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## **Chesapeake Foodshed Network Coffee Talk**

June 22, 2016

### ***Regional Farm to Institution Insights: Learnings from Stakeholders from Across the Value Chain***

#### ***Additional Q&A, Resources Shared by Participants, Answered Questions***

#### ***Additional Q&A***

How would you suggest engaging state officials to elicit support for Farm to Institution initiatives?

Marydale DeBor

*The Policy Link report that Food Works Group shared is specifically focused on increasing governmental procurement of in-state produced foods. From best practices in the arena of legislative action to other policy initiatives, it has many useful examples and is a worthwhile read.*

I appreciate all of the talk about the structural obstacles, I wonder if you would distinguish between the relative importance of education/transportation/training versus the cost/price of local food? That is, will institutions make the switch if food costs more?

Kip Curtis

*Our experience is that when price comparing item to item, purchasers sometimes have flexibility to make exceptions for a product with "a good story" or for a product that would be difficult to obtain if not from a local or regional source. Also, buyers are sometimes willing to communicate with administrators' regarding perception of cost, and to educate them about the issues; but, ultimately, the overall costs of the operation are still critical. That being said, we need to address the notion that a menu with a local or regional focus has to be more expensive. It is important to look at the overall cost of the operation and not only at the price of each purchased ingredient. There are examples of kitchens that have switched over to mostly local and operate at the same cost or more*



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*cheaply than their previous model because they process during peak season when prices are low, they waste almost nothing, and they also have excellent relationships across the value chain. Eat 'n Park is a perfect example, as they still pay careful attention to price, but 20 percent of their purchasing is from regional producers. Additionally, addressing the structural and TA obstacles also should help drive price down.*

*A final note to be sure to read this excellent resource, mentioned in the webinar:*  
<http://www.farmtoinstitution.org/food-service-toolkit>

Who is exploring the concept of food freight infrastructure?

Lindsay Smith

*It might be worth being in touch with Common Market Mid-Atlantic about their Philadelphia-based efforts. Additionally, there are sector-specific transportation working groups that we are still learning about.*

Are there any models for suppliers to combine their capacity to satisfy regional institutional demand if there isn't a food hub that facilitates this relationship?

Lindsay Smith

*As you know, there are countless examples of this for CSAs, and some are looking to move toward institutional sales, but we don't know of best practice models.*

For Jamie) Could you talk briefly about your motivation to use local food in your restaurant?

Colleen Synk

*We source local ingredients in our restaurants because local food is so much tastier. Honestly, it because we have a been part of the fabric of our community and we believe it's the right thing to do. Not only do we use local foods, but we also use local businesses as much as possible.*

### **Resources Shared by Participants**

- Familyfarmed.org on-Farm Food Safety Plan <http://onfarmfoodsafety.org>
- From Los Angeles: Center for Good Food Purchasing <http://www.cfgfp.org>



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### **Questions Answered During Q&A**

*What about the working groups that already exist in the region,...the one that HCWH, H2E, and CFN convened in Maryland and the one Common Market convenes in Philly,..are you suggesting a regional F2I workgroup or continue building the state or city-based workgroups?*

*Stacia Clinton*

*Do you have examples of investors funding conventional-to-organic land conversion and/or commodity-to-F2I institution conversion then profit sharing with the farmers, to create more supply?*

*Curt Nelson*

*Question for Jamie - do you have any additional areas of need that a regional farm to institution initiative could address that would be helpful to your work?*

*Kristyn Neal*

*For Jamie- what is the farm source 'definition' of "local"*

*Maydale DeBor*