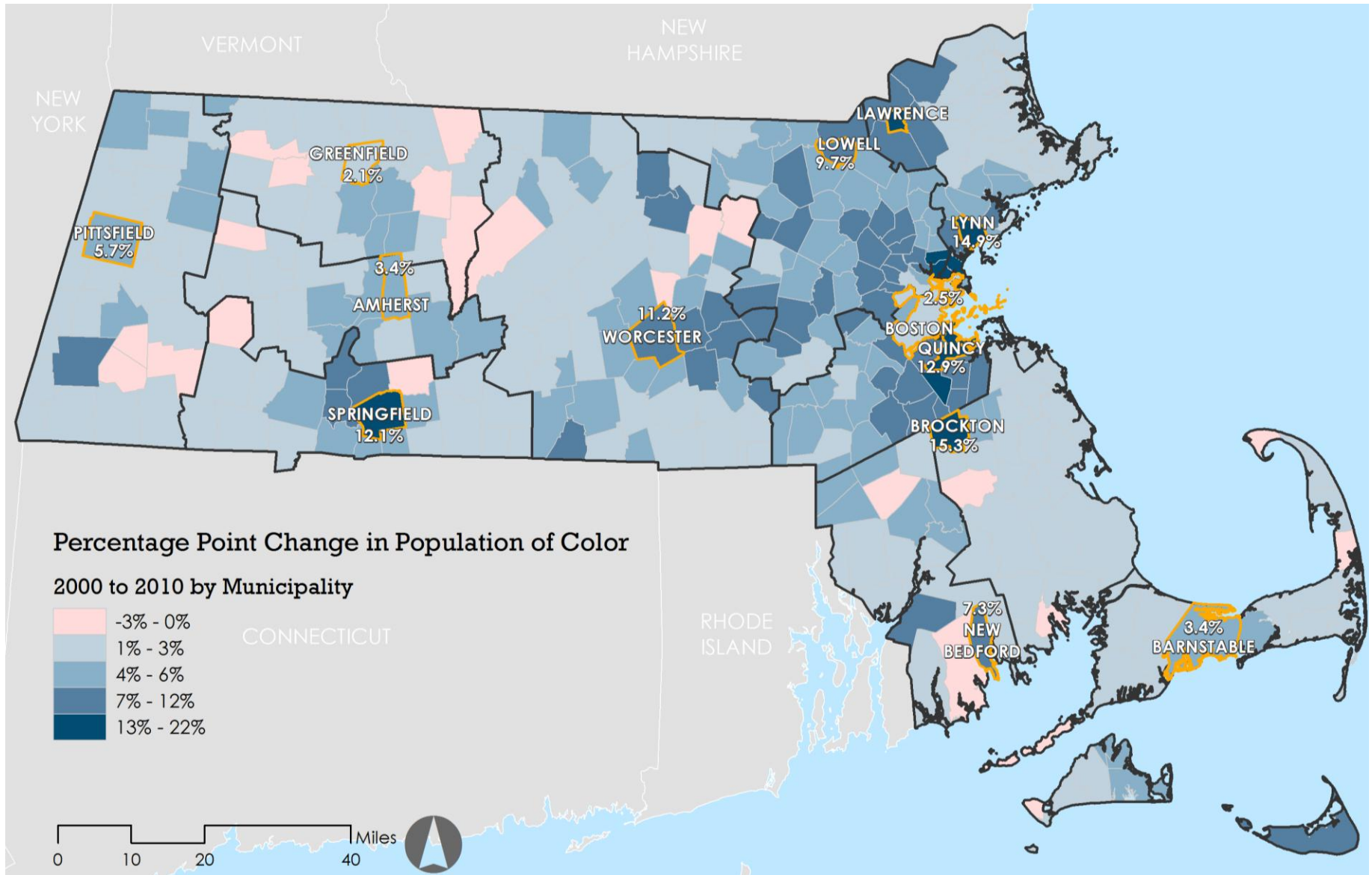
# MA Population



