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**THE NATIONAL COALITION FOR  
FOOD & AGRICULTURAL RESEARCH**

**Program:**

***ARE LOCAL FOOD CONSUMERS  
CIVIC MINDED OR SEEKING ASSURANCES?***

*“Defining Policy Implications  
and the Research Agenda”*

June 25, 2009

## **SEMINAR SERIES DESCRIPTION**

National C-FAR's Seminar Series regularly presents leading-edge researchers to address pressing issues confronting the public and Congress. National C-FAR and the Seminar Series serve as a resource to policymakers and all congressional staff.

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<http://www.ncfar.org>

R. Thomas Van Arsdall, Executive Director

Phone: (703) 509-4746

E-mail: [tom@vanarsdall.com](mailto:tom@vanarsdall.com)

# PROGRAM

## *Welcome and Introduction*

DR. TAMARA WAGESTER-SUBRICK  
*National C-FAR Member Representative*

## *Distinguished Speaker*

DR. DAWN THILMANY MCFADDEN  
*Colorado State University*

## *Open Forum*

## *Closing*

DR. TAMARA WAGESTER-SUBRICK

NATIONAL C-FAR IS a nonprofit, nonpartisan, consensus-based and customer-led coalition that brings food, agriculture, nutrition, conservation and natural resource stakeholders together with the food and agriculture research and extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension and education. For additional information, go to [www.ncfar.org](http://www.ncfar.org); or contact Tom Van Arsdall, Executive Director at [tom@vanarsdall.com](mailto:tom@vanarsdall.com).

## **ABSTRACT**

There are a myriad of reasons being cited for the significant growth in locavores, including the desire to reconnect with their food system, better quality produce or support for the local economy. It is likely that all these food issues matter for some share of the consumers, and that a diverse set of consumers are now seeking local foods. In this presentation, we explore whether local and direct markets represent a market-based solution to provide consumers with assurances that their purchases have substantive impacts on issues that matter to them. To inform marketing and policy makers, we also examine the types of assurances consumer seek (farmland preservation, support for farms or local economies, more healthful food), value placed on these assurances and the overall buying behavior of this segment.

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## **SPEAKER BIOGRAPHY**

**Dawn Thilmany McFadden, Ph.D.**, graduated from Iowa State with a B.S. in Public Service and Administration in Agriculture, and from UC-Davis with a M.S. and Ph.D. in Agricultural Economics. She is a Professor of Agribusiness and Agribusiness Extension Economist with Colorado State University. She also serves on the Markets Advisory Board with the Colorado Department of Agriculture and frequently works with them on marketing research and outreach projects. She has served as the Interim Program leader for Organics with USDA-CSREES and was a Farm Foundation Fellow for Rural Community Vitality. Dawn's research and extension focuses on two distinct areas of inquiry: small agribusiness management and rural development. The projects she has provided research and technical assistance on are diverse and include: a farmer to chef distribution, Colorado Crop to Cuisine, Value Added and marketing programs for natural meat and bison, the economic impact of the wine industry and agritourism enterprises. In her Extension role, she serves on the Sustainable Community Development and Sustainable Agriculture Work teams and she recently took the lead on a local food systems team for CSU Extension.