

Local Farmers Living in the Shadow of Monopolies

Mariamawit Tadesse

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Overview

- Why am I here?
- Industrial agriculture
- Farmer's share
- Rural North Carolina
- Number of farmers
- The Produce Box

CEDAW

- Article 14 states that rural women play an important role in the survival of their families.
 - States Parties shall take into account the particular problems faced by rural women and the significant roles which rural women play in the economic survival of their families, including their work in the non-monetized sectors of the economy, and shall take all appropriate measures to ensure the application of the provisions of the present Convention to women in rural areas.

Agriculture Market Issues

- Industrial agriculture
 - Where does it come from?
 - Does it travel a long way?
- Health risks
 - Increased demand for fruits and vegetables
 - NC has more than 200 Farmers' Markets

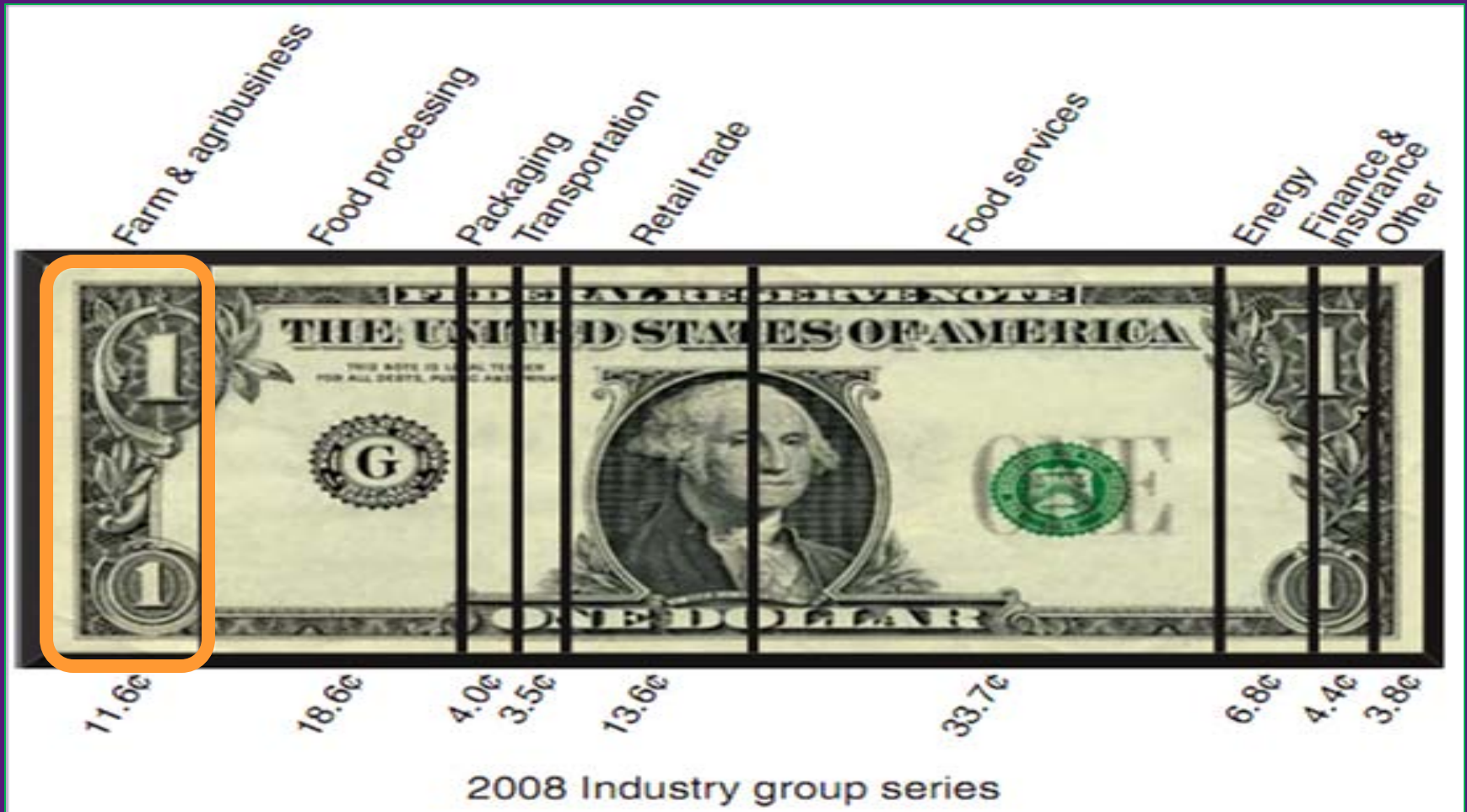
International

- Land grabbing
- 1.3 billion smallholder farmers and landless workers
- Accessing wider export markets
- Competing in domestic markets that carry cheaper imported foods