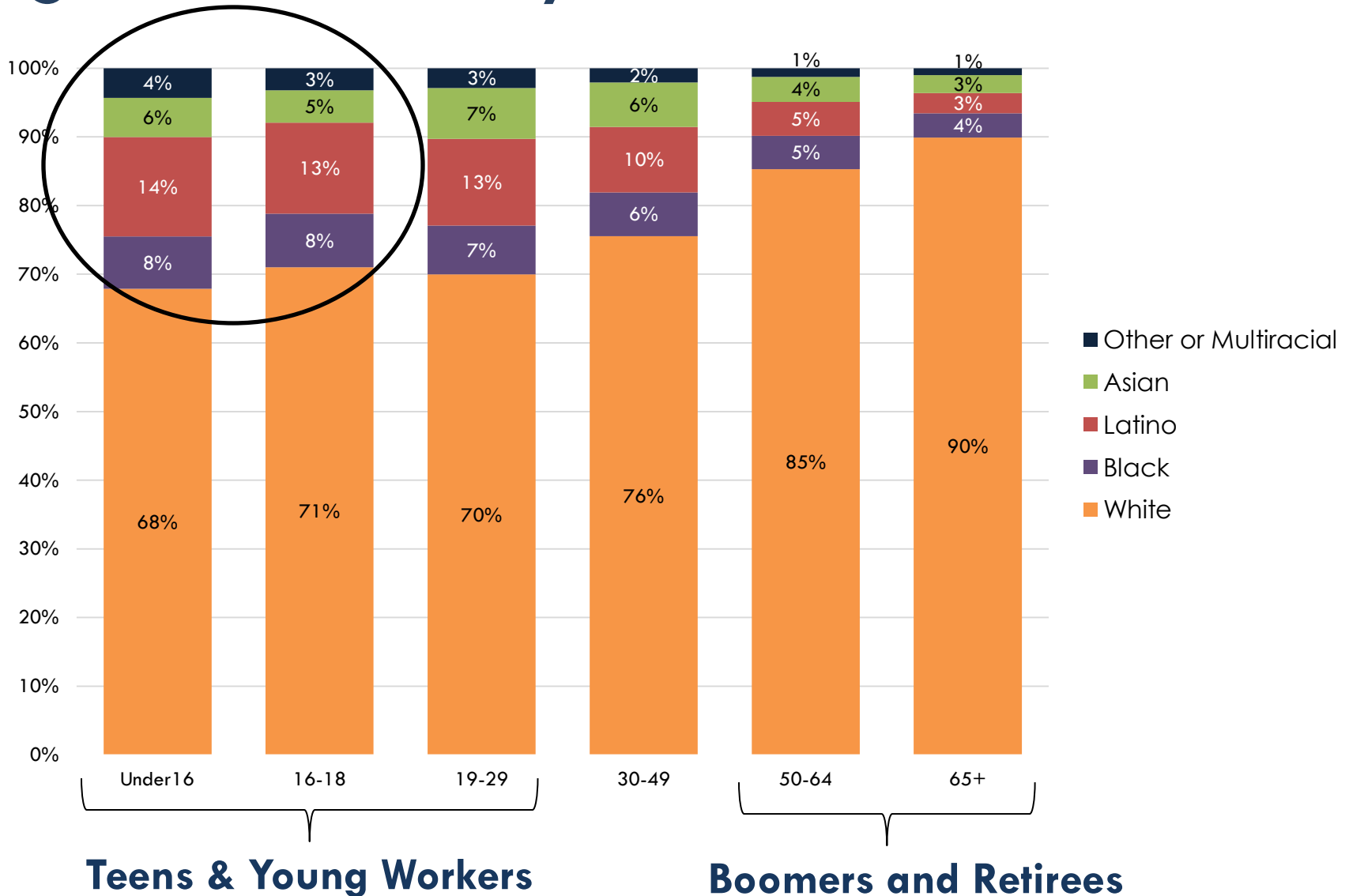
SOURCE: U.S. CENSUS BUREAU, 2010, SF1, MASSGIS



