

## Bringing the Farm to Worcester

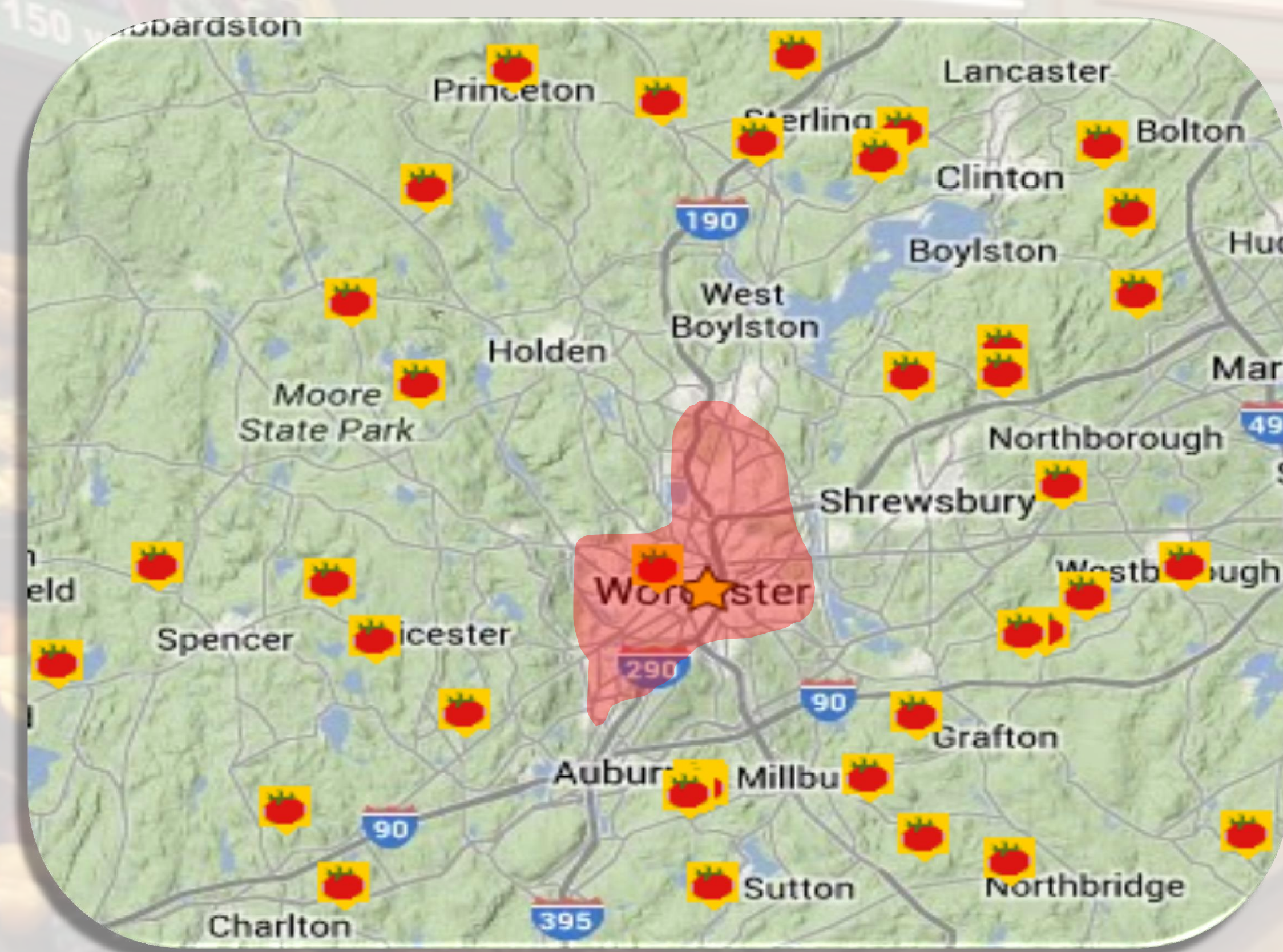
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### Problem

A lack of locally grown food within the city of Worcester.

Leads to:

- Poor nutritional quality
- Lack of freshness
- More preservatives



### Solution

Bring local food into Worcester supermarkets by establishing business connections between farmers and stores.

