



How to Set up and Manage a Local Food Purchasing Program

WEB CONFERENCE

April 23, 2008 1:00 – 2:30 p.m. EDT



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OVERVIEW

Buying, preparing, and eating locally grown food has positive effects on students, the campus, the environment, and the surrounding community. Local food purchasing is also an important part of creating a campus with a sustainable future, and dining services administrators can lead the way in campus sustainability by introducing locally grown foods into their services. Join us and learn what it takes to start a local food purchasing program.

WHO SHOULD ATTEND

This web conference is aimed at institutions exploring local food purchasing or looking to expand their current local and sustainability initiatives. Directors of dining, dining services managers, purchasing managers, auxiliary service directors, and sustainability coordinators will benefit from attending this event.

PROGRAM AGENDA

- Defining local foods
 - Benefits of a local food purchasing program
 - What is local?
- Steps in the process
 - Menu and seasonality
 - Research/Network/Connect
 - Challenges to watch out for and how to address them
 - Distribution
 - Pricing/Cost
 - Methods to insuring fair pricing for everyone
 - Liability/Insurance
 - Product specifications (pack size)
 - Receiving, handling, and storage
 - Preparing the food
 - Training staff
 - Presenting the food
 - Innovative marketing for local foods
 - Menuing
 - Signage
 - Realistic long and short term goals
- First/Next steps
- Resources/Tools

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INSTRUCTOR



John Turenne, President and Founder, **Sustainable Food Systems**

John was one of the lead innovators in sustainable food practices during the creation of the Yale Sustainable Food Project. Realizing the impact of food service decision-making on the world around us, he transformed a conservative university food service model, of which he has 25 years experience, to create a sustainable dining program through careful planning, teaching, and development.

John continues as a leading innovator in bridging the gap between conventional and sustainable dining programs working with the Culinary Institute of America, Harvard Medical School, Mountain College, Kaiser Permanente, and several public hospital and school systems.

LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 30 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before April 4, 2008

Single Site Connection: How to Set up and Manage a Local Food Purchasing Program \$350.00 USD

Additional Site Connection: How to Set up and Manage a Local Food Purchasing Program \$195.00 USD

(After April 4, 2008 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Total amount enclosed or to be charged

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.)

WEB CONFERENCE REGISTRATION INFORMATION (Please Print Clearly)

Name

Job Title Institution/Organization

Address

City State/Province Zip/Postal Code Country

Telephone Fax Email

(For registration confirmations and pre-conference communication)

Additional Contact Name Additional Contact Title

Additional Contact Email Additional Contact Telephone

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 15, 2008. A \$75 processing fee will be assessed. After February 15, 2008 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.