National

- 3.3 million farm operators, more than 1 million are women operators
 - 30.2% of farmers in the United States

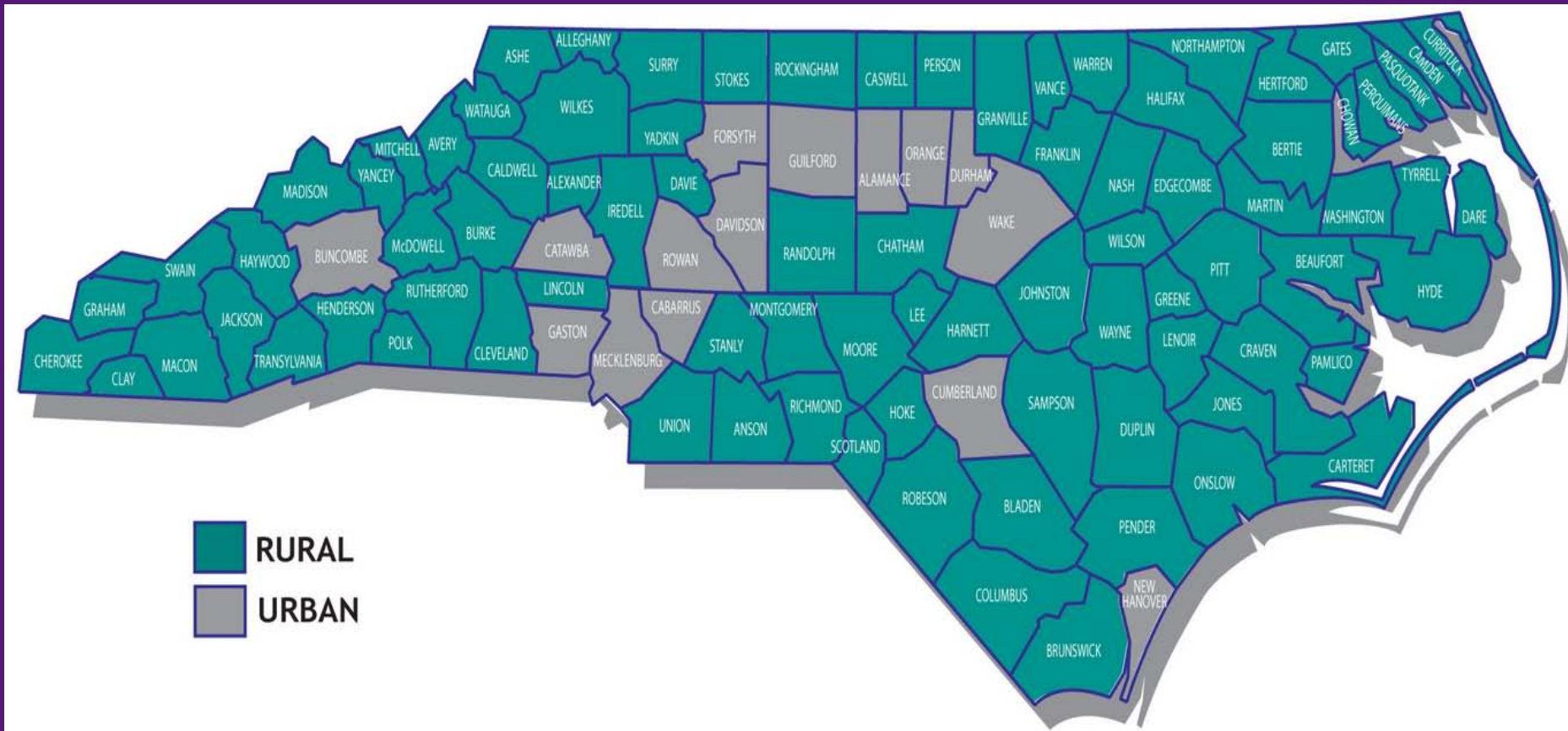
A Farmer's Share



North Carolina at a Glance

- Agriculture dependent economy
- \$73.4 billion, 18.6% of the \$400 billion GSP
- 52,913 farms (8.4 million acres)
- 27% women farm operators in NC
 - Principal women operated- 7,016 farms
 - North Carolina has 19,167 farms that are operated by women

