# Local Food Economy (LFE) Vision & Strategic Objective Template

For additional step-by-step support go to <http://seapointcenter.com/how-to-create-a-shared-vision/>

# Core requirements of a healthy LFE

Through our research on the Otago Food Economy (OFE) Project we identified some core requirements from the Producers perspective and from the perspective of the consumers and the local community. We have included them here, as we believe they will be similar for producers and consumers around the country, and we hope they will help guide your visioning process.

|  |  |  |
| --- | --- | --- |
|  | Producers | Consumers and local community |
| Core requirements | Reliable distribution option | Products are safe and legal |
| Sufficient demand for produce and product | Quality, fresh and value added produce |
| Growth opportunities | Value |
| Ability to diversify distribution channels | Accessible and convenient access |
| Profitability | Reliable and trustworthy |
| Direct consumer feedback and interaction |
| Options or preferences | Increased opportunities to control aspects of business | Positive health options |
| Skill and capacity development | Positive for the environment |
| Lifestyle choice or suitability | Support for people (including communities, industries) |

# 1. The vision

There are three parts to drafting a vision for your future LFE:

1. Identify significant purpose (why you want a LFE)
2. Identify clear values (what principles guide your decisions and actions regarding your LFE)
3. Identify a picture of the future (where is your LFE going to be in the future)

Once you have completed these three parts you will be able to draft a one-liner for your overarching vision.

## a. Our LFE purpose

*Insert your purpose in here.*

## b. Our project’s values

*Insert a list of guiding principles that you want to see demonstrated at all times in the way that your future LFE operates.*

1.

2.

3.

4.

5.

## c. Our picture of the future

*Insert a detailed description of what your LFE will look and be like in an ideal future.*

## d. Our vision

*Insert a one-liner vision based on what you have created in a-c.*

# 2. Our strategic objectives

Objectives are specific statements of how you are going to achieve your overarching vision. As such, they need to be integrated with your vision and your stated purpose.

**Criteria for each strategic objectives** *(adapted from J. Kotter,* Leading Change, p. 72*)*

* ***Desirable****: Does it appeal to the long-term interests of stakeholders who have a stake in the future of your Local Food Economy (LFE)?*
* ***Focused****: Is it clear enough to provide guidance in decision-making?*
* ***Flexible****: Is it general enough to allow individual initiative and alternative responses in light of changing conditions and technological advancement?*
* ***Communicable****: Is it easy to communicate; can it be successfully explained quickly?*
* ***Imaginable****: Does it convey a picture of what the future could look like?*
* ***Feasible:*** *Does it comprise of realistic and attainable (although challenging) goals?*
* ***Fulfil core requirements****: Does it adhere to the core requirements of what makes a healthy LFE (see table at top of page 1)?*

*Insert a list of objectives that will help you achieve your vision for your future LFE.*

1.

2.

3.

4.

5.