



Walk the Walk

a

Montana Ale Works
Sustainability Program





Today

1900's





HELENA

NORTHERN PACIFIC

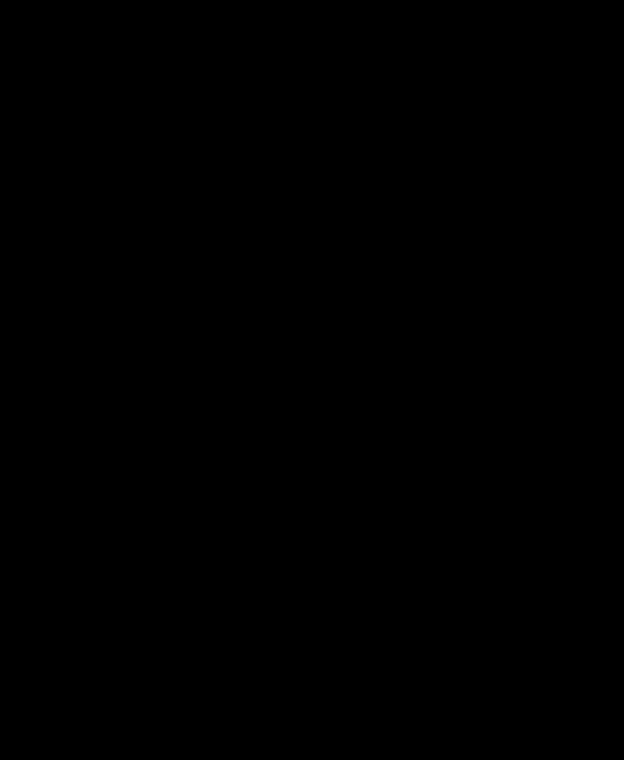
YARD OFFICE

What is Walk the Walk?

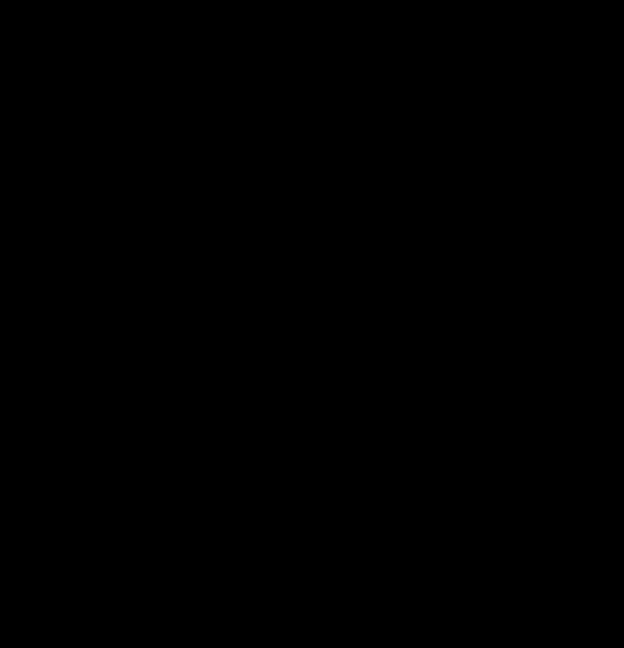
- Developed from Graduate Level AgEd Course
- Farm to Campus Initiative
- Staff Development
- Community Partnerships
- Infrastructure/Process Improvements

Rationale

- Greater menu knowledge = greater employee performance
- Local food and purveyor knowledge = more confidence talking about it = more local food sales



Gallatin Valley Botanicals



Montana Wagyu Cattle Co.



