

Cohort Welcome & Session #1

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Ecosystem Planning Process:

Our Purpose

To identify the goals, roles and resourcing needed to meet the good food purchasing vision, including incorporating the feedback and wisdom from the summit to build a roadmap for the next decade.

Ecosystem Planning Process:

Our Purpose

- **Facilitators:** Anim Steel & Eva Ringstrom
- **Christina Spach**, Food Chain Workers Alliance
- **Rodger Cooley**, Chicago Food Policy Action Council
- **Ribka Getachew**, Community Food Advocates
- **Jocelyn Dubin**, Santa Clara Public Health Department
- **Katie Ettman**, Fullwell
- **Jose Oliva**, HEAL Food Alliance
- **Amy O'Rourke**, Cook County Public Health Department
- **Florence Simpson**, LA Unified School District
- **Christina Bronsing-Lazalde**, Real Food Media
- **Colleen McKinney, Amy Nelms, Alexa Delwiche, Molly Riordan**, Center for Good Food Purchasing

Our Vision

Public food dollars serve the public good, which means...

- Governments are responsible stewards of community resources and accountable for the impacts of their decisions about food purchasing and food service.
- They are transparent about how food purchasing decisions are made and share information that enables public engagement and accountability.
- Decision-making is a participatory, community-driven process that centers the voices and priorities of frontline workers, BIPOC producers, and those most impacted by food system injustices, including eaters whose access to good food is largely determined by institutional decision-making—such as students, seniors, and incarcerated individuals, whose wellbeing and health are directly shaped by these decisions.



GOOD FOOD PURCHASING Values



Guiding Framework

The work in **each** GFPP region can be thought of as occurring in 4 overlapping phases:



VALUE CHAIN BUSINESSES

This is where supply and demand meet.

Technical assistance, supply chain infrastructure, and direct farmer investment can support values-aligned companies to enter institutional markets.

FUNDERS

Public and private investment are both **essential to fully fund the people power, networks, food costs and supply chain infrastructure** that are required for values-based purchasing at scale.

POLICY MAKERS

Elected officials provide leadership and set direction within an institution. Finding and cultivating elected official champions and allies among agency leadership is critical – as is holding them accountable.

Good Food Purchasing
Ecosystem

Our Roles

GRASSROOTS ADVOCATES

Where the initial and/or long-term impetus for change comes from. While the coalition may include champions within institutions, the fundamental work of strengthening leadership and connections must come from advocates.

ADMINISTRATORS & FOOD SERVICE OPERATORS

This is where policy gets put into practice. The insights and personal investment of operators and administrators can make or break a project's success.

COMMUNITY

Solving deep problems in the food chain cannot be accomplished through the procurement – i.e., the market – alone. **We need a groundswell of farm groups, workers, eaters, etc.** to tackle those challenges and to maintain pressure on decision-makers.

Cohort Introductions

- **Name, Organization, Role, Location**
- **Your role in regional procurement work**
- **One question or curiosity you're coming into the summit with**

Breakout #1 Guiding Questions

- What are 1-3 key strengths, accomplishments or learnings from good food purchasing efforts in your city, state, or region?
- What's something you've learned about yourself as a change leader in this movement? How has this work changed your approach to your work?

Breakout #2 Guiding Questions

- What are the top three challenges you're facing (in addition to funding) in shifting towards good food purchasing values?
- What topics are you interested in learning about at this summit? What connections do you hope to make?

Full Cohort Debrief

- What strengths or accomplishments came up in your conversation?
- What challenges or opportunities did you discuss?
- What are some areas of opportunity for our region that we can learn more about while we're here in person? Are there connections we hope to make?
- Any other reflections from pair shares?