Food Producers and Food Production
City of Rosemount, Minnesota:
Analysis and Recommendations

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Dakota County Extension Service
Introduction and Purpose

This report is the result of a collaboration, which occurred in the fall of 2014 between the City of Rosemount and students in the Sustainability Minor Program at the University of Minnesota. Seeking information related to food production in Rosemount, the city engaged the University of Minnesota to assist in the effort. Students were asked to identify local food producers, the types of food produced and current marketing methods, and to identify obstacles faced by the producers. Additionally, students were asked how Rosemount might extend the growing season.

The purpose of this report is to document information learned during research and during interviews with agricultural producers and affiliated associations, in order to provide ideas and recommendations to assist Rosemount in its objectives.

Planning Process

Students met with Eric Zweber and Tom Schuster on various occasions throughout the semester, to gain a more in-depth understanding of the city’s objectives. Rosemount’s Comprehensive Plan was reviewed, which indicated that Rosemount desires to balance the needs of its agricultural and rural framework with its urban expansion plans. The 2014 Rosemount community survey was also reviewed. It indicated that open spaces and Rosemount’s rural identity are some of the things that its citizens appreciate most. People are pleased with the direction Rosemount is headed, with ninety percent of citizens indicating that the mayor and council are doing a good or excellent job.

To gain perspective on what is working well for local food producers and what needs improvement, we sought interviews with numerous resources including individual farmers, community gardeners and farming-related associations. To locate farmers, we attended the Rosemount and other farmers’ markets, searched social media, the Internet and made contacts with references identified by the city of Rosemount. Identifying individual farmers proved to be very difficult. Those that we did interview were generally not willing to provide us with a list of other contacts. As a proxy for contacting more individual farmers, we met with various farming associations to obtain information. In spite of numerous attempts, we were unsuccessful reaching representatives from the St. Paul farmer’s market and Bohn’s farm.

Finally, using the information sought by Rosemount and from our interviews, research was conducted to identify similar community models that may provide Rosemount with recommendations.

Overview of Farming in Dakota County

It was not possible to obtain information pertaining exclusively to farming in Rosemount. The following Dakota County statistics were obtained from the 2012 US Agricultural Census. In the last five years, Dakota County has seen a significant decrease in farmed acres, number of farms and full-time farmers. The number of part-time and tenant farmers has remained relatively stable. A small minority of farmers offer value-added products and Community Supported Agriculture (CSA) shares.\(^3\)

<table>
<thead>
<tr>
<th>Total farms</th>
<th>892</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres farmed</td>
<td>220,000</td>
</tr>
<tr>
<td>Median size farm</td>
<td>70 acres</td>
</tr>
<tr>
<td>Products</td>
<td>Beef, dairy, hogs, pig, sheep, lambs, chickens, eggs, corn, wheat</td>
</tr>
<tr>
<td>Vegetable production</td>
<td>154 farms, 16,000 acres; mostly for processing</td>
</tr>
<tr>
<td>Farms selling direct to Retail Markets</td>
<td>17</td>
</tr>
<tr>
<td>Farms producing value-added products</td>
<td>28</td>
</tr>
<tr>
<td>Farms offering CSA shares</td>
<td>9</td>
</tr>
</tbody>
</table>

Dakota County Farming Changes

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Farms</th>
<th>Farmed Acres</th>
<th>Full-time Farmers</th>
<th>Part-time Farmers</th>
<th>Tenant farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>1065 farmers</td>
<td>246,000 acres</td>
<td>606 farmers</td>
<td>298 farmers</td>
<td>161 farmers</td>
</tr>
<tr>
<td></td>
<td>62,000 acres</td>
<td></td>
<td>62,000 acres</td>
<td>157,000 acres</td>
<td>28,000 acres</td>
</tr>
<tr>
<td>2009</td>
<td>892 farmers</td>
<td>220,000 acres</td>
<td>425 farmers</td>
<td>306 farmers</td>
<td>151 farmers</td>
</tr>
<tr>
<td></td>
<td>50,000 acres</td>
<td></td>
<td>50,000 acres</td>
<td>146,000 acres</td>
<td>23,000 acres</td>
</tr>
</tbody>
</table>

Rosemount Agriculture

The city of Rosemount provided the following information, which indicates plans for a continued decrease in farmed acres.

