LOCAL FOOD IN RETAIL
- TWO MODELS, ONE GOAL -
Presentation Outline

- Technical Orientation
- Welcome
- NGFN Overview
- The Nonprofit: Fair Food
- The Co-op: Weaver’s Way
- Your Questions for the Panel
- Upcoming Opportunities, etc.
Presentation Outline

- Technical Orientation

Welcome
  - John Fisk
  - Director
  - Wallace Center at Winrock International

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Moving more good food to more people

John Fisk, PhD
Director, Wallace Center at Winrock International

Marty Gerencer
Manager, National Good Food Network
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: VISION

Celebrating 25 Years

WellSpring Management

Leopold Center for Sustainable Agriculture

Food Alliance Certified

Southwest Marketing Network

Good things come from Sysco

IATP

Michael Fields Agricultural Institute

Sustainable Food Laboratory

Wallace Center
Winrock International
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: VISION

Increase small- and medium-sized grower viability

Add economic vitality to rural and urban areas

Reach children and families where they live
NATIONAL GOOD FOOD NETWORK: ACTIVITIES

ngfn.org/sysco2009
Supply Meets Demand

• There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

Information Hub

• The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

Policy Change

• Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.
NATIONAL GOOD FOOD NETWORK: LOCATIONS
NATIONAL GOOD FOOD NETWORK: STRUCTURE

Advisory Council

• Institute for Agriculture and Trade Policy
• American Friends Service Committee
• Michael Fields Agricultural Institute
• Good Natured Family Farms
• Food Alliance
• Appalachian Sustainable Development
• Sustainable Food Lab
• SCALE, Inc.

• SYSCO-Grand Rapids
• Karp Resources
• WellSpring Management
• Agriculture and Land-Based Training Association
• Leopold Center for Sustainable Agriculture
• Farm to Table / Southwest Marketing Group
• NE Sustainable Agriculture Working Group
• Center for Food and Justice at Occidental College
NATIONAL GOOD FOOD NETWORK: STRUCTURE

Regional Teams

West
• Agriculture and Land-Based Training Association, Salinas, CA
• Center for Food and Justice at Occidental College, Los Angeles, CA

Southwest
• Farm to Table / Southwest Marketing Network, Santa Fe, NM
• American Friends Service Committee, Albuquerque, NM

Southeast
• Appalachian Sustainable Development, Abingdon, VA

Northeast
• Northeast Sustainable Agriculture Working Group, Belchertown, MA
• Sustainable Food Lab at The Sustainability Institute, Hartland, VT

Midwest
• Leopold Center for Sustainable Agriculture, Ames, IA
• Sysco and NGFN Partnership Regions: Grand Rapids, Kansas City area and Chicago
National Good Food Network: Core Team

John Fisk
Director, Wallace Center at Winrock International

Marty Gerencer
Manager, National Good Food Network

Jeff Farbman, Katie Stewart
Program Support, Wallace Center at Winrock International

Steve Warshawer
NGFN Food Safety Coordinator

www.ngfn.org
contact@ngfn.org
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- The Nonprofit: Fair Food
  Ann Karlen
  Executive Director
  *Fair Food*

- The Co-op: Weaver’s Way
- Your Questions for the Panel
- Upcoming Opportunities, etc.
Good Food Retail: Two Models, One Goal

National Good Food Network Webinar
June 16, 2011
Presented by: Ann Karlen, Director of Fair Food
ann@fairfoodphilly.org | 215-386-5211 | fairfoodphilly.org

Fair Food is dedicated to bringing local food to the marketplace, and promoting a humane sustainable agriculture system for the Delaware Valley region. www.fairfoodphilly.org
Fair Food

Dedicated to bringing healthy local food to the marketplace and promoting a humane sustainable agriculture system for the Delaware Valley Region.

1315 Walnut Street, Suite 522 | Philadelphia, PA 19107
215.386.5211 | fairfoodphilly.org | info@fairfoodphilly.org
OUR PROGRAMS
Double Dollars
Fair Food Farmstand
Farm to Institution
Farm to School
Farmer and Buyer Consultation

OUR EVENTS
Brewer's Plate
Farm Tour Series
Local Grower Local Buyer

OUR CONSUMER CAMPAIGNS
Buy Fresh Buy Local
Heritage Breed Education Project

OUR PUBLICATIONS
Philadelphia Local Food Guide
The Wholesale Guide to Local Farm Products

