

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*