

AGRICULTURAL ECONOMIC IMPACT REPORT

A 2017 study by HDFFA, Central Oregon Intergovernmental Council and OSU examined the economic impact of small to mid-sized farmers and ranchers on the Central Oregon economy, and this sector's potential for growth.

SNAPSHOT OF CURRENT CENTRAL OREGON SMALL TO MID-SIZED FARMERS

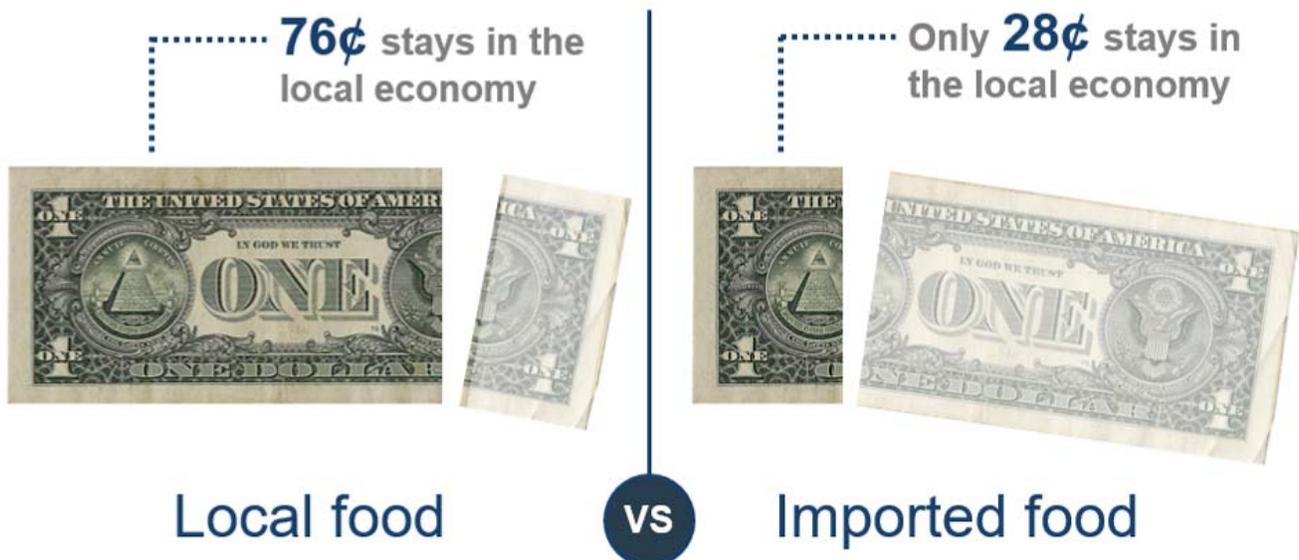


HDFFA interviewed 28 farmers and ranchers who grow and sell food products in Central Oregon through diverse market channels. The majority of the 28 producers were farming on 10 acres or less of irrigated land, and began their farm operation in the last 2-7 years. Farmers grew 44 varieties of vegetables and other crops and 8 different animals. The majority of sales were beef cattle and vegetables with their primary markets being farm direct to consumer and wholesale.

Our results show that the 28 producers created a total of 28 full and part-time jobs and generated \$1.5 million in sales, with \$248,000 in wages and salaries on their farm operations.

THE LOCAL FOOD SECTOR GENERATES A SIGNIFICANT AMOUNT ECONOMIC ACTIVITY

For every 5 on-farm/ranch jobs, we found that the economic activity generated by these farms and ranches created two additional off-farm jobs. For every dollar spent 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 (improve volume and efficiencies of food produced and raised) the current production levels on existing farmland.

- ◆ 63 farm and non-farm jobs
- ◆ \$1.33 million in wages
- ◆ \$5.4 million in sales
- ◆ Farmers increase productivity of existing acreage by increasing on-farm efficiencies and utilization of greenhouses



2

Establish a Food Hub to aggregate, store, process, market, broker and distribute locally grown and produced goods.

- ◆ 9 jobs
- ◆ \$329,000 in wages
- ◆ \$642,000 in direct sales
- ◆ One stop-shop for farmers, food businesses and buyers to exchange local foods
- ◆ Catalyze economic growth in the food economy
- ◆ Retain more dollars locally



3

Shift purchases of vegetables and other crops 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 of jobs would be on-farm with 52% of wages going to farmers

