

Food Value Chain Coordination

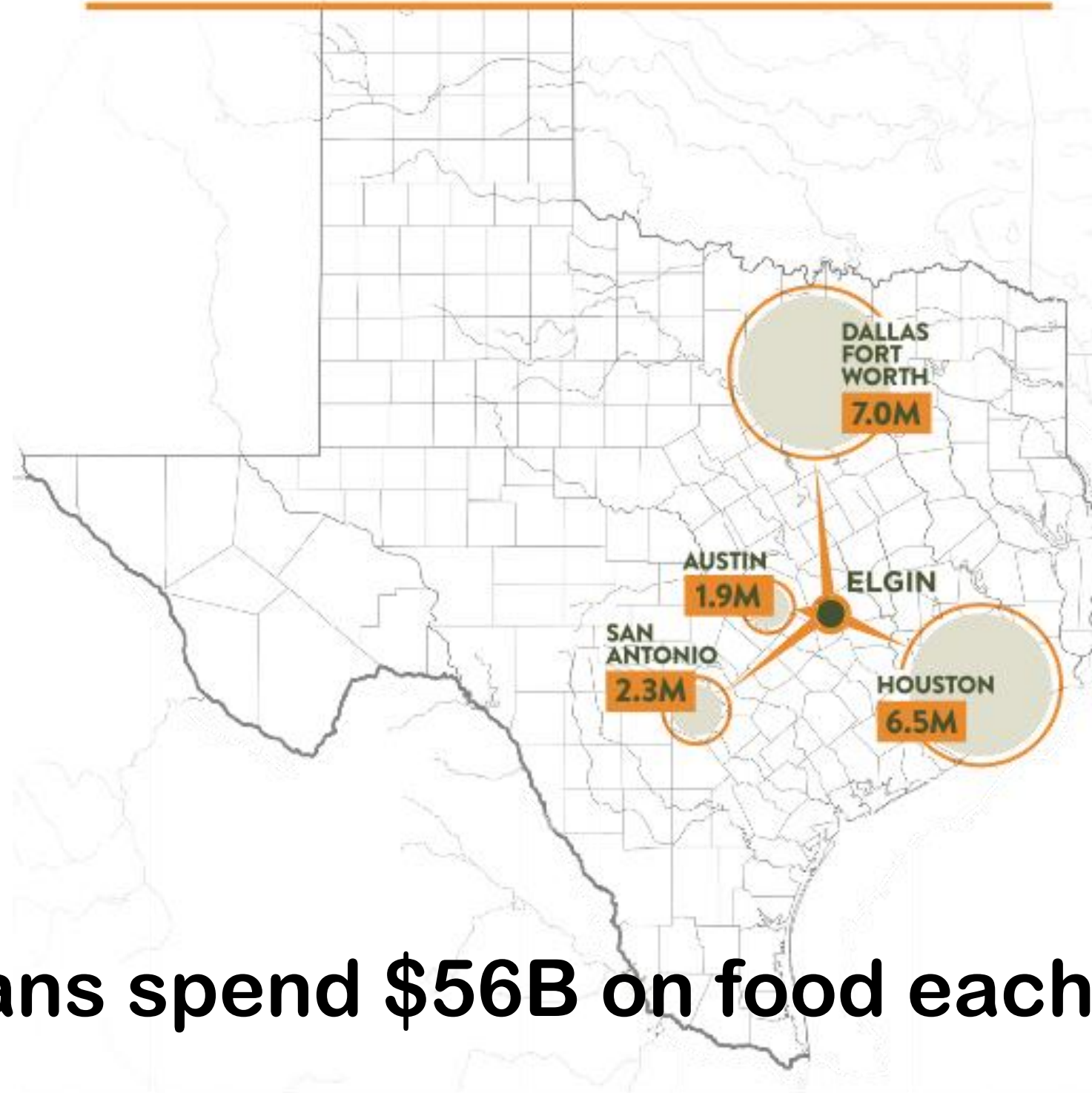
#1 - Alignment & Self Assessment



- Vision: Sustainable Texas food systems that are healthy for people, animals, and the planet.
- Mission: Sustain Texas rural communities and family farms and ranches through local food economic development.
- Our Value Chain work: instigate, catalyze; specific projects to move food from rural to urban and money from urban to rural.
- Self assessment for VC work: trusted by farmers, 10 years working with and as a farmer; business skills, natural collaborator; org was new
- Identify existing initiatives that you can contribute to and where your expertise will be needed/appreciated
- Gaps in skills: fundraising, storytelling, measuring social network development, lack of understanding of mainstream supply chain

Food Value Chain Coordination Context

18 MILLION PEOPLE WITHIN 200 MILES OF ELGIN



Texans spend \$56B on food each year

Food Value Chain Coordination #2 - Collaborate and Partner



- Humility is key! We are here to share resources.
- Visit with potential collaborators - leverage existing work
- Gather data with interested partners: Food Policy Board, St. David's Foundation Price Study, City of Austin Good Food Purchasing Program
- Present ideas for food value chain coordination
- Let's do this together!
- Work to vested interest - legitimately
- **Find champions with influence**

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#2 - Collaborate and Partner (Example)



