



**Kitsap
County**

WASHINGTON STATE UNIVERSITY
EXTENSION



FOOD SYSTEMS & COMMUNITY DEVELOPMENT

FOOD ECONOMY

2016

BY THE NUMBERS

- Kitsap Fresh had 36 Kitsap farm and food businesses sell products through the marketplace with 512 registered customers and \$70,031.39 in annual revenue.
- 110 local farms and food businesses participated in 3 WSU led classes

ISSUE

The 2012 Census of Agriculture shows alarming trends in Kitsap County, WA with a 24% decrease in the market value of products sold since 2007 with 605 farmers earning less than \$10,000, representing 86% of all farms in Kitsap County. This decline can be attributed to a lack of markets, where farmers have few options besides seasonal, weekly farmers' markets, a farm stand or CSA members to sell their products. Locally sourced foods represent less than one percent of the nearly \$1 billion County residents spend annually in the entire food economy. The 2011 Kitsap County Strategic Agriculture Plan and Inventory identifies 1) the need to grow the local market for crops and animal products and support farmers' markets and other local sales outlets; and 2) expand access for local foods to schools, food banks, grocers and restaurants, and diverse neighborhoods as a key strategies to strengthen the local food economy.

RESPONSE

WSU Kitsap Extension has participated in the creation of Kitsap Fresh, a cooperative that facilitates the sale of local food through the region's first year-round, weekly online marketplace that sources food from 36 local farms and food businesses. This project improves the financial situation facing farmers through it's easy to use, web-based sales outlet that does not require the same amount of time and labor as attending a farmers market or preparing for CSA members. This project increases consumer's ability to access local food by offering a convenient and time saving method to purchase local food.

WSU Kitsap Extension also coordinated and hosted three workshops to strengthen farm and food businesses and market channels:

- Local Buying Tour and Meet Up (35 participants). This event was an opportunity for buyers and farmers to meet and talk directly about products and market channels and helped to demystify sourcing via the local supply chain with visits to a farm stand, local grocer, a restaurant, a brewery, and an online market.
- Food Hubs: Connecting Farmers & Consumers (43 participants). This two hour discussion focused on the role food hubs play in supporting small-scale farmers to scale-up production and sales to meet increasing demand.
- Basic Accounting for Farmers (32 participants). This workshop was designed to increase farmers' accounting knowledge and provide tools to conduct profit/loss statements and create financial statements.



COLLABORATORS

Washington State Department of Agriculture, WSU Jefferson and Clallam Extension offices, Kitsap Community & Agriculture Alliance, Olympic College

IMPACTS

USDA Grant Awarded to WSU Kitsap Extension helped Kitsap Fresh increase revenue by 678% in 2016 and increased their customer base by 540%.

75% participants in Basic Accounting for Farmers class found the workshop very useful to improve financial management of their business

Of the 20 participants who filled out an exit survey for the Local Buying Tour, 9 reported making new sales commitments at the event and 4 others said they have new sales leads.