

The Prentice Institute Brown Bag Series – Winter 2016

The Case for a Lethbridge Regional Food Hub as part of the Local Food system: Finding the sweet spot between hyper-efficient supply chains and effective social outcomes

**Presenter: John Usher, Prentice Institute Research Affiliate
Professor, Organization Theory & Strategy, Faculty of Management**



There is growing interest in alternative food systems as a way to build useful and desirable complementarities with the current, mainstream food distribution system that is characterized by a highly consolidated grocery chain industry. These complementarities often stress the role of local food in addressing food security issues, improved nutrition, more humane care of animals, reduced use of pesticides, herbicides and fertilizer (organic farming) as well as reduced greenhouse gas emissions attributable to transportation logistics.

A food hub is a sustainable business model that actively manages the aggregation, logistical coordination, and marketing of source-identified food products primarily from local producers to strengthen their ability to satisfy year round wholesale, retail, and institutional market demand.

Come one, come all

Local food producers of all sizes, distributors, coops, household buyers, consolidators, institutional buyers, restauranters - the Project Team wants to know whether a Regional Food Hub is an idea that can take root and grow here!

Fri 22 Jan 2016

12:15 pm - 1:30 pm Room L1102

**Moderator: Jim Byrne, Prentice Institute Research Affiliate
Professor, Department of Geography**



the Prentice Institute
for Global Population and Economy



*Prentice Institute has gone
GREEN! Please bring your *own*
travel mug and/or water bottle,
coffee/tea/water will be available.