

JMIC CASE STUDY:

San Diego Exemplifies Community Values Generated by AIPC Member Centres

The San Diego Convention Center, in collaboration with their food and beverage supplier Centerplate plays a major role in boosting their local agricultural economy by locally sourcing key products and services throughout our community. Along with Mocerri Food & Beverage, a local business and currently the primary produce vendor for the SDCC, they have worked with for over 23 years, providing quality foodservice products.



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The primary basis for this collaboration is the "100 Mile Harvest", designed to source as many locally grown, manufactured and processed products as possible, both reducing the Center's overall carbon footprint and implementing true sustainable practices. Through this one initiative, numerous local producers have benefited with increased sales volume; for example, in 2016 alone purchases amounted to 8.105 lbs. of chopped romaine and 4.650 lbs. of diced fruit equalling a total purchase of \$1,073,000 put right back into the local community.

"The volume created by Centerplate has allowed us to move into a larger facility, employing additional staff and increasing our fleet size, all of which has a true trickle-down effect within the local economy", says Grace Mocerri.

The Center and their partners know that both San Diegans and their visitors are passionate about organic, locally grown produce, and are very proud to collaborate with local farms that are equally as proud to feed their guests. As example, less than 50 miles from the Convention Center is

Stehly Farms Organics a small, family owned company that grows, packs, and distributes certified organic avocados, citrus and berries. Others include Blue Heron Farms in Fallbrook, Diamond Back Produce in Chula Vista, The Growers Connection also in nearby Chula Vista, Fine Line Foods in El Cajon, and Beck Grove in Fallbrook.

On the beverage front, San Diego has earned a deserved reputation as a Craft Beer Capital, resulting in clients requesting entire receptions themed around these beverages. Taking advantage of this the Center has been using the new breweries appearing all over the city to introduce guests to unique local flavours. One of these - Karl Strauss - has been producing since 1989 in San Diego and continues to expose fans, including the Center's attendees, to a wide range of styles and experiments with different ingredients. They provide all of their



spent grain to local farmers to use as feed for their livestock free of charge as a great example of sustainability. Another San Diego favourite, Stone Brewing Company, is the ninth largest craft brewing company in the country, contributing nearly 3 million dollars to charitable and community non-profit organizations. Others include Mission Brewery, in Downtown San Diego, Coronado Brewing in Coronado, Ballast Point in Scripps Ranch; Mike Hess in Miramar, and Green Flash in San Diego.

Even more local suppliers range from up and coming companies like Infused Beverage powerhouse California Quivers (CQ) to veteran businesses like Lang's Bakery who have been around almost 40 years. In all cases, the partnerships that the San Diego Convention Center and Centerplate have with all of these companies, and many more just like them, leads to a striving and successful region!

BY THE NUMBERS:

San Diego CC Expenditures on F&B products

> 2016 total food purchases alone was US\$ 5,609,256.07 (does not include coffee, liquor, beer, and wine)

> 100 mile club (local vendors) purchases was US\$ 1,778,823.65
– 31.71% of total purchases