The Case for Shared FTI Metrics

From the National FTI Metrics Collaborative
Setting the Stage
A few words on metrics

The best and worst part about ‘local’ food
You can’t hit a target you haven’t identified
Telling stories AND demonstrating impact
You asked, we acted!
Our plan of work

Create **harmonized metrics** (ways of measuring) for local food.

Start with **Farm Impact** (a first step)

**Road-test** metrics with the broad F2I stakeholder community

**Develop tools** and protocols to help with adoption and implementation
What metrics do

Allow you to clearly define terms of what **does and does NOT count** for local using consistent language

Even a tiny bit more detail provides much **more nuanced picture** of local purchasing

Track **progress over time** on constant terms

Builds **transparency and eases barriers** for local/regional food sourcing
What our metrics don’t do...

We don’t all need to agree on a definition of “local” but we do all need one!

Do you know yours?
Metrics and Metrics in Action
Proposed Metrics

- Business Type
- Ownership
- Farm Impact
- Farm Identity Preserved
- Product Type
- Market Channel
Every product has multiple characteristics

Carrots: Item # 1545

Business Type: _______
Ownership: _______
Farm Impact: _______
Farm Identity: _______
Product Type: _______
Market Channel: _______
Step 1: Gather all purchases considered ‘Local’
## STEP 1: RAW “local food” DATA

<table>
<thead>
<tr>
<th>DISTRIBUTOR</th>
<th>INVOICE DATE</th>
<th>VENDOR</th>
<th>ORDER TO (UN</th>
<th>BRAND</th>
<th>ITEM PURCHASED</th>
<th>UPC</th>
<th>TOTAL COST</th>
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Step 2:
Code the data
We made you a template

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<thead>
<tr>
<th>Month</th>
<th>Year</th>
<th>Label/Brand</th>
<th>Product Description</th>
<th>Cost</th>
<th>Business Type</th>
<th>Minority Owned</th>
<th>Woman Owned</th>
<th>Farm Impact</th>
<th>Farm Identity Preserved</th>
<th>Product Type</th>
<th>Market Channel</th>
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<td>Schwartz Bakery</td>
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<td>No</td>
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<td>Yes</td>
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<td>m&amp;p</td>
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<tr>
<td>10</td>
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<td>Jenny’s Jams</td>
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<td>Make 4 U</td>
<td>Ministrone Soup</td>
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<td>No</td>
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<td>No</td>
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<td>dairy</td>
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<td>No</td>
<td>No</td>
<td>Majority</td>
<td>no</td>
<td>m&amp;p</td>
<td>Distributor</td>
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<td>Happy Cola</td>
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<td>No</td>
<td>No</td>
<td>None</td>
<td>no</td>
<td>bev</td>
<td>Distributor</td>
</tr>
</tbody>
</table>
Let’s look at each metric and its categories in turn
Business Type
What kind of farm or business raised or manufactured the product?

Type and Location of Business who produced the FINAL PRODUCT

A. Independently or cooperatively owned & operated local farm
B. Independently or cooperatively owned & operated local business
C. Franchise, publicly traded, or affiliative farm within local region
D. Franchise, publicly traded, or affiliative business within local region
E. Farm or food business outside the local region (non-local)
Ownership
Are the farm or business owners from a historically underserved demographic?

Women or Minority owned business (Certified or self-identified)

1. Women Owned
2. Minority Owned
Farm Impact
Does this food item contain ingredients sourced from a local farm?

Percentage of the item that consists of ingredients sourced from farm(s) within the local region. [by cost]

A. All (100%) ingredients sourced from farm w/in local region
B. Majority (>50%) sourced from farms(s) within local region
C. Some (1-49%) of ingredients sourced from farm(s) within local region
D. None of the ingredients are sourced from farm(s) within local region OR unknown
Farm Identity
Do you know who the farmer is?

Farm identity-preserved ingredients
Item contains ingredients with the identity of the farm known and maintained through to the final product.