Deb Bentzel: Farm to Institution Program Manager
Megan Bucknum: Farm to School Program Associate
Christina Dowd: Communication & Outreach Director
Holly Guerin: Farmstand Staff
Emily Gunther: Farmstand Product Manager
Nate Hopkins: Farmstand Staff, Volunteer Coordinator
Ann Karlen: Executive Director
Paul Lawler: Farmstand Cheesemonger & Meat & Dairy Buyer
Jennie Noakes: Farmstand Operations Manager
Shivon Isatu Pearl: Farmstand Staff, Double Dollars Manager
Federico Santoyo: Farmstand Staff
Annemarie Vaeni: Program Associate
Albert Yee: Farmstand Staff

fairfoodphilly.org
White Dog Café: Where it all began

Goal: Create a strategy for keeping family farmers on their land in the Delaware Valley region.


A logical place to start: Replicate Judy Wick’s model of sourcing food for the restaurant from local farmers and producers.
Building the Demand

• Developing relationships with buyers of all sizes
• Providing consultations
• Driving customers to businesses that “buy local”
• Connecting buyers to the right growers and producers
• Demonstrating local food in the marketplace
Building the Supply

• Developing relationships with growers is the key to success
• Demonstrating a viable market for local food
• Providing technical assistance and training
• Providing a showcase for local farm products
• Connecting growers/producers to the right buyers
Fair Food Members 2011-12
Restaurants | Retailers | Caterers | Cafés • Food Artisans & Producers • Brewers & Distillers
Institutions/Schools | Hospitals | Management Companies • Fair Food Advocates

Abbey
Almanac Market
Amaranth Gluten Free Bakery
Audrey Claire Restaurant
Barbuzzo
Belgian Cafe
Betty’s Tasty Buttons
Bindi Restaurant
Birchtree Catering
Bon Appetit Management Company
BT Brownies
Café Estelle
Capogiro Gelato
Chichesteria 19
Coco Love homemade
Common Market Philadelphia Cook
Cooper University Hospital
Cosmic Catering
Culinart Inc.
Daisy Flour
Design for Social Impact
Di Bruno Bros.
Earth, Bread and Brewery
Eclat Chocolate
Elixr
Essene
Farm and the Fisherman
Feast your Eyes Catering
Food For All Market
Foodery
Fork Restaurant & Fork Etc.
Four Worlds Bakery
Fresh Tofu
Frog Commissary
Garces ’ Trading Co.
Garces Trading Company
Geechee Girl Rice Cafe
Gilda’s Biscotti
Good Spoon Seasonal Soups
Gourmet Dining, LLC
Green Aisle
Greener Partners
Harvest Local Foods
Healthy Bites
Helen’s Pure Foods
High Point Cafe
Honey’s Sit n Eat
JG Domestic
Johnny Brenda’s
Joshua’s Catering Company
Kennett Restaurant
Kimberton Whole Foods
La Nena Cooks LLC
Lancaster Farm Fresh
Lawrenceville School
Local Food Systems
Lolita
London Grill
Marathon
Mariposa Co-op
Market Day Canele
Martindale’s
Metropolitan Bakery
Mid Atlantic Restaurant
Milk & Honey Market
Monk’s Café
Mugshots
Nectar
Night Kitchen
Oyster House
Paradiso Restaurant
Phila Brewing Company
Philadelphia Distilling
Picnic
Pumpkin Restaurant & Store
Ray’s Seitan
Reading Terminal Market
Rembrandt’s
Rocket Cat Café
Rolling Barrel Events
South Philadelphia Tap Room
Southwark Restaurant & Bar
Standard Tap
Suburashi Kudomono
Supper
Sustainable Fare
Swarthmore Co-op
Sweetgreen, Inc
Talula’s Table
The Baldwin School
The Green Tree School
Thomas Jefferson University Hospital
Twenty Manning
Ultimo Coffee
Union Trust Steakhouse
Victory Brewing Company
Weavers Way Coop
White Dog Cafe
Whole Foods Markets
Yards Brewery
Zone 7
MEMBERSHIP BENEFITS
Consultations, Promotion, Farm Tours and Events

Comprehensive consumer guide: Philadelphia’s restaurants, caterers, retail stores, institutions, and food artisans that source and sell local food. Plus farmers markets, urban farms, and CSAs.
Consumer Education & Awareness
Locally Grown Food Found Here!

This institution is purchasing from family owned farms, and serving fresh, locally grown products. Look for the Farm to Institution cards that indicate the local farms you are supporting by purchasing food here.

