The Growing Business of IPM in the Conservation Marketplace

Ray Kirsch
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Food Alliance

- Food Alliance Program
- IPM in a Conservation Context
- Conservation Marketplace
- IPM Business Model
Food Alliance

• National Non-Profit with Regional Affiliates
• Certification and Market Development
Food Alliance

- National Non-Profit with Regional Affiliates
- Certification and Market Development

225 Certified Producers
16 States / 3.3 Million Acres
$100 Million in Annual Sales
IPM in a Conservation Context

Food Alliance Certification = Holistic
- Environmentally Friendly
- Socially Responsible
- Regionally Produced
IPM in a Conservation Context

Food Alliance Certification = Holistic
• Environmentally Friendly
• Socially Responsible
• Regionally Produced

→ Built on Best Management Practices and Research
IPM in a Conservation Context

IPM is One Part of Natural Resources Conservation

- IPM
IPM in a Conservation Context

IPM is One Part of Natural Resources Conservation

- IPM
- Soil & Water Conservation
- Nutrient Management
- Wildlife Habitat / Biodiversity
IPM in a Conservation Context

Conservation Benefits “Have A Home”

- Watershed
- Region / State
IPM in a Conservation Context

Conservation Benefits “Have A Home”

- Watershed
- Region / State

Placing IPM in a Conservation Facilitates Market Success
Conservation Marketplace

- Market Support
- Public Sector Support
Conservation Marketplace

Market Support

• Retailers – New Seasons Market
• Distributors – SYSCO Minnesota Farmers’ Market
• Food Service – Bon Appetit, Sodexo

Colleges – Portland State, Univ. of Minnesota
Corporate cafeterias – Intel, 3M
Public Sector Support
• NRCS programs – CSP, EQIP, WHIP
• Watershed-focused organizations
• Risk management
• Valued-added programs
IPM Business Model
IPM Business Model

- Put IPM in a Conservation Context
IPM Business Model

- Put IPM in a Conservation Context
  Holistic Environmental Stewardship
  Available for All Foods
  Regionally-Based / Nationally Available
IPM Business Model

- Put IPM in a Conservation Context
- Support From Private Markets and Public Sector
IPM Business Model

- Put IPM in a Conservation Context
- Support From Private Markets and Public Sector

Available for All Foods – Cross Marketable
Regionally-Based / Nationally Available
IPM Business Model

- Put IPM in a Conservation Context
- Support From Private Markets and Public Sector

Reflect Best Management and Research Focused on Public Goal(s)
  - Water quality, Risk management
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www.foodalliance.org