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 upload their models
   – Real time technical assistance and link to expertise
   – Face to face opportunities for the network
METHODODOLOGY

• 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
- Ajdiggue 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