

Opportunities in Good Food Purchasing Webinar Series

Highlights & Resources

March 28, 2024

Webinar One: Learning from Peer Funders

[Watch the Recording](#)

Speakers

- **Linda Jo Doctor**, program officer, W.K. Kellogg Foundation
- **Noah Cohen-Cline**, director, Food Initiative, The Rockefeller Foundation
- **Julia McCarthy**, senior program officer, New York Health Foundation
- **Sarah Bell**, program director, 11th Hour Project
- **Haven Leeming**, senior program officer, Builders Initiative

Highlights from Discussion

- Good food purchasing is a food systems transformation strategy and can be approached from different points in the food system - whether you work on policy, value chain coordination and logistics, farmer finance, data innovation, or anywhere else - there is a place for you in this work
- Good Food Purchasing program was seeded in 2012 with members of the LA Food Policy Council to bring an intersectional approach (including worker conditioners, which was often unexamined) to institutional food purchasing
- There are five core values of the program: environmental sustainability, local economies, valued workforce, animal welfare, and nutrition
- Over the past 10 years, with leadership of community orgs and national partners, good food purchasing has grown tremendously to create dynamic ecosystems, supply chain

infrastructure, and codification in policy among institutions, cities, counties, and at the federal level

- [At the time of this webinar] In New York (and other states), there is a state law that mandates municipalities to purchase from the lowest cost bidder. This makes it especially challenging for institutions to purchase food that fits these values
 - **Exciting Update:** [New York State has since passed a bill that removes these barriers](#), therefore making it easier for institutions to purchase values-aligned food. This is the first state-wide legislation of this kind
- Institutional procurement, through forward contracts, can provide farmers security to shift cropping plans to meet institutional demands and to expand
- “As a newer funder to this work, it’s exciting to enter a space that has momentum where I can help keep that momentum going” - Haven Leeming
- Good food purchasing work is a disruptor; it’s not “business as usual”
- It’s important for field leaders to have these networks that support communities of practice where they can talk with each other and go very deep into the nitty gritty of how to do this work. These networks overlap and that’s important for field building
- There is the need for subsidies, training, and technical assistance as institutions are new to this (there are organizations that can provide this assistance).
- It’s important to be mindful of not creating additional barriers to entry as we work to implement good food purchasing practices; it’s crucial to bring an equity framework
- Funders: look to your local coalitions and build relationships with champions in your institutions and in your local or state-wide governments. While people move and you may need to start new relationships - that takes time and patience but is critical. Work with the leaders in the field, like Center for Good Food Purchasing, for support and TA for your (public or private) institutions working to purchase values-aligned food. Have patience and be persistent

Resources & Organizations Shared

- [Procuring Food Justice 2023 Report](#)
- [Federal Good Food Purchasing Coalition Impact Analysis](#)
- [Growing Justice Fund](#)
- [The Center for Good Food Purchasing](#)
- [Community Food Advocates in NY](#)

- [Report from Good Food Purchasing Summit in March](#)
- [Local Food for Schools Program at USDA](#)

June 18, 2024

Webinar Two: Learning from Leaders in the Field

Recording Coming Soon!

Speakers

- **Linda Jo Doctor**, program officer, W.K. Kellogg Foundation
- **Sarah Bell**, program director, 11th Hour Project
- **Rodger Cooley**, executive director, Chicago Food Policy Action Network
- **Haile Johnston**, founder and co-director, The Common Market
- **Alexa Delwiche**, executive director, Center for Good Food Purchasing
- **Christina Spach**, food campaigns director, Food Chain Workers Alliance

Highlights from Discussion

- A recurring theme is that good food purchasing is a long term effort that requires collaborations across all levels of government, grassroots coalitions, employees of institutions, funders, and other stakeholders
- The [Federal Good Food Purchasing Coalition](#) launched 18 months ago and is pursuing a state-by-state incentive fund that would pay for the *true* value of food and provide a replicable model
- In many communities across the country, many people (especially youth) are getting a significant portion of their daily calories from institutions (e.g. schools) and those institutions are often not meeting the needs of vulnerable populations in society. Institutions are ripe for food system transformation as they bring a degree of scale that can bring about better outcomes for people, producers, and communities
- At the institutional level, decisions frequently have to be made (due to policy) by the lowest cost and you end up with a product that's brought to that institution at an *artificially* low cost that's often low due to exploitation in the supply chain. It's important to look at other factors beyond price and support policy chain that enables that

- Part of the need within food system reform is on the environmental externalities of agriculture and its negative impacts on the climate *and* we also want to lift up other externalities of agriculture beyond the environment, including the social impacts like worker justice, gender justice, and racial justice
- It's critical that those who are most impacted stay centered in the conversation to build real outcomes that are felt by those on the ground
- Grassroots coalitions are ushering policy changes to ensure long term success as that's how we ensure an institution's long term participation in good food purchasing
- Needs:
 - Public institutions need to hold their suppliers accountable to the values of good food purchasing
 - Support for community and worker organizing that's led by those most impacted
 - Supply chain research (and the financial support of the research)
 - Capacity to publish collective best thinking in real time to test strategies as we learn about them
 - Additional resources to pay for the *real* cost of food; we can't expect different procurement outcomes with the same procurement resources
 - Longer time commitments from institutions and forward contracts to reduce risk for farmers and producers
 - Policies to hold communities, funders, governments, nonprofits, suppliers, and institutions accountable
- Funders: pay attention to both the demand and supply side and how they connect; support the local coalitions and the building out of the infrastructure; work in collaboration with these coalitions that provide leadership to move the field; and support the policy work at the local, state, and federal levels to create enabling environments for food systems transformation within institutions

Resources & Organizations Shared

- [Link to the most recent version of the Good Food Purchasing Standards](#)
- [Sample baseline assessment](#) (will be updated with the launch of Good Food Purchasing Standards 3.0 this summer)
- [Good Food Communities](#)