


Delaware and Delmarva is a great place to produce food!

And make money doing it!!!

A map of the Delaware and Delmarva region, showing the state of Delaware and the surrounding areas of Maryland and Virginia. The map is color-coded by county or region.

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**U.S. spends \$800 billion on food each year!!!**

- \$400 billion at retail
- \$400 billion on meals away from home
- How can we help our growers capture more of that?
- Farm Values
  - Fresh Vegetables - \$10 billion
  - Processed Vegetables - \$1.2 billion

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**Delaware is Unique**

- Land - 2,500 farms
  - 510,000 acres in farms – 39-40% of Delaware
  - 33% of land in Ag preservation districts
    - \* 24% (115,000 acres) now permanently preserved
  - 41% of land area, coupled with forestlands = 76% of Delaware is in open space
- Irrigation – 120,000 acres (20+%)
- Tradition and Experience
- Proximity to Markets

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### "Food Shed"

- 110 million people live within 8 hour drive
  - 1/3 of US population
- Food Shed for East
- Food Shed for Delaware

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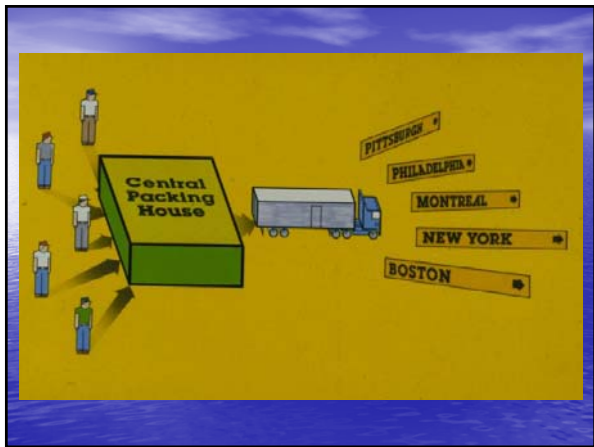
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### Scratch a Little Deeper ---

- 40% of farms have sales of over \$100,000
- That's where the economic power is !
- However, small farm operations are growing and provide value added benefits in numerous ways

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## Opportunities or Challenges?

- **Business and Market Development**
  - Vigorous commercial agricultural markets
    - + Poultry – birds + grain
    - + Vegetable Processing
    - + Wholesale specialty crops
      - Fresh vegetables
      - Horticultural & Greens Industry
  - Direct Marketing
    - + Connect farmers and consumers
    - + Develop a "food shed" for Delawareans
      - Farm to School
      - Farm to Restaurants
      - Farmers Markets
      - CSA'S

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## The Vegetable Industry

- **Processing**
- Fresh Market – Shipping
- Fresh Market – Local
  - Wholesale trade to beach/city
    - + Don't underestimate that importance
  - Laurel Auction Market
  - On Farm Markets
  - Farmer's Markets
  - Farm to School, Farm to Restaurant, CSA

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## What Does Processing Crop Production Do?

- **Diversity** – Farm Income and crop rotation
- **Adds Value** – Partnership allows many farmers to reach markets
- **Jobs, Economic Development**
  - 5-7 multiplier effect
- **Stronger Ag Economy** – Proves Agriculture is a viable enterprise

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### Nature of Processing Crops

- 50 Million pounds of frozen product
- 70 million jars of pickles
- 800 jobs x 3 processors = 2,400 jobs
- 75 to 100 farmers

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### Contract – Price, Quantity, and Quality

Parameters are agreed upon

- Less Price Risk
- Other Risks
  - Pests
  - Weather
- Mechanically Harvested



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### Processors in Delaware

- 1919 – 103 Processors
- 1927 – 71 Processors
  - 8 in New Castle County
  - 27 in Kent County
  - 36 in Sussex County
- 1960 – 29 Processors
  - 2 in New Castle County
  - 11 in Kent County
  - 16 in Sussex County
- 2016 – 3 Processors
  - PicSweet
  - J.G. Townsends
  - Hanover Foods

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### Processing Acreage

- Delaware 41,700
- Maryland 13,900
- New Jersey 10,900
- Pennsylvania 10,550
- Virginia 1,970

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### Processing Crop Acreage in Delaware

|               | <u>1945</u>  | <u>Currently</u> |
|---------------|--------------|------------------|
| • Peas        | 3,500        | 6,000            |
| • Lima Beans  | 11,400       | 14,300           |
| • Sweet Corn  | 4,100        | 7,300            |
| • Green Beans | 1,900        | 3,000            |
| • Tomatoes    | 10,500       | -----            |
| • Asparagus   | 1,250        | -----            |
| • Pickles     | <u>2,000</u> | <u>5,000</u>     |
| • TOTAL       | 34,650       | 35,600           |

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### Major Processing Crops in the U.S.

