

CENTRAL OREGON AGRICULTURAL ECONOMIC IMPACT REPORT

A 2017 study conducted by the Central Oregon Intergovernmental Council, High Desert Food & Farm Alliance, and Oregon State University Center for Small Farms and Community Food Systems examined the economic impact of small to mid-sized farmers and ranchers on the Central Oregon economy, and this sector's potential for growth.

A SNAPSHOT OF CURRENT CENTRAL OREGON SMALL TO MID-SIZED FARMS AND RANCHES

An interview of 28 Central Oregon farmers and ranchers was conducted in the summer of 2016. They grow, raise and sell products with the majority of sales being beef cattle and vegetables and their primary markets being farm direct-to-consumer and wholesale.

Of those interviewed, 28 producers provided:

- 28 full and part-time jobs
- \$1.5 million in sales
- \$248,000 in wages and salaries on their farm operations



61% OF FARMS WERE
ESTABLISHED IN THE
LAST 7 YEARS



49% OF FARMS OPERATE ON
10 ACRES OR LESS OF
IRRIGATED LAND



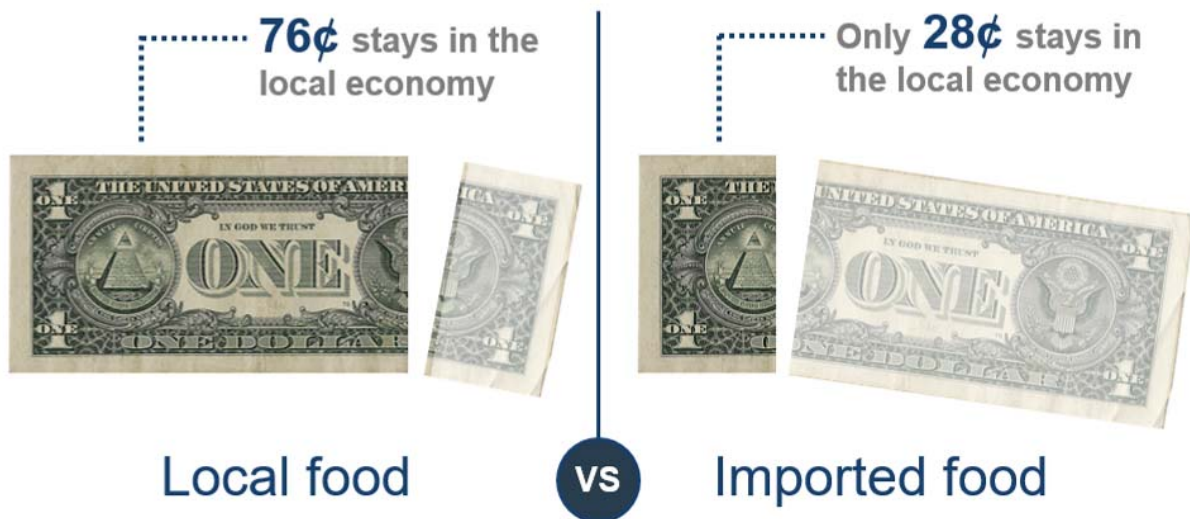
RAISE 8 TYPES
OF ANIMALS



GROW 44 VARIETIES
OF VEGETABLES

THE LOCAL FOOD SECTOR GENERATES A SIGNIFICANT AMOUNT ECONOMIC ACTIVITY

For every five (5) on-farm/ranch jobs we found that the economic activity generated two (2) additional off-farm jobs. For every dollar spent by consumers on food from a local producer:



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Central Oregon is on the cusp of developing a strong and resilient local food economy. To measure the potential growth of this sector, and how we can best invest in this growth, we **modeled three feasible and relevant scenarios**.

1 INTENSIFY PRODUCTION

Using the production levels demonstrated by six farmers and ranchers in the study, this scenario assumes that producers could intensify their production practices (e.g. improve the volume and efficiencies of food produced and raised).

If farmers and ranchers increase productivity of their existing acreage by increasing on-farm efficiencies and utilizing greenhouses, we gain:

- ◆ 63 farm & non-farm jobs
- ◆ \$1.33 million in wages
- ◆ \$5.4 million in sales



2 FOOD HUB

A food hub is a one-stop shop for farmers, food businesses and buyers to exchange local foods. A hub would aggregate, store, minimally process, market, broker and tie into the existing distribution system in Central Oregon.

A new food hub will catalyze economic growth in the food economy and retain more dollars locally. We also gain:

- ◆ 9 jobs
- ◆ \$329,000 in wages
- ◆ \$642,000 in direct sales



3 BUY LOCAL

Buying local impacts the local food economy, particularly, if consumers shift nearly 10% of their total purchases of vegetables and fruits from commercial grocery stores to local farmers.

By shifting \$775,000 of consumer food purchases from commercial grocery stores to farmers, we gain:

- ◆ 13 full and part-time jobs
- ◆ \$263,000 of wages in the economy
- ◆ 10 jobs would be on-farm with 52% of wages going to farmers

