

Beyond Prices: Purchasing Value Attributes

*Consider this a working document to develop & assess
your value-based buying strategy*



Ownership Type: Family-owned, B-Corp., Benefit Corp., or L3C

Diversity, Equity & Inclusion: BIPOC-owned or managed; woman owned business

Economic Scale: Annual gross sales last year <\$20m

Local Proximity: VT State Local Food definition per ACT 129

<https://agriculture.vermont.gov/businessdevelopment/strategic-planning-guidance/act-129-local-definition>

Regional Proximity: Within New England

Local Distributor: Food is delivered from a locally owned regional food distributor or food hub

Ingredients sourced on Farm: >50% by weight or volume produced on the farm

Ingredients Sourced Local or Regional: >50% by weight or volume from local or regional sources

Organic Production: Certified Organic

Other Stewardship Credentials: Animal Welfare, Certified Naturally Grown, Fair Trade, Grass Fed, Bee & Bird Friendly, etc.

Land Conservation: >50% of land used for products is conserved ie VT Land Trust farms

Renewable Energy Use: >10% of consumption (or renewable energy system described on website)

Packaging Waste Avoidance/Reduction: Recyclable or reusable wholesale and/or retail containers

WIC Approved: <https://www.fns.usda.gov/wic/wic-food-packages-regulatory-requirements-wic-eligible-food>

Culinary Quality: Superior appearance, flavor, texture etc. (Subjective assessment by buyer)

Culinary Quality: Representative of multi-cultural, locally owned businesses

Healthy Food Choices: ie Low or no sugar, low salt, fermented food category