<table>
<thead>
<tr>
<th>Year</th>
<th>Acres</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>9270 acres</td>
<td>41%</td>
</tr>
<tr>
<td>Planned 2020</td>
<td>8540 acres</td>
<td>38%</td>
</tr>
<tr>
<td>Planned 2030</td>
<td>6990 acres</td>
<td>31%</td>
</tr>
<tr>
<td>With UMore</td>
<td>4430 acres</td>
<td>20%</td>
</tr>
</tbody>
</table>

Interviews

Locating individual farmers to interview proved most difficult. There is not a directory of farmers available to the public and those interviewed had concerns related to privacy. We contacted individuals recommended by the City of Rosemount. Additionally, we visited numerous farmer’s markets including, Rosemount, Shoreview, St. Paul and Minneapolis before finding a Rosemount farmer willing to meet with us. While we did make contact with various associations, they were not willing to provide a contact list to us. The information that follows summarizes results from our interviews.

Hmong Farmers

Interviews were conducted with an individual Hmong farmer and two associations that work with Hmong farmers, Hmong American Farmers Association (HAFA) and Farmers Legal Action Group (FLAG). In each case, the interviewees indicated they liked farming in Rosemount and desired to stay. They believe the soil is excellent and as a result, the food is healthier and tastes better. The Hmong farmers like Rosemount because it is close to their homes in the Twin Cities. The overall message conveyed was that they were interested in methods to improve the long-term feasibility of farming as a way for the farmers to lead sustainable lives. HAFA and FLAG want to help farmers learn to generate wealth, rather than short-term income. HAFA indicated that they would welcome additional communication with the City of Rosemount.

Hmong farmers need long-term access to land close to their homes in the Twin Cities, but this has not been possible in Rosemount. Farmers have only been able to obtain short-term leases, which do not make it economically feasible to invest in season-extending operations such as high tunnels. The land available to farmers has been decreasing due to development and they worry that farmers at UMore Park will be forced to leave because of the expansion of gravel-mining operations. The Hmong farmers expressed concern that the soil will not be acceptable for farming after mining ceases. In comparison, HAFA obtained 155 acres in nearby Vermillion Township from a benefactor. They sublet parcels to farmers using 10-year leases for 5 or more acres of land. HAFA educates, trains and monitors the farmers and after a farmer has successfully farmed the land for eight years, he can buy the plot.

HAFA told us that the average Hmong farmer is 60 years old. Their children are more educated and find farming too labor-intensive. To encourage young people to continue farming, farmers need alternative markets for their food. HAFA stressed that the new generation of farmers expect to develop more value-added options for their produce, such as jams, preserves, frozen and canned foods. This will help them generate more revenue, especially in the winter months, reach additional markets and reduce waste. To accomplish this, they need a commercial kitchen. HAFA does not believe that adding more farmers markets or extending hours at others is a viable option, because every hour spent at a market
decreases the time spent in their fields. HAFA told us that farmers need help with marketing and desire to sell their produce and goods to more grocery stores and local restaurants. HAFA farmers started a CSA this year, selling 260 shares throughout the Twin Cities. To make this process efficient, their primary drop-off places were large corporations with numerous employees such as hospitals, but they also provided CSA shares to St. Paul Public Housing.

**Local Farmer**

A long-time, local farmer indicated that there is a broad divide between his farm and the rest of the local food producers in Rosemount, as well as skepticism of any potential relationship with outside parties. There is an apparent lack of meaningful communication between all parties in the local food production network from his perspective. Stronger bonds of trust with the city, other producers, and residents as well as a working dialogue between each need to be established before attempting to forge a well-functioning food network.

