

A 20% By 2020

Local Purchasing Toolkit



A Report to Support Local Food Purchasing
in the Western Lake Superior Bioregion

The Superior Compact

Introduction

Across the nation, individuals and communities are embracing the multiple economic, social, ecological and health benefits associated with regional food system investments. Yet, without any measurable goals or benchmarks, the potential of this citizen and community led movement is diminished. To that end, local organizations, food policy councils and/or regional food networks have developed local and regional purchasing goals so as to help drive investments in the local food economy and to highlight regional leadership. Complimenting these local food purchasing goals are healthy and sustainable food service metrics and benchmarks developed for healthcare, restaurants, and higher education in use by institutions across the country.

We know from a recent University of Minnesota – Duluth study, that our bio-region has the agricultural potential to provide a 100% local and healthy diet (1). Moreover, that a shift to a 100% local healthy diet has the potential to bring one billion dollars into our regional economy. A 20% local purchasing goal then becomes a realistic benchmark and is consistent with regional purchasing commitments across the country.

To that end, the Superior Compact, a 20% local by 2020 purchasing commitment originally developed by Finland, MN based producer David Abaz, was reintroduced in 2012 and tailored for retail and institutional food purchasers. The Compact is now an important component of an evolving Lake Superior Good Food toolbox.

To date, the Superior Compact has gained over twenty regional signatories. These restaurants, institutions and food businesses have made a public commitment to take measurable steps toward increasing their local food procurement.

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(1) Locally Adapted Food System Assessment: Western Lake Superior Region http://www.d.umn.edu/cia/gisl/main/projects_localfoods.php

Defining Local: The Superior Compact Bioregion

Inherent in the development of any local purchasing commitment is the dilemma that the definition of local is subjective, but to be measurable and meaningful, the definition of local must be objectively defined. The Superior Compact utilizes a definition of local as those counties identified with the aforementioned University of Minnesota – Duluth report or within 100 miles of a purchasing facility within these counties. For processed foods with multiple ingredients, including bread and other bakery items, at least 50% by weight of ingredients must be produced within the Compact region.

The local food bioregion defined by the Superior Compact includes Western Lake Superior counties in Northeastern Minnesota, Northwestern Wisconsin and Northern Ontario.

Minnesota Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Pine, St. Louis
Wisconsin Counties: Ashland, Bayfield, Burnett, Douglas, Iron, Sawyer, Washburn
Ontario Counties: Kenora, Rainy River, Thunder Bay

Superior Compact Signatories (as of 10.1.13)

ASHLAND

Chartwells Food Service at Northland College
Chequamegon Food Co-op

BAYFIELD

Spirit Creek Farm

CORNICOPIA

Ehlers General Store

DULUTH

Duluth Grill
At Sara's Table/ Chester Creek Cafe
Whole Foods Coop
Zeitgeist Arts Cafe
St. Luke's
Burrito Union
Tycoon's
Restaurant 301
Kitchi Gammi Club
Essentia Health
Prairie Kitchen Specialty Foods
Fitgers BrewHouse

GRAND MARAIS

Angry Trout

HERBSTER

Sassy Nanny Farmstead Cheese

LUTSEN

Lutsen Resort

TWO HARBORS

Mocha Moose

WASHBURN

Cafe Coco



The Superior
Compact Region

Sustainable Foods

Though not included in the Superior Compact definition, sustainable foods are another way consumers and food businesses may use their purchasing power to advance other food values and ethics. As with local foods, the definition of what is sustainable is equally subjective. To provide objectivity, the majority of sustainable food metrics and benchmarks now utilize third-party certified eco-labels such as organic or fair trade, to track and benchmark factors such as labor practices, environmental impact, and the use of hormones/antibiotics. These criteria help avoid the many food company marketing label claims, such as 'natural,' 'real,' and 'unprocessed'. These label claims are definitions developed by the food company themselves, and therefore typically do not represent the same type of transparency and accountability other third-party certified ecolabels exemplify.

"An ISF audit documented that in 2012 the Duluth Grill in Duluth's Lincoln Park neighborhood purchased 26 percent of its food locally, a \$1.2 million local economic impact."

