VISION

Wallace Center at Winrock International serves the growing community of civic, business, and philanthropic organizations involved in building a new Good Food system in the United States. In particular, the Center is focused on advancing regional, collaborative efforts to move Good Food — healthy, green, fair, affordable food — beyond the direct-marketing realm into larger scale markets so that more producers benefit, more communities have viable economies and greater access to Good Food, and a greater number of acres are managed through sustainable practices.

To accomplish this, the Wallace Center, in partnership with an Advisory Council, established the National Good Food Network. Together, this network of nonprofits, for profits, practitioners and funders envisions a food system where:

- **Supply Meets Demand** - There is abundant Good Food (healthy, green, fair and affordable) to meet demand at the regional level.
- **Innovative Models and Best Practices are Abundant and Accessible** - Those working for change have an information hub for finding and sharing new models, stories of success, and technical partners to inform their work.
- **Policy Change is Informed by On-the-Ground Work** - Policymakers are connected to the results and outcomes of the NGFN and work to support and enact legislation that furthers our collective vision.

STRATEGY

The National Good Food Network supports this vision by cultivating:

- **Connection** - We foster regional initiatives that will bring increased good food into conventional food systems in a way that will ultimately improve Good Food access for all communities.
- **Knowledge** - We assemble and connect value chain models and best practices, value chain experts, and opportunities for regional funding in the marketplace with regional network participants.
- **Community** - We enable network participants to think beyond the commercial transaction of Good Food and to become participants in initiatives that will improve Good Food access to all communities.

KEY ACTIVITIES

**Regional Lead Teams and Advisory Council:** In August 2008, the NGFN announced eight Regional Lead Teams (RLTs), value chain leaders from around the country, chosen through a competitive RFP process (see current list on reverse). Each multi-organization team works with the Wallace Center to develop regional networks of nonprofits, businesses, government and philanthropies collaborating to share innovative models, offer a central focal point to good food participants in the region, and expand the field of those engaged in the good food system. The regional teams also mobilize efforts to increase the amount of Good Food into communities, particularly those with little or no access. An Advisory Council of value chain practitioners and experts from around the country helps guide the development and growth of the Network (see current list on reverse).

**NGFN/Sysco Partnership Regional Program:** The Sysco Corporation entered a partnership agreement with the Wallace Center to advance regional work through the NGFN, with the goal of moving more Good Food from small and medium sized growers into Sysco operating companies in Grand Rapids, Michigan and Kansas City, Kansas. Regional project teams included growers, Sysco employees in the regions and the corporate headquarters, NGFN regional experts, the Wallace Center. Both regions were successful in developing relationships with growers and creating a supply chain infrastructure.
to source increased amounts of local food through the Sysco operating warehouses and out to area restaurants and schools. A case study detailing 2008 and 2009 successes, including grower trainings on value based value chain practices and food safety, is available at NGFN.org.

**Outreach and Technical Assistance:** The Wallace Center supports networking and value chain development through communications, outreach, and technical assistance to business, non-profits and funders. Current initiatives include:

- **Communications and Outreach:** NGFN.org serves as the Network’s information hub, and provides access to a growing array of research, models, and tools for those dedicated to the challenge of moving more Good Food to more people, particularly in communities with little or no access. In addition to our interactive webinars, case studies and enewsletter, you’ll also find monthly food safety updates and a rich archive of past webinars and resources. To stay up-to-date on Network news, funding opportunities, convenings, and the latest resources, sign up at NGFN.org and be sure to follow us at twitter.com/ngfn.

- **Knowledge and Research:** The Wallace Center and USDA have partnered to bring together practitioners and researchers from around the country to share and disseminate successful models of values-based food supply chain collaborations. This NGFN Knowledge and Research Initiative brings together leading experts to advance work in their regions and nationally, through a series of workshops and discussions that will ultimately culminate in new resources and tools for on-the-ground work. In addition, our Food Hub Working Group, established in cooperation with USDA, focuses on producer-centric food hubs, researching and documenting pilots that increase both grower efficiency and access to Good Food in their communities.

- **Food Safety:** NGFN’s food safety coordinator serves as an in-house expert for on-the-ground work and navigating the complex policy landscape, as well as emerging innovations in food safety practices. Monthly food safety updates complement an ongoing food safety Frequently Asked Questions resource, and both are available online at NGFN.org.

- **Technical Assistance:** NGFN provides training and technical assistance on a large range of key value chain activities. Examples of training we have provided: on-farm training (food safety, crop selection, packing and grading), infrastructure development, connections between producers and buyers, market analysis, feasibility studies, business planning.

**Regional Lead Teams**

Agriculture and Land-Based Training Association, Salinas, CA  
American Friends Service Committee, Albuquerque, NM  
Appalachian Sustainable Development, Abingdon, VA  
Center for Food and Justice at Occidental College, Los Angeles, CA  
Farm to Table / Southwest Marketing Network, Santa Fe, NM  
Leopold Center for Sustainable Agriculture, Ames, IA  
Northeast Sustainable Agriculture Working Group, Belchertown, MA  
Sustainable Food Lab at The Sustainability Institute, Hartland, VT  
Sysco Grand Rapids Regional Lead Team, Grand Rapids, MI  
GNFF/Sysco Kansas City, Regional Lead Team, Greater Kansas City Area

**Advisory Council**

Denise Barrett, Appalachian Sustainable Development  
JoAnne Berkenkamp, Institute for Agriculture and Trade Policy  
Don Bustos, American Friends Service Committee  
Patty Cantrell, Michigan Land Use Institute  
Sharon Cech, Center for Food and Justice at Occidental College  
Joe Colyn, Originz, Inc.  
Ron Doetch, Michael Fields Agricultural Institute  
Diana Endicott, Good Natured Family Farms  
Scott Exo, Food Alliance  
Anthony Fiaccavento, Rural SCALE  
Hal Hamilton, Sustainable Food Lab at the Sustainability Institute  
Denis Jennisch, SYSCO-Grand Rapids  
Karen Karp, Karp Resources  
Warren King, WellSpring Management  
Brett Melone, Agriculture and Land-Based Training Association  
Rich Ping, Leopold Center for Sustainable Agriculture  
Pamela Roy, Farm to Table / Southwest Marketing Group  
Otavio Silva, Good Natured Family Farms, Buy Fresh Buy Local, The Food Conservancy  
Kathy Ruhf, Northeast Sustainable Agriculture Working Group  
Vanessa Zajfen, San Diego Unified School District

For more information

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The Wallace Center supports entrepreneurs and communities as they build a new, 21st century food system that is healthier for people, the environment, and the economy. The Center builds and strengthens links in the emerging chain of businesses and civic efforts focused on making good food—healthy, green, fair, affordable food—an everyday reality in every community. Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.