“Farming is in my blood and there’s nothing like it. There’s no bigger satisfaction than selling a quality product and a customer that appreciates it.” — Riverview Farm, Lancaster Co. PA
Philly’s Farm to School

A collaboration: Fair Food, SDOP’s Food Services Division, The Food Trust, PUFFA and Common Market.
50 schools in 2012!
Bridging the Gap:
Fair Food’s Double Value Coupon Program

Double Dollars: a cash-match program designed to increase access to healthy foods for people on SNAP. For every $5 spent at the Farmstand, Fair Food provides an additional $5 to spend on MORE fresh food.
Fair Food Farmstand: Building a Local Food System
Transforming a Cheese Steak Stand into a Farmstand

Renovation: Fresh Concrete
FAIR FOOD FARMSTAND
Open 7 days/wk year-round selling produce, meat, cheese, dairy, eggs and value-added products from 90+ family farmers and producers.
### Income: Sales
- **Sales**: $850,000

### Cost of Goods:
- **Farm Products**: $553,850

### Gross Profit
- **Gross Profit**: $296,150

### Expenses:
- **Personnel**: $194,175
- **Lease**: $68,185
- **Overhead**: $31,405

### Net Income
- **Net Income**: $2,385

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**Expenses and Profit**
- **Cost of goods**: 65%
- **Personnel**: 23%
- **Overhead**: 8%
- **Lease**: 4%
- **Net Income**: 0%
LOCAL GROWER LOCAL BUYER

MAY 16
7PM-9PM
Reading Terminal Market
www.fairfoodphilly.org

Fair Food
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The Co-op: Weaver’s Way
Glenn Bergman
General Manager
Weavers Way Co-op

- Your Questions for the Panel
- Upcoming Opportunities, etc.
A member owned co-operative since 1973
In Philadelphia, PA.
4,800 Household member owners (approx. 10,500)
Northwest section of Philadelphia.
Started in 1972 as a buying club. Incorporated as a co-op in 1973 as a not for profit business.
Total sales of $15.2 million
Local sales of approx. $2.5 million (150 mile radius)
Three stores: total of 8,000 sqft – just under $2,000/sft
Two urban farms of 5.5 acres, Revenue of $140,000
Open to the public
Weavers Way Community Programs started in 2008
Weavers Way Mt. Airy

- 3,500 sq.ft., $7M/ year
- Opened in 1973
Weavers Way: Chestnut Hill

- 4,000 sq. ft. store with sales of $8 million
- Opened May, 2010
Weavers Way: West Oak Lane

- Small 500 sq. ft. store with sales of $250,000/year, July 2008
Established as a demonstration farm in 2000 for the purpose of nutrition education … ¼ acre

2007: Full-time farmer hired, Farm expanded to ¾ acre

$46,000 harvest.

Today we have two production farms with a focus on education conducted by WWCP

- Awbury Arboretum 2.5 acres $75,000
- Saul School for Ag. 3 acres (CSA) $65,000
  - Cheese CSA local farmer
  - Meat from Saul School

Farm at a 200 family homeless shelter through WWCP
Awbury Arboretum
CLEAN VEGETABLES
TASTE BETTER!

Henry Got Crops produces vegetables without the use of synthetic pesticides, herbicides, fungicides or fertilizers. We are not certified organic, but we grow crops using environmentally sustainable practices.

HOW DO I JOIN?
For more information, to receive a shareholder sign up form or to learn how you can get involved, email HenryGotCrops@weaversway.coop or call 215-843-2350, ext. 325. You can also download a form at www.weaversway.coop.

AND THERE’S MORE...
All season long, we will have a selection of herbs and flowers available for you to pick as you wish. Eggs, meats, and dairy products from other local farms may be available to CSA members for additional purchase. Please let us know if you are interested in these products.

W.B. SAUL HIGH SCHOOL
Located in Upper Roxborough on the rolling hills of the Wissahickon Valley, the mission of W. B. Saul High School is to develop in students an understanding of and appreciation for the career opportunities that are available to them in the many fields of agriculture.

WEAVERS WAY CO-OP
Weavers Way Co-op is a member-owned grocery store located in Mt. Airy and West Oak Lane. We operate a successful 1 1/2 acre farm at Awbury Arboretum and a 1/3 acre farm at Martin Luther King High School as well as agricultural education programs at both farms.

Need Smart Food Choices?
HENRY GOT CROPS
Good Kids... Great Produce

A CSA PARTNERSHIP
Where are the Farms?

