

Amazing Facts About Food System Market Gaps in the Biggest Apple of Them All!

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We Eat!

- 1 billion pounds of flour,
- 665 million pounds of chicken,
- 527 million pounds of beef,
- 565 million pounds of canned tomatoes + 147 pounds of fresh tomatoes,
- 467 million pounds of frozen potatoes,
- 135 million pounds of apples—every year!

We Buy Food!

- *At least* \$18 billion in the five boroughs each year!
 - \$3 billion in the Bronx
 - \$5.5 billion in Brooklyn
 - \$3.5 billion in Manhattan
 - \$5 billion in Queens
 - \$1 billion on Staten Island
- \$10.7 billion for food at home
- \$7.4 billion for food away from home, in restaurants (not including schools, hospitals, etc)

We Import Food!

- New Yorkers eat 147 million pounds of fresh tomatoes but New York farmers only produce 32 million pounds of fresh tomatoes!
- New Yorkers eat 665 million pounds of poultry but New York farms produce only 14.6 million pounds of broiler chickens!
- We have to import the food that we do not produce!
- New Yorkers eat 135 million pounds of apples and New York apple growers produce 990 million pounds of apples, including 90 million pounds of Delicious apples—but we still import apples!

We Export Money to Import Food!

- Combining all NYS and NJ farm production and food manufacturing,
- And assuming 50% to 75% of all food production for both states sells *outside* of NYS and NJ,
- We export somewhere between \$5.2 billion and \$11.6 billion to purchase the food to feed NYC alone!!

Market Gap

- This difference between what NYC residents spend on food and what regional producers generate in sales from sales in NYC is what we call the *market gap*.

- The difference is huge and represents an important economic growth opportunity for NY farmers, food producers, packers, packagers, processors, distributors and retailers.

Economic Development Opportunity

- Let's say that NY and NJ farmers captured just 10% of the NYC market for fresh food, or \$1.8 billion,
- And that NY and NJ food manufacturers also captured just 10% of the NYC market for packaged and processed food, another \$1.8 billion—what would happen in terms of new jobs and new income?

Job Expansion

- Selling just 10% more fresh food would generate 2,621 new jobs in farming!
- Selling just 10% more manufactured food would generate 4,591 new jobs in food manufacturing!
- Total: 7,212 new jobs!

Income Expansion

- Farming: \$3.6 billion!
- Food Manufacturing: \$3.2 billion!
- Total: \$6.8 billion in new income!!

The \$6.8 billion question: How?

- Expand CSAs in low- and middle-income neighborhoods—Just Food
- Expand farmers markets in low and middle-income neighborhoods—Greenmarkets
- New projects
 - Sell food through established retail channels, e.g. the West Oakland corner store project
 - Sell food through new retail channels, e.g. the Peoples' Grocery Mobile Market
 - Sell food through new local value chain trading networks, e.g. Oklahoma Food Co-op

An Endnote on Community Food Security and Food Justice

- CFS: Access for all people at all times to fresh affordable nutritious food
 - Food Justice: Beyond advocacy and direct service to organized responses to food security problems, responses that are locally driven and owned
- Bryant Terry, b-healthy

In Conclusion

- Food Justice and community self-reliance are inextricably linked.
- We need to build community self-reliance—the ownership of the means of production and exchange—as we create programs to achieve food justice and stop hunger from occurring here and throughout the world.

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