

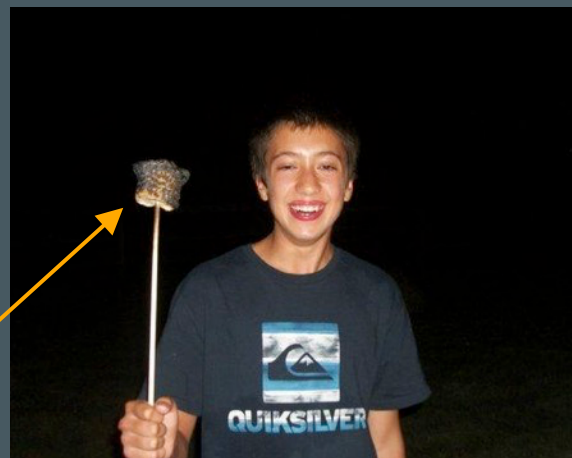
A Clean Plate

Exploring Sustainability in the Food Industry

The Team



Michael Zhu



Bryan McLellan



Food.











Say

- "People come here to have a real experience...People come here to sit down and be away from technology for an hour"
- "Being a small scale farmer, there's just no way to produce for supermarket prices"
- "How do they get to these products if they aren't being served them at restaurants?"
- "It's about them understanding my needs"
- "We can only sell...what's appealing to the people"
- "Especially in this area right here, [customers] are very socially conscious"
- "They can tell they're getting a better product"
- "Waste is money...it's about how good you are at your job"

- Get food every morning and label it and organize
- People take food home and finish all of plates so not a lot of food left
- Compost
- Look at statistics about what people are buying and not
- Raised dairy goats and chickens
- Would sell out their whole van of milk at farmers market
- Policies about what food to take and what food not to take
- Wasting a fair amount of milk

Do

Think

- Only way to consider other distributors is if they are unique.
- Relying on servers to sell more of one food and not another
- Having to be strategic with how to use the limited kitchen space and refrigerator space in terms of food
- It's not worth it to debate between distributors when there is already one trustworthy one
- Local farm foods are much more nutritious
- Stores are using too much industrialized agriculture
- Consumers that are buying local foods are usually more socially aware
- Grocery industry focuses on the quality of food they are bringing in, but ultimately the customer dictates what food is in the store

- Certain sense of trust between distributor and restaurant
- Strong dedication to customer
- Want stability in a distributor
- Disappointment in processed foods after trying local flavors
- Grocers care about the life of animals and farmers
- They also want to satisfy the consumer
- Frustration in getting local foods from small farms to more consumers
- Mutual care between producers, vendors and consumers about sustainability.

Feel



Dunchadhn Lyons
Sophomore, Stanford University
Olney, Maryland
Willow Grove Farm, Rockhill
Orchard

The Farmer

Barriers to entry: “Being a small-scale farmer, there’s just no way to produce for supermarket prices”

“The taste is better, the quality is better, the nutrition is better . . . they can tell they’re getting a better product”

“You don’t see as much of that wasting on the smaller scale, where you have the ability to repurpose”

“How do they get to these products if they aren’t being served them at restaurants?”

Down to earth.

Taste the difference.

Small farm, small reach.



Guillaume Bienaime
Executive Chef,
Marché
Owner & Chef, Zola

The Chef

"It's about [distributors] understanding my needs"
Customer, food quality comes first

Hyperlocal restaurants: "It's just trendy"

"People come here to have a real experience . . .
People come here to sit down and be away
from technology for an hour"

"Waste is money . . . it's all about how good you
are at your job"

Waste \propto 1/Experience

Customer first.

Eating is intimate.

Experience matters.



Eric Ostberg
Associate Store Team Leader,
Whole Foods Palo Alto
Restaurant to grocery store

The Grocer

"We can only sell . . . what's appealing to the people"

"We sell sustainable seafood because we want it to be around"

With regards to choosing distributors: "It's above my paygrade; that's done at a different level"

Consumers care: "Especially in this area right here, they're very socially conscious"

People care.

And corporations too, ostensibly.

Transparency?

It's happening here.

Summary

Farmers and producers face a barrier to enter the same market as food chains and supermarkets

Restaurants have formed set relationships with distribution channels

Lack of transparency of how food is selected at Whole Foods