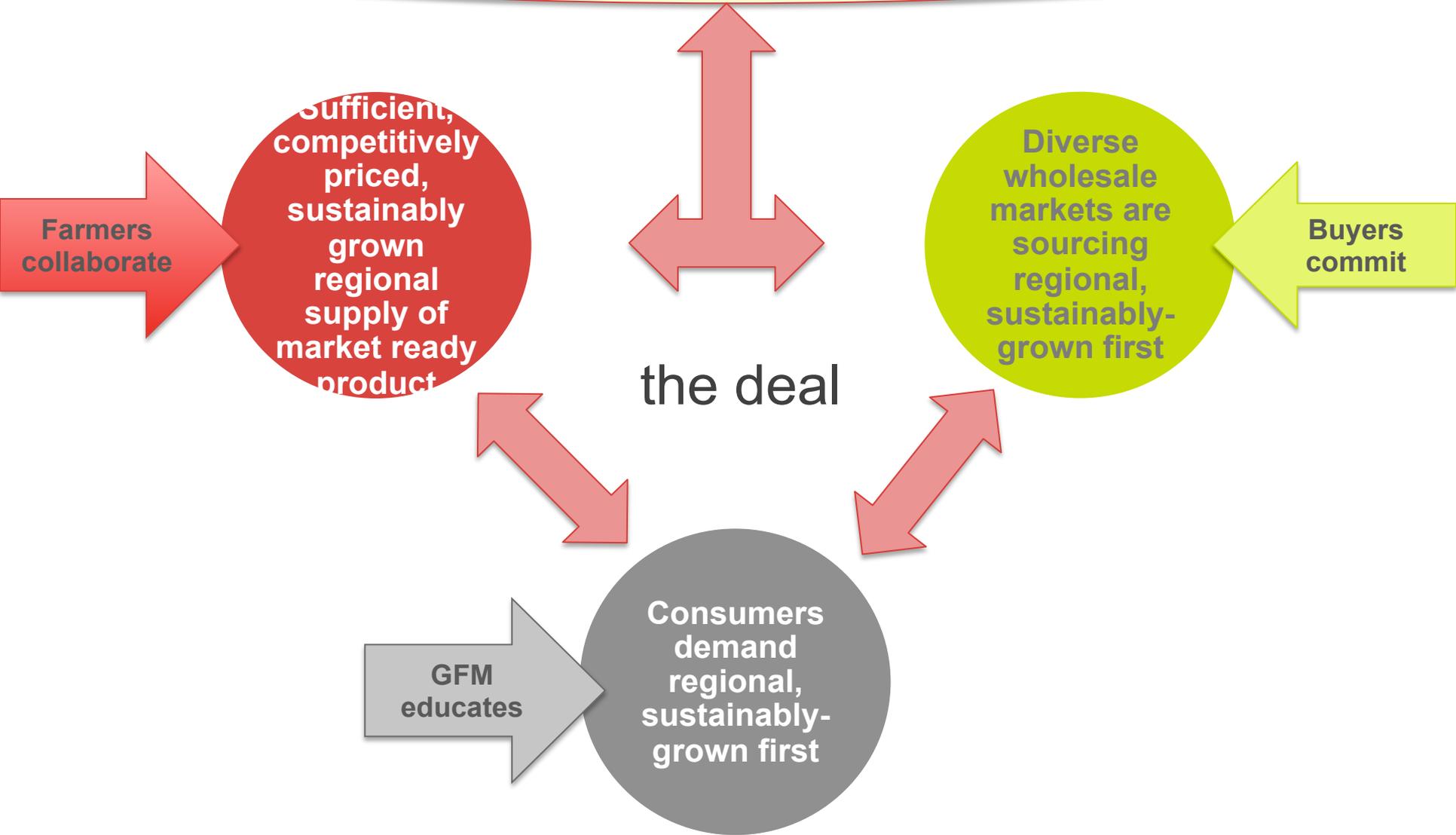


Mid-size farms in the Northeast are primary suppliers of a sustainable regional food system.



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There is sufficient, competitively-priced, sustainably-grown regional supply of market-ready product.

Farmers grow more efficient, sustainably product and/or desirable/marketable crops

Research and technology support farmer-driven innovations

Growers have access to a qualified, affordable labor force

Farmers understand consumer needs

Wholesale farms in the Northeast are increasingly viable/profitable

Product leaving farmers meets wholesale requirements including pack, grad, 3<sup>rd</sup> party food safety and tractability standards

Growers have multiple market outlets (mix of wholesale, direct and other)

## Mid-size farms in the Northeast are primary suppliers of a sustainable regional food system.

Diverse\* wholesale markets are sourcing regional, sustainably-grown first.

\*mainstream supermarkets, niche markets, distributors, institutions, ethnic markets, corner stores, etc...

Markets serving traditionally underserved populations have access to affordable regionally produced food

Buyers recognize value, financial and social in regionally sourced products

Pricing negotiations between buyers and farmers/intermediaries are fair and transparent

Regional products are competitively priced

Regional logistics easily deliver product from farm to customer

Farmers collaborate to maximize consistency of regional supply and their market share/power

Increasing numbers of buyers commit to regional first

## Mid-size farms in the Northeast are primary suppliers of a sustainable regional food system.

Consumers demand regional, sustainably-grown first.

Consumer demand is in alignment with 'grower realities' – what it's going to take to get there

All consumers, including traditionally underserved populations, have access to regionally produced products

Visible and memorable market presence of high quality local product

Consumers are able to connect product to its source

Consumers are engaged in community efforts to support sustainable food systems

Consistent, public messages promote shared values across the good food movement

Eco farming is seen as viable, meaningful production – beyond og vs. cv

Consumers increasingly value growers and the land

Increasing numbers of consumers are concerned with the quality of their food