The farmer is wary of engaging the city beyond what is legally necessary. While he holds the City of Rosemount and Dakota County in tepid esteem, he trusts his direct relationships with his customers and values their opinions. He is adamantly opposed to selling his products to any form of wholesaler. He fears that the large purchasing power of any food wholesaler would create a power imbalance in such a relationship, resulting in varying degrees of lost control over how he manages his farm and business.

Enormous capital expenditures for land and machinery, as well as large fluctuations in the prices of basic commodities and inputs like fertilizer and pesticide each year, create pressure on large farms to expand by buying up smaller farms in order to protect their increasingly thin profit margins; thus straining relationships between large and small farmers. His recommendations to smaller farmers starting out are to develop specialty crops such as fruits, nuts, and gourds and to develop value-added products with them, rather than attempting to compete with larger conventional corn and soybean producers since profit margins with those crops are usually so thin that only large-scale farmers are able to make a decent living by producing them.

**Community Gardeners**

Interviews were conducted with six community gardeners. Many expressed that they enjoyed gardening in Rosemount because the city supplies them with water, black dirt, and tilling. Overall, they enjoy having a place to produce their own vegetables so they can share them with their families and neighbors. They told us that community gardens are extremely popular with residents and plots are in high demand.
These gardeners suggested and would support having a community plot in which all produce that is grown is donated back into the community. Gardeners also favor a donation program where their own excess produce could be donated to a food shelf, food hub, etc.

Many community garden plots are not accessible to senior residents or residents with disabilities. Raised garden beds would make the gardens more inclusive and attractive to additional segments of the population. Additionally, they suggested that community education programs pertaining to gardening would be very beneficial. Suggested course topics could include natural, non-chemical methods for controlling pests, companion planting, composting, and natural soil enrichment.

**Urban Farmer**

We interviewed an urban farmer who focuses on using permaculture principles for his farm. His objective is to set goals to develop the farm into a food-forest and create low maintenance systems that sustain the land for future generations. He believes the city should work with individuals and help them obtain affordable permits. He also indicated that the city and community should work together with farmers to support the sustainability goals of the city. Currently, farmers use city water. Establishing a water harvesting system could reduce expense and save water. This farmer also indicated that there is a need to improve networking within the community and suggested creation of a city-wide website to identify producers and promote their products.

**Minnesota Institute for Sustainable Agriculture**

During our interview with Helene Murray, the executive director of the Minnesota Institute for Sustainable Agriculture (MISA), we inquired about obstacles farmers face in Rosemount. We asked what actions the city and other groups could take to facilitate a resilient local food community, and we asked them to identify other organizations farmers could get involved with in Rosemount and surrounding communities.

Murray told us that Rosemount has a long history of farming, and it is important to find a balance in development and the preservation of agriculture in order to nurture a local food system. She indicated there are many organizations in the immediate area that could unite and help farmers such as the Sustainable Farming Association. She reiterated that the Hmong American Farmers Association (HAFA) would be a great organization, with whom the city could partner.

Connecting producers with consumers is essential for the food system to thrive and Murray suggested that Rosemount look to Northfield for suggestions on how to implement a local food system and its components. They have a very robust system that Rosemount could easily emulate such as a food hub or co-op for growers and consumers. It is not necessary to reinvent the wheel for Rosemount to have success with a local food system. There are many publications, including some from MISA, that provide
help for growers and communities interested in the expansion of their food system. But ultimately, in order for it to be successful, farmers and citizens need to be engaged and show support for a local food system.

**Recommendations**

**Increase Community Engagement**

Over the last several decades, people have lost touch with where and how their food is produced. Food is shipped across the world as giant corporate producers have displaced the production of small farmers. Research has shown that cultural activities play a vital role in supporting sustainable and local farming practices. It has also shown that when people meet and connect with their local farmers, they are more apt to support local producers. There is a renaissance currently underway in many communities, which supports locally grown and small-scale production. We recommend that Rosemount consider creating additional community awareness about local food production in order to help its farmers, support the city’s sustainability objectives and build community pride. With Rosemount’s semi-rural setting, close proximity to large population centers and long history of farming, they have an opportunity to “put the culture back into agriculture.”

