

LAREDO CENTER FOR URBAN AGRICULTURE AND SUSTAINABILITY

PURPOSE AND AUTHORIZATION OF LCUAS

A Laredo Local Government Corporation - RESOLUTION NO. 2019-R-064

A CENTRAL HUB FOR



Laredo Center
for Urban Agriculture
& Sustainability

**FOOD POLICY
COUNCIL**

**POLICY DEVELOPMENT
AND IMPLEMENTATION
FOR A HEALTHY FOOD
SYSTEM**



**SUSTAINABLE
PRACTICES IN SOIL
AND WATER
STEWARDSHIP**



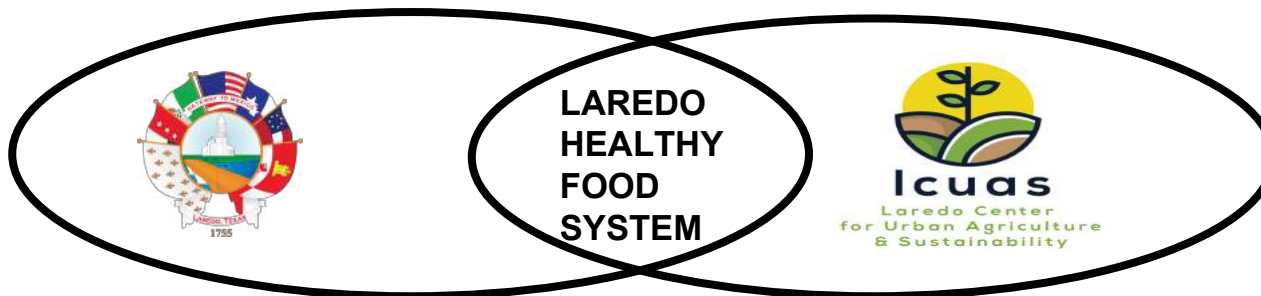
**SOURCE OF
PRODUCE FOR
FARMERS MARKET**



**ENVIRONMENTALLY
APPROPRIATE
LANDSCAPING**



**TECHNICAL
ASSISTANCE / TRAINING
IN COMMUNITY
AG**



THE WORK OF THE FOOD POLICY COUNCIL



Laredo College



Icuas
Laredo Center
for Urban Agriculture
& Sustainability



City of Laredo Health Department



Public Health
Prevent. Promote. Protect.

Develop a
5 year plan
with 1,3, and 5
year Goals and
Outcomes



Laredo Center
for Urban Agriculture
& Sustainability



DEVELOP A PLAN FOR A LOCAL FOOD SYSTEM - COORDINATE ACTIVITIES TO IMPLEMENT GOALS



THE WORK OF THE FOOD POLICY COUNCIL @ THE LAREDO CENTER OF URBAN AGRICULTURE AND SUSTAINABILITY



Laredo Food Policy Council

Meeting #7

Please join us and participate in our effort to reduce institutional and restaurant food waste. We will hear from Laredo Health Director Dr. Richard Chamberlain about policies regarding food donations and gleaning.



Wed., June 29, 2022
10:30am - 12:00PM

Laredo Health Department @ Healthy Learning Center,
2600 Cedar Ave.

THE LAREDO FOOD POLICY COUNCIL MISSION:

to evaluate and establish policy that strengthens the local food system in order to enhance the economic, environmental, and social health of Laredo



Laredo Food Policy Council Meeting

Thurs., Aug. 4, 2022
10:30am - 12:00PM

Laredo Health Department
@ the Auditorium
2600 Cedar Ave.



Marcella Juárez, owner and farm manager of the Laredo-based Palo Blanco Farm and Ranch, will be talking about the sustainable methods of food production she utilizes on her ranch to enable fresh, local, and year-round food production for the Laredo community. Marcella holds a Master's Degree in Agriculture Education with a Specialization in Hydroponics and Sustainable Agriculture.



ACCESS TO NUTRITION FARM WORKSHOPS



POLLINATOR GARDEN WORKSHOP



TAMIU students, come learn how to develop a Pollinator Garden at Canseco House!

Canseco House & Service-Learning Center will be offering a 4-part workshop Pollinator Garden Project.

- Orientation Meeting at Canseco House on Thursday, May 30, from 9:00-10:00 am
- Hands-On Garden Design at TAMIU ISTC 2301 on Wednesday, June 5, from 9:00-11:00 am
- Setting-Up Plants at Canseco House on Friday, June 7, from 8:00-11:30 am
- Planting Day at Canseco House on Saturday, June 8, from 8-11:30 am

Reserve your spot today by using the QR code! Limited to 30 participants, must commit to attend all sessions.



IF YOU ARE AN ORGANIZATION, A PRIVATE SECTOR BUSINESS, OR AN ASSOCIATION AND YOU WANT PLAN LAREDO'S FOOD FUTURE, JOIN THE LAREDO FOOD POLICY COUNCIL



CONNECT WITH US!

FACEBOOK



INSTAGRAM



@LAREDOFPC



@LAREDOFOODPOLICYCOUNCIL

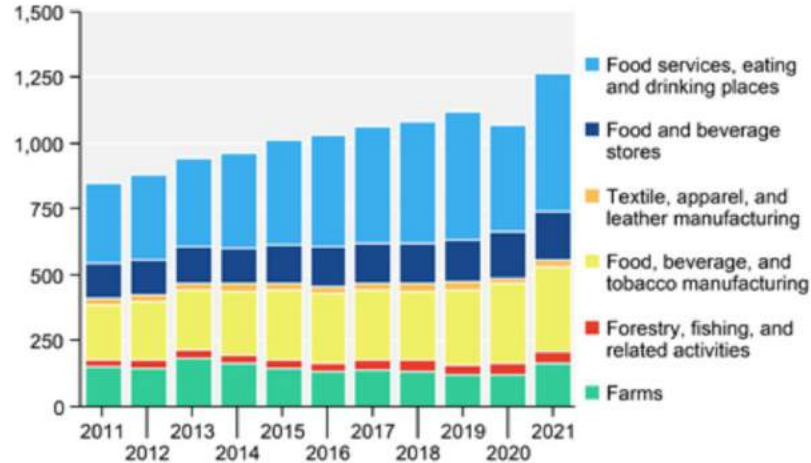
DATA:

Agriculture and its Related Industries Share of the Overall US Economy

(all the sectors participate in the food system)

Value added to U.S. GDP by agriculture and related industries, 2011–21

Billion dollars



Note: GDP = Gross domestic product.

Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of Economic Analysis, Value Added by Industry, as of December 22, 2022.

