



MINNESOTA

Farm and Food in Focus



Stepping Up to Meet CONSUMER EXPECTATIONS

AN UPDATE FOR CANDIDATES AND VOTERS REGARDING THE MAJOR IMPACT AND TRANSFORMATION OF MINNESOTA'S FARM/FOOD SECTOR



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AMERICAN ADULTS SAY HEALTH IS THE BIGGEST DRIVER OF FOOD CHOICES

CONSUMERS CARE about health, safety, quality, nutrition, and environment.

CONSUMERS WANT to know more about how their food is produced, processed, packaged, preserved, and disposed.

CONSUMERS NEED a stable supply of food products that is affordable and diverse.

CONSUMERS UNDERSTAND that food and agriculture are more than about what we eat or the products we buy. It also reflects our culture, traditions, and values.

Minnesotans have a wide range of expectations about what food means to them – from having a healthy diet to understanding where their food comes from. Every day, the people who are a part of Minnesota's food and agriculture sector are meeting the diverse needs, values and interests of the modern consumer. That's because we share those same values.

ANSWERING THE CALL

New demand: Farmers and food companies are continually adapting to meet the demands of diverse consumer expectations, from traditional packaged foods to wide range of fresh fruits and vegetables, whole grains, and meat and dairy products.

From rural farms to urban centers: Farmers and food companies are delivering fresh products to consumers faster. More consumers are seeking fresh Minnesota grown products when they're in season.

Innovation – from the farm to the table: The food and agriculture sector is developing new ways to improve traceability, sustainability, and quality of food and food products. In-field sensors, GPS technologies, autonomous machines, and data management software are examples of how Minnesota farmers are finding new ways to produce higher yields with less environmental impact.

Keeping food affordable for families: Advancements in farming and research mean Minnesota farmers are delivering better quality and more affordable food to market.

Sustainable and humane: From implementing sound environmental practices to investing in disease-resistant animal facilities to hosting acres of wind and solar generators, Minnesota farmers and food companies are putting consumer values into action. Minnesota farmers continue to rapidly implement new sustainable and humane farming and livestock practices.

HIGHER YIELDS USING FEWER ACRES

FARMERS IN MINNESOTA AND ACROSS THE U.S. **GROW 55% MORE SOYBEANS** THAN 30 YEARS AGO AND DO IT ON **35% LESS LAND.**



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GREATER PRODUCTIVITY

1935: The average farmer produced enough food each year to feed **20 people**.

Today: The average farmer produces enough food each year to feed more than **130 people**.

Keeping farms bountiful: Conventional farms produce larger quantities of food, using less land, energy, and other resources than ever before.

Organic farming: More than 700 certified organic farms are operating in Minnesota and there are more than 230 certified organic food processors and related businesses.

High-tech farming: Developments in science and technology have improved soil, water, and pest management and created more efficient methods of planting, harvesting, and processing farm products.

- Advances in plant genetics generate higher crop yields that are more resistant to disease and pests, requiring less use of nutrients, and crops that require less energy and water to produce.
- GPS and satellite technology on farm equipment accurately map farm fields that allows for precise applications of crop nutrients.



WHAT WE BELIEVE

- In Minnesota, we are committed to a food supply that is affordable, safe, nutritious, and plentiful.
- Consumer needs and values should play an important role in agricultural and food production and policies.
- We have seen a profound shift in agriculture and food production that is fostering new relationships among large companies, start-up businesses, local farmers, restaurants, regulators, and policymakers.

By implementing cutting edge technology, agriculture and food production is strengthening our food supply chain which supports resilient and healthy communities and a vital food and farm economy in Minnesota.

SOURCES: U.S. Department of Agriculture's Economic Research Service, International Food Information Council Foundation, industry research, news reports, as well as research from Purdue University and Washington State University

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