Desire for Local Foods

Support for the Superior Compact is reflective of regional consumer interest in local foods. Results from a recent consumer survey show a high level of interest in local foods.

How often do you look at tables to see where a product is made or grown? (Percentage of respondents indicating "Sometimes," "Frequently," or "Always")

88.5

Do you actively seek local foods? (Percentage of respondents indicating "Yes")

81.4

Would you like to buy more food that is local but find that this is too difficult? (Percentage of respondents indicating "Yes")

80.1

Increased food purchasing transparency

We are now entering an era of increased marketplace transparency which is helping further the development of local food value chains. This transparency is driven by a variety of factors. Consumers are interested in making sure their values are accurately reflected in their food choices. This is helping food businesses and retailers respond to consumer demand through adoption of metrics and benchmarks, such as the Superior Compact, which have been facilitated by advances in information technology. Benchmarking and reporting allow Superior Compact signatories to differentiate themselves from marketplace competition. Superior Compact signatories should be supported for their leadership and efforts in supporting the socio-economic health of our local food economy.

Many Compact signatories have benchmarked their local procurement as a means to understand their current level of local investment. Two in-depth Superior Compact Local Food Audits have been conducted by Institute for a Sustainable Future and are available at (www.isfusa.org). These reports provide much greater detail and methods for calculating Superior Compact purchasing.

An especially helpful example for navigating sustainable foods is The Green Guide for Health Care (GGHC) food purchasing credits reference table. The GGHC is a voluntary good practices guide developed to create high-performance healthcare facilities and offered the nation's first sustainable food service credits. An excellent resource on eco-labels and an understanding of labeling claims is available through Consumer Reports at www.greenerchoices.org/eco-labels

Third Party Certified Ecolabels

Products	Animal Welfare Approved	Bird Friendly	Certified Humane Raised & Handled	Certified USDA Organic	Fair Trade Certified	Food Alliance Cert.	Marine Stewardship Council	Protected Harvest	Rainforest Alliance Certified	Salmon Safe
Beef/ Bison	X		X	X		X				X
Lamb	X		X	X		X				X
Pork	X		X	X		X				
Poultry	X		X	X		X				
Fish							X			
Coffee		X		X	X				X	
Tea				X	X				X	
Milk/ Cheese/Eggs			X	X		X				X
Fruit				X	X	X		X	X	X
Vegetables				X		X		X		X
Breads				X						
Grains				X	X	X				
Sugar				X	X					
Processed Foods				X		X				
Chocolate				X	X				X	

Adapted from the Green Guide for Health Care Reference Table - FS Credit 3.1-3.3

Superior Compact Signatory Toolkit

Superior Compact Signatories have made a public commitment to take measurable steps toward increasing their local food procurement. While this commitment is an important signal to producers and the marketplace, getting started may be a challenge for small restaurants and large institutions alike. Here are some helpful tips and recommendations for increasing local food procurement, promoting local purchasing on menus and through marketing, incorporating local food items into menus, working with local producers, increasing local food offering from large food distributors, and increasing transparency in overall food purchasing.

Increase Local Purchasing

Purchase directly from a regional producer. While purchasing from large food distributors is commonplace in food service, purchasing directly from a regional producer facilitates a relationship between a producer and a purchasing entity improves an understanding of shared interests and concerns.

Purchase from a local meat producer. Meat, namely beef, bison and poultry, not only makes up a substantial portion of most food costs, but these items are available year-round in our region. Purchasing these items from a local producer will greatly increase a Superior Compact purchasing percentage. The addition of a local meat processing facility would also greatly increase the availability of local meat products for restaurant and institutional purchasing.



Purchase from a local dairy producer. Much like meat, dairy products, including milk, cream and cheese, make up a large portion of food costs. Switching to a dairy producer in the Superior Compact Bioregion would also be an easy and effective means of meeting the Superior Compact 20% local food purchasing goal.

