

Food Alliance



The Growing Business of IPM in
the Conservation Marketplace



Ray Kirsch
Midwest Certification Coordinator

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, Sodexho

Colleges – Portland State, Univ. of Minnesota
Corporate cafeterias – Intel, 3M



Conservation Marketplace



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