- Sweet Corn 380,100 acres
- Tomatoes 319,300 acres
- Peas 213,800 acres
- Snap Beans 213,700 acres
- Cukes 98,600 acres
- Lima Beans 40,730 acres
- Spinach 11,700 acres

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**Number of Processors in US that generate production**

- Sweet Corn – 28
- Peas – 29
- Lima Beans – 18
- Snap Beans – 28
- Spinach – 13
- Pickles - 30

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**The Vegetable Industry**

- Processing
- **Fresh Market – Shipping (Walmart, Giant etc.)**
- **Fresh Market – Local**
  - Wholesale trade to beach/city
    - Don't underestimate that importance
  - Laurel Auction Market
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  - Farmer's Markets
  - Farm to School, Farm to Restaurant, CSA

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**Fresh Market Veggies**

|                     |                                 |
|---------------------|---------------------------------|
| • Snap beans        | Strawberries                    |
| • Lima Beans        | Sweet Corn                      |
| • Cabbage           | Tomatoes                        |
| • Cucumbers         | Watermelons                     |
| • Potatoes          | Cantaloupes                     |
| • Pumpkins          | Collards, Broccoli, Cauliflower |
| • Hot/sweet Peppers | Lettuce                         |
| • Spinach           | Squash                          |
| • Peas              | Beets, Eggplant, Herbs          |

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### Farmer's Markets in Delaware

| Name of Market | Total Produce  | Total Other Sales | Grand Total    |
|----------------|----------------|-------------------|----------------|
| Bethany Beach  | \$113,303.00   | \$67,714.00       | \$181,017.00   |
| Carousel Park  | \$38,732.00    | \$14,984.00       | \$53,716.00    |
| Cool Spring    | \$12,928.00    | \$21,046.00       | \$33,974.00    |
| DSU            | \$6,399.00     | \$6,586.00        | \$12,985.00    |
| Fenwick Island | \$65,895.00    | \$40,121.00       | \$106,016.00   |
| Georgetown     | \$5,772.00     | \$5,987.00        | \$11,759.00    |
| Harrington     | \$4,215.00     | \$614.00          | \$4,829.00     |
| Historic Lewes | \$353,991.00   | \$174,010.00      | \$528,001.00   |
| Little Italy   | \$502.00       | \$1,049.00        | \$1,551.00     |
| Milford        | \$41,069.00    | \$18,819.00       | \$59,888.00    |
| Milton         | \$26,945.00    | \$76,863.00       | \$103,808.00   |
| Newark (Coop)  | \$65,183.00    | \$73,571.00       | \$138,754.00   |
| Rehoboth Beach | \$178,807.00   | \$132,414.00      | \$311,221.00   |
| Sea Colony     | \$66,881.00    | \$2,080.00        | \$68,961.00    |
| Western Sussex | \$16,459.00    | \$6,256.00        | \$22,715.00    |
| Wilmington     | \$36,525.00    | \$118,545.00      | \$155,070.00   |
| Grand Totals:  | \$1,033,606.00 | \$760,659.00      | \$1,794,265.00 |

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### Fresh to Local

- Farmer's Markets
  - 16 - \$1.8 Million
  - Lewes, \$450,000
  - \$1 million represents 1/1000<sup>th</sup> of \$1 Billion Ag Economy in Delaware
  - Great Connector of Farm to Consumer
  - Great for Communities
- Farm to School

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### Farm to School

Net new  
125,000 students in public schools

Not for everyone – continuing to grow  
As far as fresh – limited by seasonality

Processed Vegetables and  
Delaware Meat, Poultry and of course, milk products

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**Farm-to-School**

1. Market Opportunity
2. Nutritional Enhancement
3. Educational Opportunity

**Key Players**

Memorandum of Understanding between Three Cabinet Level Agencies:

1. Dept. of Agriculture
2. Dept. of Education
3. Dept. of Health & Social Services

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### Local Sustainability & Greening

- Environmentally Sound Crop Production Practices
  - Judicious application of nutrients
    - Based on Soil Tests
    - Apply what is needed, not excess for crops
  - Safe and Judicious application of pesticides
    - Licensed applicators through state programs
    - Approved & recommended materials by University Extension programs

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### Greening & Recycling

- Growers/Processors/Stores recycles
  - All cardboard
  - All pallets
  - All lubrication materials & oils
  - Corn Fodder, straw, and other plant material for animal feed and mushrooms
- Growers recycle
  - Pesticide containers
  - Lubrication materials & oils

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## Interest in Organics

- Difficult to implement on large scale
  - Reliability of Production?
    - Especially in the humid east
      - Diseases & insects & weeds
- Certainly has a place
  - Local sales
  - Some success in drier regions, but then shipping to the markets

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## Organics

- United Nations FAO:
  - “To feed the U.S. alone with organic food, we’d need 40 million farmers, up from 1 million today.”
  - “We also need to double food production by 2050 and to suggest organics can solve the challenge is ‘dangerously irresponsible.’”
- Growers and processors have explored this on a small scale and it has not been pragmatic.

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## Urban Agriculture



New Castle DE – 27 sites

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### Critical Issues

- Water Resources
- Labor
- Food Safety
  - GAP (Good Agricultural Practices)
  - GHP (Good Handling Practices)
- Implementation of Biotechnology
- New Technologies
- Chesapeake Bay Issues (Nutrient Mgt.)
- Estate Taxes/transfer of operations

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### Highlights

- Reaching consumers with a safe, nutritious, affordable and convenient product
- Providing significant farm income to farmers – Sustainability
- Best production management practices used in crop production along with handling
- Economic impact & job creation for our communities and State

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### Highlights

- Preserve and Expand Market and Business Opportunities
- As regulations are coming – work to ensure fairness and balance
- Support new science-proven technologies
- Communicate with the non-farm public (web, social media, blogs etc.)

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