

Nebraska Local Foods Network Newsletter

November 2009



Want Local Food?

When Farmer's Market Season comes to an end, it is common to think that there isn't any more local food. This is not true! Nebraska is known as a great meat and dairy state, so don't forget that meat, milk, cheese, salsa, spaghetti sauce and other local foods are still available and some of these products can be found in grocery stores, so don't forget to support the entire spectrum of local foods.



Local vs. Sustainable

Sustainable agriculture involves food production methods that are healthy, do not harm the environment, respect workers, are humane to animals, provide fair wages to farmers, and support farming communities. Sustainability includes buying food as locally as possible. Buying local food does not guarantee that it is sustainably produced. Pesticides, chemical fertilizers, factory farming, hormone use, and non-therapeutic use of antibiotics can all be involved in local food production, so it's important to make sure that the local food you buy is from farmers or gardeners using sustainable methods.

When considering the sustainability of a product there are a lot of questions to ask, so if a store or producer is advertising that their food was raised locally, take the time to ask a few questions like: "Do you know what practices the producer used?" or "Do you know the name and location of the farm where this product was grown?" www.sustainabletable.org

Horticulture Budgets:

A specific set of horticulture budgets have been created to help producers estimate and budget. An enterprise budget is an estimate of the costs and returns to produce a product (enterprise). For example, a corn and soybean producer would be interested in developing both a corn and soybean enterprise budget. Vegetable growers that may have 35-40 different products may wish to develop budgets on their key products (those that contribute the most to the attainment of the production goals).

Why use enterprise budgets?

Economic budgets help to allocate land, labor, and capital to the most appropriate use. The appropriate use is determined by the producer and proper allocation can maximize profits.

[Click here for the budgets!](#)

The budgets were developed by Roger Wilson with the help of area producers and support from the Nebraska Rural Initiative.

Marketing 101 Lesson

How do we get local foods into mainstream food venues? Since we all consume food, we, the purchasers, have a certain amount of power to demand the type and quality of food that we prefer. By creating a 'marketing pull,' from the consumer's side, we can help take the local foods movement to the next level. In order to create a 'pull' you can visit your local grocery store, deli, or restaurant and encourage them to carry your favorite local food product. The goal is to 'pull' local food through marketing channels using the consumer's interaction with retailers. Keep in mind that the products that you recommend should be able to offer a consistent supply, because otherwise the grocery stores and restaurants may not be able to carry the product. Tune in next month for another marketing lesson!

Local Foods News

- [Obama's Encourage Local Foods.....](#)
- [Healthy Food, Healthy Communities](#)
- [Trend toward local foods creates potential markets](#)

Alice's Corner:
[Eat Healthy- MyPyramid](#)

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