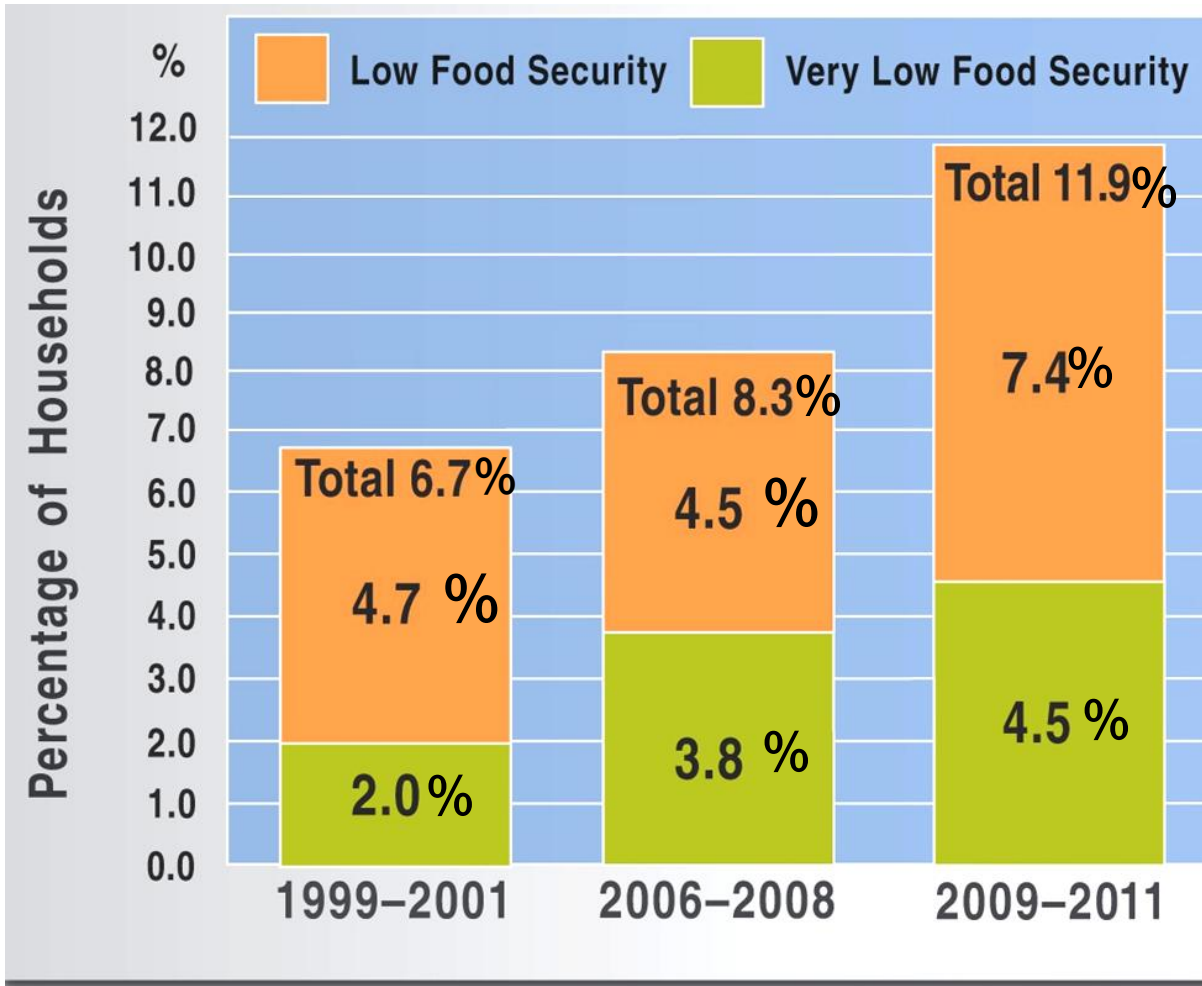
# Residents of Color: Growing % in Cities



