

Appendix I: Key Identified Needs and Opportunities

The following needs and opportunities were identified by assessment participants from across Kansas as key to advancing the vision expressed in the *Feeding Kansas* report. The report's recommendations focus narrowly on just seven priority strategies for immediate implementation. However, this appendix presents a more comprehensive list of needs and opportunities for future study and action by Kansans.

Need: Increase the availability of healthful foods by increasing the production, supply, and physical access to these foods in Kansas.

Key Opportunities:

- Codify and stabilize demand by implementing local and healthful food procurement policies in public and private settings;
- Identify key supports needed to increase the utilization of local and healthful foods in retail, restaurant, and institutional food outlets;
- Identify key supports needed by producers to begin and/or scale-up production of healthful foods for local and regional markets;
- Make it a top priority for local and statewide efforts to address the issue of Generational Stewardship Transition in Kansas's agricultural sector. The Census of Agriculture indicates that Kansas has seen a drop in the number of new farmers by 15 percent over the past 5 years – whereas, just over the state line, Nebraska has seen an uptick of nearly 10 percent. The average Kansas farmer is also older than the national average (USDA, 2012);
- Increase efforts to strategically manage and protect natural resources across the state – such as soil, water, and pollinators – as these are essential for the long-term production of Kansas foods for Kansas;
- Assist farmers in managing risk from liability and crop loss, through policies and programs that address the insurance needs and drift protection needs of diverse farm operations.

Need: Increase access to healthful foods by addressing social and economic inequities, reducing the presence of food deserts, strengthening food assistance programs, and increasing access to public transportation and public land for food access and production.

Key Opportunities:

- Implement a healthful food systems approach in all state and local policy efforts, to reduce social inequities that impact healthful food access and to help eliminate food desert or food swamp areas;
- Ensure existing food assistance programs – including SNAP, WIC, and SFMNP – continue to work to increase the consumption of locally produced healthful foods;
- Increase statewide availability of public transportation;
- Open up publicly-owned lands for use in healthful food production and sales – through community gardens, school gardens, incubator farms, farm stands, and other efforts committed to meeting local communities food needs.
- Formalize community advisory groups, such as local food task forces or food policy councils, to play a critical role in guiding these developments.



Need: Increase utilization of healthful foods by Kansans through coordinated statewide and local efforts.

Key Opportunities:

- Eat local campaigns can transform individual and household food consumption patterns, as evidenced by Colorado's "Eat 5, Buy 5" campaign or North Carolina's "10 percent Campaign." The resulting boost in local sales of local agricultural products could have significant economic impact. According to Crossroads Resource Center, "If each Kansas resident bought \$5 of food directly from a Kansas farm each week, farms would earn \$750 million of new revenue" (Meter, 2012).
- Increase the availability of local and regional scale food processing facilities in Kansas, to transform agricultural products into forms most convenient for use by the end consumer. These could include small and mid-scale grain mills, fruit and vegetable processing facilities, and meat lockers that handle diverse product types and are appropriately certified so that end products can be sold locally.
- Identify local and statewide food loss and food waste issues, and design policies and programs to address them. The USDA recently revealed that approximately 30 percent of the food produced in U.S., or 1,259 calories per person per day, goes uneaten daily. This is actually a conservative estimate, which does not factor in the food lost on the farm and in transit from farms to processors or buyers. On farm and transportation losses were factored into a 2009 report from the National Institutes of Health, which calculated greater than 1,400 calories are being lost per person per day (USDA, 2012).
- Continue to ramp up farm-to-school and farm-to-preschool activities. According to a Kansas health analyst, children who participate in growing foods are more open to trying different kinds of fruits and vegetables, and are more likely to have better eating behaviors.
- Support food retailers in combatting patterns of imbalanced nutritional consumption through communications and marketing efforts that grow awareness that local and healthful foods are an easy, affordable choice for Kansans.