Develop a relationship with a local produce producer. Depending on the scale of purchasing, produce may be seasonally provided by one or more local producers, which will increase local purchasing and also provide for a more visible link to regional producers. It is important to convey your needs and interests concerning adequate volume, quality and billing but equally to listen to the interests and needs of the producer. A collaborative approach can yield an important long term relationship.

For year-round produce, purchasers may purchase from local hydroponic vegetable producers, such as Bay Produce in Superior, WI or Victus Farms in Two Harbors, MN. These local food producers have the capacity and technology to provide produce such as tomatoes, peppers, herbs and lettuce year-round. Additionally, many regional producers are increasing their capacity for cold storage and many have root vegetables available throughout the winter.

Purchase directly from local producers through group ordering. Superior Compact signatories might consider aggregating their purchasing power and interest in local food procurement to purchase directly from regional producers, which is an especially effective option for smaller restaurants who want to benefit from bulk pricing. Talk with other Compact signatories.

Attend regional food system events and trainings, which bring together regional partners from a variety of sectors to increase, promote and share ideas about local food. These events are an ideal venue to connect with other Superior Compact signatories and regional producers.

Promote Superior Compact and Superior Grown

Highlight support of the Superior Compact by prominently featuring a signed Superior Compact plaque. As highlighted, 88% of Northland consumers look at labels to see where a product is made or grown frequently, sometime or always. As well, 81% actively seek local foods.

Highlight your commitment to local foods. Provide listing of Superior Grown products to customers in hard copy and feature regional producers on your menus and in marketing materials. By featuring local producers on marketing materials and menus, customers may put a face to the food they eat, which allows them to develop a relationship with regional producers without ever visiting the farm.

Be consistent in language definition in menus and advertisements. By endorsing the Superior Compact, the local food businesses have embraced the use of the term 'local food' to include food products produced and/or processed in the defined Superior Compact Bioregion, though the use of the term 'local' on menus do not always reflect this. Change labeling on menus to accurately reflect local, regional or sustainable items. Educate your distributors on your definition of local. Many distributors define the term local as one that includes the entire midwest.

Use the Superior Grown label on menus and marketing materials. The Lake Superior Sustainable Farming Association and Minnesota Department of Agriculture's Minnesota Grown Program have reintroduced the Superior Grown Regional Label. Local producers and food businesses now have the opportunity to access marketing materials, including the Superior Grown Label, to use in menus and marketing materials.



Incorporate and Educate

Feature Superior Grown foods as a seasonal item. This menu addition would promote local purchasing, educate consumers about our food region and seasonality, and serve as an opportunity to increase local purchasing.

Educate yourself on what's in season with seasonal produce calendars. In order to incorporate the freshest local ingredients at peak season, it is essential to understand what's in peak growing season in our region. These calendars can help with menu planning based on what is available locally in abundance, and help educate staff and staff about our regional growing season. Moreover, buying in-season can be less costly, as producers have a short window to sell an abundance of one item. But most importantly, develop a relationship with a producer.

Educate staff on local, sustainable criteria and provide ongoing training. Front and back of house staff should be educated and feel empowered by working for a Superior Compact signatory. Educate staff about the criteria of local, sustainable foods and familiarize them with our local food bioregion. If the serving staff is on board and excited about where the food comes from, they will be more willing to promote local food menu items. If cooking and prep staff feel connected to the food they are cooking, they will be more willing to expend the extra effort local food products sometimes require. Staff should feel empowered and excited about their participation in improving our local food system.

Work with Local Producers

Set up scheduled call days and delivery days with local producers. Developing a routine for communication and delivery will not only provide a dependable timeframe for ordering food items, it will facilitate the development of a positive relationship and trust between a restaurant and the producer. A once a week call day will suffice for ordering food items and providing outlook on the future availability.

Be flexible. Working directly with producers is not always business as usual for restaurants and institutions, and it will require some extra effort by these food businesses to source locally. A restaurant or institution may benefit from alternating between producers and/or food distributors to ensure a sufficient amount of product. Communicating the strengths and weaknesses will help identify and address the needs of our local food infrastructure.