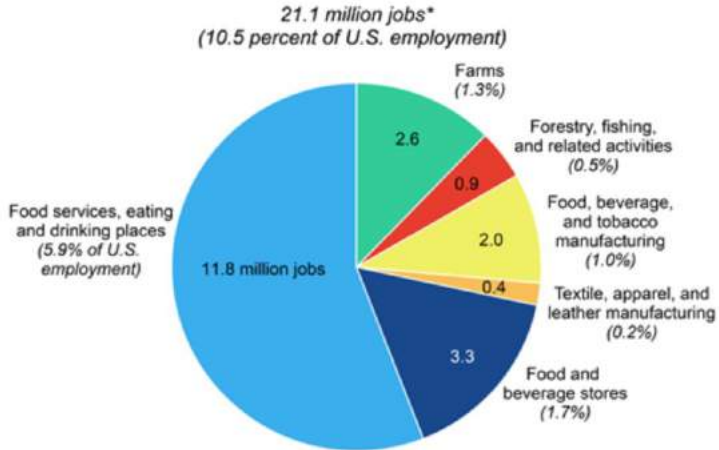
Agriculture, food, and related industries contributed roughly **\$1.264 trillion** to U.S. gross domestic product (GDP) in 2021, a 5.4-percent share.

Sectors related to the food system include:

- food and beverage manufacturing;
- food and beverage stores;
- food services and eating/drinking places;
- textiles, apparel, and leather products;
- and forestry and fishing.
- Farms

DATA: Agriculture and its Related Industries Provide 10.5 Percent of US Employment

Employment in agriculture, food, and related industries, 2021



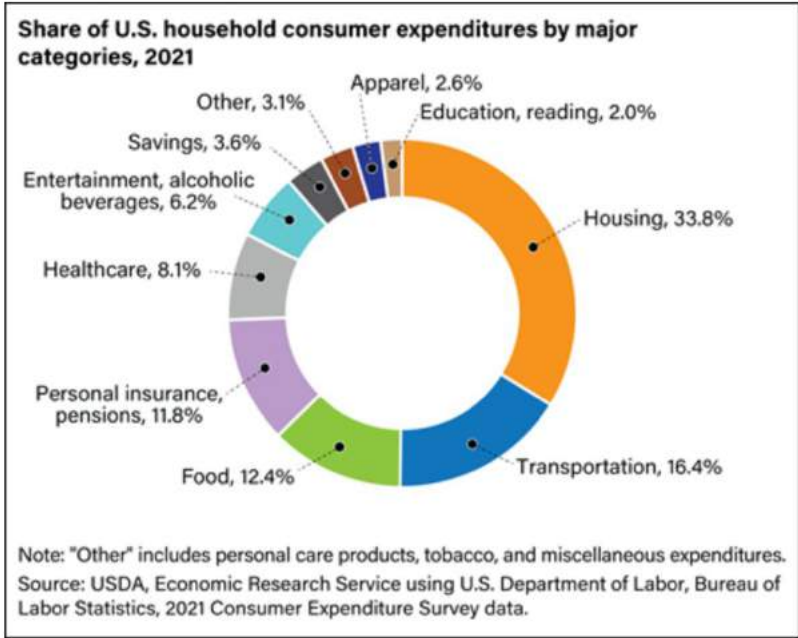
*Full- and part-time jobs. Categories may not sum to total because of rounding.
Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of Economic Analysis (SAEMP25N), data as of September 30, 2022.

2021:

21.1 million full- and part-time jobs were related to the agricultural and food sectors—**10.5 percent of total U.S. employment.**

- Direct on-farm employment **2.6 million jobs**, 1.3% of U.S. employment.
- Employment in agriculture- and food-related industries supported another **18.5 million jobs**.
- Of this, food services, eating and drinking places accounted for the largest share—**11.8 million jobs**—and,
- food/beverage stores supported **3.3 million jobs**.
- The remaining agriculture-related industries together added another **3.4 million jobs**.

Households Spend 12.4% of Their Income on Food



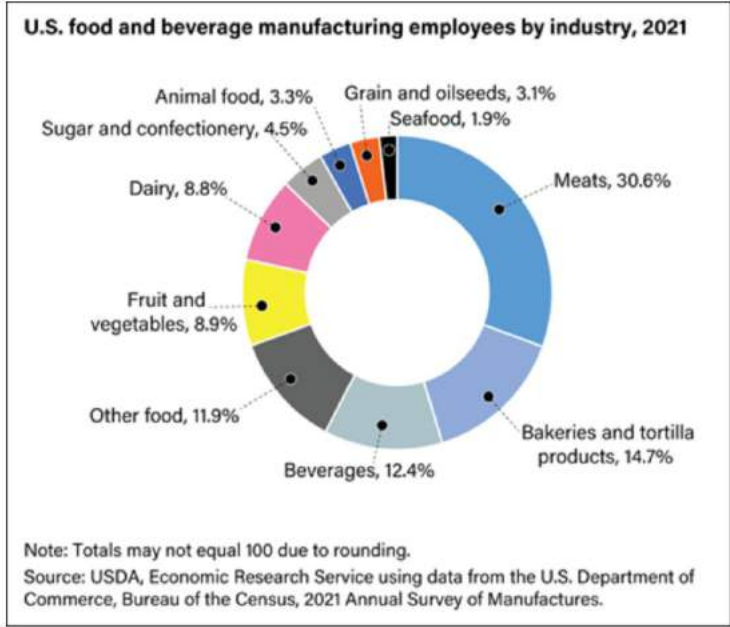
2021:

- Expenditures on food accounted for 12.4 percent of U.S. households' spending, an increase from 11.9 percent in 2020.
- The share of household expenditures on food ranked third behind housing (33.8 percent) and transportation (16.4 percent).

As the cost of food goes up so will the amount of people living below the poverty level

65,000+ People live below the poverty level in Laredo.

DATA: US Food and Beverage Manufacturing Employees 1.7 Million People



2021:

- The U.S. food and beverage manufacturing sector employed 1.7 million people, or just over 1.1 percent of all U.S. nonfarm employment.
- These employees were engaged in transforming raw agricultural materials into products for intermediate or final consumption.

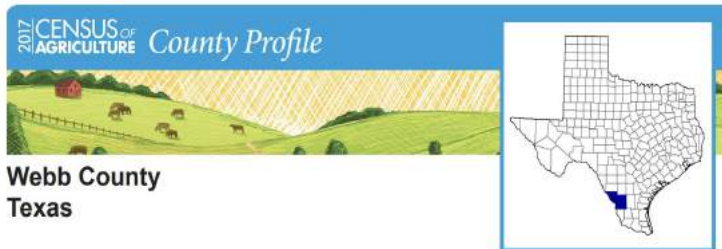
Employment in the County in the Food Manufacturing Sector is **86% Less** than the National Average.