Benefits:

- Decreased miles travel by food
- Increased freshness
- Fewer preservatives used
- Supporting local economy
- Local food costs less

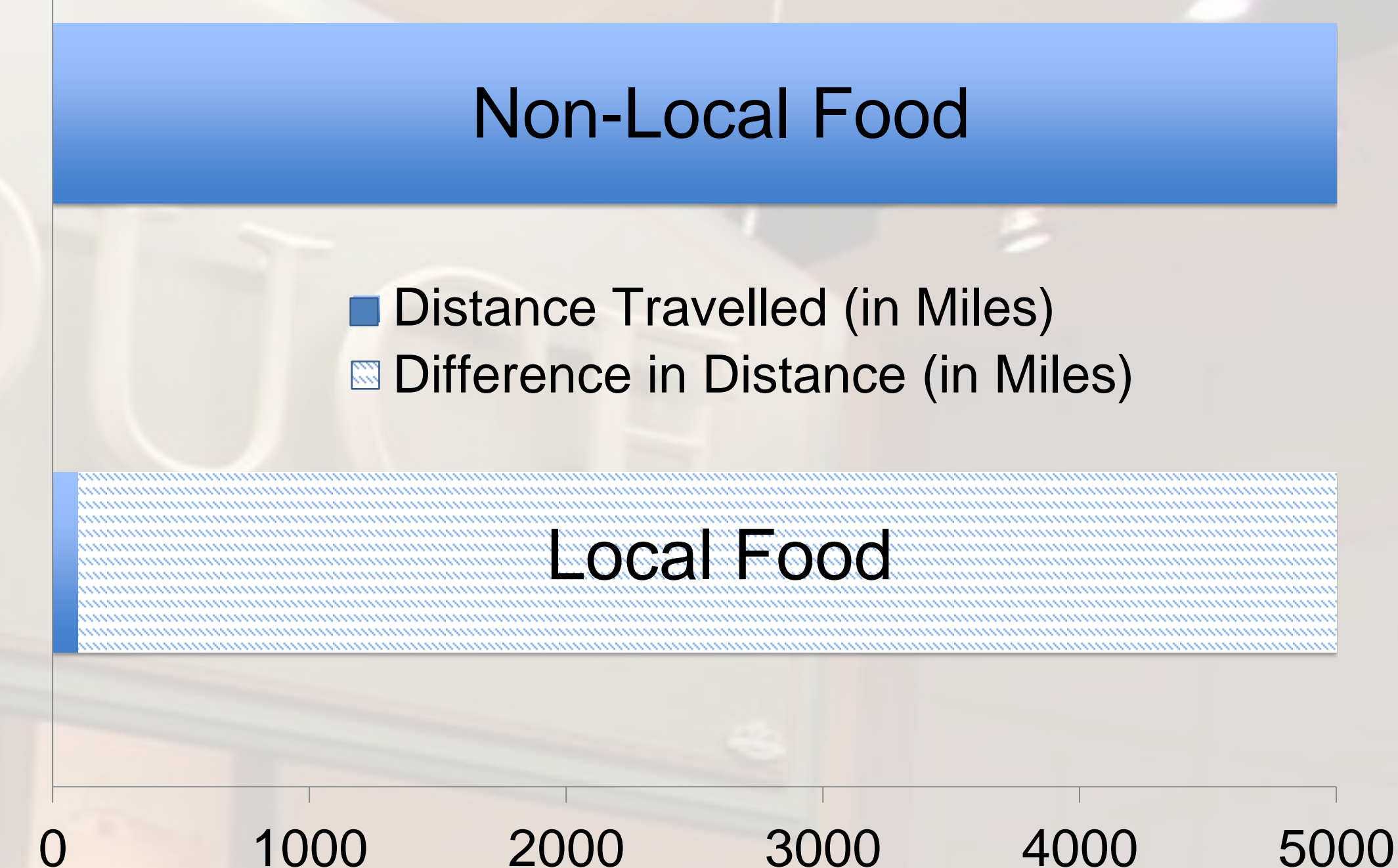
Costs:

- Farmer's transportation expenses
- Grocers must manage more suppliers
- Labor costs to implement the program



### By The Numbers:

Average Distance Travelled



**3,519:** new farmer's markets 1994-2009

**4,000:** current cities involved in community supported agriculture programs

**33:** average number of times food changes hands en route to market

**18.9 Billion:** pounds of food lost during transportation

**\$1 Billion:** amount of local food Walmart committed to selling

### Testimonials

**"I would be extremely interested in participating in a program like this!"**  
~Produce Manager, Shaw's

**"I would enjoy [selling to grocery stores] more often!"**  
~Ashley Carter, New Lands Farms

### Assessment Plan

- Surveys of consumer and supplier interest
- Random selection of produce tested for ascorbic acid, niacin, folic acid
- 1% increase in profit margins

\* data would be collected initially and at the first and fifth year marks.

### References

\*Ashley Carter Program Coordinator, New Lands Farm Worcester. E-mail interview. 9 Dec. 2013.  
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