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
# Food Value Chain Coordination #2 - Collaborate and Partner (Example)

## Give-Get Worksheet

**Project:** Food Value Chain Coordination

<table>
<thead>
<tr>
<th>Potential Partner</th>
<th>GIVE</th>
<th>GET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin Independent School District</td>
<td><strong>time, money for local food procurement</strong></td>
<td><strong>satisfied parental demand,</strong> <strong>satisfied political pressure,</strong> <strong>Healthier students</strong></td>
</tr>
<tr>
<td>Elgin Economic Development Corporation</td>
<td><strong>money</strong></td>
<td><strong>local jobs</strong></td>
</tr>
<tr>
<td>City of Austin Office of Sustainability</td>
<td><strong>time, stature, convening</strong></td>
<td><strong>pragmatic projects to implement &amp; test policy</strong></td>
</tr>
<tr>
<td>Texas Center for Local Food</td>
<td><strong>knowledge of grower needs,</strong> <strong>trust of growers; time, money</strong></td>
<td><strong>support mission; satisfy funders</strong></td>
</tr>
</tbody>
</table>
Food Value Chain Coordination
#3 - Know Your Data

• Why talk about institutional sales? Do the prices work for farmers?
  Price Study of Specific Vegetables funded by 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)
Food Value Chain Coordination

#4 - Satisfy Vested Interest

Vested Interest

- Quality Local Jobs
- Resilient Food Supply
- Healthy Food Access
- Strong Community
Food Value Chain Coordination
#4 - Satisfy Vested Interest (Example)

Jobs in Local Agricultural Enterprise

Quality Local Jobs

Healthy Food Access

Resilient Food Supply

Strong Community

Support shared vested interest
Food Value Chain Coordination

Wallace Center Webinar - July 2018

Presented by:
Sue Beckwith, Texas Center for Local Food
SueB@TexasLocalFood.org