Yet millions of dollars of raw food product pass through our Port of Laredo to manufacturing, processing and packaging facilities outside of the County. It returns back to Laredo with additional \$\$\$ costs.

HOW CAN WE CAPTURE AND MANUFACTURE?

COULD LAREDO EXPAND BUSINESS IN ALL THESE SECTORS?





Webb County
Texas, 2017
Page 2

2017 CENSUS OF
AGRICULTURE County Profile

Market Value of Agricultural Products Sold

	Sales (\$1,000)	Rank in State ^a	Counties Producing Item	Rank in U.S. ^b	Counties Producing Item
Total	28,395	166	254	2,177	3,077
Crops	430	236	253	2,927	3,073
Grains, oilseeds, dry beans, dry peas	(D)	202	232	(D)	2,916
Tobacco	-	-	-	-	323
Cotton and cottonseed	-	-	174	-	647
Vegetables, melons, potatoes, sweet potatoes	-	-	188	-	2,821
Fruits, tree nuts, berries	-	-	225	-	2,748
Nursery, greenhouse, floriculture, sod	-	-	155	-	2,601
Cultivated Christmas trees, short rotation woody crops	(D)	-	43	-	1,384
Other crops and hay	(D)	180	251	(D)	3,040
Livestock, poultry, and products	27,966	109	254	1,383	3,073
Poultry and eggs	(D)	119	235	(D)	3,007
Cattle and calves	27,402	70	254	573	3,055
Milk from cows	-	-	94	-	1,892
Hogs and pigs	-	-	216	-	2,856
Sheep, goats, wool, mohair, milk	167	94	247	918	2,984
Horses, ponies, mules, burros, donkeys	312	94	254	690	2,970
Aquaculture	-	-	79	-	1,251
Other animals and animal products	(D)	(D)	229	(D)	2,878

See 2017 Census of Agriculture, U.S. Summary and State Data, for complete footnotes, explanations, definitions, commodity descriptions, and methodology.

^a May not add to 100% due to rounding. ^b Among counties whose rank can be displayed. ^c Data collected for a maximum of four producers per farm. ^d Crop commodity names may be shortened; see full names at www.nass.usda.gov/go/agcropsnames.pdf. ^e Position below the line does not indicate rank. (D) Withheld to avoid disclosing data for individual operations. (NA) Not available. (Z) Less than half of the unit shown. (-) Represents zero.

According to the Census Survey, Webb County produces **ZERO** sales in:

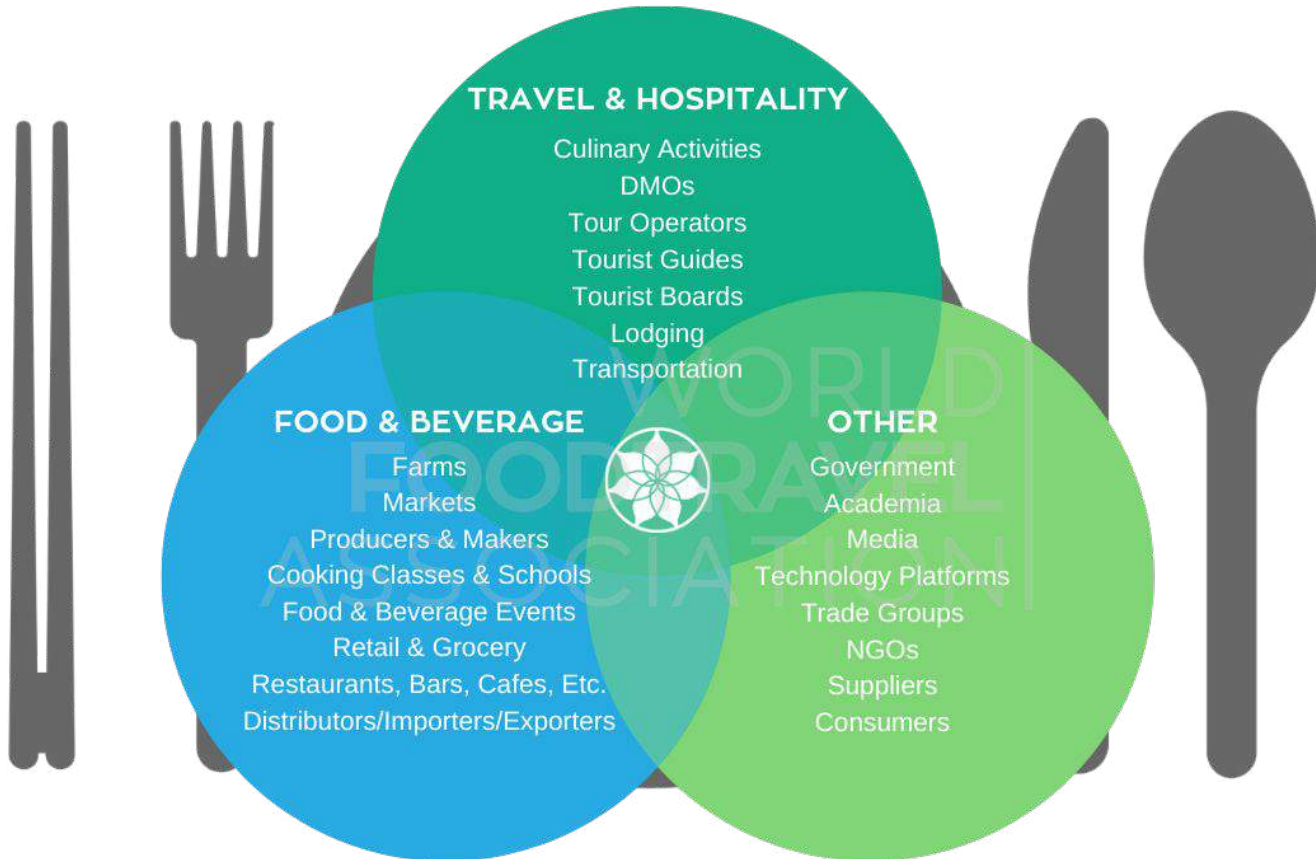
- Vegetables, melons, potatoes, sweet potatoes
- Fruits, tree nuts, berries
- Nursery, greenhouse, floriculture, sod

Are any of the products below -processed, or packaged locally and sold locally?

- Grains, oilseeds, dry beans, dry peas (undisclosed sales) but ranked 202 out of 232 Tx. Counties
- Poultry and Eggs (undisclosed sales) but ranked 119 out of 235 tx. Counties
- Cattle and Calves 27,402,000 in sales and ranked 70 out of 254 Tx. Counties
- Sheep, goats, wool, mohair, milk 167,000 in sales and ranked 94 out of 247 tx. Counties

HUNDREDS OF BUSINESSES- THOUSANDS OF JOBS

FOOD TOURISM INDUSTRY CLUSTER



DO YOU THINK LAREDO IS A FOODIE CITY?



