

# GROWER ENGAGEMENT & CROP AVAILABILITY

2015-2016

CHIP works to strengthen relationships between our local growers and local institutions because it creates a healthy community, economy and food system. In the summer of 2015, CHIP reached out to several hundred regional growers to learn about crop availability, current involvement or interest in institutional sales and more. Here is what we found.

## Characteristics of Local Farms

Of the 66 growers surveyed...

- 95%** of farms are located in SD County
- Farm size varies from .07-1,000 acres
- Median farm size is 4 acres
- Roughly 1/3 of respondents are certified organic

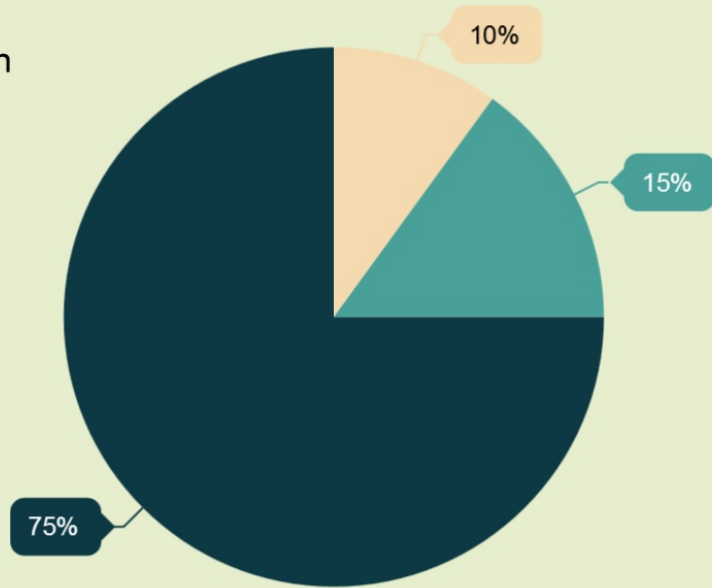
These farms generally reflect San Diego County, which has a higher number of small and organic farms than any other County in the Nation.

## Benefits of Buying Local

- For every \$100,000 in local food sales, 2.2 jobs are created elsewhere in the economy.
- Buying direct from local farmers develops social capital within a community.
- Local foods are often more fresh, ripe and nutrient-dense than their conventional alternatives.
- The share of an average "food dollar" that goes to farmers is just 16%. Buying food direct from local farms increases that share to up to 90%!
- Every dollar spent on local food generates \$1.4-\$2.6 of local economic activity.

## Institutional Sales of Local Produce

- 75% % of farms interested in selling to institutions
- 15% % of farms currently selling to institutions
- 10% % of farms not interested



There is great supply-side potential for growth in farm-to-institution sales by regional growers.

## Local Branding

San Diego Grown 365 was designed to easily and consistently identify local San Diego products.



**80%** of unregistered growers CHIP surveyed are interested in enrolling in SDG365.

## Local Produce Available for Institutions

What is available year round?

- Lettuce & leafy greens
- Orange & Citrus
- Avocado

Seasonal availability



By growing a stronger market for our local farms, we are building a healthier community.