

# Institutional food procurement

## Evaluation Theme 1

*What are the ELEMENTS of this process that need our attention?*

# Discovering what we share

1. Summary of your **motivations** (the fire)
2. Summary of your **hopes** (the journey)
3. The **stakeholders**/audiences you work with

# 1. Your motivations:

- Increase market & fair prices for local farmers & fishers
- Localization
- Community & economic development, resilience
- Social innovation, system change
- 'Health' and 'healthy'
- Opportunity to educate community, raise awareness

## 2. Your hopes for each project:

- Increase diversity of local products
- Provide training to staff
- Enhance eaters' and community awareness and understanding
- Facilitate partnerships, alliances
- Influence government

# 3. The audiences you engage with:

- Producers
- Processors
- Distributors

- Kitchen staff
- Dietitians
- Managers
- Buyers

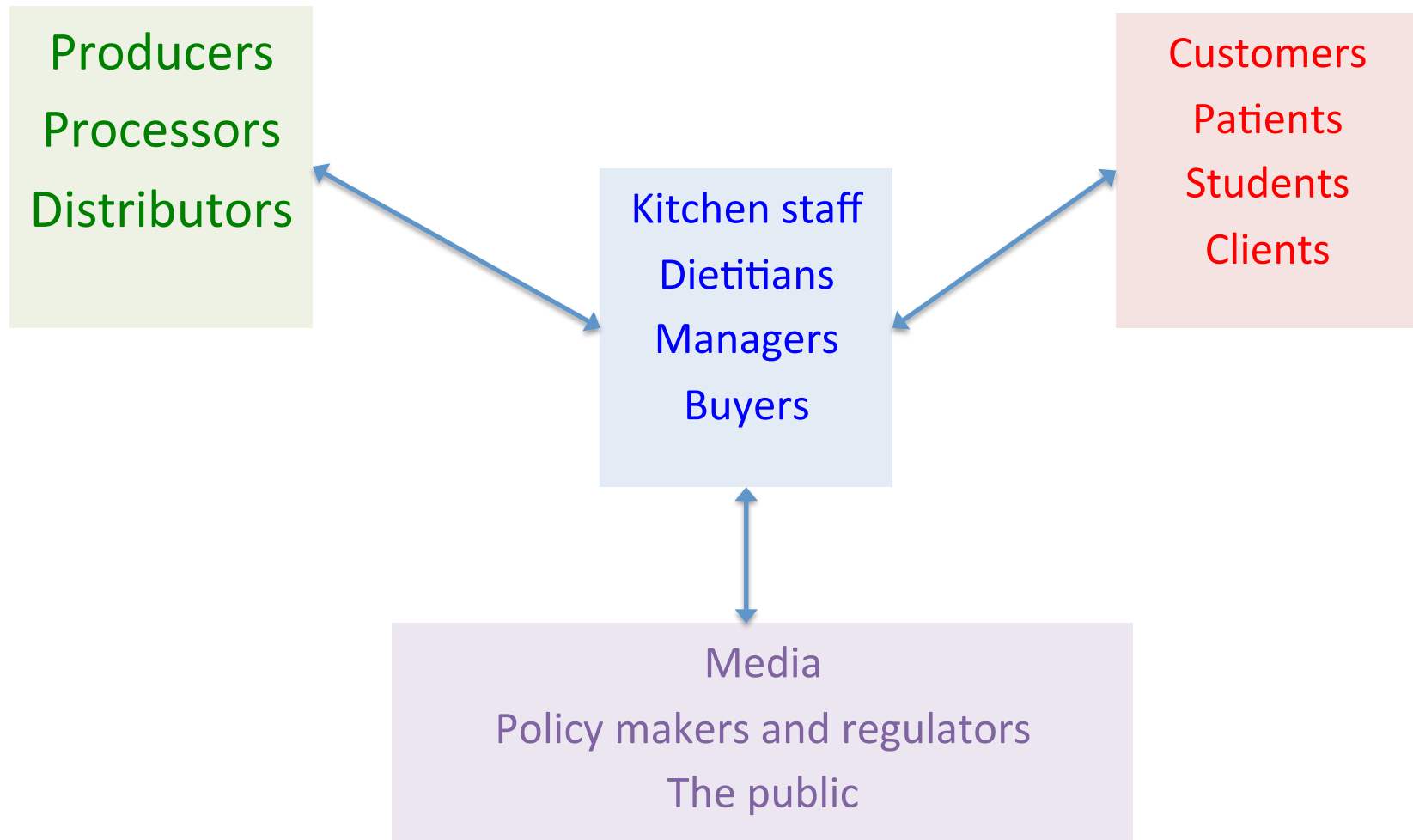
- Residents
- Patients
- Students
- Clients