WHAT IS FOOD AND DRINK TOURISM?

Food and drink tourism is Culinary Tourism.

It is where tourists, travelers, and visitors focus on exploring and experiencing local culture of a particular area , like Laredo.

People enjoy immersing themselves in local culture with the local cuisine, food tours of restaurant and farms, attending food festivals, and participating in a cooking classes.

**WALLETHUB
RANKED 180
CITIES -
IS LAREDO
ON THE
LIST?**

**YES!
RANK- 102**

DATA:



A LOCAL HEALTHY FOOD SYSTEM BENEFITS MANY LOCAL BUSINESSES.

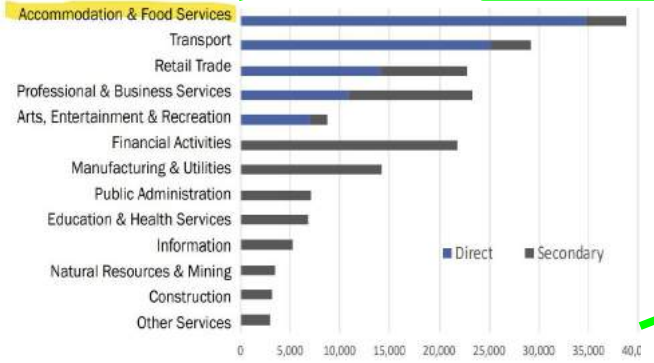


ECONOMIC IMPACT

Travel and tourism are critical components of the Texas economy and economic development drivers. Traveler spending impacts many sectors of the economy.

Traveler Spending Impacts
Direct, indirect and induced impacts by sector (Billions)

\$38.5 Billion Dollars



IN 2022, \$91.7 BILLION DOLLARS IN TRAVEL SPENDING RESULTED IN A \$187.5 BILLION DOLLAR IMPACT TO THE TEXAS ECONOMY.

FOOD TOURISM: A WAY TO MAKE OUR LOCAL FOOD CULTURE THRIVE



ABOUT DESTINATIONS EAT DRINK RECIPES SHOP RESOURCES



Experience Local Culture Through Food

In your kitchen or on your travels, savor the local flavors through recipes, dishes and drinks, food tours, cooking classes and more.

ENTER YOUR ADDRESS

LAREDO
NEEDS TO BE
HERE!

At Authentic Food Quest, we believe eating local food is one of the best ways to discover local cultures.

And, we want to help you do that.

Our mission is to help you savor the best local flavors on your travels or in your home kitchen.

As seen in



BUSINESS INSIDER



HONEST COOKING



Millennial



FOOD INSIDER

touradar

WATCH OUR VIDEOS



RECIPES



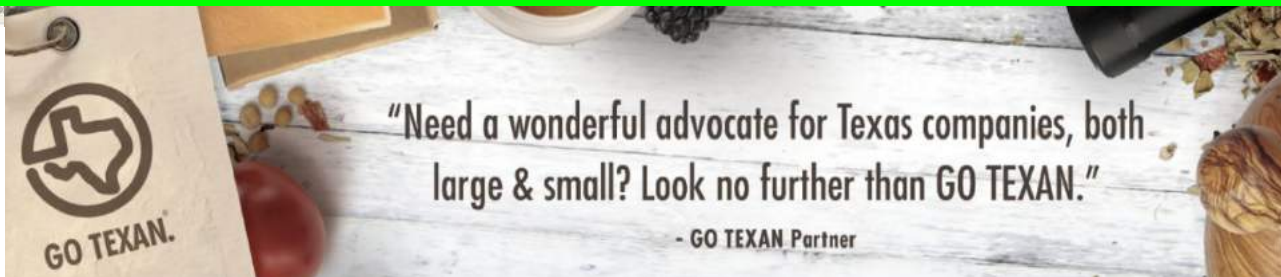
LATEST ARTICLES



We can collaborate in many ways

As culinary explorers and digital nomads, we travel the world to help curious food lovers connect to local culture through food.

LET'S PUT LAREDO'S FOOD FUTURE ON THE MAP WITH GO TEXAN



GO TEXAN
Proud

WATCH VIDEO

"I joined the GO TEXAN program because I believe in Texas. I believe in the programs that they do. And I believe in the camaraderie of people that are doing things in Texas and working together. I'm honored to be a part of the GO TEXAN program and have Quality Seafood be a member of that group."

Carol Huntsberger
Quality Seafood + Austin

Welcome to the Best of Texas!

For over twenty years, the Texas Department of Agriculture's GO TEXAN program has been dedicated to showcasing products and businesses made right here in the Lone Star State.

Whether we are developing new sales and business opportunities for GO TEXAN Partners or encouraging consumers to look for the iconic GO TEXAN mark when making buying decisions, we will always strive to find new and meaningful ways to promote products and services that are Texas made and Texas proud.

From boots to salsa, GO TEXAN partners make the best stuff on earth!



BUZZING FOR SOME HONEY? **HANKERING FOR BBQ?**



THERE IS ONLY 6 FOOD SECTOR LAREDO COMPANIES REGISTERED ON THE GO TEXAN WEBSITE.

Facility	City	Products
El Centro De Laredo Farmers Market	Laredo	Webb
Spec'S	Laredo	Texas-Made Beverages
Carne Seca Dona Laredo	Laredo	Carne Seca Dona Blanca; Dona Blanca'S Gourmet Dried Beef
The Tasting Roof	Laredo	Mexican
La India Packing	Laredo	Herbs; Seasonings; Spices
Jc'S Blend Season	Laredo	Jc'S Fried Pork Skins; Jc'S Pork Cracklings
Ascent Foods	Laredo	Frozen Fruit Blends; Frozen Organic Fruit Blends; Frozen Organic Plain Vegetables And Plain Fruits; Frozen Organic Vegetable Blends; Frozen Plain Fruits; Frozen Plain Vegetables; Frozen Sauced And Seasoned Vegetables; Frozen Sauced And Seasoned Vegetables With Pasta; Frozen Skillet Meals With And Without Protein; Frozen Vegetable Blends
Lucky Feather	Laredo	Eggs

