



BUILDING THE NEXT GENERATION OF LOCAL FOOD:

Leadership Development and Roundtable Facilitation for Good Food CEOs

We love our local food movement, but it is up against immense challenges for long-term sustainability and success. There is fierce competition on all sides from global supply chains and established enterprises that operate at a high level of operational efficiency.

Despite being highly collaborative and resourceful, local food businesses still struggle with reaching the next level of success to operate alongside “the big guys” in the food industry. **We are looking to shift that paradigm with a leadership development and collaborative roundtable program** built on KTC’s firsthand success with Spader and Vistage “20 Groups” that have helped CEOs from all industries and geographies increase profits, run organizations more efficiently, and collaborate.

HOW IT WORKS

Under the facilitation of KTC’s leadership, member organizations will have an initial vetting and onboarding process to evaluate their program readiness and collect baseline metrics. Members will regularly meet to share their financial and operational challenges among their peers in a trusted environment, resulting in actionable outcomes and long term financial success. Membership includes the following services:

Leadership Development

- Financial training and certification
- Metrics definition and benchmarking
- Access to existing tools and best practices
- Executive Coaching

Roundtable Discussions

- Expertly facilitated discussions
- Monthly accountability check-ins
- Quarterly site visits

WE ARE SEEKING...

- Passionate CEOs and leaders of local and regional food businesses
- Enterprises running 3 years or more with gross sales of at least \$500k per year
- Food hubs, aggregators, distributors, processors, CPG, and other value-add production
- Enthusiastic collaborators willing to get financially vulnerable

OPERATIONAL BENEFITS

- Develop the next generation of local food leaders within your organization
- Establish core metrics for your business to compare with your peers and other industries
- Build a long-term support network of peers facing similar operational and growth challenges that understand your unique business operations
- Real-time feedback and sharing of financial and operational metrics
- Access to KTC facilitators with deep cross-industry experience

PROGRAM SUCCESS

In an early pilot of this program over a two year period, KTC saw a significant financial impact to food businesses including **a total net profit increase of \$650,000; a total sales increase of \$930,000; and a 4x return on investment** for participation in the program.

The real key to KTC's success is our own experience seeing the impact of the program as both a participant and facilitator. Our Co-founder and Principal Ted LeBow has seen firsthand how the relationships that are developed in roundtable discussions have immediate and lasting impacts on the financial health of the organizations. We know it's lonely at the top, and we want to help build the relationships that matter.

Don't take it from us, though. Our participants say it best: "it's a no brainer. We would have been out of business without Ted and KTC. I wish I would have met him a few years ago. But he saved us where we were."

OUR NETWORK & PARTNERS

- Wallace Center at Winrock International
- Tera Johnson, Food Finance Institute (University of Wisconsin-Extension)
- Ann Karlen, Food Hub Management Certificate Program at the University of Vermont

ABOUT KTC

Kitchen Table Consultants (KTC) is a collective of entrepreneurs passionate about local food systems and small business. The approach of KTC is simple – **add more value to our client's organization than we cost, it's that simple. This is what drives us.** We know firsthand what it is like to be kept up a night trying to solve a problem, save a business, stay afloat. The KTC team is dedicated to our clients, we take our work very seriously, and know that people place their trust in us and see our work as an investment in their future.