Be clear about expectations. Local producers provide a wide variety of food items, but they do not always mirror the consistency of products purchased from large food distributors. Be clear with the producer when ordering what you are looking for so there are no surprises on delivery day. For example, when purchasing carrots from a local producer, indicate if they will be used prominently in salads or as a side dish, which would require smaller, sweeter carrots, or if they will be incorporated into other dishes, as in soups or for juicing, which would allow for larger carrots, or ones with blemishes. The availability of these items is based on seasonality, so utilize seasonality calendars and be clear about expectations when ordering.

Pay upon delivery. Local producers have less flexibility with cash flow than large food distributors. Paying upon delivery provides money for a producer's livelihood, lessens their dependence on credit, and develops a positive relationship between local producers and food businesses.

Join a Chef's Club or network with other chefs. Networking with other chefs and food business owners will develop collaborative relationships for addressing the state of our food system. Chefs may share stories, provide support, and create partnerships to make local food procurement easier and more meaningful. The Arrowhead Professional Chefs Association is a great place to start.



Encourage Food Distributors

Superior Compact signatories might send a group letter to food distribution companies requesting a list of all items produced and/or processed in the Superior Compact region. Despite their marketing efforts, recent reports demonstrate that food distributors still give little weight to customer demand for local, sustainable products. This measure would provide restaurants with a clear list of locally produced food items and provide food distribution companies with a shared definition for 'local foods'. In the long term, this measure may also leverage the purchasing power of Superior Compact signatories to encourage more local food procurement from food distribution companies.

Compact Signatories might aggregate their interest in clear reporting and communicate this to distributors, on specific criteria including "Superior Grown" local, and /or third party certified products. This would also make tracking and measuring of local foods much easier for restaurant staff to perform themselves.

Signatories might ask their Distributor to support Local Producers or Businesses. A small scale food producer or business has far fewer resources than a large multinational. Distributors can support small scale local producers and small food businesses by waiving booth fees at trade shows, absorbing promotional discounts rather passing them on to small businesses, and waiving fees for promotional flyers.



Superior Compact

Regional Producer Directory*

* while some products may come from local businesses it is incumbent upon all purchasers to verify source of ingredients

