Road Map for the Food Economy

WEST VIRGINIA FOOD ECONOMY SCORE CARD
JUNE 2012

About the score card:

One important aspect of the "Road Map for the Food Economy" action plan is that it allows our collective progress to be measured. By tracking changes in real-world food and farm data over time, we will be able to celebrate areas where we are improving and to pay special attention to problem areas.

The following document is a West Virginia food system "score card" that measures the state of the West Virginia food and farm economy. The data in this document will be updated annually in order to track how the food economy is changing, and whether we are drawing closer to meeting the goals of the Road Map.

With guidance from the West Virginia Food & Farm Coalition, Downstream Strategies, LLC drew on the following resources to create this template:

- Informal surveys of over a dozen state and regional food systems projects from across the U.S. about how they use, or propose to use, data to track the success of their food and farm economies;
- Feedback from attendees at the first "Road Map for the Food Economy" summit regarding how to track successes under each goal; and
- Scans of available food and farm data to determine which data sources are updated frequently, are reliably accurate, and will continue to be available over time.

Based on this research, three or four measurable indicators were chosen for the "score card" to match each goal. The research team then assessed the current "state of the state" by looking up baseline data for each indicator as of spring 2012. By giving us a snapshot of the West Virginia food system in 2012, this document provides a basis for comparison in future years. Having good baseline data, and data that we know we can update regularly, prepares us to answer the questions: "How will we know when our efforts have been successful?" and "How do we know whether our current approach is actually making a difference?"

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WEST VIRGINIA FOOD & FARM COALITION

WEST VIRGINIA FOOD ECONOMY SCORE CARD: 2012 TRENDS AT A GLANCE

Goal		Indicator of Progress	Getting Better (+) Or Worse (-)	Current Rate of Change
Goal 1: Youth and new farmers participate in the agricultural economy.	1.1	Average age of farmers †	-	3% older
	1.2	Number of farms *	-	1% fewer
	1.3	Job placement of high school ag. program graduates in agricultural fields *	+	7% higher
	1.4	Participation in FFA *	-	4% lower
Goal 2: Institutions and schools buy healthy local food.	2.1	Schools purchasing local ††	+	700% higher
Goal 3: The public consumes healthy local food at a household level.	3.1	Farms making direct sales †	+	39% more
	3.2	Total value of direct sales †	+	55% more
	3.3	Household food insecurity **	-	32% higher
	3.4	Obesity rate *	-	4% higher
	3.5	Diabetes rate *	-	3% higher
Goal 4: Local farmers increase their income and are profitable.	4.1	Market value of ag. products sold †	+	23% higher
	4.2	Value of average sales per farm †	+	9% higher
	4.3	Number of farms where farming is operator's primary occupation †	-	7% fewer

* Data updated annually
** Data updated every three years
† Census of Agriculture data updated every five years (data shown here is from 2002 to 2007)
†† Change shown is based on 2009 and 2011 data from two different sources; consistent annual data will be available starting in 2013.

This scorecard shows the most recent available data as of June 2012. The scorecard will be updated and published annually using the most recently available data. Citations of sources for the data used in the scorecard are provided in the remaining pages of this report.

GOAL 1: YOUTH AND NEW FARMERS PARTICIPATE IN THE AGRICULTURAL ECONOMY

Indicator 1.1: Average age of farmers

The average age of principal farm operators indicates whether young people are entering farming. Note that a positive rate of change for this metric means the average age of farmers is increasing, which indicates that youth are not entering farming in significant numbers. These data are available every five years.[1]

Table 1: Average age of farmers (years)

2002	2007	Rate of change
56.3	58.1	3%

Indicator 1.2: Number of farms

An increasing number of farms would suggest that new farmers are entering the field. These data are available annually.[2]

Table 2: Number of farms

2009	2010	Rate of change
23,200	**23,000**	**-1%**

Indicator 1.3: Placement following participation in high school agriculture programs

One measure of the number of youth pursuing careers in farming is the number of students continuing in agriculture following participation in high school agriculture, science, and natural resources concentration programs. These data are available annually.[3] Figures in bold are included in the scorecard; figures in plain text are additional information.

Table 3: Concentration program participants placed in field (number of students)

Type of placement	2009-10	2010-11	Rate of change
With jobs in field after graduation	**126**	**135**	**7%**
Continuing education in field after graduation	185	170	-8%

Indicator 1.4 Participation in FFA (formerly Future Farmers of America)

Another measure of the number of youth pursuing careers in farming is the number of students in FFA programs. These data are available annually.[4]

Table 4: Number of students in Future Farmers of America

2009-10	2010-11	Rate of change
4,822	**4,632**	**-4%**

[1] 2007 USDA Census of Agriculture
[2] USDA Economic Research Service West Virginia Data Sets, available at www.ers.usda.gov/StateFacts/WV.htm
[3] 2009-10 and 2010-11 West Virginia Agriculture Concentration Summary Data, Ron Grimes, Executive Assistant to Assistant State Superintendent, Office of Career Technical Accountability and Support, Division of Technical, Adult, and Institutional Education
[4] 2010-2011 West Virginia FFA Membership Table, Jason Hughes, Assistant Director, Office of Career and Technical Instruction, WV Department of Education

GOAL 2: INSTITUTIONS AND SCHOOLS BUY LOCAL HEALTHY FOODS

The number of public schools, hospitals, and assisted living facilities sourcing food from local producers is an indicator of whether schools and institutions in West Virginia are buying local healthy food. Because of the many types of cafeterias and institutions overseen by different agencies and companies the state, overall figures on institutional buying are difficult to obtain. However, some data is available.

