PUTTING LOCAL ON THE MENU:
FIVE BEST PRACTICES AND A COST CALCULATOR TRAINING

September 4, 2014
Presentation Outline

1. Technical Orientation
2. Welcome / Introduction

**Jeff Farbman**
*Wallace Center at Winrock International*

- Putting Local on the Menu: Best Practices
- Local Food Cost Calculator
- 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
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- Technical Orientation
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Putting Local on the Menu: Best Practices

Anthony Flaccavento
SCALE, Inc.

- Local Food Cost Calculator
- Questions and Answers
- Upcoming Opportunities, etc.
Putting Local on the Menu

OVERCOMING THE PRICE POINT CHALLENGE IN RESTAURANTS AND COLLEGE DINING SERVICE

SCALE, INC, SEPTEMBER 4TH, 2014,
WWW.RURALSCALE.COM
Some Context: The Cost of Low Prices to Farmers
Getting More of the Food Dollar to Farmers
Part One: The Study
Our Methodology: Focus on “Buyers in the Middle”

- Interviewed restaurants and colleges/universities in twelve states
- Focus on moderately priced and less well known
- Profiled eight of the twenty
- Distilled “Best Practices” from all interviewed
Twelve Restaurants in nine states
Eight colleges/universities in seven states
Jack Sundell, Little Rock, AR
Best Practice #1

Reducing Waste, Particularly Food Waste
Cooking from scratch in small batches to order
Food Waste Audits
Tray-less Dining
Donations, Eater Education
Best Practice #2

Make Use of All Pieces and Parts
Best Practice 2:
Make full use of all “pieces and parts”, whether of animal or vegetable origin
Stock from peelings, bones
Selling stock retail
Turning leftovers into new meals
Stem to Root
Best Practice #3

Manage Portion Size
Filling a [smaller] plate
3: Manage portion size better
Best Practice #4

Buy in Bulk,

Purchase Whole Animals,

and Seconds
Carleton College

Bon Appétit Management Company
food service for a sustainable future

4: Purchasing whole animals
“We’ve got to get over the idea that produce always has to look amazing”
Using ingredients while they’re available
Purchasing whole animals saves money on primal cuts.
Best Practice #5

Tell the Story
to Build Customer Base
Ease Price Pressures
Making the farm connection, in many ways.

Building Community through Local Food!
5: Telling the story of local food: Putting a face to your farmer
Eat Local Challenge 2011

Thousand Hills Skirt Steak Flatbread Sandwich

- House-made Flatbread
- Skirt Steak
- St. Peter's Blue Cheese
- Roasted Ervings Lake Yukon Gold Potatoes

$5.25

Ewing Farms Big Lake, MN 4.9 Miles
1000 Hilly Farm Co. Cannon Falls, MN 8 Miles
Fanbaut Dairy Fanbaut, MN 12 Miles
Whole Grain Milling Wheat Flour Waconia, MN 8.7 Miles
Waban Farms Farms Iagn, Mn 50 Miles
What's local this week:

- BC Chorizo Sausage
- BC Breakfast Sausage
- BC Produce: Green Peppers, Tomatoes, Onions, Celery, Eggplant
- Forever Farm Watermelon
- Pike Valley Farm Eggs
- Pike Valley Farm Beef and Pork
- Evan's Orchard Apples
“Selling” Local to Ordinary Folks
Questions and Answers

Anthony Flaccavento
SCALE, Inc.
flaccavento@ruralscale.com

Jack Sundell
The Root Café
Little Rock, AR

Katie McKenna
Bon Appétit Management Co.
Carleton College, MN

Jeff Farbman
Wallace Center at Winrock International
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Part Two: A New Tool

Local Foods

Cost Calculator
Developed in Consultation with Chefs
Includes 26 Different Items
Presentation Outline

- Technical Orientation
- Welcome / Introduction
- Distribution Case Study: Corbin Hill Food Project
- Lease vs. Own Analysis: Delivery Trucks
- 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)

- Sept 25 (!) - Food Hub Benchmarking Study 2014

http://ngfn.org/webinars
Learn From Food Hub Experts
Become A Food Hub Success

UVM FOOD HUB MANAGEMENT PROFESSIONAL CERTIFICATE

Space is limited - Inquire now

learn.uvm.edu/foodhub
USDA Local Food Directories

- **Was**
  - Farmers Markets
- **Now ****adds:**
  - CSAs
  - On-Farm Markets
  - **Food Hubs**
- **http://www.usdalocalfooddirectories.com/**
Get Connected, Stay Connected

http://ngfn.org/database

National Good Food Network Database
Click to learn more

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