



KARP RESOURCES

THE FOOD CLUSTER IN BALTIMORE

ANCHOR INSTITUTIONS AND THE EXPANSION OF THE FOOD WORKFORCE

CLIENT: BALTIMORE INTEGRATION PARTNERSHIP, BALTIMORE WORKFORCE FUNDERS COLLABORATIVE, AND ASSOCIATION OF BALTIMORE AREA GRANTMAKERS

2012-2013



THE OBJECTIVE

- Identify opportunities to increase local food spending.
- Determine the job creation potential from this expanded business activity.

THE APPROACH

- Researched the current Baltimore-area food cluster and landscape of food purchasing at local anchor institutions.
- Conducted over 50 interviews with anchor representatives, Baltimore-area food business owners, and other food-related initiative leaders.
- Created detailed analyses of anchor purchasing data and proprietary data on the makeup of the food cluster in Baltimore.



THE RESULTS

- Established a snapshot of present activities and a number of beneficial pathways forward for the city.
- Every \$140k that anchors spend on food products with local firms supports 1 job.
- The \$16 to \$20 million spent by Baltimore's anchor institutions on food could support more than 100 jobs.
- And the additional \$36 to \$57 million of food spending by the 14 Baltimore area hospitals has the potential to quadruple the jobs impact.



NEXT STEPS

- Increase local food spending by anchor institutions.
- Source more locally produced products.
- Get support from local government, philanthropic sector and other stakeholders.