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

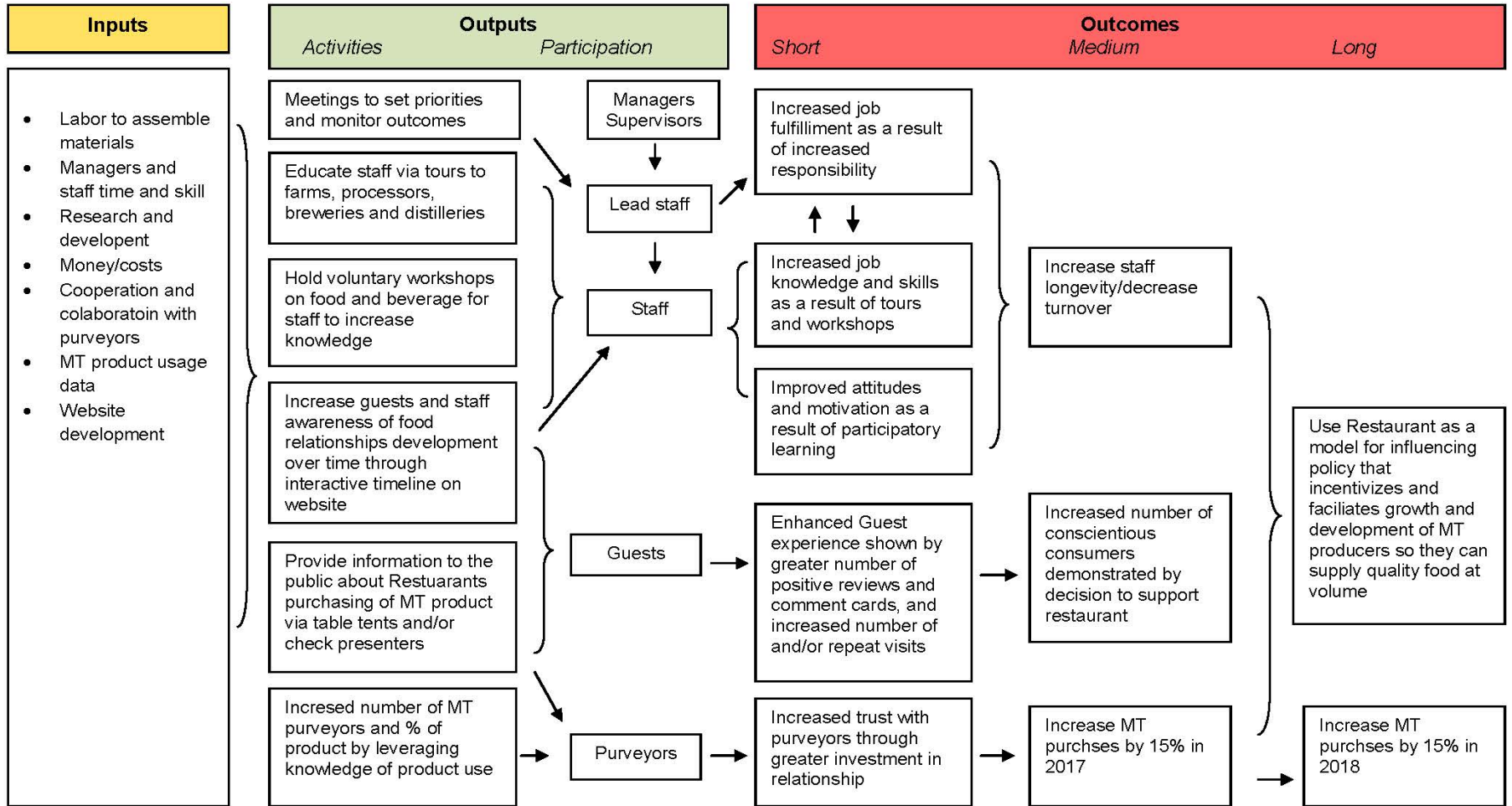
Promote the Restaurants local food relationships with provided info-graphic and promotional materials

What kind of information would you like to know about our local purveyors?

Answer Options	# Occurrences
Operations	23
Productivity	12
Mission	17
History	14

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.



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.



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Wildrye Distilling



montanaaleworks Alcohol is real fun. Come to @montanaaleworks and let us drop some knowledge on our Wildrye offerings. #handcrafted #drinklocal #spiritschool #thethirtisreal #quenचित #bozemanmontana
savafregley Oh my this is great
marenmichaelis Pretty sweet



28 likes

MAY 19, 2017

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



34 likes

MAY 17, 2017

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Montana Ale Works

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! 🙏



49 likes

MARCH 24

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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 drink in. #localcollaboration #beerandwhiskey #drinkup #celebration #cheers



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AUGUST 3, 2017

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Montana Ale Works

montanaaleworks What a typical @gvbfarms order looks like at Montana Ale Works. We're veggie stacked and ready to serve the freshness. #farmtotable #farmtomouth #eatlocal #veggies #freshandlocal #eatgreen #summerharvest #montanalivin



42 likes

JULY 22, 2017

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skinedip Oh my 😍

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



74 likes

APRIL 5

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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

