

COMMUNITY FOOD ENTERPRISE

LOCAL SUCCESS IN A GLOBAL MARKETPLACE

BACKGROUND AND INTRODUCTION

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PURPOSE AND INTENTION

- **Build a case** for locally owned enterprise strategy
 - Economic, Social, Environmental
- **Build a network of CFEs around the world**
 - Web-based social network
 - Platform for learning and interchange
- **Project Support**
 - W. K. Kellogg Foundation
 - Bill & Melinda Gates Foundation

WHAT IS A COMMUNITY FOOD ENTERPRISE?

- Enterprise
 - Positive cash flow
- Food
 - Anywhere across the food value chain
- Local Ownership
 - More than 50% owned by people in the immediate geographic community
- Local Control
 - Most legal rights & responsibilities of running the company in local hands
- Variable in size and market
 - Large or small, local and non-local markets

ASSUMPTIONS

Local ownership for economic development

- Strong economic multiplier
- Rooted in place, produce wealth for many years
- Adapt, rather than flee
- Promote “smart growth”, draw tourists, attract and retain talented young people, self-reinforcing entrepreneurial culture.
- Greater social stability, lower levels of welfare, more political participation

ACTIVITIES OF THE PROJECT

1. Collection of innovative examples from around the globe.
 - Initially 24 exemplary, over time, hundreds
 - Communities strengthen their own economy and community food security.
2. Increase awareness for replication
 - Social media and web based information and outreach
www.communityfoodenterprise.org
 - Community of Practice: connect enterprises
 - National Event
Web cast next week: communityfoodenterprise.eventbrite.com
3. Lay groundwork for domestic/international network
 - Interactive web site so enterprises can up load their models
 - Real time technical assistance and link to expertise
 - Face to face opportunities for the network

METHODOLOGY

- 100's of CFEs to choose from
- Aim to maximize diversity
 - Company legal structures
 - Company size
 - Role in food supply chain
 - Geography (across the US and across the world)



THE CFEs

International

- Ajdigue Women's Argan Cooperative - Essaouira, Morocco
- Akiwenzie's Fish - Cape Croker, Ontario, Canada
- Cabbages & Condoms - Bangkok, Thailand
- Cargills (Ceylon) PLC - Colombo, Sri Lanka
- Fundacion Paraguaya's Financially Self Sufficient Organic Farm School - Benjamin Aceval, Paraguay
- Kasinthula Cane Growers Limited - Kasinthula, Malawi
- Kuapa Kokoo - Kumasi, Ghana
- Mavrovic Companies - Slobostina, Croatia
- National Onion Growers' Cooperative Marketing Association - Bongabon, Phillipines
- Panchakanya Agriculture Cooperative Ltd - Thaligun, Nepal
- Sunstar Overseas Ltd - New Delhi, India
- Sylva Professional Catering Services Ltd - Lusaka, Zambia

U.S.

- Anna Marie Seafood - Dulac, LA
- Appalachian Harvest Network - Abingdon, VA
- Cooperative Regions of Organic Producer Pools (CROPP) - La Farge, WI
- Greenmarket - New York, NY
- Indian Springs Farmers Association - Petal, MS
- Lorentz Meats - Cannon Falls, MN
- Oklahoma Food Cooperative - Oklahoma City, OK
- Swanton Berry Farm - Davenport, CA Intervale Center - Burlington, VT
- Weaver Street Market - Hillsborough, NC
- White Dog Cafe - Philadelphia, PA
- Zingerman's Community of Businesses - Ann Arbor, MI

BENEFICIAL CORPORATION (B-CORP)

Responsible - Socially and Environmentally

Eight Facets:

- Products
- Practices
- Profit sharing
- Leadership and Governance
- Labor
- Community
- Consumers
- Environment

NEXT STEPS

- Continue to build the community
 - www.communityfoodenterprise.org
 - Create a worldwide resource for current and budding CFEs
 - Link to NGFN and BALLE networks
- Fulfill the vision of the CFE project
 - Make the land as fertile as possible for the proliferation of these businesses