

## Wealth-building investment: **An example**

A value chain coordinator helps motivate the self-interest of partners or potential partners into an investment in value chain “action” that is tailored to increase wealth-building results in the region.

Partner	Motivating interest or “pain point”	Wealth-building opportunity	Wealth-building investment
<b>Food processors</b>	Seek to reduce high turnover rates that increase the cost of hiring and training employees	Gap: No ongoing skills training is available for local food processing workforce outside of on-the-job training provided in local processing firms	Food processor group works with local community college to develop tailored training program, and commits to increase wages for program graduates who stay with their firms at least one year.
<b>Soup distributor</b>	Wants to sell soup to local school district, but district has exclusive contract with large, national food distributor	Bottleneck: Because they receive some state funding, schools must procure food through a complex bidding process only large national food distributors can manage	Distributor joins others in a “local-foods producers’ alliance” that lobbies state legislature and procurement agencies to open up bidding process to be more competitive and inclusive of local, smaller scale producers.
<b>Heritage foods non-profit</b>	Seeks to expand use of disappearing varieties of tomatoes	Gap: No supplier willing to offer price-competitive seeds to small growers	Heritage foods non-profit helps lower-income farmers gain traditional know-how to grow heritage varieties – and harvest seeds for their own use and for profitable sale to other farmers.
<b>Regional community foundation</b>	Aspires to play a more useful role in building the region’s economy.	Underutilized resource: Small-farm producers lack capital for hoop houses that can both protect crops from extreme weather and extend the growing season.	Community foundation works with its donors to develop revolving loan fund for new small-farm producers who can’t get conventional bank financing.
<b>Health insurance company</b>	Wants to keep its insured customers healthy and not using expensive medical services	Bottleneck: Families have little disposable income to purchase higher-priced, more nutritious local organic food at the market.	Insurance companies offer monthly premium reductions to families that pre-purchase discounted weekly vegetable boxes (with recipe guides) from regional cooperatives.