A. Yes
B. No (Commodity or otherwise conventionally sourced ingredients)
Product Type
What kind of food is it?

The type of product
A. Produce
B. Dairy and milk
C. Eggs
D. Meat and poultry
E. Fish and Seafood
F. Bread and grains
G. Nuts, seeds, and legumes
H. Beverages
I. Prepared meals and entrees
J. Snacks and condiments
Market Channel
How was the item purchased?

Procurement channel through which item was purchased

A. Direct from farmer, fisher, rancher or food processor
B. Through a food hub or farmer cooperative (focuses on local sourcing)
C. Through a specialty or broadline distributor
Here are some examples
Example: Marksbury Farm Meat

Whole muscle meats, ground meats and sausages aggregated from specific local farms by a locally owned meat-hub and purchased through a secondary distributor.

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Minority-owned business</th>
<th>Women-owned business</th>
<th>Farm Impact</th>
<th>Farm Identity</th>
<th>Product Type</th>
<th>Market Chanel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indi Business</td>
<td>N</td>
<td>N</td>
<td>All</td>
<td>Yes</td>
<td>M&amp;P</td>
<td>Distributor</td>
</tr>
</tbody>
</table>
Example: Broccoli Soup

Cream of broccoli soup made by locally owned co-packer
Broccoli is purchased from specific local farms, and is the only locally-sourced ingredient.

<table>
<thead>
<tr>
<th>Business Type</th>
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<th>Farm Impact</th>
<th>Farm Identity Preserved</th>
<th>Product Type</th>
<th>Market Chanel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indi Business</td>
<td>N</td>
<td>Y</td>
<td>Some</td>
<td>Yes</td>
<td>Entree</td>
<td>Distributor</td>
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</tbody>
</table>
Example: Coffee

Fair-trade coffee roasted by a locally owned business

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Minority-owned business</th>
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<th>Product Type</th>
<th>Market Chanel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indi Business</td>
<td>N</td>
<td>N</td>
<td>None</td>
<td>No</td>
<td>Beverage</td>
<td>Distributor</td>
</tr>
</tbody>
</table>
Example: Chicken Nuggets

- Chicken nuggets made from chicken sourced from integrator located in local region that is owned by Brazil-based corporation.
- Integrator sources exclusively from contracted producers in the local region.
- Nuggets are manufactured by a locally owned co-packer and purchased through distributor.

<table>
<thead>
<tr>
<th>Business Type</th>
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</thead>
<tbody>
<tr>
<td>Local Business</td>
<td>N</td>
<td>N</td>
<td>Majority</td>
<td>No</td>
<td>M&amp;P</td>
<td>Distributor</td>
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</tbody>
</table>
Simple but meaningful

Captures important ‘local’ attributes of each product

To the greatest extent possible coding is intrinsic or intuitive

A place for everything and everything in its place
Tools and strategies
Tools and Strategizing for Implementing

Current tracking methods:

- Data collection:
  - Distributor report
  - FSMC tracking tool
  - Menu software
- Data aggregation and organization
  - In-house spreadsheet
  - Proprietary database
  - Real food calculator templates
  - AASHE STARS
Tools and Strategizing for Implementing

Ideally these metrics are embedded in all of those tools. But until then....
Where could I possibly find all this out?

Just look at the data... no... seriously

Let me introduce you to my friend google

Remember telephones?

Who’s making the local claim? Push back

Worst case scenario - you leave it off the count

The stakes are really so low
Tabulation and Analysis

Our School's Food

- Non-Local Food: 73%
- Only Business Impact: 6%
- 100% Farm Impact: 18%
- Majority Farm Impact: 1%
- Some Farm Impact: 2%
New Mexico Public School Purchasing

Imagine if we could track progress in aggregate over time
Farm Source by Product Type

- Produce
- Meat
- Grains
- Dairy

Source Identified vs Commodity
For more detailed instructions on tracking these metrics, hop over to ________.