- Media
- Policy makers and regulators
- The public

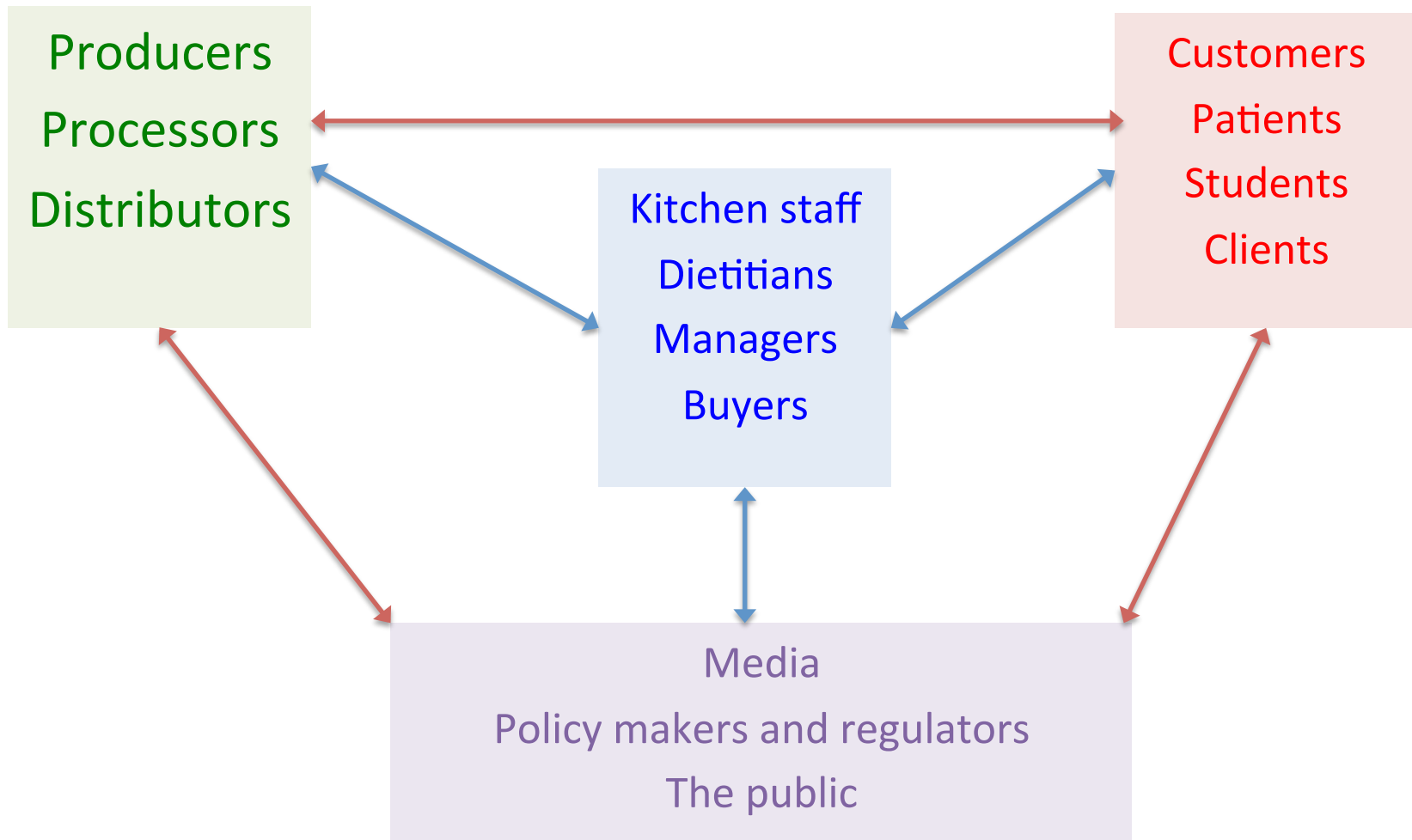
# Discovering how we work

1. Summary of your **motivations** (the fire)
2. Summary of your **hopes** (the journey)
3. The **stakeholders/audiences** you work with
4. The **relationships** you can influence
5. The **elements** (components) to work on

## 4. The relationships you can work on:



## 4. The relationships you may only help influence:





# 5. The ELEMENTS that need attention:

Elements		
Increase markets and fair prices for local producers		
Engage processors and distributors		
Shift procurement practices		
Provide training to staff		
Transform menus		
Engage & educate clients		
Enhance public support and understanding		
Influence policy & practices		

# Discovering tools to share

1. Summary of your **motivations** (the fire)
2. Summary of your **hopes** (the journey)
3. The **stakeholders/audiences** you work with
4. The **relationships** you can influence
5. The **elements** (components) to work on
- 6. Strategies** to work on for each ELEMENT

# 6. The STRATEGIES/tools to work on:

Elements	Strategies / tools	
Increase markets and fair prices for local producers		
Engage processors and distributors		
Shift procurement practices		
Provide training to staff		
Transform menus		
Engage & educate clients		
Enhance public support and understanding		
Influence policy & practices		

# What to track and shared needs

1. Summary of your **motivations** (the fire)
2. Summary of your **hopes** (the journey)
3. The **stakeholders/audiences** you work with
4. The **relationships** you can influence
5. The **elements** (components) to work on
6. **Strategies** to work on for each ELEMENT