We propose Rosemount create a task-force or plan to promote locally-produced food products. Initially the city should develop a community vision with shared input from local farmers, community gardeners, farm-associations, citizens, restaurateurs, businesses and grocers. The vision should be published on the city’s website. The site should be interactive and allow the food producers to identify their locations, hours, what is in-season and their value-added products. Visual marketing aids can be developed, such as a map displaying symbols where the products are produced. A farmer or farm “bio” would personalize and reinforce the local aspect of the products.

Rosemount could promote its local farming through a variety of cultural activities. Many cities around the country hold festivals and community events to help support their farmers and artisans. Some examples include *Fermentation Fest* in Reedsburg, Wisconsin, where they hold a two-week celebration of locally grown food. The festival is focused around fermentation as a food preservation technique, but includes a fifty-mile, self-guided farm tour where various artists display their farm-related creations.

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Minnesota’s Sustainable Farming Association holds an annual *Festival of Farms*, which includes farm tours, meals and demonstrations of various farm techniques. Boyne City, Michigan partners with their Chamber of Commerce to hold an annual *Harvest Festival*, which includes farm products, crafts and live music. A group located in Minnesota called *Dinner on the Farm* pairs up local chefs with local farmers to host formal and casual dinner events in the farmer’s field.

**Establish an Online Food Producer Database**

Through our interviews we noted that local farm visibility within the Rosemount community is limited. Consumers are not always aware that locally produced food is available to them. All over the country, communities like Rosemount, with a high volume of locally grown food, have established online databases for local food producers to connect with consumers. The concept behind an online database is that farmers create a profile, identify where the products are located, what is in season and which types of products they have available. This type of database and marketing strategy facilitates a direct farmer-to-consumer relationship, which provides a benefit to all local food producers. A database such as this could serve as an extension of a food hub.

There are many different ways Rosemount could develop a database and once developed, it should be marketed on the city’s website and at city-wide events. The first option is to encourage farmers to join a preexisting online database, as there are some already established in the area. Local Harvest’s database operates all over the country, however consumers are able to search by region, product, or farmer. Many food producers use this website as a way for consumers to sign up for CSA shares, but others use it to notify consumers which products are available and where they can buy them locally. Because Local Harvest is a nation-wide database, it is possible for consumers to look outside the local region or state, and this could potentially distract Rosemount customers from buying locally, especially in the off-season when Rosemount producers no longer have fresh produce.

The second option Rosemount could explore is to create their own online database. Again, this would involve marketing to both farmers and consumers in the community in order to gain interest and support. This particular database could be connected to the City of Rosemount’s website. Both farmers and consumers could create a profile and become a member, or consumers could simply browse the database of farmers to see where they can access locally produced food. The benefit of creating a Rosemount-specific database is that Rosemount producers would not have to compete with farmers from around the country, only other local farmers. One aspect of an online food database that would be especially helpful for consumers is an interactive map such as the one used by Local Harvest. The

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9 Boyne County Chamber of Commerce. [http://www.boynechamber.com/Annual-Events/harvest-festival.html](http://www.boynechamber.com/Annual-Events/harvest-festival.html).
map identifies the locations of farms and markets, providing a visual to the consumer as to the proximity of various products.

**Establish a Food Hub**

Based upon our interviews and research the best approach to establishing an effective city-wide food network is to establish a Food Hub. A food hub functions as a distribution point and marketplace for locally-produced foods, as well as a nexus for connecting producers with potential customers to facilitate engagement, awareness, and communication between them. Food hubs also serve peripheral needs such as educating and marketing to consumers by helping them learn about what kinds of locally-sourced foods are available in the area as well as how to cook meals and create value-added products with them. Food hubs are preferable to temporary outdoor farmers’ markets because they allow producers to get optimal use of the time spent away from their farms all year round. Food hubs permit producers to sell produce and value-added products without strict time parameters and are less affected by inclement weather conditions than with outdoor markets. Food hubs can take many forms; but not all are equally effective, depending on the types and scales of resources available and parties involved. Therefore, we have established a recommendation for a food hub that is suited to the community resources and producer types available within the city of Rosemount.

