

## Notes from Strategy Session 1: Creating a Local Purchasing Campaign and On-line Tracking System

### *Flip Chart Notes*

Page 1:

Include how much is sold in-state

- Potentially difficult to track

Is there an existing website?

- i.e. Market Maker
  - o Able to do target emails to group that creation of business profiles

Track doubled purchases

Track \$ that stays in community

Easy access to print-out data

Incentivize for producers and institutions

Where would the definition line of local be drawn?

Communicate with both grower/producer and the consumer

- MI Ag Statistics office

Time requirement for institution to participate should be considered

- Need for range of participation options: ability to create in-depth data or something not as time-intensive

What to track? (i.e. \$, volumes, etc)

Page 2:

Who will put in the time to collect assess and present data?

What models already exist to aid institutions in food purchasing decisions?

Different points of entry for local purchasing (state vs region, etc)

Gap in public knowledge about issue

- Educate public about good food first?
- Create incentive for institutions, which then can lead to education of consumer
- Promotion within institutions (huge purchasing power)
- Asparagus campaign example/ Trickle-down effect to consumers

Track donated produce

Page 3:

Focus campaign on specific crop or produce and work with institutions to promote

Tie-in to MDCH obesity plan

Have a kit or way to help institutions face issue

- Can be customized by institution
- Utilize resources (i.e. commodity groups)

Goal: Create 'Harvest of the Month' (season) kit for institution

Alternative idea: Rainbow for each season

- Educates about both diversity and availability

What elements need to be in place?

- Can take blueprint from what is already in place for schools
- Need to extend beyond cafeteria (vending, concessions, etc)
- Include other elements to definition of local

- Definitions of local change b/t institution

Must address supply chain (producers, processors, etc)

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Communicate value of market to farmer directly

Some institutions may require processing/handling

Elements of a Toolkit:

- Include materials that can be distributed by institution
- Map-Where/what places purchase local, which farmers provide them
- Provide annual recognition opportunity/ award(s)
- Have forums available to connect grower/producer to institution

Measuring Success

- % increase in sales for commodity/ % increase in purchasing
- Look at employers, small businesses as well as schools, hospitals, etc.
- Increase in associated industry/ # of new businesses
- Increase in # of farms participating
- Start with a phased approach that allows time to work out bugs /issues

Have tools readily available for institutions to report/present data

Self-assessment tools/ Nutrition Env Assessment Tool

- Green schools assessment/ Help track \$ saved, etc

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RFID: Use for tracking?

- Expensive/ QR codes

Has North Carolina done any type of evaluation for their site?

Make personal connections- not just online

Utilize faculty in academic institutions to create focus/work group

- Food policy council, industry, MDARD as partners and/or grant- funding

Connect with Food Hubs to aid in institutional purchasing

Pure MI: Potential funding

- Pure MI logo used potentially by larger growers, processors, etc

Highlight nutrition standards already in place for MI schools

- Promote recipes to incorporate foods
- Provide nutritional info-to parents

Place to launch= lunch with legislators in fall

2<sup>nd</sup> week of Oct =school lunch week

Reach out to schools that don't yet have menus that comply to new standards

Oct= Month-long event promotion

### *Summary of Strategy Session1: Local Purchasing Campaign*

- North Carolina website doesn't provide rigorous enough tracking
- Significant discussion/debate between focusing on consumers and focusing on institutions
  - o Ultimately group decided to focus on institutions but include strong consumer education elements; also design campaign in a way that would have spillover effects for the broader public
- Fundamentals of campaign

- Based on something along the lines of “harvest of the month” or “rainbow of the season”
  - Balance between the desire to highlight a variety of options – both to recognize diversity of Michigan and to provide greater inspiration for chefs – and efficacy of a single product from a PR standpoint
- Develop and disseminate resources to help institutions begin local purchasing
  - Toolkits for different types of institutions
    - Expand beyond the cafeteria – vending machines, concessions
    - Employers as next type of institution to target
  - Self-assessment tool
    - Nutrition Environmental Assessment Tool and Green Schools Assessment as models
  - Guidelines for defining local
- Provide recognition and customizable PR tools
  - Recognize at events like Michigan Good Food Summit
  - Awards for reaching different levels
  - Templates to help institutions educate their customers
- New web portal that would link to existing sites, e.g. Market Maker
- Partners and Potential Resources
  - Pure Michigan
  - MFPC
  - Industry groups
  - MDARD
  - Food hubs
  - School Nutrition Association
- Measurement and Tracking
  - Continue to build on 3 mechanisms in place:
    - Surveys of K-12 FSDs
    - Healthy Food in Health Care Pledge participation for hospitals
    - Real Food Challenge participation in colleges/universities
  - Add 4<sup>th</sup> audience: employers
- Potential next steps
  - Explore further with Center for Regional Food Systems Institutional Purchasing work group
  - Focus on foods that could help schools meet new nutrition standards
  - Aim for pilot this fall?
  - Piggyback with other events
    - Lunch on the lawn – lunch with legislators
    - School lunch week – 2<sup>nd</sup> week of October
    - National Farm to School month - October