

# Atlanta Local Food Forward

## Work Group Session: Local Purchasing

### Brainstorming

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- Text
- Local id relative, commodity specific. Each region can define for themselves. Miles? Hours? Needs to be commodity specific.
- Purchasing person needs those parameters
- Is there any standardized procurement guideline. Do we want to standardize procurement policies
- What if every faith community was encouraged to buy locally. Every school system encouraged to buy a certain percent locally. Purchaser to “buy in” incentivize that person
- This food will cost more. Prof purchasing agents vs whole foods consumer and what he wants. There is a breakdown between those two persons/roles.
- Clash between the consumer driven vs purchasing agents deciding what will be easily available
- Incentivize grower to change their practice. The purchasing agent to change their way of deciding what is offered. Not just the bottom line should be consider but environmental, health , sustainability of that product.
- It is a consumer driven movement so far
- Food safety from processors point of view. Third party audits. How does small local grower address food safety
- Possible solution: different farm size. cooperative for farms of smaller size to meet the safety requirements and other requirements that are too costly for one small farm to implement alone
- Matching size to institutions. Direct sales for various sized farms
- Incentives for distributors. Matching farms to institutions
- Have the institutions create a policy that the distribution will pay attention to.
- Tap funds for a public campaign for education re buying local grown. Stimulus money
- Alliance by & with farmers.
- Incentivize (marketing is secondary) first. Cooperative structures on producer and purchasing sides.
- Energy conservation connection . How much energy your food system uses
- Small farmers have to compete with farms who benefit from subsidies
- Incentivize farmers who are not using fossil fuels
- Standardize measuring energy footprint, then incentivize those with lower amts and label product with their footprint.
- Much higher cost to fossil fuel will incentivize change policy .
- Rebate some so it won't hurt the wrong people
- Pesticide and fertilizer Indus generat toxic waste. Toxic clean up tax
- Certification: cost money to the farmer. Package Indus of third party cert. Confusion to the consumer
- Solution to that: UTZ certification, local aspect on the label
- Which certif. will decide the consumer will choose. Huge confusion among consumers re which one will decide the confused consumer

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- State requirement to “buy local first”. If not avail, then go outside to purchase.  
Commodity specific
- “Bottom line requirement” be replace or superceded by requirement to buy local/regional
- Still need to sell the buyer on the value of that change
- It is an education of buyer of that value
- Have institutional leaders with shared values
- Which characteristic should be touted (health, energy savings) when forming policy and mandate.
- Education of public re which is healthier and which is more sustainabile. Don’t put burden on producer.

Synthesize:

Farmers need guidance re which market they should serve. Subsidy.  
How do food safety  
Options coop management contract

Procurement specialist need guidance re triple bottom, bal financ goal with social and environ goals. New creative options. PRODUCERS

: Decision Makers: Why triple bottom line is good for the  
why sustainable production matters. PRODUCERS

Consumers validity of certification  
Energy conservation  
Overlap of triple bottom line

## POLICIES

Goal –purchases, %, or specific commodity  
Tax- oil, clean up  
Subsidy- farm practices  
Competition/challenge

## PARTNERS

School Boards  
Dept of Ag  
Businesses- CEO, COO, marketing  
Coalitions  
Green Foodservice Alliance  
Govt agencies  
Hospitals  
Dept of Health  
Chamber of Commerce, Rotary Club

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## PLANS

More communication btwn purchasers and producers in educ venue not selling venue  
Public information piece. There is a demand for information why it is imp to buy local  
Take advantage of the times we are in to make this cultural change necessary to start buy local

Direct consumer education. Face to face with consumer.

Educ programs for civic organizations

Speak to the Top levels. Policy making level

Find the common objectives among all levels

Work w GA Org on a venue with purcha agents, city, chamber of commerce, legislators

Go after Low hanging fruit ie corporate cafeteria. CEO announce we are changing how food is purchased here in this cafeteria at large Atl business that have company run cafeterias

Guerilla tactic: to a CEO give me 30 mins and let me take you to lunch and do a local grown meal. Hand pick a couple of CEOs. They are all competitive with each other.

## Discussion/Planning

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## Summary

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## Top 3-5 For Harvest Presentation

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