

U.S. Food Market Estimator

Rich Pirog

Randy Boeckenstedt

Leopold Center Workshop

March 30, 2009



LEOPOLD CENTER

ctre

Center for Transportation
Research and Education

Goal ...

a tool, not an answer ...

... easy access to food market demand rates ...

- engage a wide variety of stakeholders

... support initiatives that reduce transportation dependency

- *global energy demands*
- *greenhouse gas demands*
- *infrastructure demands*

... quick ... easy ... adaptable ...

Reason ...

draw together different types of users ...

- producers/distributors ...

... local market capacity needs?

- government agencies ...

... demands on infrastructure?

- research, policy, long-term development ...

... directions?

strategic, not specific ...

- precise enough to set goals from ...

... not too detailed to confuse them

Result

approximate consumption ... county-level ... entire U.S.

... derived from USDA-ERS Food Availability Data System ...

- 204 food products (plus groups) ...

... meats ... grains ... dairy ... fruits ... vegetables

- adjusts for shrinkage ...

... produced ... received at retail ... sold at retail ... consumed

- variable measures and timeframes ...

... tons/year ... truck loads/day ... cubic feet/week

Method ...

U.S. Food Market Estimator

READ BEFORE USING

- What is the U.S. Food Market Estimator?
- How does this tool work?
- Does this tool show actual consumption?
- What are the limitations of this tool?
- What food products are included?
- How are units of measure determined?
- Who might use this tool?
- Who developed the U.S. Food Market Estimator?

Download the User's Guide (162 kb pdf)

View a Demonstration of the Estimator

For more information

Contact Rich Pirog, (515) 294-1854, or rspirog@iastate.edu.

Funded, reviewed and published by the Leopold Center for Sustainable Agriculture at Iowa State University. Developed and hosted by the [Center for Transportation Research and Education](#) at ISU.

IOWA STATE UNIVERSITY

Copyright 2008, Iowa State University. All rights reserved.

1. Select Food Products
Fields left blank will include results for all items in that group or product.

Food Group Sub-Group Product Sub-Product
Fruits Citrus Fruits Fresh

2. Select Market Factors

Units Market Target Timeframe
20-Ton Semi Loads Production Needed Annually

State
Iowa

3. Market Share
(national, state or county)

Percentage (%) 100

CALCULATE
RESET

20-Ton Semi Loads Production Needed Annually:

1,613

Per Capita Rate: 0.00
Population: 2,988,046

Breakdown of Selected Products:

Food	Location
Grapefruit, Fresh	11 %
Lemons, Fresh	19 %
Limes, Fresh	10 %
Oranges, Fresh	47 %
Tangerines, Fresh	12 %
Adair County, IA	4
Adams County, IA	2
Allamakee County, IA	8
Appanoose County, IA	7
Audubon County, IA	3
Benton County, IA	14
Black Hawk County, IA	69
Boone County, IA	14
Bremer County, IA	13

multiplies:

- per capita rates of consumption ...
 - ... [USDA-ERS Food Availability Data System](#)
- ... by county populations ...
 - ... [U.S. Census](#)
- ... and unit and time conversions

<http://www.ctre.iastate.edu/marketsize/>

ctre

Center for Transportation
Research and Education

IOWA STATE
UNIVERSITY