Rural North Carolina

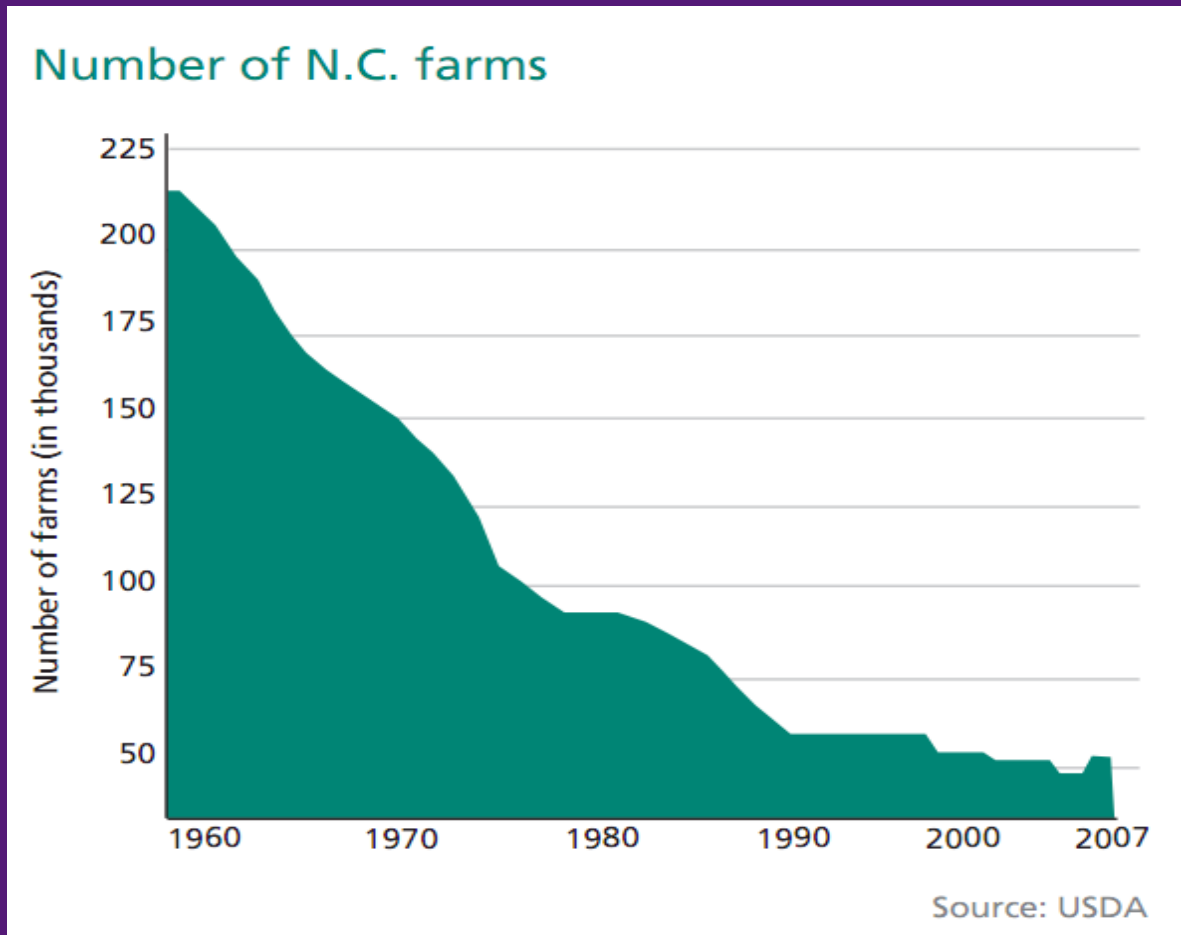


100 COUNTIES

Hardships faced

- 1996 Hurricane Fran
- 1999 Hurricane Floyd
- 2001-2002 recession
- 2007-2009 droughts

North Carolina Farms



Source: USDA

Fresh Produce to Schools

- Child obesity
- NC Farm to School Program
 - Started in 1997
 - Connection between students and farmers

