

Vision: Explore Local is a trusted partner in a vibrant local market system

Mission: We facilitate the sustainable growth of a local market system through research, education, collaboration and alliance-building with local market stakeholders.

Target Audience: Producers and those who provides benefits to the producer in a local market system.

Outcome #1

Customized policy, legislation and regulations for the local market industry.

Measure of Success:

- Establish enabling acts, regulations and policy for the local market industry

Strategy 1:

- Recommend a series of local food policy changes for ARD's review and approval

Project: Local Food System Needs Assessment

Strategy 2:

- Implementation of local food supportive policies within ARD and other ministries

Strategy 3:

- Identify local market value chain opportunities

Projects: Local Market Supply Chain Case Studies & Fruit & Veggie Business Case

Outcome #2

Sustainable local market value chains.

Measures of Success:

- Adoption of new practices for creating and enhancing regional value chains
 - Critical mass of profitable players in each link of the value chain

Strategy 1: ORDER

- Position producers to capitalize on sales from various local market channels

Strategy 2: GROW

- Provide producers the skills and knowledge to grow safe sufficient food for the local market system

Projects: Knowledgeable Bank of Producers

Strategy 3: VALUE ADD/PROCESS

- Facilitate the development of safe value added food for the local market

Project: Poultry Abattoir

Strategy 4: DISTRIBUTE

- Create opportunities for developing a local market distribution system

Project: Distribution

Strategy 5: LINK

- Facilitate local market value chain linkages

Outcome #3

A collaborative local market culture.

Measure of Success:

- Successful collaboration on local market issues

Strategy:

- Facilitate the building of local market alliances

Project: Proactive Industry Relations (needs assessment)

Outcome #4

A high functioning self-directed initiative (process and framework building).

Measure of Success:

- Operate according to recognized business standards

Strategy 1:

- Obtain and manage sustainable funding

Strategy 2:

- Create & strengthen internal communications

Strategy 3:

- Maintain long term strategic focus

Strategy 4:

- Proactively develop industry relations

Projects: Proactive Industry Relations

(scoping & service level) & Database Consolidation

Strategy 5:

- Create and maintain an effective self-directed team



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Government of Alberta