

## Homegrown Minneapolis

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### Kick-Off Meeting – Commercial Use Subcommittee Meeting Notes

Wednesday, December 10, 2008

Currie Conference Center, 1<sup>st</sup> floor conference room

11:30am – 12:00pm

- Participants included: Co-Chair Robin Garwood, Julie Ristau (for Co-Chair Maggie Adamek), Bonnie Dehn, Dayna Burtness, Danny Schwartzman, George Boody, Jenny Breen, Will Winter, Steve Young-Burns, Janelle Waldock, Rosemary Dederichs, Paula Gilbertson, Tim Jenkins, Todd Churchill, Annalisa Hultberg.
- The group discussed possible times for a first meeting, and **tentatively scheduled Wednesday, January 7, 9am at the Common Roots Café**. Co-Chair Garwood will confirm that Co-Chair Adamek can attend before finalizing.
- The group then discussed what perspectives seemed to be missing from the group, and came up with the following list. Individual members committed to reach out to people from the identified gaps, and their names appear in parentheses.
  1. Health and Wellness (Julie Ristau)
  2. Coop Grocery Stores / Coop Partners (Paula Gilbertson)
  3. Supervalu / MN Grocers Association (Rosemary Dederichs)
  4. B. James from Lunds (Todd Churchill)
  5. Chefs (talk to other members of stakeholder group)
  6. Department of Agriculture (Tim Jenkins, Jenny Breen)
  7. Minnesota Grown (Bonnie Dehn and Todd Churchill)
  8. Marketing/Communications experts (Robin Garwood, Paula Gilbertson)
  9. Bix Distributors (George Boody)
  10. Food Defense (Tim Jenkins)
- We then spent time discussing strategies for accomplishing the goal of the subcommittee. There was consensus that one of the early activities of the group should be to discuss obstacles/barriers to selling local within the current food distribution infrastructure. This discussion started, to some degree; members brought up contractual obligations in hospitals and schools as a barrier to local food use. The group agreed that a successful local food system will likely need to both work within the existing infrastructure (stores, distributors, etc.) and build competing parallel structures. Some members expressed a belief that market demand must be built first, and it will 'pull' local products through the distribution and retail systems. Members mentioned the need to track progress on local food use in commercial settings, through a 'scorecard' of some kind. Co-Chair Garwood ended the meeting by reminding members that the scope of the subcommittee is to develop recommendations for future actions by the City of Minneapolis, not necessarily to do the work ourselves, and that we must keep the group focused on that goal.