



Sourcing local food

One of a series of seminars designed and facilitated by f3, the local food consultants. They are targeted at local food producers and support organisations. Each seminar aims to provide key skills to help in the development of healthy local food economies.

Introduction

This seminar is designed for businesses and catering establishments which have an interest in sourcing local, seasonal foods.

The seminar will define why local food is good business, and well as covering the practicalities of sourcing.

The seminar begins with a review of the escalating local food sector and how demand is increasing for food that people trust. This is followed by an insight into the marketing opportunities which local food sourcing offers, environmental and financial issues, the supply chain, and practicalities of local sourcing and menu development.

Who should attend?

We expect delegates with senior level remit for catering, corporate social responsibility, and marketing. The seminar will be especially relevant to restaurants and hotels, large organisations with in-house catering, and retail or other supply-chain businesses. The following individuals should attend:

- catering managers
- policy-makers
- marketing, environmental and corporate social responsibility managers

You will learn about:

- Local food - what it is and why it matters
- How local sourcing can benefit your business
- Marketing opportunities and selling the idea of local food
- Environmental accounting and local food
- How to source local produce
- New approaches to catering management and menu-planning

f3 training courses

Our courses are primarily targeted at groups or organisations with up to 20 delegates. This seminar is facilitated by two trainers, with active participation by delegates.

The f3 trainers are highly experienced in local food projects and the facilitation of groups and partnerships. The principal trainers for this course are:

Simon Michaels

Project manager for several innovative food and environmental projects. Specialist expertise in e-communications, facilitation, urban and rural regeneration, project funding and business development.

Robert Rees

A chef and leading thinker in developing local food solutions. Formerly on the board of the Food Standards Agency and involved in the 'Gloucestershire.....it's about Taste' Project and Citizen Buy Local Campaign.

There will be two invited guest speakers who will share their hands-on experience of collaboration in the local food sector.

Details and how to book

Course costs are £2,200 + VAT. Costs are designed to cater for up to 20 delegates, with the venue provided by the client (or arranged by f3 on behalf of the client).

Follow-up

All delegates are invited to participate in an on-line discussion forum, where experience can be shared and questions asked. Further advice such as help with funding or business development can be provided by f3 on a consultancy basis.

About f3

f3 - the local food consultants, provides research, consultancy, and training services to the local food sector. f3 has been established for 6 years and has carried out over 100 successful projects across the UK.

Our consultants operate as a co-operative of leading practitioners in the fields of local food marketing, environmental management, sustainable development, business and social enterprise, and community development.

See more about f3 at:
www.localfood.org.uk

To talk about how we can tailor these courses to fit your needs, contact us at:
mail@localfood.org.uk
or phone us on 0845 458 9525.