FOOD HUBS IN FARM TO SCHOOL

October 17, 2013
Presentation Outline

- Technical Orientation

Welcome / Introduction

Jeff Farbman
Wallace Center at Winrock International

- Gourmet Gorilla
- Cherry Capital Foods
- Questions and Answers
- Upcoming Opportunities, etc.
WALLACE CENTER at WINROCK INTERNATIONAL

• Market based solutions to a 21st Century food system
• Work with multiple sectors – business, philanthropy, government
• Healthy, Green, Affordable, Fair Food
• Scaling up Good Food
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: GOALS

Supply Meets Demand
- There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

Information Hub
- The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

Policy Change
- Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.

http://ngfn.org | contact@ngfn.org
# FINDINGS: FOOD HUB CUSTOMERS

Food hub customers \((N=82)\)

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<thead>
<tr>
<th>Hub Service Type</th>
<th>Percent of hubs that sell to</th>
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- Technical Orientation
- Welcome / Introduction
- Gourmet Gorilla
  - Danielle Hrzic
    President & Co-Founder
  - Jason Weedon
    CEO & Co-Founder
- Cherry Capital Foods
- Questions and Answers
- Upcoming Opportunities, etc.
Breakfast | Lunch | Snack | Pre k - 12
Objectives For Our Company

• Higher Quality Ingredients from more local sustainable sources (Stimulate Local Food Economy)

• Efficient Labor and Processes
  • (Bring better ingredients to schools at lower cost)

• Products children like and are nutritionally balanced
  Comply with gov/regs & set own standards

• Exceed, USDA, ISBE, DCFS Requirements for Nutrition

• Serve the underserved community
What We Do

• Prepare meals from scratch
• Deliver meals hot or cold
• Connect farms with schools
Ordering

Parents Order
Schools Order
Lunch Line POS
Agile
Cloud Based
Solutions
Design Rules

Government

Department of Child and Family Services
National School Lunch Program
Child and Adult Care Food Program

Include

Calorie Min and Maximums
Rotation of Veggies
Grain Types
CN Labels
Quality
Buy American
Commodities
Offer vs Serve
Serve

<table>
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<tr>
<th></th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Snack</th>
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<tbody>
<tr>
<td>Price</td>
<td>$1.90</td>
<td>$2.90</td>
<td>$0.90</td>
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Design Rules

Gourmet Gorilla

Raw/Fresh Ingredients
  Antibiotic Free
  Organic
  Grass Fed
Committed to Local Community Based Businesses
  Sustainably Raised or Grown

Include
  Produce
  Meats
  Fruit
  Dairy
  Grains
  Value Added Products

$1.90 Breakfast
$2.90 Lunch
$0.90 Snack
Design Rules

Parents/Kids

- Taste
- Color
- Culture
- Familiarity
- Experimental

Include

- Good flavor, bold or bland
- Bright colors, balanced on plate
- Culturally relevant or experimental
- Familiarity and trust or consistency

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Aggregation
### Summer Menu

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<tr>
<td>Apple Salad</td>
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<td>Chicken nuggets</td>
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### Winter Menu

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What to make and what to buy?

High Cost Low Labor / Low Quality Risk

Farms > Processor > Vendors > Gorilla Kitchen > Schools

Gourmet Gorilla Prepared Products: Frozen Fish Sticks

Lower Cost / Medium Labor/ Medium Quality Risk

Farms > Aggregators Distributors > Gorilla Kitchen > Schools

Gourmet Gorilla “Raw Ingredients through Distributors”.
Dairy, Proteins, Grains, Fruits and Veg

Low Cost / Higher Labor/ Higher Risk Quality

Farms > Gorilla Kitchen > Schools

Gourmet Gorilla “ City Farm, Wisconsin GFB Coop,”
Efficient equipment can reduce labor hours and keep things local.
Food Safety

Growing
Aggregation
Processing
Distribution

HACCP
GAP
LICENING

Time
Temp
Chemicals
Fertilizer
Personal
Hygiene
Facility
Hygiene

Rules and Regulations are a design constraint and an impact on cost.

Where there is an impact on cost there is an opportunity for innovation.
Washing
Cutting
Cooking
Chilling
Re-therming

People
Machines
Data management
Growth

New Systems & Facility
Human Resources
Training Management

People
Machines
Data management

Every time you double in size systems break and human resources are strained.

Right sizing and appropriate staffing is critical for well functioning organization.
New Systems & Facilities

Current Space

Future Space
Human Resources

Hiring
Finding Skilled Workforce
Onboarding
Beyond the Lunchroom
Contact

info@gourmetgorilla.com
877 219 3663
www.gourmetgorilla.com

@gourmet_gorilla
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• Technical Orientation
• Welcome / Introduction
• Gourmet Gorilla

• Cherry Capital Foods

**Evan Smith**  
*Senior Operations Manager*

**Kelly Lively**  
*School Liaison, Special Projects*

• Questions and Answers
• Upcoming Opportunities, etc.
Sales Summary
October through December 2013

Chartwells: 15.90%
Kroger: 12.53%
Marie Catrins of Grand Rapids: 3.81%
TCAPS: 3.54%
Oryana Natural Foods Market: 3.37%
Northern Michigan University: 3.24%
Pigstock 2013: 2.62%
Terra GR: 2.46%
Trattoria Stella: 2.16%
K-mart: 2.16%
Other: 48.20%
Total: $147,070.86
SALES DOLLARS BY CUSTOMER CATEGORY

- Retailers
- Restaurants
- Resorts
- Food Manufacturers
- Caterers
- Grocers
- Other Institutions
- Schools
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- Welcome / Introduction
- The Survey: Motivation
- The Survey: Findings
- The Survey: Implications
- Questions and Answers

Upcoming Opportunities, etc.
Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

- 3rd Thursday of each month
  3:30p EST (12:30p PST)

http://ngfn.org/webinars

- Nov 21 - Tools for Improving Farmer Financial Skills
- Dec 12 – Food Banks as Regional “Good Food” Partners
Do This Now


Webinar pricing survey: http://www.tagoras.com/2010/01/05/webinar-pricing-data/
Two Notable Websites

- **www.FoodHub.info**
  - Food Hub “hub”
  - Research, case studies, list and map of hubs across the country, much more.

- **www.FoodshedGuide.org**
  - Case study-based business and financial training
  - Includes a “One Page Business Plan” and a “One Page Financial Plan”
Get Connected, Stay Connected

http://ngfn.org/database

National Good Food Network Database
Click to learn more

Search for: Wallace Center

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@ngfn
http://ngfn.org

contact@ngfn.org