Give-Get Worksheet

Project: Food Value Chain Coordination

Potential Partner	GIVE	GET
Austin Independent School District	time, money for local food procurement	satisfied parental demand, satisfied political pressure, Healthier students
Elgin Economic Development Corporation	money	local jobs
City of Austin Office of Sustainability	time, stature, convening	pragmatic projects to implement & test policy
Texas Center for Local Food	knowledge of grower needs, trust of growers; time, money	support mission; satisfy funders

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#3 - Know Your Data



- Why talk about institutional sales? Do the prices work for farmers?
Price Study of Specific Vegetables funded buy St. David's Foundation:
Broccoli, light processing
- City of Austin Good Food Purchasing Program - buyers \$25M
annual food budget
 - University of Texas
 - Austin School District
 - Austin Convention Center
- Capital Area Council of Governments: maps, economic data
- Elgin School District, Elgin Economic Development Corporation:
\$800,000 toward Elgin Food Center (ELF)

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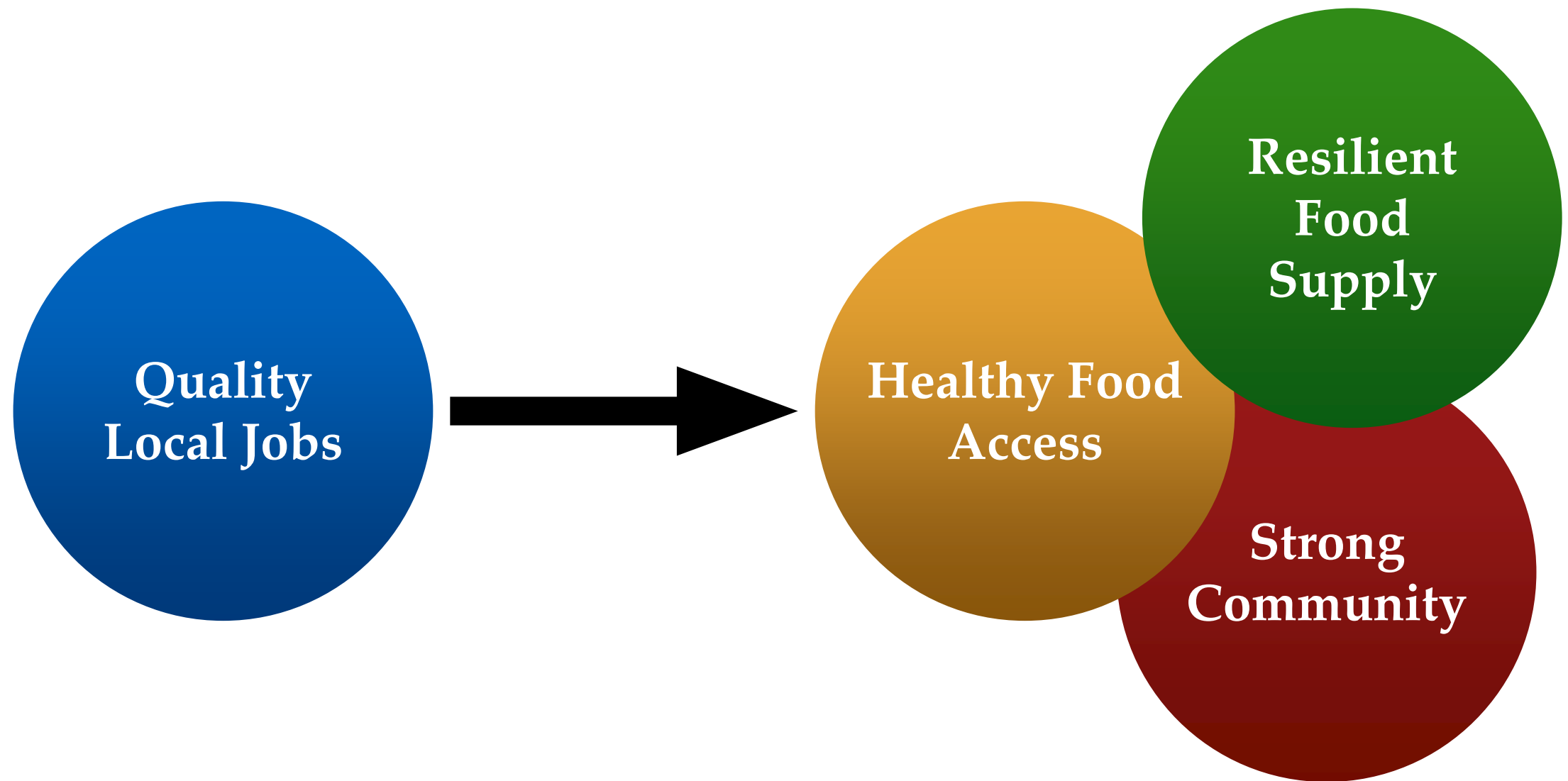
#4 - Satisfy Vested Interest

Vested Interest



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#4 - Satisfy Vested Interest (Example)

Jobs in Local Agricultural Enterprise



Support shared vested interest



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Wallace Center Webinar - July 2018

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