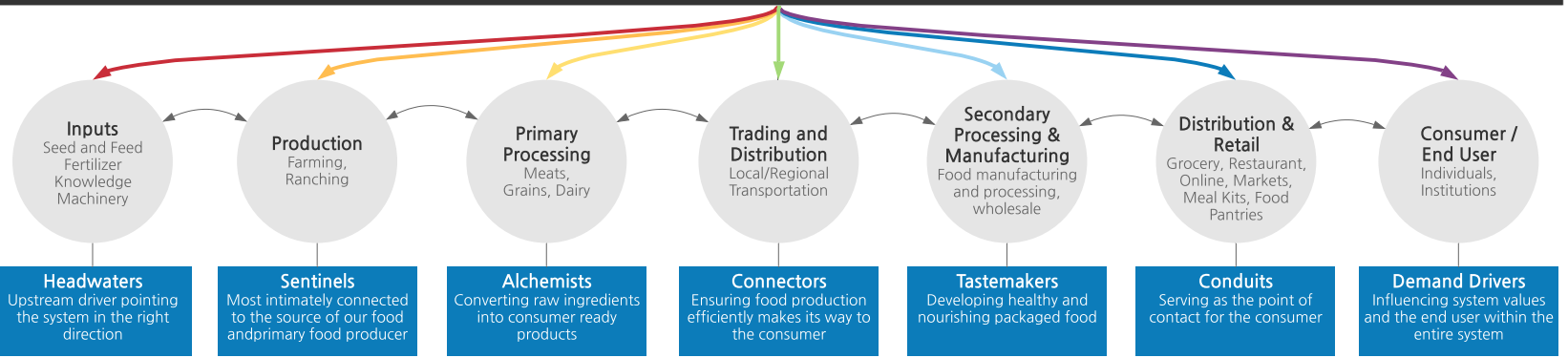


# INCLUSIVE & EQUITABLE PATHWAYS FOR ALL MEMBERS OF SOCIETY TO PARTICIPATE

## STAKEHOLDER ROLES & FUNCTIONS



## STAKEHOLDERS

Role	Stakeholders
<b>Headwaters</b> Upstream driver pointing the system in the right direction	<ul style="list-style-type: none"> <li>Research institutions</li> <li>Seed growers (Heritage and conventional)</li> <li>Scientists</li> <li>Equipment manufacturers and maintenance</li> <li>Corporations</li> </ul>
<b>Sentinels</b> Most intimately connected to the source of our food and primary food producer	<ul style="list-style-type: none"> <li>Farm and ranch owners</li> <li>Farm workers and labor</li> <li>Migrant field workers</li> <li>Intergenerational producers</li> <li>Land owners</li> </ul>
<b>Alchemists</b> Converting raw ingredients into consumer ready products	<ul style="list-style-type: none"> <li>Operators</li> <li>Packaging plant workers</li> </ul>
<b>Connectors</b> Ensuring food production efficiently makes its way to the consumer	<ul style="list-style-type: none"> <li>Mobility and logistics workers</li> <li>Brokers</li> <li>Regional food systems advocates</li> </ul>
<b>Tastemakers</b> Developing healthy and nourishing packaged food	<ul style="list-style-type: none"> <li>Product developers</li> <li>Branding and marketing experts</li> <li>Nutritionists</li> </ul>
<b>Conduits</b> Serving as the point of contact for the consumer	<ul style="list-style-type: none"> <li>Grocery store owners</li> <li>Service workers</li> <li>Technology developers</li> <li>Charitable food sector</li> <li>Mobile food access points</li> <li>Food deliverers</li> </ul>
<b>Demand Drivers</b> Influencing system values and the end user within the entire system	<ul style="list-style-type: none"> <li>All members of community (including formerly underserved populations)</li> <li>Public schools</li> <li>Hospitals</li> <li>Anchor institutions</li> </ul>

## KEY FUNCTIONS

Role	Key Functions
<b>Headwaters</b>	<ul style="list-style-type: none"> <li>Providing research, evidence and best practices</li> <li>Stewarding heritage and regional seeds</li> <li>Creating technological advancements</li> <li>Serving as human capital and rural workforce</li> </ul>
<b>Sentinels</b>	<ul style="list-style-type: none"> <li>Feeding the rest of the system</li> <li>Applying sustainable and humane practices</li> <li>A demand driver for inputs</li> <li>Advocating for farm workers</li> </ul>
<b>Alchemists</b>	<ul style="list-style-type: none"> <li>Building resilient rural economies</li> <li>Enabling a regional food system</li> <li>Grassroots systems building</li> </ul>
<b>Connectors</b>	<ul style="list-style-type: none"> <li>Reducing carbon in transport</li> <li>Developing the marketplace</li> <li>Enabling a regional food system</li> </ul>
<b>Tastemakers</b>	<ul style="list-style-type: none"> <li>Developing household and institutional products and brands</li> <li>Establishing regional food identities</li> </ul>
<b>Conduits</b>	<ul style="list-style-type: none"> <li>Ensuring food access for all members of community</li> <li>Telling the story and connecting consumers to the source of their food</li> <li>Reducing waste</li> </ul>
<b>Demand Drivers</b>	<ul style="list-style-type: none"> <li>The key beneficiary of an equitable food system</li> <li>Sending market signals throughout the system</li> <li>Purchasing power and market validator</li> <li>Pulls products / values across supply chain</li> </ul>

## SYSTEM STAKEHOLDERS

<b>Enablers:</b> Creating the necessary conditions for a healthy and resilient food system
<ul style="list-style-type: none"> <li>Policy makers creating the regulatory environment to allow for nourishing food systems (e.g. enabling ecosystem services marketplace)</li> <li>Researchers, educators and thought leaders informing, moving and inspiring other stakeholders</li> <li>Advocates protecting the spirit of the vision and ensuring all stakeholders benefit</li> </ul>
<b>Investors:</b> Supporting providing high-risk, high impact capital to support new ideas, build infrastructure and scale solutions across the broader market
<ul style="list-style-type: none"> <li>Philanthropists and impact investors</li> <li>Government &amp; public/private partnerships</li> <li>Private investors</li> <li>Community as investors (e.g. crowdsourcing)</li> </ul>
<b>Innovators:</b> Sparking creativity and new thinking developing breakthrough ideas and solving critical problems throughout the system
<ul style="list-style-type: none"> <li>Individuals from all corners of the food system who have ideas to solve critical problems throughout the system</li> <li>New entrepreneurs from low-income and under-represented communities - Rural and Urban</li> <li>Ecosystem builders (accelerators, incubators, business and technical assistance partners)</li> </ul>
<b>Stewards:</b> Dedicated champions preserving natural resources and strengthening healthy ecosystems
<ul style="list-style-type: none"> <li>Land trusts</li> <li>Water conservation districts</li> <li>Regenerative agriculture organizations / holistic land managers</li> <li>Scientists (soil, ecology, hydrology, etc.)</li> </ul>