For Restaurants/Institutions

Product	Producer	Location	Contact Person	Phone Number
Produce				
Apple Sauce, Cider, Jams	Bayfield Apple Company	Bayfield, WI	John Adams	715-779-5700
Apples, by the bushel	Hauser's Farm	Bayfield, WI	Fritz Hauser	715-779-5404
Blueberries, Fresh/Frozen	Highland Valley Farm	Bayfield, WI	Rick Dale	715-779-3941
Organic Produce	Food Farm	Wrenshall, MN	John	218-384-4421
Organic Produce	Northern Harvest Farm	Wrenshall, MN	Rick	218-384-9779
Pickled Vegetables	Spirit Creek Farm	Bayfield, WI	Sargent	715-742-3551
Pickled Vegetables, Jams	Talmade Farms	Duluth, MN	Kathy	218-525-2414
Produce	Seeds of Success	Duluth, MN	Sarah Lee	218-726-1665
Produce	Victus Farm	Silver Bay, MN	Mike Mageau	218-726-6133
Produce	UMD SAP Farm	Duluth, MN	Randy Hansen	218-349-2956
Produce	Great Oak Farm	Mason, WI	Chris Duke	715-765-4297
Produce	Hermit Creek Farm	High Bridge, WI	Landis and Steve Spickerman	715-492-5969
Produce	Maple Hill Farm	Washburn, WI	The Cogger Family	715-373-2108
Produce	River Road Farm	Marengo, WI	Todd and Kelsie Rothe	715-278-3383
Produce	Vranes Farm	Ashland, WI	Carrie Linder	715-746-2059
Produce	Wild Hollow Farm	Ashland, WI	The Fischbach Family	715-278-3978
Strawberries, Strawberry Jam	North Wind Organic Farm	Bayfield, WI		715-779-3254
Tomatoes	Bay Produce	Superior, WI	Don	715-394-2771
Tomatoes	Twisted Twig Gardens	Cornucopia, WI	Rob Hartman	262-347-8510
Meat and Poultry				
Beef, Grass Fed	4 Quarters Holding	Wrenshall, MN	Mark and Terry Thell	218-851-7718
Beef	Hidden Vue Farm	Marengo, WI	Nortunen	715-278-3831
Beef	Great Oak Farm	Mason, WI	Chris Duke	715-765-4297
Beef Patties	Morning View Farm	Port Wing, WI	Gale Gonsoir	888-368-9217
Beef, Grass Fed	Sandy Hills Ranch	Barnum, MN	Troy Salzer	218-591-0478
Beef, Ground and Stew Meat	Pearce's Sausage Kiten	Ashland, WI	The Pearce Family	715-682-3742
Bison	Quarter Master Buffalo	Esko, MN	Don	218-879-4417
Brats	Maple Hill Farm	Washburn, WI	The Cogger Family	715-373-2108
Brats, Sausage, Hot Dogs	Angel Acres Farm	Mason, WI	Eileen McCutchen	715-765-4298
Chicken	Angel Acres Farm	Mason, WI	Eileen McCutchen	715-765-4298
Ham Roast	Maple Hill Farm	Washburn, WI	The Cogger Family	715-373-2108
Ham, Spare Ribs, Bacon, Pork Loin	Angel Acres Farm	Mason, WI	Eileen McCutchen	715-765-4298
Ham, Spare Ribs, Pork Loin	Morning View Farm	Port Wing, WI	Gale Gonsoir	888-368-9217
Sausage	Pearce's Sausage Kitchen	Ashland, WI	The Pearce Family	715-682-3742
Fish				
Fish	Lake Superior Fish Company	Superior, WI	Dick	715-392-3101
Fish, Smoked	Northern Waters Smoke Haus	Duluth, MN	Eric	218-724-7307
Salmon, Wild Caught	Simple Gifts Salmon and Syrup	Duluth, MN	Dave	218-525-5474
Eggs & Dairy				
Cheese	Pure Dairy	Ashland, WI		715-682-6514
Eggs	Prairie River Farm	Balsam, MN	Bill Boutang	218-838-3647
Eggs	Locally Laid	Wrenshall, MN	Jason	612-245-0450
Goat Cheese	Sassy Nanny Cheese	Herbster, WI	Michael	info@sassynanny.com
Milk and Dairy	Dahl's Sunrise Dairy	Babbitt, MN		218-827-9999
Milk and Dairy	Franklin Foods/Kemps	Duluth, MN		218-727-6651
Bread & Grains*				
* these meet the Superior Compact if >50% of ingredients locally sourced				
Bread	Johnson's Bakery	Duluth, MN		218-727-1889
Bread, Baked Goods	Ashland Baking Company	Ashland, WI		715-682-6010
Baked Goods	Prairie Kitchen Specialty Foods	Duluth, MN	Arlene Coco	218-269-7979
Granola, Oatmeal	Starlit Kitchen	Bayfield, WI		715-779-0175
Organic Bread, Baked Goods	Third Street Bakery	Duluth, MN		218-724-8619
Whole wheat flour, pancake mix	Maple Hill Farm	Washburn, WI	The Cogger Family	715-373-2108
Wild Rice	Spirit Lake Wild Rice	Fond du Lac Reservation	Bruce Savage	218-644-0912
Honey & Maple Syrup				
Honey	Mirror Lake Beeworks	Togo, MN	Ike	218-376-4464
Maple Syrup	Simple Gifts Salmon and Syrup	Duluth, MN	Dave	218-525-5474
Maple Syrup	Spirit Lake Wild Rice	Fond du Lac Reservation	Bruce Savage	218-644-0912
Coffee*				
*though local businesses, purchases do not qualify for Superior Compact as ingredients are not locally produced				
Coffee, Fair Trade, Organic	Alakef	Duluth, MN	Jane	218-724-6849
Coffee, Fair Trade	Duluth Coffee Co.	Duluth, MN		218-464-5025
Coffee, Organic	Northwester Coffee Mills	Washburn, WI	Harry Demorest	800-243-5283

This list of local producers reflects those supplying institutional Compact Signatories and the Duluth Grill through Fall 2013.



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