**Icebreaker - Participant Worksheet**

**Instructions:** Please pair up with someone you don’t know. Take about 2 minutes each to interview your partner. You may want to be a bit creative to make your report more interesting but please include the information requested below. Take a couple of minutes to organize your thoughts and be ready to make a 30 second introduction of your partner to the group.

Partner’s name:

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Where partner is from:

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Partner’s reason for attending today:

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One way your partner contributes to the Billion Dollar local food industry.

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Other information you want to include:

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**Exercise A – Participant Worksheet**

**What qualities and attributes does local food have?**

**Summary:** You probably have some ideas about why some food is considered local versus other foods. To start, we would like you to list your perceptions of local food. What are some of the qualities and attributes of local food? We would also like to know what you think are the perceptions of consumers in relation to local food. You may want to think about questions such as: what makes the food local; why is local food better than other foods (if any reason); or what makes local food undesirable?

**Instructions:**

* Please join a group based on instructions from your facilitator.
* Take about 10 minutes to gather group input for both lists.
* Record perceptions your group has about local food in the left hand column and perceptions your group believes consumers have about local food in the right hand column.
* Select a reporter to conduct a 2-minute review of group ideas.
* Please use the following sheet to record your ideas.

**Exercise A – Participant Worksheet**

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| **Group perceptions of local food** | **Consumer perceptions of local food** |
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**Exercise B – Participant Worksheet**

**Where does it come from? Is it Local?**

**Summary:** Local food can be a lucrative industry, however in order to capitalize on this market you must be able to identify products that consumers would consider local. Questions such as where a food can be produced, when it can be produced, and how far it has to travel can all be factors affecting a consumer’s willingness to accept a product as local.

Instructions:

* Please join a group based on instructions from your facilitator.
* Take about 7 minutes discuss with your group where you believe each product you are assigned is produced and if you believe consumers would accept it as local.
* Record your answers in the appropriate column on your worksheet.
* Have a reporter conduct a 2-minute review of group ideas for other members of your class when asked by your instructor.
* Please use the following sheet to record your ideas

**Exercise B – Participant Worksheet**

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| **Product** | **Where is it produced?** | **Would consumers consider it local? Why?** |
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**Evaluation for Module 1**

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| For the following statements, please answer by circling a number where 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4= agree, and 5=strongly agree.  |
|  | Before Workshop | After Workshop |
| a. I understand what characteristics of local food appeal most to my consumers.  | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| b. I am aware that consumers have a broad and contextual concept of “local.” | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| c. I am comfortable determining what foods consumers would likely accept as local. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| d. I can identify how my perceptions of local are similar to consumers. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| e. I can identify how my perceptions of local are different from consumers. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| f. I can think of ways to use my knowledge of consumer perceptions of local foods to help promote my products. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
|  |  |  |
| What are the three most important concepts you feel you have learned in this module? |
| What have you learned from this module that you plan to implement in the next few months? |
| The amount of time spent on this module was: (Please circle one) | Too Short | Just Right | Too Long |
| The amount of material covered in this module was: (Please circle one) | Too Little | Just Right | Too Much |