



Pricing the Food on the Table—Implementation Forum 2—a Working Session version: 8/11/08

Producing the “Special Price of the Day”—the first true cost priced meal

August 28, 2008 from 9am to 5pm, The Salon, [Hotel Rex](#), 562 Sutter St., SF ([Transportation Reference](#))

Activity	Time	Format
Breakfast	8:00 to 8:50 am	Buffet
Convene, Goal for the Day, Flow of the Day	9:00 to 9:15am	Presentation
Introductions	9:15 to 9:45 am	Participant Presentations
Review of the Challenges Background Materials provided in advance of this working session: <ul style="list-style-type: none"> • Overview by Dr. Smardon: • Pricing Systems—do they/do they not capture true cost pricing • Presentation and Labeling Systems Packet Resources—Lisa Takeuchi	9:45 to 10:30 am	Multiple Presenters facilitated by Dr. Richard Smardon
Break	10:30 to 10:45 am	
Presentation by remote participants and animation	10:45 to 11:30 am	DVD and video clip
Review of the actual data of the dinner created by the chef and associates that we will be true cost priced including the operational infrastructure level and one supply chain level back	11:30 am to 12:15 pm	Presentation –Lisa Takeuchi Dr. Smardon facilitates analysis of data by participants
Lunch	12:15 pm to 1:15 pm	
Review of presentation and labeling systems	1:15 pm to 1:30 pm	Various presenters
Making the case for four different pricing presentation systems	1:30 pm to 2:30 pm	World Café style—each group will make the case for using a given presentation systems and report out
Break	2:30 to 2:40 pm	
Participants vote on system that will be used to present true cost prices of the meal on the right side of the menu	2:40 pm to 3:10 pm	Facilitated by Theo Ferguson
Break	3:10 to 3:20 pm	
Participants produce the true cost prices for the meal	3:20 pm to 4:30 pm	Facilitated by Dr. Smardon—possible World Café breakout/by factors (transportation; GHG; farm practices)
Moving true cost priced meals into Slow Food Movement—next steps	4:30 pm to 5:00 pm	Building on the True Cost Priced dinner of (8/28/08) learnings. The case of “Eat Local Challenge” (9/14) in the Rogue Valley, Oregon USA
Leave for dinner at Greens	Reservations at 6pm	