A food hub functions as a central location from which to connect food producers of all kinds to consumers ranging from individuals and families to large-scale food wholesalers (see appendices A & B). The food hub would host essential features like refrigerated and dry-goods storage facilities, a commercial kitchen, produce washing bays, food processing and preparation space, shared tools and equipment, classrooms, a large banquet hall, daycare and children’s play spaces, administrative offices, and loading/unloading docks for truck deliveries. A generic floor plan is provided in appendix C. The precise floor plan does not need to be replicated; but attention should be paid to the spatial relationships and floor-area percentages of the plan in order for the food hub to be of optimal design. Design input from the community as well as local food producers and wholesalers is vital in order for the design of any food hub to be effective.

There is a strong need for better communication between producers and their potential customers; so the food hub should be located in a space that facilitates communication, social interactions and networking. The food hub should also cater to the specific needs of its community. For instance there is a large Hmong-community presence in Rosemount’s network; so it is important to provide signage, marketing materials, and educational resources that are multilingual in order to best serve the needs of everyone within the network. Appendices D, E, & F (linked) are existing step-by-step food hub and food network planning guides from various food networks around the country that provide all the essential building blocks for a thriving local food network that the city of Rosemount will need.
The city of Rosemount would be the best candidate for getting a food hub up and running since the relatively large initial capital inputs and resources required would be most easily attained using public funds and by using existing public facilities. The Rosemount Community Center would be an ideal location to start a food hub because it already has all the essential elements; although the scale of facilities may not be ideal for long-term use as a food hub, depending on how the local food economy evolves as more stakeholders get added over time. To encourage initial engagement and the participation of otherwise skeptical or apprehensive producers and wholesalers, the city of Rosemount would be wise to mandate that each of its departments enforce a ‘buy-local-first’ policy as it relates to purchasing any food products for their various functions, making the city one of the first large-scale customers to its local food producers. Such a mandate would send a strong signal to local food producers that the city is a proactive community stakeholder and vested partner in their endeavors, and that Rosemount is a viable market for locally-produced food products which is open for business. In the future, once the food hub has successfully nurtured a thriving local food network for at least a few years, and lessons have been learned about what can be done differently or better, a permanently-designated food hub facility should be constructed within the city for long-term use, perhaps even funded and managed with private resources, or perhaps as some public-private hybrid partnership, depending on the needs of stakeholders and availability of resources at that time.

**Build a Commercial Kitchen**

With the limited growing season in Rosemount, it is important to find ways to help farmers earn a steady income year-round. In many cases value-added products such as cheeses, wines, jams, jellies, frozen and canned goods can provide income to farmers throughout the year because they last beyond the growing season. The market for value-added products provides benefit beyond an extended growing season. Farmers may earn a more steady income through year-round sales, and in many cases these products have a premium selling price over produce or other raw goods. This market may also create a new customer base, as many consumers find it easier to purchase and consume products that have already been processed in some way. Value-added products help to enrich the farmer’s experience with their business and their buyers.

To produce a jam, jelly or other value-added products for sale, a farmer cannot do it in their own personal kitchen. In order to produce a large quantity of value-added products, all processing must be done within a commercial kitchen. Commercial kitchens must be licensed and inspected by regulatory agencies to ensure food safety. There are steep expenses related to renting or licensing a commercial kitchen, which make it prohibitive for a small producer. A community or publicly-owned commercial kitchen would make it possible for small producers to offer value-added products and for consumers in the community purchase locally grown and produced products throughout the year.
There are many commercial kitchen setup guides both online and in print, including one from MISA, which has their own commercial kitchen guide.\textsuperscript{12} The kitchen can be established within a food hub or as a separate entity, but should be centrally located. Most importantly, the kitchen must be accessible to farmers and producers in the city so they can produce their goods on a local and small scale. Education courses are essential for success and must be offered to users so they understand the process and take necessary precautions required to produce food products safely. After completion of the commercial kitchen course, a simple sign-up sheet for time slots to use the kitchen can make it easy for farmers to access the kitchen when they find it most convenient.

