

FARM TO FOOD TRUCK

content packet



FARMING



key terms

- Agriculture
- Farm/Farmer
- Ranch/Rancher
- Food
- Production
- Consumers
- Commodities
- Horticulture
- Livestock



background information

The families involved in production agriculture make up 2% of the U.S. population. These farms and ranches are all different sizes and produce products with different practices. Farms and ranches across the country provide safe low-cost products for American consumers. "One U.S. farm feeds 168 people annually in the U.S. and abroad." The future of farming is a growing concern in America as the average age of farmers increases, the number of individuals entering the farming occupation decreases, and the global population dramatically increases causing a higher demand for food produced.



additional information

- Successful Farming: <http://www.agriculture.com/>
- United States Department of Agriculture's "New Farmers": <https://newfarmers.usda.gov/>
- Farmers Feed US' "Fun Farm Facts": <http://www.farmersfeedus.org/fun-farm-facts/>
- Ag Chat Foundation: <http://agchat.org/>
- Ask the Farmers: <http://www.askthefarmers.com/>
- Science Magazine's "Global Food Security: Challenges and Policies": https://vtechworks.lib.vt.edu/bitstream/handle/10919/65918/1062_Rosegrant_Global_Food_Security.pdf?sequence=1



BUDGETING, MARKETING, AND ADVERTISING FOOD PRODUCTS



key terms

- Population Demographics
- Consumption Patterns
- Food Outlets
- Value Chain
- Competition (i.e., in food markets)
- Supply and Demand
- Brand Awareness
- Product Preference
- Advertising
- Budget
- Entrepreneur



background information

According to Los Angeles-based industry-research firm IBISWorld, the street-food business — including mobile food trucks and nonmechanized carts — is a \$1 billion industry that has seen an 8.4 percent growth rate from 2007 to 2012. This is partly because Americans have a growing fascination with new food trends and knowing where their food comes from. Americans also lead busy lives and are on the go often. This means food choices need to be more easily available to them in the form of carts and kiosks. The success of a mobile food business is often determined by the appeal of the food and the marketing and business side of the equation. Careful choices in the planning process and a solid foundation for a new business can help make it successful and long-lasting.



additional information

- Mobile Cuisine's "Learn How to Start a Food Truck Business": <https://mobile-cuisine.com/startups/>
- Food Truck Empire's "The Complete Breakdown of Food Truck Operation Costs": <http://foodtruckempire.com/how-to/costs/>
- Inc.'s "How to Bring a Food Product to Market": <https://www.inc.com/guides/2010/10/how-to-bring-a-food-product-to-market.html>
- Penn State Extension's "Marketing Your Food Product": <http://extension.psu.edu/food/entrepreneurs/starting-a-business/marketing-your-food-product>
- Investopedia's "Budgeting Basics – Setting Up a Budget": <http://www.investopedia.com/university/budgeting/basics2.asp>



SOURCING FOOD



key terms

- Distribution Model
- Food Systems
- Food Market Structure
- Locavore Movement
- Crop Diversity
- Farmer's Market
- Direct Marketing



background information

There is a growing curiosity for where the food we eat comes from. Most of the foods that we eat travels great distances to make it to our plates. In the U.S. and in countries around the globe, food is both grown in country and imported from other countries in order to meet consumer demand of fresh products year-round. Knowing where our food comes from and its' route from farm to plate can help us make more informed choices about the products we consume. All food raised and grown in the U.S. goes through rigorous safety testing before it reaches the consumer. Locally sourced products may take less time to get to the consumer, however, there is a trade off in seasonality!



additional information

- National Geographic's "Teaching the Geography of Food": <https://blog.education.nationalgeographic.com/2015/02/25/teaching-the-geography-of-food/>
- NPR's "A Map of Where Your Food Originated May Surprise You": <http://www.npr.org/sections/thesalt/2016/06/13/481586649/a-map-of-where-your-food-originated-may-surprise-you>
- Virginia Cooperative Extension's "Community Food Security and Food Systems": <http://ext.vt.edu/food-health/food-security-systems.html>
- Amanda Ruth-McSwain's "Eating Green: Coverage of The Locavore Movement": <https://www.joe.org/joe/2012october/a7.php>



CAREER EXPLORATIONS



key terms

- Agribusiness
- Graphic Design
- Agriculture Lobbyist
- Communications, Marketing
- Farmer or Rancher
- Livestock Auctioneer
- Biotechnology (e.g., plant geneticist)
- Nutrient Management Specialist
- Truck Driver
- Logistics Manager
- Packaging Engineer
- Agronomist



background information

Careers in agriculture are incredibly diverse. There are jobs available for any skill set. If you have a knack for growing plants, you can become a horticulturist or botanist. If you are drawn to sales, you can become involved in livestock brokering. People interested in technology can help develop new research for the well-being of animals and crops, farming equipment that decreases impact on the land and environment, or even new ways of distributing agricultural products. Hard-working and creative people are needed in all aspects of agriculture careers. From the farmer to the consumer, the path in which food travels relies heavily on knowledgeable people who work to develop new ideas and maintain the integrity of farming as our food needs change. The world's population is projected to hit 9.1 billion people by the year 2050. With this dramatic increase in mouths to feed, food production needs to increase by 70%. This means that jobs in agriculture and food production will continue to be important and available.



additional information

- AFBF Foundation for Agriculture's "When I Grow Up": https://www.agfoundation.org/files/Career_Kit_Guide_Web.pdf
- Ag Careers' "8 Reasons Why Ag Careers Are Needed More Than Ever": <http://www.agcareers.com/newsletters/8-Reasons-Why-Ag-Careers-are-Needed-More-than-Ever.htm>
- FFA and Discovery Education's "Ag Explorer": <https://www.agexplorer.com/>

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REFERENCES

¹American Farm Bureau Federation. (2017). *Fast facts about agriculture*. Retrieved from <http://www.fb.org/newsroom/fast-facts>

²Entrepreneur Magazine. (2011). *Food trucks 101: How to start a mobile food business*. Retrieved from <https://www.entrepreneur.com/article/220060>

³Population Institute. (n.d.). *FAO says food production must rise by 70%*. Retrieved June 14, 2017 from <https://www.populationinstitute.org/resources/populationonline/issue/1/8/>