

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Farm

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

Processing & Packaging

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

Processing & Packaging

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

Processing & Packaging

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

Processing & Packaging

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

Processing & Packaging

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

Processing & Packaging

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

Processing & Packaging

Innovation and development help food processors establish and maintain **consumer demand** for their products.

Processing & Packaging

Efficiency and cost management help processors find **economic stability**.

Processing & Packaging

Processors need to build a strong brand and have **effective marketing** strategies.

Processing & Packaging

Processors should **understand consumer preferences** for their food and provide food that fits.

Transporting

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

Transporting

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

Transporting

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

Transporting

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

Transporting

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

Transporting

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

Transporting

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

Transporting

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

Transporting

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

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.

Sell

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

Sell

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

Sell

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

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.

Sell

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

Sell

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

Sell

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

Sell

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

Sell

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

Buy

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

Buy

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

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.

Buy

Consumers' **acceptance of technology** (I.E., genetically modified plant varieties) can make or break a specific food supply chain.

Buy

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

Buy

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

Buy

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

Buy

Media and education influence the foods consumers eat.

Buy

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

Buy

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