An example of a successful commercial kitchen organization is the Whole Farm Cooperative, which is a group of farmers that work together as a business organization for value-added processing and marketing to consumers in Long Prairie, Minnesota.\textsuperscript{13} Working together helps all of the farmers involved, because they are able to capture a greater share of the value of their product and keep the dollars in the local economy.

Zoning an “Agrihood”

Popping up around the nation are neighborhoods that are focused around working farms, as opposed to parks, golf courses, or other similar features, and for this distinction are called agrihoods. Agrihoods are a response within the built environment to the growing consciousness and demand by people for a farm-to-table relationship with their food;\textsuperscript{14} and at least a dozen have been developed across the USA.\textsuperscript{15} Agrihoods provide a unique break from conventional suburban sprawl and can take on many different forms to incorporate people of different income levels and of multiple cultures, all brought together by universal interests surrounding food and nutrition, while integrating multiple functions, beyond just housing, such as park land, natural habitat preservation, and a living buffer between suburban and rural zones. When planned effectively, agrihoods have the added benefits of providing recreational, green, and open spaces as well as economic activity, aesthetic beauty, and improved health and nutrition for surrounding residents.\textsuperscript{16}

Some agrihoods include a central structure, such as a converted barn, which is used for community events, farmers’ markets, CSA share distribution and educational courses related to food production and preservation techniques. In some communities, these structures also serve as a food hub and contain a commercial kitchen. We believe that Rosemount may be a prime location for an agrihood. The city of Rosemount already views community agriculture positively and is seeking to make local food production a larger part of its landscape and its economy (political will exists). Rosemount is


unique among its other suburban neighbors in that it has a significant portion of its land that is still not fully developed, and most of that portion is already zoned for agricultural use; so zoning for agrihoods would not be difficult nor significantly disruptive or contradictory to the city’s existing comprehensive plan. Rosemount could set a positive example by permitting a similar type of resilient and sustainable community model as others already have across the nation, and set a precedent for other suburban and exurban communities around the Twin Cities metropolitan area to do the same, by integrating an agrihood zoning type into its existing zoning plan and city codes.

Community Models and Potential Partnerships

In addition to the communities noted previously, we recommend that Rosemount consider additional community models such as Thurston County, Washington. Their community established policies for defining a local food system, and the relationship between community, health, environment and ecosystems, and sustainable farming.17 Thurston County’s website contains numerous public interest videos on topics including farm to table, sustainability, food waste, agritourism and community gardens.18 For small scale and urban farmers, Rosemount may also consider the Beacon Food Forest community in Seattle, Washington.19 They focus on teaching land management systems that mimic a woodland ecosystem. Their website contains information about permaculture and their experiences in various projects. Rosemount might also consider using the Food Forest techniques as a resource for those that are interested in starting a small scale farm.

Representatives from HAFA, would welcome communication with the City of Rosemount. They have access to farmers and have basic educational infrastructure developed. The Sustainable Farming Association has a nearby chapter that would be beneficial for both farmers and the City of Rosemount to contact regarding the facilitation of a local food system and methods to help local farmers.20

Conclusion

With its agricultural history, rich farm land and semi-rural setting, Rosemount has a tremendous opportunity to be a leader in the locally produced food market. The city and its leaders can help develop community awareness about the environmental, economic and health benefits of locally grown food, through festivals, websites and community meetings and education. Even though Rosemount intends to continue the development of its agricultural land, opportunities to retain its strong culture and identity as a farming community exist with concepts such as agrihoods, a food hub and a commercial kitchen.
Appendices:

Appendix A: Generic food hub concept

Diagram: centralcoastgrown.org
Appendix B: Generic food hub concept

Diagram: flickr.com
Appendix C: Generic food hub layout

Floor plan: foodhubs.org.au

Appendix D: Healthy Food Access Portal, Food Hubs
Appendix E: Regional Food Hubs: Linking Producers to New Markets
Appendix F: A Community-Based Food System: Building Health, Wealth, Connection, and Capacity as the Foundation of Our Economic Future
Works Cited


