

LOCAL FOODS: ESTIMATING OHIO CONSUMPTION

OHIO FOOD POLICY COUNCIL — FOOD ASSESSMENT TASK FORCE

February 2009, Brief #2009 - 2, Michael Webb and Jill K. Clark

The Problem. As a push is made for increased production geared toward local consumption, important questions arise about *how much* individuals are consuming of certain products. In other words, if Ohio could produce all of its own food, just how much demand do Ohio consumers have in the first place. As such, the Leopold Center for Sustainable Agriculture developed the U.S. Food Market Estimator, which uses per capita consumption data from the USDA's Economic Research Service. Users of the Food Estimator see that it is a powerful tool that can convey a daunting amount of information. This brief presents just a couple results of the Food Estimator - per capita and total yearly consumption data for Ohio consumers for a variety of commodities.

Methodology. We use the Leopold Center's U.S. Food Market Estimator to calculate total yearly consumption in Ohio for selected commodities. The Estimator uses per capita consumption data from the USDA and then multiplies it by the Census' 2007 population estimates. Results are available for all states and counties, but the tool uses uniform per capita consumption data across all geographies. The tool includes over 200 different food products, from broad categories (such as dairy) to specific commodities (like Muenster cheese). Users can choose for results to be reported in various units (pounds, servings, tons), market targets (production needed, amount received by retailers, amount consumed), and timeframe. The Food Estimator also allows users to choose the amount of consumption that will be met by local producers.

Results. Results for certain major commodity groups are listed in the table below. Unfortunately, this tool cannot compare consumption with production, as data provided by the USDA Agriculture Census is not provided in pounds (or any other unit the Food Market Estimator provides). Nevertheless, the results show the vast amounts of food consumed by Ohio consumers and highlight the many opportunities available to those local producers looking to meet the Ohio market. The large results in the yearly consumption column suggest that many opportunities exist for producers, even if they only hope to meet a sliver of demand.

Product	Yearly Per Capita Consumption in Ohio (pounds)	Total Yearly Consumption in Ohio (pounds)
Dairy	266.63	3,057,380,474
Fats and Sugars	242.99	2,786,320,049
Red Meat	158.53	1,817,876,477
Poultry	118.78	1,362,007,113
Fish	16.51	189,277,323
Vegetables	405.59	4,650,904,948
Fruits	268.89	3,083,302,249
Grains	192.84	2,211,325,602

Leopold Center for Sustainable Agriculture. 2008. U.S. Food Market Estimator. <http://www.ctre.iastate.edu/marketsize/>



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