TRANSITION TO LOCAL FOOD
An Organic Journey in Five Stages

Don Hall
WHAT IS TRANSITION?

A response to environmental, social, and economic crises

A movement of thousands of grassroots initiatives worldwide

A collection of shared values, principles, ingredients, and tools

WHY LOCAL FOOD?

It's easy to get started (even if you don't have any resources)

There's already significant momentum behind local food

It's connected to everything else and everyone can get involved
“A journey from one place to another can take a number of different routes, but will usually pass through a series of distinctly different landscapes. You don't necessarily notice when you leave one and enter another, but there are moments when you realise you are in a very different place. The Transition journey is similar. You find that you move from raising awareness, showing films and trying to interest people to noticing you seem to have created an organisation that has different needs from those it had originally, and then later to starting to think about what new businesses and infrastructure your community needs. Each stage is like finding yourself in a distinct landscape.”

(Rob Hopkins, The Transition Companion)
THE FIVE STAGES

1. STARTING OUT

2. DEEPENING

3. CONNECTING

4. BUILDING

5. DARING TO DREAM
1. STARTING OUT

Trying out your ideas and seeing what sticks

Forming an initiating group

Raising awareness (about challenges and solutions)

Partnering with like-minded organizations

Launching a few small projects

Transition Sarasota Examples:
Transition Talks, Films for a Future, The Great Reskilling
2. DEEPENING

Strengthening the foundations for further growth

Focusing on what you do best

Establishing a track-record for success

Creating a formal organization

Starting to fundraise to support your work

Transition Sarasota Example: Suncoast Gleaning Project
3. CONNECTING
Reaching out beyond the usual suspects

Forging relationships with local businesses

Working with local government

Attracting serious media attention

Bringing in a more diverse range of supporters

Transition Sarasota Examples:
Eat Local Week, Eat Local Guide, Sarasota Food Policy Council
4. BUILDING

Accomplishing the big things you came together to do

Acting more strategically

Catalyzing entrepreneurial ventures

Running multi-faceted campaigns

Facilitating community planning processes

Transition Sarasota Examples:
Slow Money, Local Foodshed Study, Certification and Branding
5. DARING TO DREAM
Stepping up to national and international stages

Cultivating a network of thriving local initiatives

Moving local food to the center of cultural life

Influencing policy decisions

Changing the course of history

Transition US Examples: Community Resilience Challenge, National Gathering