

Session 4b

Think Big - Start Small

Session 4b: *Think Big - Start Small*

- **Why Local?**

- Momentum around the state
- Sustainable, equitable and health promoting food systems



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- **Why Local?**
 - Policy Advocacy
 - Federal
 - Farm Bill
 - Child Nutrition Reauthorization Act
 - State
 - COFSAC- Colorado Food Systems Advisory Council
 - Healthy Food Incentive Fund
 - Local School Food Purchasing Program



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- Department of Education
 - HB 1132
 - Schools are Institutions!
 - Purchasing Power



Leffler Family Farms



Leffler Family Farms is family owned and operated by the third generation to farm in Eaton, Colorado. We have been providing produce to local farmer's markets since 1996, and are featured at select local grocers, restaurants and school districts.

Ela Family Farms



As Colorado's only certified organic, fourth generation fruit orchard, we strive to grow the most delicious peaches, pears and apples around. We believe that if we feed our children delicious fresh fruits and vegetables they will eat more of them! We love working with schools to help build strong, healthy, Colorado kids.

To view the school-year menu go to:
www.thompsonschools.org and click the plate icon (🍽️).

USDA and this institution are equal opportunity providers and employers.



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- **Why Institutions?**

- Nationwide, \$120 billion a year is spent by food - service institutions on food and beverage purchases
- For every dollar a school spends on local foods, it adds between \$1.60 and \$3.12 to the local economy in the form of business profits, employee wages and more
- Parallels between different institutions
 - Contracts, labor challenges, never enough money!
- Make this full circle!
 - RESTAURANTS!!!!

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- **Why our Local Farmers?**
 - Diversify markets
 - Build relationships
 - Marketing opportunity

Values – Why are you here?

- **5 Corners with Value Statements**
 - ❑ Feeding Nourishing Food to People
 - ❑ Creating a Strong Local Food System
 - ❑ Supporting Our Farmers and The Future of Agriculture
 - ❑ Increasing Awareness About Where Our Food Comes From
 - ❑ Other Potential Values

Values – Why are you here?

- Step 1

- Choose which value statement resonates with you and go to that corner

- Step 2

- Talk with the people in your group to identify why that particular value statement resonated
- Write reasons down
- Identify one person to share for the group

- Step 3

- Round robin group share

Barriers and Challenges

- **Flip Charts with Headers**
 - ❑ Navigating Procurement Contracts
 - ❑ Limited or Lack of Equipment
 - ❑ Money \$\$\$\$\$
 - ❑ Labor – Lack of People/Skill Level
 - ❑ Distribution and/or Storage
 - ❑ Support / Buy -in / Relationships
 - ❑ Others

Barriers and Challenges

- **Part 1: Individual**
 - Review each flip chart
 - Write your specific barrier/challenge under each header
 - List your role (type of institution, farmer, partner...etc.) and specific barrier/challenge as it relates to the header
 - For example – if I was a school, under Distribution/Storage write *: school – we need food distributed to each kitchen as we do not have a central storage facility*
 - If your specific reason is already listed – place a large check mark next to it

Barriers and Challenges

- **Part 2: Group Work**

- Split into groups of 3 -4 ppl
- Grab post-it notes and markers/pens
- Each group goes to Flip Chart closest to them
 1. Review barriers and challenges
 2. Discuss solutions, workarounds, creative thoughts
 3. Write ideas on post -it notes and place on flip chart
 4. Be prepared to share!

Barriers and Challenges

- **Part 3: Group Discussion**
 - Each group presents the Flip Chart they worked on
 - Summarize challenges and barriers
 - Present creative ideas
 - Additional comments/ideas from room?