

Homework Thirteen - Let's investigate an example of an alternative food system

Let's take a look at an example of someone trying to change the food system.



Yaron Milgrom is the owner of Local Mission Group and operates Local Mission Eatery, Local Mission Market, and Local Cellar. Dedicated to rigorously local sourcing, from-scratch cooking, and transparency with their customers, the Eatery launched as a sandwich shop with two employees. Now, Local Mission Group owns and operates a full-service restaurant (another, Local's Corner, a local seafood restaurant opened in 2012 and closed in 2014), a local and handmade market (Local Mission Market, which opened in November 2013), and a California wine, craft-beer, and spirits bottle shop (Local Cellar in February 2014). Local Mission Group has over 40 employees and supports dozens local of farmers, ranchers, fishermen, and winemakers.

Please listen to the podcast and explore the links here: [Is this working for you?](#) If the link won't work, cut and paste this address:

<https://www.acast.com/equitableopportunityradioweeklyconversationswithvisionaryleaderswhoarebuildingamoreinclusiveconomy/021-is-this-working-for-you->

1. Why is local so important to Yaron? Be prepared to discuss his reasoning.
2. How does he describe the industrial food system?
3. Why is the question "*is this working for you*" so important to Yaron?
4. How does he encourage those not able to pay a higher price for all of their food (including some of his own employees) participate in the emerging local food economy? Why is this also a good business practice for his stores?
5. How does Yaron recommend "stay local" while buying food that comes from a distance (such as coffee and chocolate)?
6. Do you think his local food approach is sustainable?

Also available on our web page at: <https://agsystemsthinking.net/homework/>