NC Farm to School

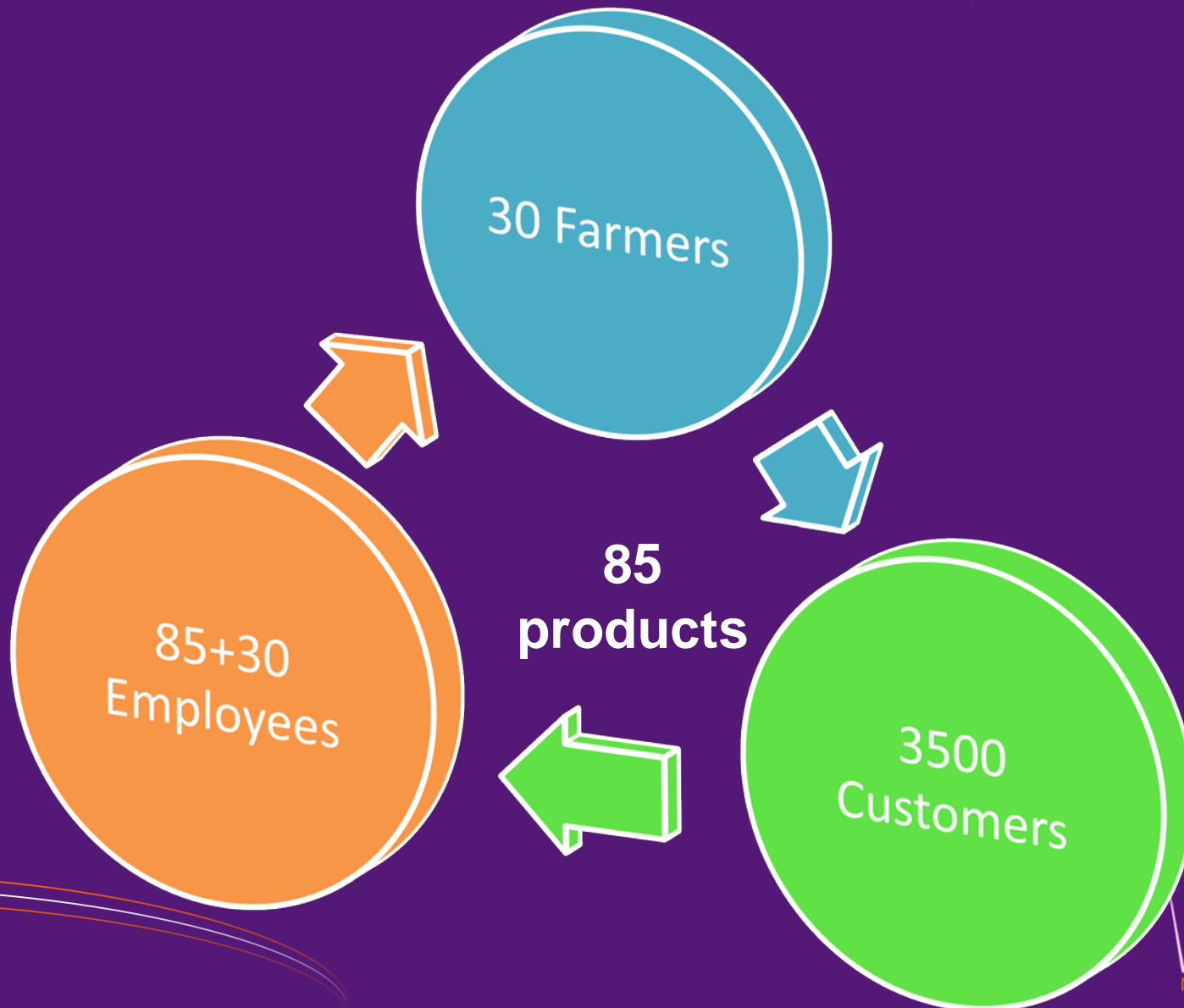


The Produce Box

- Founder - Courtney Tellefsen, 2008
- Delivers locally grown fresh produce
- Started with 25 of her neighbors as customers
- Internet based business
- North Carolina
 - Atlanta and Richmond



The Produce Box Model



Benefits to Farmers

- No marketing fees
- Transportation cost reduced
- More time spent taking care of crops
- Customers are very understanding
- Pick to order reduces waste
- Cooperation between farmers

Benefit to Members

- \$18 enrollment fee + \$23 weekly
- 5 different boxes (1 organic)
- Add-ons available: honey, jams, etc.
- Option to skip or cancel payment
- Delivered to your door
- Box recycled and used



Small Farmers

- Niche market
- Differentiation
- Loyal customers
- Taking the Produce Box Model globally
- Women are the backbone of the agriculture in developing countries