Scaling Up

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

DVRPC Greater Philadelphia Food System Stakeholder Committee Meeting
November 7, 2014
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
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
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
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
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
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.