Putting Local on the Menu

Overcoming the Price Point Challenge in Restaurants and College Dining Service

SCALE, Inc, September 4th, 2014
Some Context: The Cost of Low Prices to Farmers

![Graph showing the cost of low prices to farmers over time, with categories for Input, Farming, and Marketing.]
Getting More of the Food Dollar to Farmers
Part One: The Study
Our Methodology: Focus on “Buyers in the Middle”

- Interviewed restaurants and colleges/universities in twelve states
- Focus on moderately priced and less well known
- Profiled eight of the twenty
- Distilled “Best Practices” from all interviewed
Twelve Restaurants in nine states
Jack Sundell, Little Rock, AR
Eight colleges/universities in seven states
Best Practice #1

Reducing Waste,
Particularly Food Waste
Tray-less Dining
Food Waste Audits
Best Practice #2

Make Use of All Pieces and Parts
Stock from peelings, bones
Turning leftovers into new meals
Selling stock retail
Best Practice #3

Manage Portion Size
Bringing portion size down
Best Practice #4

Buy in Bulk, Purchase Whole Animals and Seconds
Purchasing whole animals saves money on primal cuts.
“We’ve got to get over the idea that produce always has to look amazing”
Using ingredients while they're available
Best Practice #5

Tell the Story to Build Customer Base, Ease Price Pressures
Eat Local Challenge 2011

Thousand Hills Skirt Steak Flatbread Sandwich

House-made Flatbread
Skirt Steak
St. Peter’s Blue Cheese
Roasted Ewings Farm Yukon Gold Potatoes

Ewings Farms Big Lake, MN 69 Miles
1000 Hills Cattle Co., Cannon Falls, MN 8 Miles
Faribault Dairy Faribault, MN 12 Miles
Whole Grain Milling Wheat Flour Welcome, MN 87 Miles
Hidden Streams Farms Big Lake, MN 50 Miles

MINNESOTA GROWN

Fresh From Your Neighbor
What's Local this week:

- BC Chorizo Sausage
- BC Breakfast Sausage
- BC Produce: green peppers, tomatoes, onions, celery, eggplant
- Forever Farm watermelon
- Pike Valley Farm Eggs
- Pike Valley Farm beef and pork
- Evan's Orchard Apples
“Selling” Local to Ordinary Folks
Part Two: A New Tool

Local Foods Cost Calculator
Calculator Developed in Consultation with Chefs
Includes 26 Different Items
Place holder

- Cost calculator here