DATA: FOOD WASTE AFFECTS PEOPLE WHO LIVE BELOW THE POVERTY LEVEL MOST



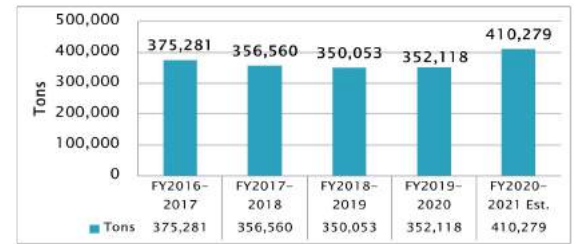
FOOD LOSS AND WASTE

IN THE US, OVER $\frac{1}{3}$ OF ALL AVAILABLE FOOD GOES UNEATEN THROUGH FOOD WASTE

- Food Loss and Waste
- Why Should We Care About Food Waste?
- Federal Interagency Collaboration to Reduce Food Loss and Waste
- U.S. Food Loss and Waste 2030 Challenge
- USDA Activities and Partnerships
- Frequently Asked Questions
- Latest News and Multimedia
- Contact Us



Laredo Landfill Tonnage Report



APRIL IS "WINNING ON REDUCING FOOD WASTE" MONTH



30-40% OF ALL AVAILABLE **FOOD** IN THE U.S. IS **WASTED**

Do your part. Join your federal partners in reducing food waste.



Farmers

Take steps to fight food loss in the field and post-harvest.

Businesses

Take steps to fight food waste throughout the supply chain.

Consumers

Learn how to shop smarter and reduce household food waste.

Schools

Find strategies to reduce landfill food waste.

Donating

Learn about safe and responsible food donations.

Funding

Find USDA funding for projects and research on food loss and waste.

Why should we care about food waste?

Food loss and waste has far-reaching impacts on food security and the environment. Reducing it could benefit us all.

[Learn more](#)

Food Waste in AMERICA

Food waste daily worldwide
1.4 Billion tons of Food everyday

In United States
40 Million tons every year.



1lb per person yearly
or
\$1600 per family in annual produce

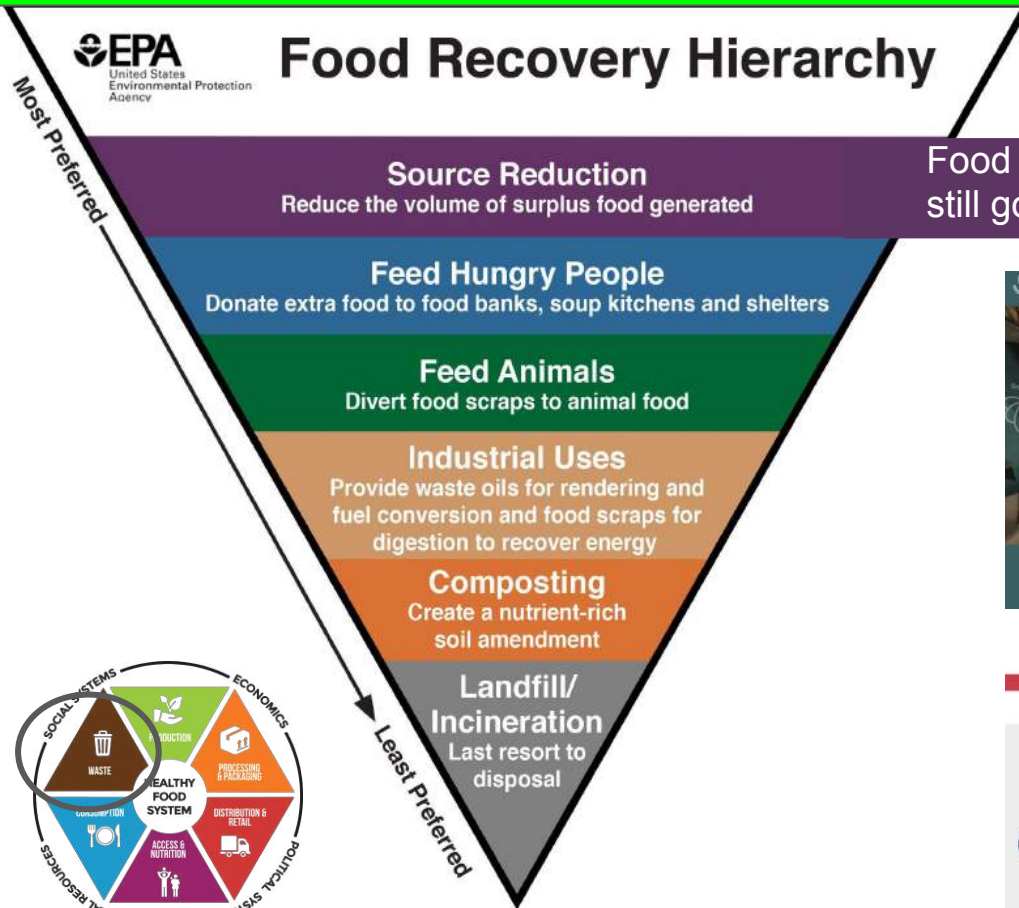


Food Waste Contributors

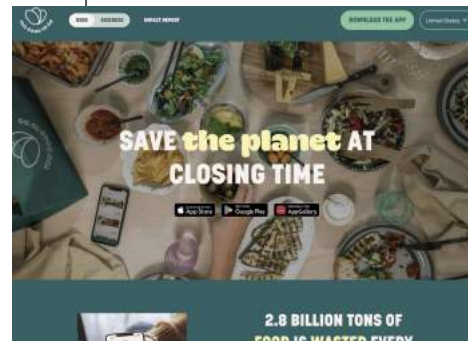


FOOD RECOVERY PROVIDES ACCESS TO NUTRITION

IN THE US, OVER $\frac{1}{3}$ OF ALL AVAILABLE FOOD GOES UNEATEN THROUGH FOOD WASTE



Food Recovery means not throwing away food that is still good for consumption.

