

Summary of Shared Measurement Advisory Committee Meeting April 28th, 2015

The Advisory Committee met to discuss findings from the surveys and interviews conducted for the Shared Measurement project and to brainstorm and build consensus about the next steps for the project. Potential training opportunities for Good Food stakeholders were discussed in order to build capacity for data collection and moving stakeholders towards common measures. Some of the training ideas discussed included: selection of measurement tools, sampling, survey development and design, qualitative methods (e.g., interviews and focus groups), embedded data as evaluation (e.g., tracking food grown, sales at farmers markets/food hubs), and utilization of secondary data. The survey and interview data collected from stakeholders suggested the value of having secondary data available in an easily digestible format with relevancy to local level data. Different ways of meeting this need are being explored. Finally, the committee discussed the areas of greatest interest to good food stakeholders based on the survey and interviews: economic impact, healthy food access, and institutional procurement. Discussions from this meeting will inform the narrowing of scope to a short list of indicators and potential areas to pilot test shared measurement with the overarching focus on measuring progress on Good Food Charter goals.