# Age Cohorts by Race: Growing Diversity



# Food Insecurity in Massachusetts

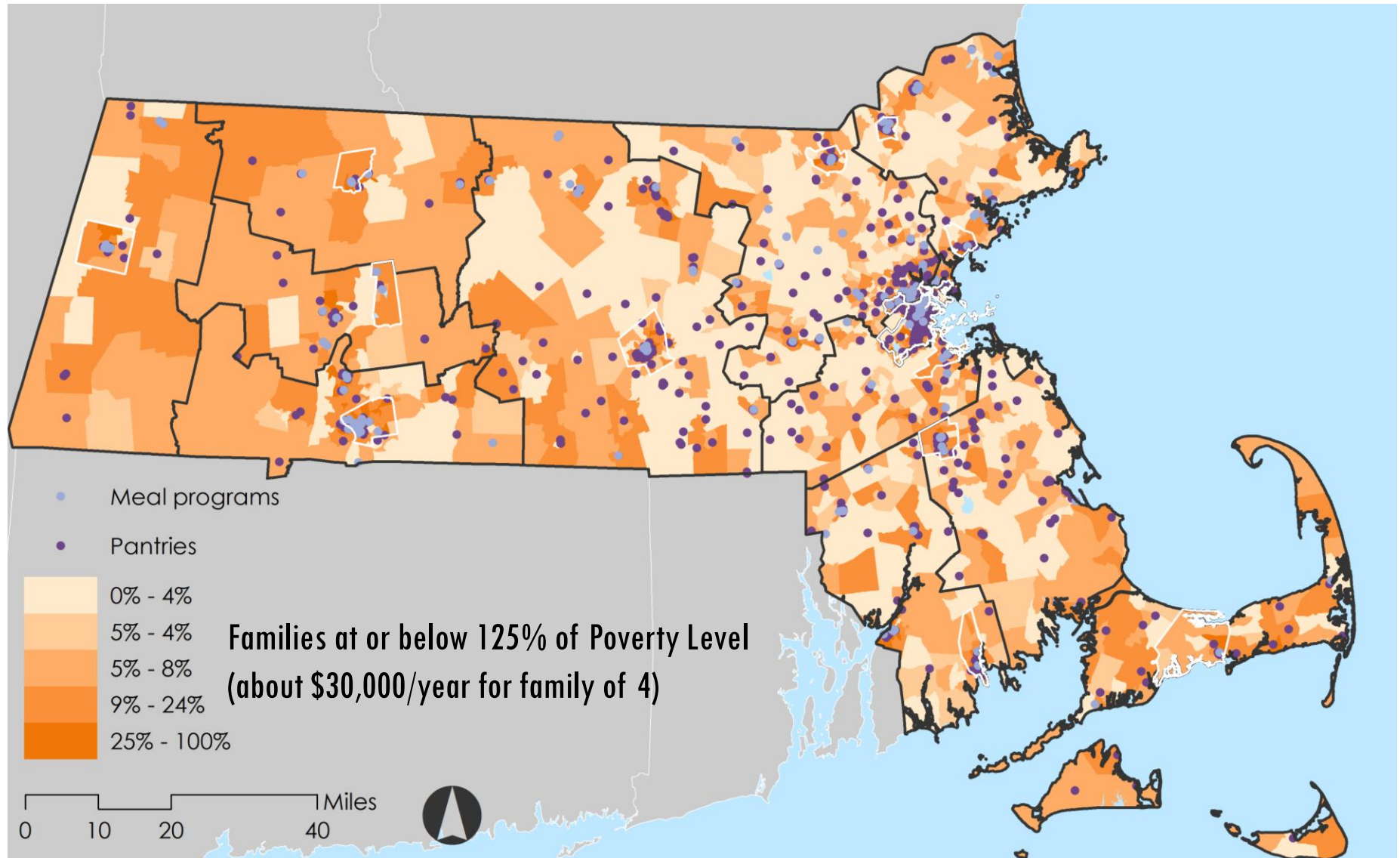


**700,000 people –  
11.9% of state  
population**

*The food insecurity rate in Massachusetts has grown by over 43 percent since the start of the recession in 2008. This is the highest rate recorded in the Commonwealth since this data was first collected in 1995.*