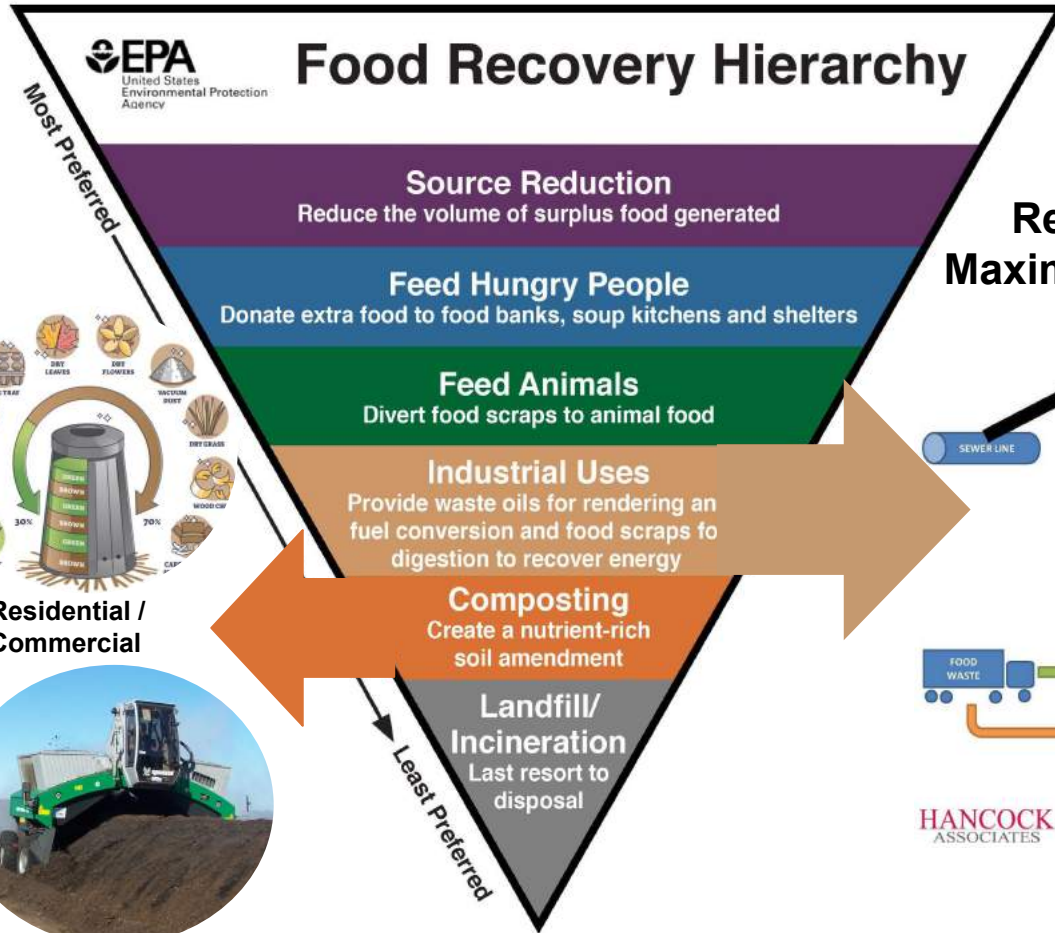


FOOD RECOVERY APPS FOR RESTAURANTS OR INSTITUTIONS

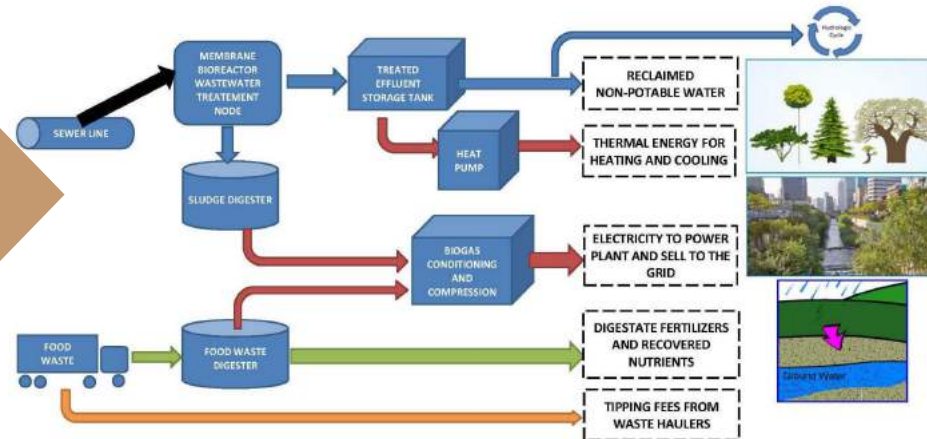


FOOD RECOVERY APPS FOR FREIGHTED FOODS

ECONOMIZE LAREDO'S LANDFILL COSTS THROUGH THE FOOD SYSTEM



Resource -to -Waste- to -Resource Maximizing Water and Energy Resources



HANCOCK ASSOCIATES

CRWA











NEEDED: LOCAL WORKFORCE TRAINING IN FOOD SYSTEM INFORMATION TECHNOLOGY

FOOD INDUSTRY SOFTWARE

Digitalization touches every part of the food system



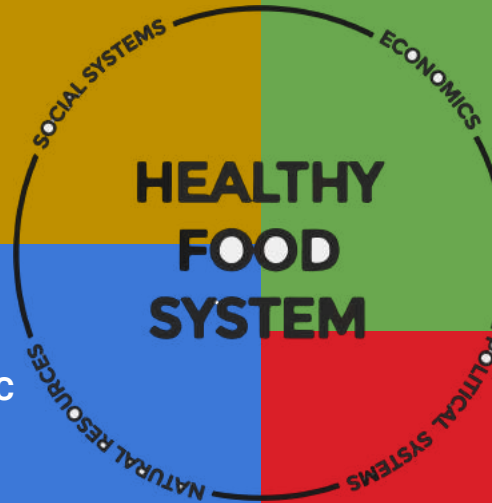
Source: Brookings authors

	Infor Distribution SX.e VISIT WEBSITE
	Now Commerce VISIT WEBSITE
	Epos Now VISIT WEBSITE
	Order Time Inventory VISIT WEBSITE
	Minotaur Business System VISIT WEBSITE
	Sustaen VISIT WEBSITE
	Marketman VISIT WEBSITE
	Visual Produce VISIT WEBSITE
	WinFDS VISIT WEBSITE
	Accolent ERP VISIT WEBSITE

Reinforce Laredo's Food Future with Laredo's Local Organizations: **WHO ARE WE MISSING?**

City of Laredo Health Department
Texas A&M International University
Laredo Main Street Farmers Market
South Texas Food Bank
Healthcare Alliance of Laredo
Gateway Community Center
Laredo Health Coalition
Laredo Chamber of Commerce
Laredo Film Society
Cultivarte
CityMakery
Laredo Association of Realtors
ALFA Forwarders
Laredo Motor Carriers Association