7. What should **success** look like?
8. What next?

# 7. What 'success' may look like:

- Farmers/fishers willing to increase production, respond to market, receive fair price [*maps, produce volumes+types, price shifts*]
- Farming/fishing more viable for next generation [*ages, size of operation*]
- Reduce pollution, improve ecosystem, localize processing [*map food miles, carbon economy*]
- New partnerships and connections, [*features of supply chains*]
- Higher % of local & sustainable [*bronze, silver, gold – spend Theme 2*]
- Increase in kitchen staff skill and knowledge [*KAP - knowledge, skill, attitude, # and testimonials*]
- Higher quality (freshness, nutrition) and variety of menus [*bronze, silver, gold – Theme 2 - is there a proxy dish?*]
- Increase in client happiness, satisfaction [*feedback # and testimonials*]
- More information tools to shift the system [*audiences like the tools*]
- More awareness, understanding [*media stories, new allies*]

# 7. How do you/will you track change?

Elements	Strategies / Tools	Outcomes
Increase markets and fair prices for local producers		
Engage processors and distributors		
Shift procurement practices		
Provide training to staff		
Transform menus		
Engage & educate clients		
Enhance public support and understanding		
Influence policy & practices		

## 8. What can be done jointly to...

- Adjust seasonal planning with producers & fishers
- Enable processors & distributors to shift practices
- Shift procurement and RFPs practices
- Share training modules for staff groups & managers
- Compare & harmonize survey instruments
- Motivational tools to engage & educate clients
- Aggregate outcomes & document system changes
- Grab windows of opportunity for policy influence