Food System Drivers, Shared Values and Innovation

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Farm and Food Business
Supply and Value Chain
Food Access
Food Education
Community Development
Welcome

Your Food Values
Emerging Food Values
Triple Bottom Line
Food Value Drivers
Creating Food Value Chain
Transfer = Sales
Your Food Values
Food Values

- Price (in my budget?)
- Convenience (ready to eat? At the market?)
- Taste (do I like it?)
- Health (good for me?)
- Culture (traditional food?)
- Environment (how far did this food travel?)
- Social (company/farm sustainability?)
Consumer Food Values

49% Traditional Consumers who prefer traditional food shopping values

51% Evolving Consumers who prefer evolving food shopping values

Source: Deloitte Food Value Equation Survey 2015, Deloitte Analysis
Triple Bottom Line Economics

**People**
- Social Bottom Line
  - education, skills, health

**Place**
- Environmental Bottom Line
  - natural and non-renewable resources

**Profit**
- Economic Bottom Line
  - revenue and built environment
Environmental Footprint of Food

Average mileage truck travelled to reach Chicago Produce Terminal in 1998

‘Food Miles’

Local Food Movement is born

Pirog et al., *Food, Fuel, and Freeways: An Iowa perspective on how far food travels, fuel usage, and greenhouse gas emissions*. 2001
Local Food Triple Bottom Line

**People**
- Food: Affordable, Accessible, Healthy
- Public Health; Community; Quality Jobs

**Place**
- Clean: Land, air, water
- Biodiversity, biosecurity

**Profit**
- Sustainable farm and food businesses
- Supply Chain and Markets
Local Food Terminology

Foodshed
- geographic, environmental

Local Food System
- supply chain, economic

Community Food System
- food and people, social
Global supply chain food system

- Farm
- Kitchen

Movement
- Processing Packaging

Markets

Global Of Goods

Push system
Consumers buy what is available
Re-localization of food systems

Pull system
Consumers drive markets and product development
Consumer Pulling for Change

You have our word on it.
McD.to/6016ByAdw

McDonald’s USA and Canada Commit to Cage-Free Eggs

13 Million
Number of cage-free eggs we currently source per year in the U.S.

10 Years
Timeline to fully transition to cage-free eggs.

Transparency and Production Practices
Consumer Pulling for Change

Health and Transparency
Consumer Pulling for Change

From FARM to RESTAURANT to your FORK

WE START FRESH WITH WHOLE LETTUCE
CHOPPED DAILY
IT ISN'T THE EASY WAY, BUT IT'S OUR WAY BECAUSE IT TASTES BETTER.
WHAT MAKES YOUR SALAD MORE THAN JUST A SALAD?
IT'S WHAT GOES INTO IT - INGREDIENTS, CRISP GREENS
ROMEINE & SPRING MIX

More SALADS for You to Enjoy

QUALITY TOPPINGS, FRESH FLAVORS, DRESSED TO IMPRESS IN OUR FINEST.
GET MORE OUT OF YOUR SALAD AND NOW TRY OUR NEWEST ADDITION: INTRODUCING POWER Mediterranean
CHICKEN SALAD PROTEIN-RICH WITH QUINOA
INSPIRED BY MEDITERRANEAN CUISINE.

Fresh, Farm to Fork...at Wendys??
Consumer Pulling for Change

WHAT'S HOT
2017 CULINARY FORECAST

TOP 10 CONCEPT TRENDS

1. Hyper-local sourcing
2. Chef-driven fast-casual concepts
3. Natural ingredients/clean menus
4. Environmental sustainability
5. Innovations in international cuisine
6. Artisanal beverages
7. Customizable dishes
8. Interactive dining experiences
9. Simplicity/back to basics
10. Nutrition

Local, natural, clean, basic food, waste
Consumer Pulling for Change

Associations

Labels
Consumer Pulling for New Markets

- Online
- Memberships
- Food Hubs or aggregators
- Cooperative Grocers
- Small grocers
Consumer Pulling for New Styles

- Ready to Cook
- Ready to Eat
- Ethnic foods
- New Flavors
Food Value Chain

- Transparency
- Collaboration
- Fair Returns
- Relationships
- Networks
- Social Benefit

* Strategic Collaboration
What drives your markets?

Consumers?

Businesses?

Policy?

Global markets?

Culture?

New Food Values?

Innovation?

Immigration?
Thank you

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