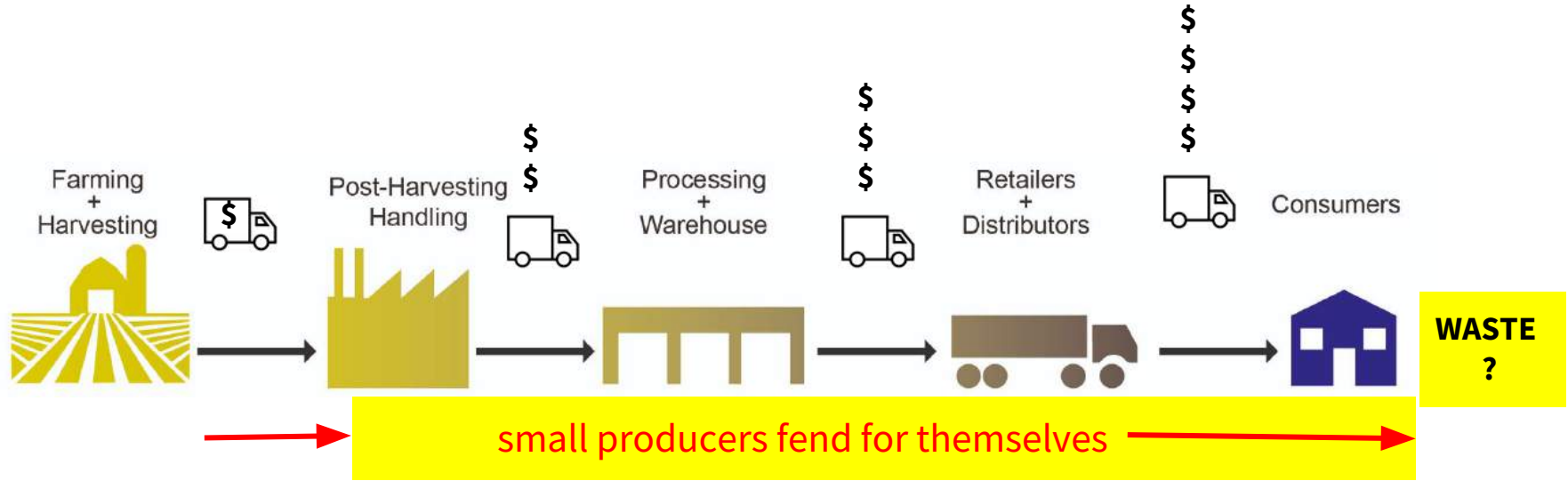
Laredo Environmental Services Department
City of Laredo Solid Waste Department
Agrilife
Rio Grande International Study Center RGISC
Monte Mucho Audubon Society
Keep Laredo Beautiful
Laredo Parks and Recreation Department
L.I.F.E.
Webb County Agriculture Nonprofit
Laredo Center For Urban Ag And Sustainability, LCUAS



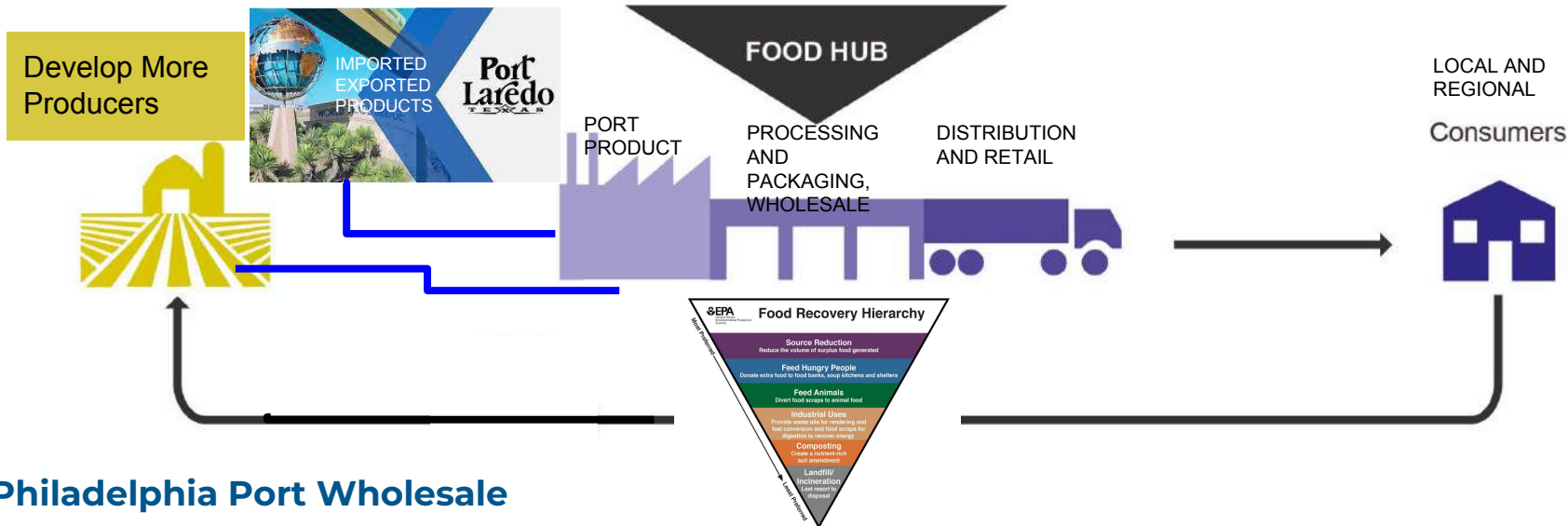
Laredo Economic Development Department
Laredo Economic Development Advisory Board
Laredo Economic Development Corporation
Tax Increment Reinvestment Zones 1, 2, 3
Laredo Area Community Foundation
D.D. Hachar Trust
United Way of Laredo
Matias De Llano Trust
Guadalupe Lilia Martinez Trust
Lamar Bruni Vergara
Laredo Kiwanis Club
Laredo Chamber of Commerce
Downtown Business Improvement District
Webb Water Conservation District
City of Laredo 2% for the Arts
Shared Purpose Private Corporations

City of Laredo
County of Webb
Laredo ISD
United ISD
Laredo College District
Laredo Metropolitan Planning Organization
Laredo/Webb County Regional Mobility Authority

