

ALBERTA FLAVOUR LEARNING LAB

GETTING MORE ALBERTA FOODS ON MORE PLATES

Who we are

We are a community of practice at the leading edge of the institutional procurement conversation in Canada. Established in 2014, the Learning Lab convenes diverse actors including institutional **food buyers, distributors, processors, producers, retailers, researchers,** and **government representatives.**

Our membership includes representatives from:

- Alberta Agriculture & Forestry
- Alberta Health Services
- Alberta Innovates Bio Solutions
- City of Edmonton
- Erdmann's Gardens and Greenhouses
- Northern Alberta Institute of Technology
- Shaw Conference Centre
- Sysco
- Gordon Food Services
- University of Alberta

Member Institutions Spend Over **\$100,000,000** Annually on Food

That's a lot of **purchasing power!**

What we do

We scale-up the benefits of local food through **institutional food procurement.** This means finding ways to get more local food into larger institutions like hospitals, schools, and conference centres.

Our members work together to direct money already being spent towards supporting Alberta's agriculture industry and local businesses.

A recent study found that a shift towards local food procurement at an institutional level would lead to a **40%** increase in jobs, labour income, and GDP

Why we do it

There are a lot of great reasons to chose local Alberta foods including:

- Diversifies our economy
- Supports Alberta farmers
- Strengthens local businesses
- Travels less distance to your plate

but most importantly... **THEY TASTE DELICIOUS!**



Defining local

For the Learning Lab local food means Alberta food!

We consider a food to be local if it meets 2 of the following 3 criteria

Ingredients grown in Alberta

Food processed in Alberta

Alberta owned business

JOIN THE CONVERSATION!



@AlbertaFlavour

www.albertaflavour.com