

Scaling Up

How Distribution, Procurement
Policies and Food Safety Grow
Our Regional Food System

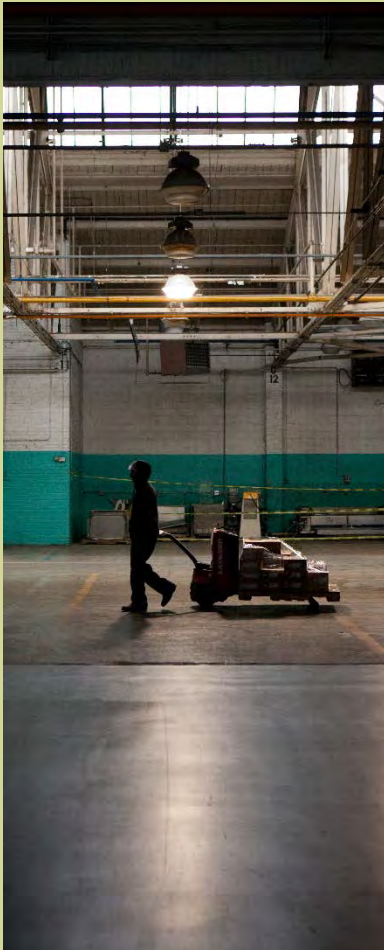


Overview

- About Common Market
- Accomplishments: What We've Done
 - Scaling Distribution
 - Scaling Demand
- Recommendations: Where We Are Going
 - Support agricultural land conservation
 - Food safety
 - Policy Reform



About Common Market



- Nonprofit distributor founded in 2008
- “ ...strengthen regional farms while making the local bounty accessible to communities and the institutions that serve them.”
- \$7.5 million in local food sales to 240 wholesale customers and to more than 1,200 families through Delaware Valley Farm Share
- Over 100 farms and local food vendors



Scaling Distribution

2011 Recommendation:

*Large and small businesses alike should apply supply chain management technology to **scale** the local food system up to the regional.*





Scaling Distribution

- **How we parallel the global food system...**
 - Infrastructure and technical proficiency
 - Facilitate access and foster relationships
 - Use data to increase efficiency
- **...and how we don't**
 - Values: community, food safety, local investment, stewardship, service
 - Don't squeeze on price
 - Reach scale without losing touch



Scaling Demand



2011 Recommendation:

*Public Awareness and Healthy Food:
Promote the use of community-based
communication outlets by government,
private sector, and nonprofits to educate
people about healthy food.*



Scaling Demand

- Common Market works with institutions to educate constituents about healthy food choices and provide healthy, local food alternatives
 - Institutions serve at-risk populations
 - Uniquely positioned to deliver public education messages about healthy lifestyle choices that can include local foods
 - Jefferson University Hospital: GMO and Antibiotic info sessions
- Community partners drive public awareness of local, healthy food in at-risk populations
 - Mitzvah Food Project of Philadelphia Jewish Federation
 - East Park Revitalization Alliance



Where We Are Heading

Recommendation #1:

Support farms on preserved land

- Efforts with DVRPC to determine how much preserved farmland Common Market supports
- Actively developing new farm partnerships
- Market signal: economic incentives to preserving farmland





Where We Are Heading

Recommendation #2:

Support small farm efforts to achieve food safety standards

- Understand food safety obstacles
- GAP Certification
- Food safety as a prerequisite to institutional markets
- Scaling up means upping food safety measures





Where We Are Heading

Recommendation #3:

Demand local food purchasing requirements in institutional procurement policies

- Ensure farm-side investment in food safety by securing institutional demand for local food
- City of Philadelphia leading the way
- Our institutions are making strides
- **Example:** Healthy Food in Health Care Awards
- Institutions can drive market demand and policy change



Scaling Up

... starts by taking a stake.