Typical Model: Farm to Consumer Supply Chain



Port Laredo Model: Capture Food From Supply Chain

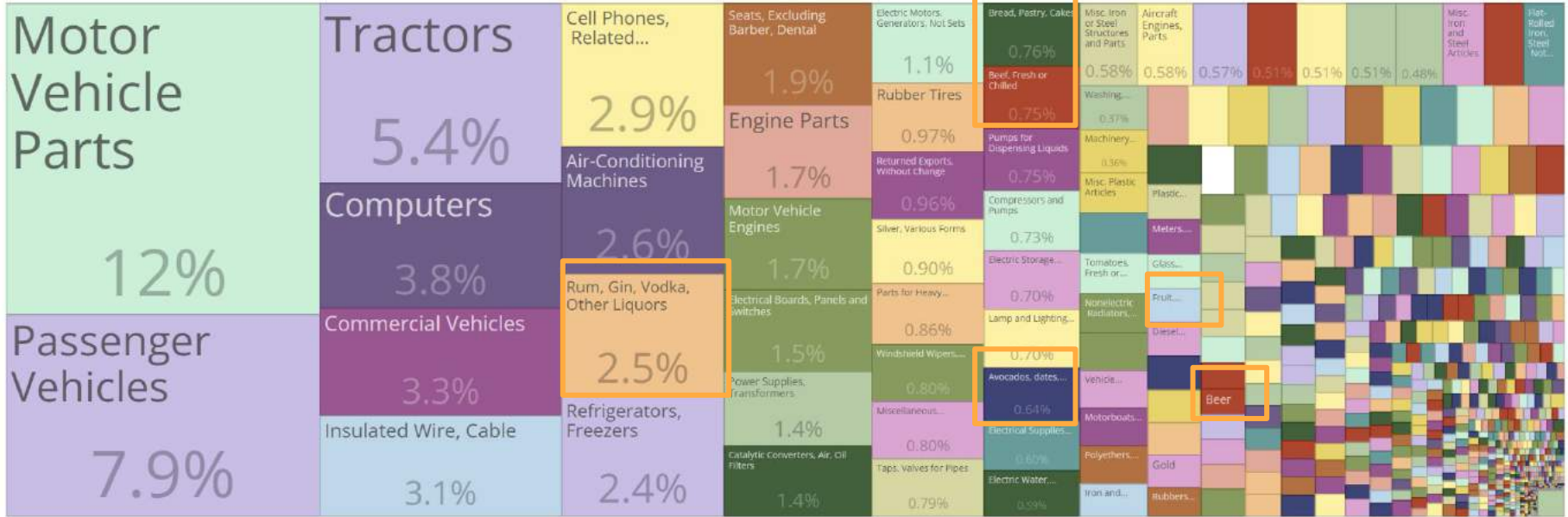


Philadelphia Port Wholesale Produce Market



A SMALL SAMPLING OF IMPORTED PRODUCTS THAT PASS THROUGH THE PORT OF LAREDO

PORT LAREDO: IMPORTS
TOTAL: \$121B



THE PORT CAN STRENGTHEN THE LOCAL FOOD SYSTEM BY EXPANDING THE FOOD MANUFACTURING SECTOR

Vegetable extracts, pectates, agar, etc.	
Value	\$26.4M
Share	0.022%
Vegetable extracts, pectates, agar, etc. Imports to Port Laredo	

Honey	
Value	\$23.4M
Share	0.019%
Honey Imports to Port Laredo	
Honey Exports from Port Laredo	

Glass Containers for Packing	
Value	\$228M
Share	0.19%
Glass containers for packing Imports to Port Laredo	
Glass containers for packing Exports from Port Laredo	

A SMALL SAMPLING OF EXPORTED PRODUCTS THAT PASS THROUGH THE PORT OF LAREDO

PORT LAREDO: EXPORTS
TOTAL: \$76.4B



THE PORT CAN STRENGTHEN THE LOCAL FOOD SYSTEM BY EXPANDING THE FOOD MANUFACTURING SECTOR

Dried beans, peas, etc.	
Value	\$27.9M
Share	0.036%
Dried beans, peas, etc. Exports from Port Laredo	

Live Plants	
Value	\$5.53M
Share	0.0072%
Live plants Exports from Port Laredo	

Cereal Flours, Excluding Wheat, Meslin	
Value	\$5.1M
Share	0.0067%
Cereal flours, excluding wheat, meslin Exports from Port Laredo	

Incentivize Manufacturing: Biodegradable and compostable raw materials pass through the Port of Laredo.

Mostrando los 4 resultados



CONTENEDOR BIODEGRADABLE J1 GRANDE - DE ALMIDÓN DE MAÍZ



PORTA HAMBURGUESAS BIODEGRADABLE 6" - DE ALMIDÓN DE MAÍZ



PORTACOMIDAS BIODEGRADABLE 3 DIVISIONES - DE ALMIDÓN DE MAÍZ



PORTACOMIDAS BIODEGRADABLE SIN DIVISIÓN - DE ALMIDÓN DE MAÍZ

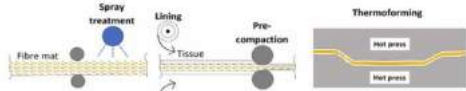


raw fiber material imports or diverted from waste stream

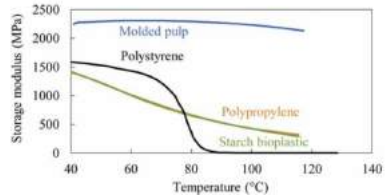
(1) Custom fiber blends + green additives = fluorochemical-free



(2) Efficient, competitive manufacturing



(4) Superior thermal and insulation properties



(3) Fully compostable/recyclable disposable containers



USDA FUNDING OPPORTUNITIES FOR TRANSPORTATION AND LOCAL FOOD PROMOTION



United States
Department of
Agriculture

Transportation and Marketing

Local Food Promotion Program

Fiscal Year 2022

Description of Funded Projects

Number of Grants Awarded: 94
Amount of Funds Awarded: \$31,857,406.10

Texas

Recipient: HOPE for Small Farm Sustainability, Harlingen, TX
District: TX-034
Project Type: Implementation
Award Amount: \$499,704.00
Match Amount: \$137,015.00
Total Project Amount: \$636,719.00

Multi-Region Logistics for Year-Round Wholesale of Texas-Grown Farm Products

This project will establish a regional food system that connects nonprofit organizations and small-scale farmers and ranchers for the success of wholesale purchase via transportation between food hubs. By joining the Texas Rio Grande Valley, Central Texas, the Upper Gulf Coast of Texas, and North Texas, this project will create a food network that bridges the gap between small farmers that lack access to markets and organizations or markets in urban areas that lack locally produced farm products. HOPE proposes to establish a logistics, storage, and transportation system. HOPE will establish and manage a logistics system to safely transport products to storage HUBS in Harlingen, TX, Central Texas, Houston, TX, in order to connect with the Dallas Farmers' Market for wholesale. Nonprofit community food suppliers in Central Texas and the Houston-area will also purchase available wholesale products. The project includes technical assistance to support the growers including: wholesale sales training, product tracing practices, safe handling, labeling, packing, and transporting value-added product development and financial management. An online sales portal featuring product content will enable the project to market products to wholesale buyers. The project will connect small-scale, disadvantaged producers, nonprofit organizations, and the community for year-round production availability of vegetable, meat, and value-added farm products.

HARLINGEN, TEXAS

District: TX-034

Project Type: Implementation

Award Amount: \$499,704.00

Match Amount: \$137,015.00

Total Project Amount: \$636,719.00



To establish a food network that connects nonprofits and small scale farmers and ranchers via transportation and wholesale purchase between regional food hubs.