



Transformation[®]

TheTransformationProject.org

Transformation works with farmers to create a **food system that is financially sound for farmers, sustainable for the environment, compassionate toward animals, and full of new opportunities** for rural communities. Working together to move farming toward more lucrative fruit, vegetable, and fungi production, farmers and rural businesses **become co-creators of our food future.**

What is Transformation[™]?

The Transformation Project[®] promotes and facilitates the repurposing of factory farms into sustainable plant-focused operations that help build thriving local economies and a kinder food system.

What are the possibilities?

LOCAL FRUITS, VEGETABLES, AND HERBS

Sourcing local food presents many consumer selling points, including increased freshness, seasonality, a more intimate connection to food and the community, and **reduced environmental impact.**¹

The demand for local food has risen in recent years, and customers will pay a premium for it. A 2020 survey found that the majority of respondents would pay **up to 20% more** for locally sourced food.²

SPECIALTY MUSHROOMS

North America's **mushroom industry** is expected to be worth \$3.51 billion by 2027, representing a 90% increase in value from 2018.³

With their rich texture and flavor, mushrooms are becoming increasingly popular on restaurant **menus**, particularly among diners looking for hearty meat alternatives that are less processed.⁴

The **health benefits** of mushrooms are gaining consumer attention too.⁵

OTHER OPTIONS

Our farmers' wide variety of interests include the following:

- ✦ Cut or edible flowers
- ✦ Value-added products using specialty mushrooms, vegetables, fruits, or herbs
- ✦ Hemp

While fresh produce may not make sense for your business, perhaps these other product categories would.

¹ "Research Shows Significant Environmental Benefits of Local Food Production," Iowa State University, April 22, 2022, <https://www.cals.iastate.edu/news/2022/research-shows-significant-environmental-benefits-local-food-production>.

² Isabelle Gustafson, "Consumers Increasingly Value Local Food," CStoreDecisions, January 30, 2020, <https://cstoredecisions.com/2020/01/30/consumers-increasingly-value-local-food/>.

³ Research and Markets, "North America Mushroom Market Report 2019–2027," news release, PR Newswire, September 26, 2019, <https://www.prnewswire.com/news-releases/north-america-mushroom-market-report-2019-2027-300926291.html>.

⁴ Cherry Dumaul, "Why Mushrooms Are Booming on Menus," Total Food Service, July 18, 2023, <https://totalfood.com/why-mushrooms-are-booming-on-menus/>.

⁵ "7 Health Benefits of Mushrooms," UCLA Health, January 24, 2022, <https://www.uclahealth.org/news/7-health-benefits-of-mushrooms>.



Transformation farmers Tom and Sokchea Lim make their first mushroom delivery to a local food hub.



The Business Case: How Transfarmation Can Benefit You

AS A BUYER

You can source from operations that have transitioned through our program.

- Increasingly, consumers pay attention to where their food comes from and how it is produced, as they wish to support their local communities and environmentally friendly products. Consumers also want healthier food options. These trends translate to higher customer loyalty for businesses that offer locally sourced, healthy food options that have a low environmental impact.⁶
- Studies have shown consumer favorability toward **climate-friendly**⁷ and **animal-friendly**⁸ products. We expect our program to accelerate the growth of more sustainable products that better support farmers, and participating businesses may see increased sales.
- Participating businesses can market products containing U.S.-sourced ingredients that *help farmers transition to a more sustainable and compassionate livelihood* with greater profit potential.

Contact our business engagement specialist, Ashley, at ashley.niblett@thetransfarmationproject.org to find out if one of our local Transformation farmers can fulfill your business's needs. We look forward to working with you!

⁶ Güzide Öncü Eroglu Pektas, Mehmet Yüksel, and Ahmet Durmaz, "Does Locally Produced Food Create Loyalty?: An Investigation on Locavore Attitude as Control Variable" [in Turkish], *Uşak University Journal of Social Sciences* 10, no. 3 (2017): 363–83. An English version of the manuscript is hosted on Preprints.org, doi: 10.20944/preprints201703.0144.v1.

⁷ Yvonne Feucht and Katrin Zander, "Consumers' Willingness to Pay for Climate-Friendly Food in European Countries," *Proceedings in Food System Dynamics* (2017): 360–77.

⁸ Beth Clark et al., "Citizens, Consumers and Farm Animal Welfare: A Meta-analysis of Willingness-to-Pay Studies," *Food Policy* 68 (April 2017): 112–27.