- Awbury
- Saul HS
- MLK HS & Stenton Manor
- Mt. Airy Ave.
Fair Food’s Mission

Mission of Fair Food:

- Dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the Greater Philadelphia region.
Weavers Way Cooperative Association exists to provide commercial and community services for the greater good of its members and community, to champion the cooperative model and to strengthen the local economy.
E1. There will be a thriving and sustainable local economy providing meaningful jobs, goods and services to our members and the community.

E2. Our community will have access to high quality, reasonably priced food, with an emphasis on local, minimally processed and ethically produced goods.

E3. There will be active collaborative relationships with a wide variety of organizations in the community to achieve common goals.

E4. Members and shoppers will be informed about cooperative principles and values, relevant environmental, food and consumer issues, and the co-op’s long-term vision.
Synergy between WW and FF

- Weavers Way has a broad line of products:
  - Local, organic, “conventional”, gluten free, grocery lines, pet foods, coffees, with and emphasis on local
  - Member owned co-operative
  - Education on food politics and nutrition

- Fair Food at the farm stand is all local product
  - An important mission driven market
  - Non-profit entity
  - Education related to local, humanely raised product
Weaves Way Uses Fair Food

- Listings of local suppliers....one main source
- Fair Food .... Meet the Farmer nights
- Fair Food Farm Stand in the Reading Market is a place to see a lot of the in-season product
- Other events throughout the year brings other retailers like WW together...we talk....
  - Restaurants
  - Grocery
  - Co-ops
  - Institutions
Fair Food Event
May, 2011
Fair Food: Meet the Farmer
David: Forager
Buyer of meat, poultry and seafood at the FF Event
Fair Food Event
Quail Eggs: Local Farm
Café Estelle Owner and Chef
Farm to Table Restaurant
List of Products Directly Related to Fair Food Synergy

- Eggs – multi colored and brown
- Cheeses – at least three vendors
- Produce – Lancaster Farm Fresh and a few other farms
- Produce – local cranberries harvest by hand
- Desserts – biscotti – Gilda
- Produce – Sprouts and greens
Natural Acres Meats
Local organic and grass feed meats
Meadow Run Farm Eggs and Pork
Other Organizations that WW Partners on Local Sourcing

- PASA
- Lancaster Farm Fresh Co-op
- The Common Market
- PA State Extension Services
- The Food Trust farmer market program
- Farm to City farm market
- The Growers Alliance: Phila urban farms
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Fair Food

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Weavers Way Co-op

Moderator:
John Fisk
Wallace Center
Weavers Way WOL

- Provides fresh, local, healthy foods in an area without adequate access
- 700 square feet store, formerly a produce store
- 2129 72nd Avenue *(at the intersection of Ogontz Avenue, Walnut Lane, and 72nd Avenue in the heart of West Oak Lane)*.
- HOURS: Monday–Saturday 10 – 6, Closed Sundays
- Features produce from Weavers Way Farms
- Ogontz–Only Specials!
- Garden
- Mural
- Farmers Market and live music on Tuesdays
Mural Unveiling at Weavers Way Ogontz
Thursday, November 5, 2009 at 4:00 pm

Join Weavers Way, the Philadelphia Mural Arts Program, artists and guests for the unveiling of the new mural at Weavers Way Ogontz, 2129 72nd Ave

The mural is a product of the Mural Corps, the educational branch of the Mural Arts Program (MAP) of Philadelphia, and was created by Keir Johnston—a young artist and veteran of the Mural Arts Program—along with fellow artist Kim Alsbrooks.

They were helped over the summer by 10 students from Martin Luther King High School who were paid for their work by the Pennsylvania Department of Community and Economic Development.
Mayor Nutter with MLK kids
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Jeff Farbman
Wallace Center at Winrock International
Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

- 3rd Thursday of each month
  3:30p EST (12:30p PST)

- July 21
  Healthy Food Financing Initiative

http://ngfn.org/webinars
Resources include

- A list (and map!) of the food hubs we are aware of (will be updated periodically)
- A link for new food hubs to alert us to their presence
- Case studies, analyses and other informational resources
- Links to relevant NGFN webinars
- Links to recent, important news and upcoming events
- USDA food hub funding opportunities document
Get Connected, Stay Connected

http://ngfn.org/database

New National Good Food Network Database
Click to learn more

Search for: Wallace Center

YouTube

contact@ngfn.org

EMAIL

Wallace Center

WINROCK INTERNATIONAL