

Sourcing Locally for Retail

Sourcing local food supports healthy people, a healthy environment, and healthy economics.



- Supply chains are shorter, leading to greater **certainty and predictability** of delivery times and generally lower delivery costs. The likelihood of disruptive and costly contamination recalls is also lower.
- Local suppliers can be more **reactive and innovative** in times of high demand, or when unforeseen circumstances strike.
- Selling and marketing local produce fosters closer relationships with the community, which generates **great public relations** and attracts customers.
- Since you're connected with the local network, you better understand local variations in preferences and can adjust accordingly, which can lead to **higher profits**.
- Local food tastes and **is better for you** because it is fresher and typically not bred for long distance travel. What tastes better than *San Diego Born & Raised*?
- Local food is good for the environment by **reducing economic and environmental impact** through reduction of transportation, processing, and packaging.
- While pricing may be higher in some cases, the many benefits listed above make local products a **superior value** for you and your customers.
- Your business will be recognized by your customers as a place that **positively supports** your community.

Ideas to Get Going

Harvest of the Month features a widely available, locally grown fruit and/or vegetable each month. It's the perfect way to kick off or supplement 365. Nutrition and educational resources are available at <http://www.harvestofthemoth.cdph.ca.gov/>.

The **Farm Bureau's San Diego Grown 365 Exchange** is designed specifically to help connect farmers with retail stores, restaurants, distributors, and institutional buyers interested in sourcing locally grown products. To get connected, go to <http://sandiegogrown.com/>.



Overcoming Challenges

You may have some concerns about how to successfully implement a local food sourcing program that is sustainable and financially successful. Here are some of the most common concerns, and ideas for solutions to get you going.

It takes too much time and effort.

- **Start small.** Implement slowly, using scalable techniques and pilot programs.
- **Educate yourself.** Visit farmers' markets, farms, and invite farmers to visit you. This will help you learn more about each other, and how to best work together.

I don't know how to get started.

- **Farmers' Markets.** Consider sourcing a local item from your nearest farmers' market.
- **Be a pick-up point for CSA.** Community Supported Agriculture (CSA) boxes are a great way to bring customers to your location who will purchase healthy food.
- **Use your existing distributor.** Ask if they have the capacity to source locally, and, if not encourage them to consider it.

Local food is too expensive and the competition is tough.

- **Buy with the seasons.** This keeps costs down and your store interesting because of rotating selection.



People won't know or care that my store is sourcing local food.

- **Promote!** Let your customers know what you're doing and why it's important. People want to be educated about the food they eat. If you help inform them, they will have more respect for you.
- **Be patient.** Changes take time, so be patient with both yourself and your customers. Implement your effort slowly, and your customers will understand it too.

For more information, visit: <http://www.sdfarmbureau.org/BuyLocal/SD-Grown365.php>.

