



Cultivating a Local Food Culture in Phoenix

Allison Weidemann
and
Seth Sterling

Overview



Purpose



To support efforts to craft a local food culture in Phoenix by better understanding key actors' perceptions of and interests in developing new partnerships between local restaurants and growers.

Food and Community

- **Urban Isolation from Food**

Food Deserts (Roosevelt Row corridor)

- **Sustainable Community Food Systems**

Integrate food into urban community

Community gardens, local farms, CSAs, Farmers Markets

Promotes health and city beautification (use of vacant land)

Reduces environmental impacts of food

Community development (sense of ownership and "home")

- **Food as Social Enterprise**

Combines mission and means

Roosevelt Row Growhouse and IRC Gila Farm Cooperative

Reliable consumer base --Restaurants

Barriers?

Research Methods

- Literature review
- In-depth interviews with community partners and local restaurateurs
 - Sampling Strategy
 - Purposeful sampling of restaurants in Roosevelt Row Corridor
 - Criteria: Well established restaurants; diversity of cuisine
 - Interview Process
 - 30-60 minutes
 - Structured and semi structured interviews

Restaurants interviewed

- Carly's
- Tammie Coe Cakes Cafe
- Athenian Express
- Pita Jungle
- Pizzeria Bianco



Interviews--Preliminary Findings

Restaurateur's perception of the Local Food Culture in Phoenix

- Developed within past 5-10 years
- More people health-conscious,
- More people interested in where their food comes from
- More more choice

Common Value: Food quality more important to consumers and producers



Perceived Barriers to increasing proportion of local produce

- Insufficient Quantity and Consistency
- High Prices
- Lack of know-how
- Restaurant Philosophy



Opportunities for Overcoming Barriers

Ideas identified by restauraners as helping promote local produce:

- Growing bigger amounts of fewer crops
- Developing a CSA model for restaurants
 - Contracted with restaurants to grow certain crops
 - Consolidate growing capacity and marketing power (i.e. GFC)
- Be proactive in marketing --making connections
 - Make produce more accessible
 - Produce Catalogue
 - Price List
 - Sell through purveyor



Conclusion

By implementing strategies to overcome the barriers identified by restaurateurs, we can promote collaboration between growers and restaurants, and continue to foster a thriving local food culture in downtown Phoenix.

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