Indicator 2.1: Schools

One indicator of trends in institutional purchasing is the number of schools that report having purchased local food in the past year. *Note: Annual data on farm to school participation was not collected by any single entity prior to 2012. The table below compares 2009 and 2011 data from two different sources. The West Virginia Department of Education expects to have this data available annually starting in 2013.*

Table 5: Number of schools purchasing food from a local source in the past year

2010[5]	2011[6]	Rate of Change
1	8	700%

[5] 2009 National Farm to School Network survey, data accessible via USDA Food Environment Atlas: http://www.ers.usda.gov/data-products/food-environment-atlas
[6] 2011 Farm to School Survey, Office of Child Nutrition, West Virginia Department of Education

GOAL 3: THE PUBLIC CONSUMES HEALTHY LOCAL FOOD AT A HOUSEHOLD LEVEL

Indicators 3.1-3.2: Direct sales

Positive rates of change in the number of farms making direct sales to individuals and the total value of agricultural products sold directly indicate that West Virginians are purchasing more local food. These data are available every five years.[7]

Table 6: Sales of agricultural products *directly to individuals* for human consumption

	2002	2007	Rate of change
Number of farms making direct sales	**1,434**	**1,990**	**39%**
Value of products sold (in thousands)	**$4,588**	**$7,097**	**55%**

Indicator 3.3: Food insecurity

Food insecure households either experienced a lack of food or were concerned they may be unable to acquire enough food at some time during the year. In households with very low food security, "the food intake of one or more household members was reduced and their eating patterns were disrupted at times during the year because the household lacked money and other resources for food." Data on food security is collected annually by the U.S. Census Bureau as a supplement to its monthly Current Population Survey. Due to the small sample sizes for the Current Population Survey, state-specific data is combined and averaged once every three years to provide more reliable statistics.[8] The percent of households that are food insecure is an indicator of whether West Virginia households have access at all times to enough food to live an active, healthy life. These data are available every three years.[9] Figures in bold are included in the scorecard; figures in plain text are additional information.

Table 7: Household level of food insecurity

Level of food insecurity	2005-07 Average	2008-10 Average	Rate of change
Food insecure[10]	10.7%	14.1%	32%
Very low food security[11]	4.0%	5.3%	33%

[7] 2007 USDA Census of Agriculture
[8] Coleman-Jensen A, Nord M, Andrews M, Carlson S. 2010. Household food security in the United States in 2010. USDA Economic Research Service. Report No. 125. Sep. Available at http://www.ers.usda.gov/Publications/ERR125/ERR125.pdf
[9] USDA Economic Research Service West Virginia Data Sets, available at www.ers.usda.gov/StateFacts/WV.htm
[10] "At times during the year, these households were uncertain of having, or unable to acquire, enough food to meet the needs of all their members because they had insufficient money or other resources for food. Food-insecure households include those with low food security and very low food security."
[11] "In these food-insecure households, normal eating patterns of one or more household members were disrupted and food intake was reduced at times during the year because they had insufficient money or other resources for food. In reports prior to 2006, these households were described as "food insecure with hunger."

Indicators 3.4-3.5 Diet-related disease rates

Changes in obesity[12] and adult diabetes[13] rates may suggest whether people are consuming more healthy foods. These data are available annually.

Table 8: Obesity rates

2009	2010	Rate of change
31.7%	32.9%	4%

Table 9: Adult diabetes rates (diagnosed diabetes)

2008	2009	Rate of change
9.4%	9.7%	3%

[12] Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System Prevalence Trends and Data, available at http://apps.nccd.cdc.gov/brfss/

[13] Centers for Disease Control and Prevention Diabetes Data and Trends, available at http://apps.nccd.cdc.gov/DDT_STRS2/CountyPrevalenceData.aspx?mode=DBT and US Census Data, available at http://www.census.gov/popest/data/historical/2000s/vintage_2009/index.html

GOAL 4: LOCAL FARMERS INCREASE THEIR INCOME AND ARE PROFITABLE

Indicators 4.1-4.2: Market value of agricultural products sold

The market value of agricultural products sold and the average value of products sold per farm indicate whether farmers are increasing their sales. These data are available every five years.[14] Figures in bold are included in the scorecard; figures in plain text are additional information.

Table 10: Market value of agricultural products sold (in thousands)

Category	2002	2007	Rate of change
Market value of all agricultural products sold	**$482,814**	**$591,665**	**23%**
Average per farm	**$23**	**$25**	**9%**
Market value of crops, including nursery and greenhouse crops	$69,693	$78,308	12%
Market value of livestock, poultry, and their products	$413,121	$513,357	24%

Indicator 4.3: Primary occupation

The number of farms where the principal farmer's primary occupation is farming is an indicator that the farming operation is profitable enough to economically sustain the farmer. These data are available every five years.[15]

Table 11: Number of farms where principal operator's primary occupation is farming

2002	2007	Rate of change
10,507	**9,799**	**-7%**

[14] 2007 USDA Census of Agriculture
[15] 2007 USDA Census of Agriculture