

CUESA'S SUSTAINABLE MARKET VENDOR FRAMEWORK

CUESA Mission

The Center for Urban Education about Sustainable Agriculture is dedicated to cultivating a sustainable food system through the operation of farmers markets and educational programs.

Vision

We envision a healthy world nourished by sustainable food systems, and shall contribute to this vision by: actively connecting, engaging and supporting all participants within our regional food system; presenting substantive education programs and serving as a resource for information on sustainable food systems; operating world-class farmers markets that develop and support regional sustainable farm operations.

Statement of Sustainability Components

A food system is the inter-relationship of agricultural systems, their economic, social, cultural, and technological support systems, and systems of food distribution and consumption. A sustainable food system uses practices that are environmentally sound, humane, economically viable and socially just. Sustainable agriculture uses these same practices.

CUESA'S GUIDING PRINCIPLES OF SUSTAINABLE MARKET VENDOR PRODUCTION

Environmentally Sound

Market vendors use environmentally sound and safe food production, packaging and distribution practices and actively source ingredients from local sustainable producers.

Humane Animal Management

Market vendors actively source animal products from producers that use humane animal management practices. Market vendors apply these same practices to animals they raise themselves.

Economically Viable

Market vendors operate within a framework of sound business planning and pursue integrated and proactive approaches to marketing and sales.

Socially Just

Market vendors and their employees receive fair and reasonable compensation and work in a safe and respectful environment. They also actively seek and support agricultural producers who adhere to these same principles and practices.

CUESA'S GUIDING PRINCIPLES & BEST PRACTICES FOR SUSTAINABLE MARKET VENDORS

PRINCIPLE: ENVIRONMENTALLY SOUND

Market vendors use environmentally sound and safe food production, packaging and distribution practices and actively source ingredients from local sustainable producers.

EXAMPLE BEST PRACTICES

Market vendors use production, packaging and distribution practices that are supported by current sustainable food systems and sustainable food industry research and knowledge. Such practices may include but are not limited to the following examples:

- Businesses source ingredients from local producers that use environmentally sound practices whenever possible (and as described in CUESA's Sustainable Agriculture Framework)
(Examples: Sourcing from CUESA farmers)
- Businesses adhere to food production safety protocols
(Examples: ServSafe Food Safety training and certification)
- Businesses manage waste in an ecologically responsible manner
(Examples: source reduction, reuse, proper diversion of recyclable and compostable waste products, on-site composting, recyclable or compostable supplies)
- Businesses use environmentally responsible packaging
(Examples: recyclable or compostable packaging materials, reusable materials, reduced packaging)
- Businesses conserve energy and use renewable resources
(Examples: energy efficient lighting, heating, ventilation, and appliances; alternative energy sources for cooking and transport vehicle fuels)
- Businesses use water-efficient and water-conserving practices
(Examples: water-efficient foodservice appliances and equipment)
- Businesses minimize use of toxics
(Examples: non-toxic cleaning and chemical products, chlorine-free paper products)
- Businesses avoid the intentional use of genetically modified products and organisms

RESOURCES

The following organizations, institutions and programs are easily accessible sources of information on current best practices as described above:

Green Restaurant Association, ServSafe, Chef's Collaborative, University of California Cooperative Extension, University of California Small Farm Center, Premier Food Safety.

CUESA'S GUIDING PRINCIPLES & BEST PRACTICES FOR SUSTAINABLE MARKET VENDORS

PRINCIPLE: HUMANE ANIMAL MANAGEMENT

Market vendors actively source animal products from producers that use humane animal management practices. Market vendors apply these same practices to animals they raise themselves.

EXAMPLE BEST PRACTICES

Market vendors procure animal products, including farmed aquatic species, from producers that use animal production and harvesting practices supported by current humane animal research and knowledge. Such practices may include but are not limited to the following examples:

- Animals not raised in their natural habitat are raised with sufficient space, shelter and appropriate handling to limit stress
(Examples: clean and dry bedding, ventilated structures, non-slip flooring, access to outdoors; no undue competition for space to lie down, stretch or eliminate; allowances for herding, daily migrations & wallowing)
- Animals have ample fresh water and a healthy diet free of performance stimulants and without routinely added antibiotics
(Examples: unrestricted access to fresh water; no undue competition for water sources, no use of growth hormones, nutritional guidelines, no undue competition for food sources, pasture for grazing)
- Animals are harvested, transported, and handled in the least stressful manner possible
(Examples: passageways do not impede movement, noise reduction mechanisms, no use of electric prods, pre-slaughter handling kept to minimum; fishing by trolling, jigging, trapping, hook and line, or encircling seine nets)
- Producers implement an animal health plan that is in accordance with sound veterinary and husbandry practices
(Examples: general herd health plan, individual animal health plan and records, segregation areas, ongoing training for managers and caretakers, herd management guidelines or handbook)
- Producers actively work to protect and conserve genetic resources and diversity
(Examples: no use of cloned species, harvesting only from sustainable fishery populations, no intentional use of genetically modified organisms in feed or care, heritage breeds)

RESOURCES

The following organizations, institutions and programs are easily accessible sources of information on current best practices as described above:

University of California Cooperative Extension, Humane Farm Animal Care Program, Monterey Bay Aquarium Seafood Watch List

CUESA'S GUIDING PRINCIPLES & BEST PRACTICES FOR SUSTAINABLE MARKET VENDORS

PRINCIPLE: ECONOMICALLY VIABLE

Market vendors operate within a framework of sound business planning and pursue integrated and proactive approaches to marketing and sales.

EXAMPLE BEST PRACTICES

Market vendors use business planning and management practices that are supported by current sustainable business management research and knowledge. Such practices may include but are not limited to the following examples:

- Businesses operate within a framework of sound financial and business planning (Examples: business plan, product mix, marketing plan, managing debt, reducing expenditures, incorporating risk management strategies, record keeping; business, health, accident, and property insurance)
- Businesses provide quality customer service and cultivate positive customer relations (Examples: actively educating and informing customers, customer service standards, sales staff training, attractive and compelling displays, business website or newsletter, full disclosure of ingredients and processes, adopt code of business ethics)

RESOURCES

The following organizations, institutions and programs are easily accessible sources of information on current best practices as described above:

University of California Sustainable Agriculture Research & Education Program, University of California Small Farm Center, University of California Cooperative Extension, National Association of Farmers Markets, United States Department of Agriculture, Community Alliance with Family Farmers

CUESA'S GUIDING PRINCIPLES & BEST PRACTICES FOR SUSTAINABLE MARKET VENDORS

PRINCIPLE: SOCIALLY JUST

Market vendors and their employees receive fair and reasonable compensation and work in a safe and respectful environment. They also actively support agricultural producers who adhere to these same principles and practices.

EXAMPLE BEST PRACTICES

Market vendors use labor compensation and management practices that are supported by current sustainable business labor management recommendations. Such practices may include but are not limited to the following examples:

- Employers and employees receive fair and reasonable compensation
- Employers and employees receive appropriate benefits
(Examples: workers compensation, health care, products from the business, product sharing with other businesses)
- Employers provide a respectful work environment that empowers employees
(Examples: non-discrimination policies, employee participation in decision making)
- Employers and employees have safe working conditions
(Examples: safety training, safety incentives)
- Employers optimize employees' work experiences and opportunities
(Examples: appropriate training and supervision, mechanisms for communication and information sharing; opportunities for skill development, diversity of tasks and advancement)

RESOURCES

The following organizations, institutions and programs are easily accessible sources of information on current best practices as described above:

University of California Cooperative Extension; California Institute for Rural Studies