Walk the Walk

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Montana Ale Works

Sustainability Program
What is Walk the Walk?

- Developed from Graduate Level AgEd Course
- Farm to Campus Initiative
- Staff Development
- Community Partnerships
- Infrastructure/Process Improvements
Rationale

• Greater menu knowledge = greater employee performance

• Local food and purveyor knowledge = more confidence talking about it = more local food sales
Program Objectives

1) Increase staff knowledge of farm partners and production practices

2) Develop and increase public awareness of efforts to support local businesses and agriculture
Program Goals

1) Increase staff and guest knowledge of local, sustainable agriculture and its benefit to our community.

2) Strengthen partnerships with local purveyors.

3) Increase engagement in the community.

4) Enhance the overall guest experience
Methods

All staff:
• Attend Montana farm, ranch and purveyor tours
• Attend food and beverage classes
• Share local food and food production practice knowledge with guests through table interaction

Promote the Restaurants local food relationships with provided info-graphic and promotional materials
How comfortable are you talking to guests about our local products?

Confidence level:
1 - Not Confident
10 - Very Confident
What kind of information would you like to know about our local purveyors?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th># Occurrences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>23</td>
</tr>
<tr>
<td>Productivity</td>
<td>12</td>
</tr>
<tr>
<td>Mission</td>
<td>17</td>
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<tr>
<td>History</td>
<td>14</td>
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Program: Walk the Walk Logic Model

**Situation:** The issue is that the Restaurant wants to increase staff knowledge of farm partners (MT purveyors) and production practices. Additionally, they want to develop and increase public awareness of the efforts to support local businesses and MT agriculture which has occurred through the purchasing and serving of MT food items.

### Inputs
- Labor to assemble materials
- Managers and staff time and skill
- Research and development
- Money/costs
- Cooperation and collaboration with purveyors
- MT product usage data
- Website development

### Activities
- Meetings to set priorities and monitor outcomes
- Educate staff via tours to farms, processors, breweries and distilleries
- Hold voluntary workshops on food and beverage for staff to increase knowledge
- Increase guests and staff awareness of food relationships development over time through interactive timeline on website
- Provide information to the public about Restaurants purchasing of MT product via table tents and/or check presenters
- Increased number of MT purveyors and % of product by leveraging knowledge of product use

### Outputs
- Managers
- Supervisors
- Lead staff
- Staff
- Guests
- Purveyors

### Participation

<table>
<thead>
<tr>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
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<tbody>
<tr>
<td>Increased job fulfillment as a result of increased responsibility</td>
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<tr>
<td>Increased job knowledge and skills as a result of tours and workshops</td>
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<td>Improved attitudes and motivation as a result of participatory learning</td>
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<td>Enhanced Guest experience shown by greater number of positive reviews and comment cards, and increased number of and/or repeat visits</td>
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<td>Increased trust with purveyors through greater investment in relationship</td>
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<td>Increase MT purchases by 15% in 2017</td>
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### Assumptions:
It is assumed that restaurant staff and customers are interested about where their food comes from and how it is produced, and that consumers will make different food choices given adequate information.

### External Factors:
Programs outcomes may be influenced by local food availability, pricing, and cooperation/involvement with purveyors, food trends, and consumer preferences.

**Rev. 2/17/17**
montanaaleworks Alcohol is real fun. Come to @montanaaleworks and let us drop some knowledge on our Wildrye offerings. #handcrafted #drinklocal #spiritschool #thethirtisreal #quenchit #bozemanmontana

savafregley Oh my this is great
marenmichaelis Pretty sweet

montanaaleworks "So... can I have free beer?" Aleworkers tour @bozemanbrewing for some beer knowledge. #drinklocal #beergeeks #aleworks #bozemanmontana #montanamoment #craftbeer

Log in to like or comment.
montanaaleworks Spring is on the horizon and we’re reminiscing the small plates we did for the @bozemanwintermarket back in January. #mmm #eatbozeman #eatlocal #montanamade #montanamoment #bison #carpaccio

kimrirosaluna So delicious! And a fantastic event for our local community... glad to have made it. Thanks for having us!

montanaaleworks @kimrirosaluna Thank you for your support! 😊

Log in to like or comment.

open a bottle of Headframe Spirits and Bozeman Brewing’s collaboration 6 O’clock Whiskey. It’s pouring all night and featured in two delicious house crafted cocktails. Get in and get your drinkin in.

#localcollaboration #beerandwhiskey #drunkup #celebration #cheers

Log in to like or comment.
skinedip Oh my 😆

knifesandwiches Oh man, gotta try these. We adore Tim & his tomatoes!
Walk the Walk Stats

2016-17
• Over 6,000 lbs. of baby carrots
• 40,000 lbs of Montana raised and processed ground beef (140,000 actual burgers on locally-baked buns)
• 4,000 lbs of salad greens were locally grown.
• 2,600 kegs of local and regional Montana-brewed craft beer

2018
• Attracted over 30 new servers, successfully hiring and training 10 current servers
• Diverted over 1 ton of compostable waste from land fill
• Added more presentations on local products by employees and industry professionals
• Set goals for staff knowledge and increasing local food purchases
Thank You/Questions