

Creating a Local & Values-Based Purchasing Action Plan

Each institution has a unique set of priorities, challenges, and values that determines what food they purchase, how much of it they'll buy, where that food comes from, and how it will be used. This worksheet is designed to help you to articulate your food values, what program considerations and logistics impact your purchasing, and how these factors determine your goals toward local/regional and values-based purchasing.

Once you've completed this worksheet, you will be able to better communicate the good work your Food/Nutrition Program is doing to purchase local and values-based products.

1) Values

When we buy food we unconsciously use a set of values that determine our purchasing. These values may include issues such as: quality, cost, convenience, origin, labor, safety, production practices, distribution, economic impact, and sustainability.

The first step in creating a successful *Local and Values-Based Purchasing Action Plan* is to articulate the values of the customers, community, and food/nutrition program staff. To complete the boxes below, it's important to gather information from each group on their values. The different groups may have shared, similar, different, or even conflicting values –there are no wrong answers!

Food/Nutrition Program

Community

Customers

At _____, we support:



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Copy your values statement from Side 1. Keep it in mind as you complete the rest of the worksheet.

We support:

2) Program Considerations & Logistics

In addition to values, consider the logistics and realistic constraints that impact what your food or nutrition program can purchase. What limitations do your customers and your program face? These might include time, budget/cost, familiarity with foods, cafeteria or kitchen design, equipment available, etc.

Program/Staff

Customers

Use the values and program considerations above to inform what you're able to purchase and how you will use it. Consider factors such as seasonality, whole vs. processed foods, special projects or events, your daily menu, and salad bars or other opportunities to highlight your ingredients.

What will you purchase?

How will you use the food?

3) Your Purchasing Goals

Indicate what foods you'll purchase in each category. Some of the things that will influence who you purchase from are product availability, if you have direct relationships with farmers, what distribution support you need, and contracts.

Local community/county

State

Regional/Other

Make clear, specific goals to guide your purchasing decisions, such as percentage of budget from farms in your county or your state, a percentage of fair trade or antibiotic-free product, highlighting one local or regional product to your customers daily. Use this section to inform your customers about your support of the local and regional food system.

Our goals are: