Farm
Farmers need land in a suitable climate for their commodity.

Processing & Packaging
Processing facilities need support from local zoning/government for licenses and permits.

Transporting
Many food products must be transported in temperature-controlled systems such as refrigerated trucks or containers.

Farm
Farmers need many supplies like seed, fertilizer, equipment, etc. that come from a variety of value chains.

Processing & Packaging
Processing need a workforce that is capable and willing to perform the jobs.

Transporting
Shipping food requires careful attention to logistics and route planning for efficiency and timely delivery.

Farm
Farmers need reasonable weather throughout the growing season to meet the needs of their commodity.

Processing & Packaging
Processors need raw commodities that were produced on the farm. Farmers must succeed for a processor to succeed.

Transporting
Proper packaging plays a vital role in protecting food products during transportation to avoid damage and loss.

Farm
Farmers need laborers to carry out tasks throughout the life cycle of their commodity.

Processing & Packaging
Quality control in food processing is critical to producing safe food with a strong reputation that consumers seek.

Transporting
Food safety standards must be followed to prevent contamination, foodborne illness, and quality degradation in transportation.

Farm
Farmers need many supplies like seed, fertilizer, equipment, etc. that come from a variety of value chains.

Processing & Packaging
Processors need a location for their facility that is suitable for transportation from the farm and then to the distributor.

Transporting
Infrastructure such as roads, ports, warehouses, and distribution centers are necessary for food transportation.

Farm
Farmers must earn enough money to cover their expenses and earn a profit.

Processing & Packaging
Processors need a stable value chain that provides the equipment and supplies necessary for their process.

Transporting
The transportation of food requires equipment such as trucks, containers, pallets, and handling machinery that relies on numerous value chains.

Farm
Farmers need a consistent and sustainable market where they sell their product(s).

Processing & Packaging
Processors need a stable value chain that provides the equipment and supplies necessary for their process.

Transporting
Governments negotiate trade agreements and tariffs that impact the import and export of food.

Farm
Farmers need to be able to afford and have access to new technology.

Processing & Packaging
Innovation and development help food processors establish and maintain consumer demand for their products.

Transporting
Population demographics impact food transportation. Densely populated cities need higher volumes of food. Rural areas need roads to support transportation.

Farm
Farmers need reasonable government regulations for animal housing, pesticide use, and other production-style options.

Processing & Packaging
Efficiency and cost management help processors find economic stability.

Transporting
Teams of workers that drive trucks, manage fleets, unload cargo ships, and coordinate logistics are critical to the transportation of food.

Farm
Farmers must have a knowledge and skill set about the production of their commodity and continue learning.

Processing & Packaging
Processors need to build a strong brand and have effective marketing strategies.

Transporting
Population demographics impact food transportation. Densely populated cities need higher volumes of food. Rural areas need roads to support transportation.

Farm
Farmers must have water to grow crops or raise livestock.

Processing & Packaging
Processors should understand consumer preferences for their food and provide food that fits.

Transporting
The cost of fuel is a sustainability factor in the food supply chain.
Sell
The **sales data** of retailers provides critical information to the food supply chain that influences what products are produced, transported, and stocked.

Buy
**Dietary preferences** such as vegan, gluten-free, or allergy-specific diets can stop or accelerate the food supply chain.

Sell
As the primary point of contact, retail stores **connect consumers to their food.**

Buy
**Consumer ethics** for labels indicating fair trade, or locally produced goods impacts the food supply chain back to the farmer.

Sell
Food retailers ensure a **steady supply of goods** are available on store shelves.

Buy
**Economic stability** impacts where people eat. In times of a weak economy, consumers purchase food at the grocery store. In a strong economy, they eat more frequently at restaurants.

Sell
Grocery stores and restaurants establish **consumer appeal and demand** for specific foods.

Buy
**Consumers’ acceptance of technology** (i.e., genetically modified plant varieties) can make or break a specific food supply chain.

Sell
Governments regulate the use of some **food labels.** Such as the USDA Organic label. This label has the highest visibility in a retail store.

Buy
Consumers are influenced by **media** that may change their food purchasing preferences.

Sell
Retailers engage in **promotional activities and marketing campaigns** that influence the speed and volume that consumers purchase food.

Buy
**Consumer health and well-being** impact the purchase of food.

Sell
Restaurants drive **culinary innovation and introduce new food trends.** The demand for specific products shifts.

Buy
The **socioeconomic status** of a country will impact the number of calories individuals consume.

Sell
Some restaurants cater to specific **cultural foods** that are produced in specific regions. Restaurants help diffuse cultural cuisine in new areas.

Buy
**Media and education** influence the foods consumers eat.

Sell
**Food taxes** are determined by government entities and collected by retailers.

Buy
**Consumer ethics and education** impact the selection of animal-source foods. (i.e., cage-free eggs, grass-fed beef, etc.).

Sell
**Food taxes** are determined by government entities.

Buy
**Culture and lifestyle** play a role in food selection choices. For example, precooked foods vs. raw ingredients for home cooking.