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Abstract Proposal  
MS CDAE  
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The research aims to identify and overcome distribution inefficiencies in the budding local agricultural economy of Atlanta, GA. Largely conducted by a qualitative analysis through interviews with different members of the agricultural economy (i.e.- producers, intermediaries, retail outlets, consumers), the project will also incorporate a quantitative cost-benefit analysis. The analysis will calculate farmer’s costs such as labor, transportation asset costs, opportunity costs and gas used to transport their products into the city of Atlanta. The need for this research stems from the growing local food movement that has been observed at a national level. In order to encourage local food products as a culinary staple in the Atlanta cuisine, the buying process must be streamlined for busy retail end-markets to access, purchase and receive products from local producers as well as ease the workload for farmers. Currently, there is no easily identifiable solution to this problem. Long-term implications of this study would result in a framework for potential agricultural development that would increase regional farmer’s financial bottom line while also providing local products to consumers in Atlanta.

The data collection process will begin in June 2015 in Atlanta and a final, publishable article will be completed by August 2016.