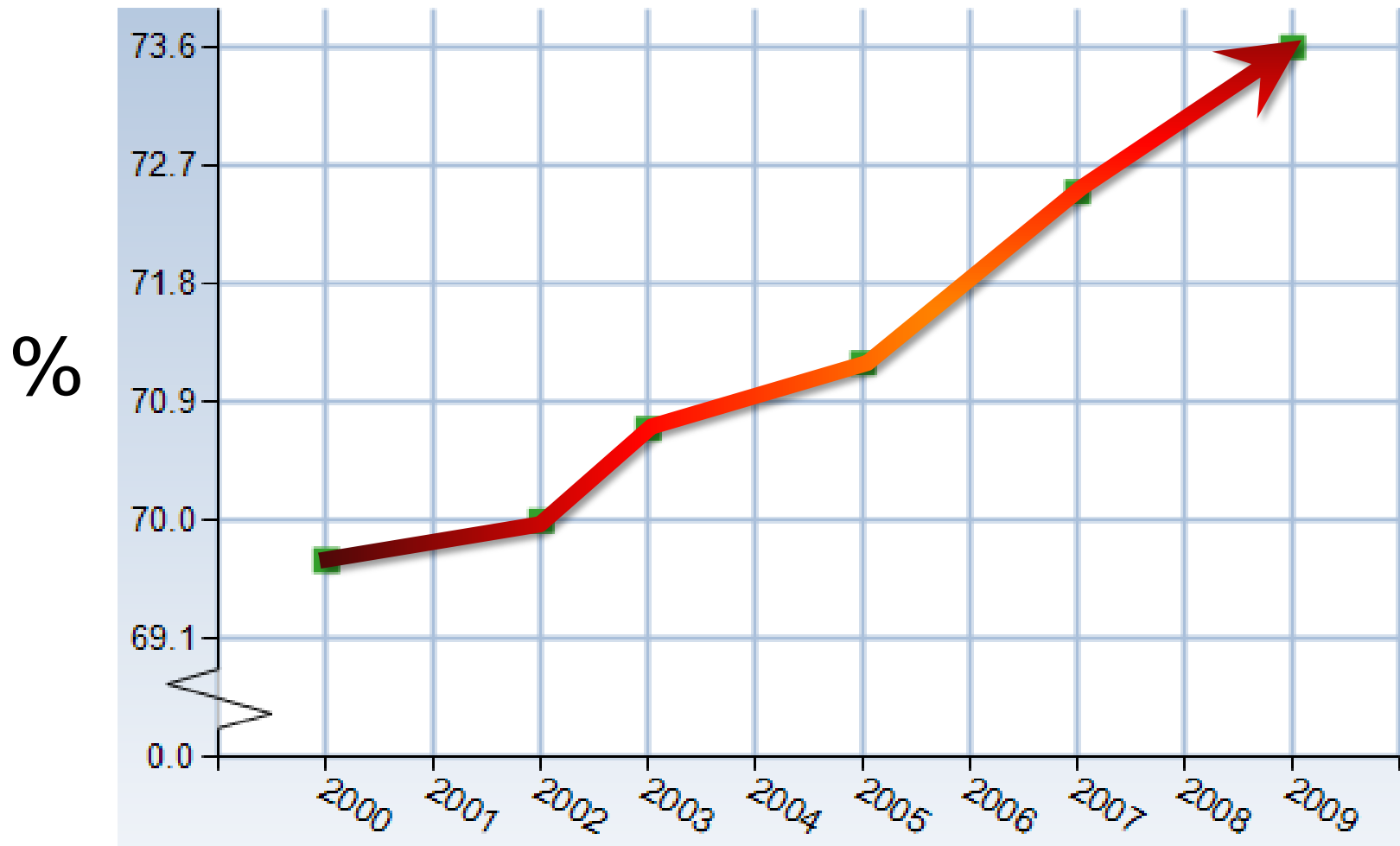
SOURCE: PROJECT BREAD 2012

# Food Access: Emergency Food Programs





# Percentage of Mass. residents who do not eat 5 servings of fruits or veggies per day



# SUMMARY

# Massachusetts Food System Plan

Economic Vitality

Social Equity & Health

Ecological Resilience



Learn More: <http://www.mapc.org/mafoodplan>

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