Growing the Good.
Good food has the power to create health and economic opportunity for all.

Food connects us like few things do and is the very foundation of a healthy society. When more Americans buy healthy food grown by local farmers, everyone wins.

At Fair Food Network, we believe:

- **Everyone deserves access to “good food”** that is healthy, green, fair, and affordable.

- **We need vibrant local food systems** that connect area farmers with consumers.

- **Reinvigorating our food system can transform the health** of families, communities, local and regional economies, and our environment.

It all comes down to making good food a reality for everyone. We work at the intersection of food systems, sustainability, and social equity. We develop solutions that support families—especially those in low-income communities—to have access to the healthiest food possible while ensuring small and mid-size farmers earn a fair price for their products. Collaborating with a diverse network of partners, we identify catalytic opportunities and push boundaries while maintaining rigor in all we do to bring about leading-edge food systems change.

Fair Food Network
Creating a good food chain reaction—nationwide.

Fair Food Network is a respected partner to policymakers, philanthropic leaders, and advocates nationwide. From informing public policy to providing field leadership, we collaborate with a diverse network of partners to grow the good. Our President and CEO, Oran B. Hesterman, is a pioneer in the field, bringing more than 40 years of experience as a farmer, businessman, scientist, philanthropist, educator, and passionate advocate.

Informing public policy.

We believe policy should be informed by what works in communities. We spotlight innovations and insights from the field to inform key public policy conversations. We engage stakeholders from across the food system and beyond to coordinate efforts. And we collaborate with community leaders to elevate the real world issues they face, starting with healthy food access.

“Fair Food Network’s innovative approach to helping connect people with healthy food is making a real difference in the lives of families and farmers. I look forward to working with them as they continue their great work in Michigan and beyond.”

UNITED STATES SENATOR
Debbie Stabenow

Rallying the network of good food champions.

We serve as a network for the good food movement, bringing people together to generate ideas, share resources, and promote policy change. We are honored to be a resource for emerging and existing leaders on issues of healthy food access, sustainability, and food system innovations.
Michigan: Our home and proving ground.

Our home state is a proving ground for innovation and provides an opportunity to knit together work for greater impact. We are especially committed to the city of Detroit, a place with great need and pioneering leadership in the good food movement.

We are proud of our Michigan roots and Midwest sensibility. Call us pragmatic idealists—we are committed to developing and spotlighting inspiring yet practical solutions.

“Fair Food Network is providing leadership with a uniquely knowledgeable, pioneering, and collaborative approach to bringing good food to more children and families.”

PRESIDENT & CEO, W.K. KELLOGG FOUNDATION
La June Montgomery Tabron

Healthy Food Incentives
Double Up Food Bucks is a statewide success story that has put Michigan on the map as a leader in the field.

Fair Food Financing
With our partners, our work with the Michigan Good Food Fund is growing Michigan’s good food future.

Informing Public Policy
We engage on-the-ground leaders across Michigan to inform conversations around key local, state, and federal food policy initiatives.

Growing the Good
From supporting local food entrepreneurs to working with community collaboratives, we are honored to partner with Michigan’s good food champions.
Pioneering **Win/Win/Win** Solutions.

At Fair Food Network, we develop solutions that work across the food system to support farmers, strengthen local economies, and increase access to healthy food. Central to this mission is designing programs that create on-the-ground impact and serve as replicable models that inform public policy.

**Double Up Food Bucks:**
*A proven model for healthy food incentives.*

This innovative program doubles the value of federal food assistance dollars (SNAP) spent at participating farmers markets and grocery stores helping people bring home more healthy, locally grown fruits and vegetables.

*The wins are three-fold:* low-income families eat more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy. Each has a ripple effect of benefits.

What started as a small pilot in Detroit, grew into the first statewide effort, and is now a national model for healthy food incentives. Double Up is defined by its uniform design and brand, dynamic marketing campaign, and innovation edge including expanding to grocery stores in one of the first pilots in the nation and supporting new transaction technologies.

Fair Food Network’s strong track record in Michigan helped inspire and garner bi-partisan support for a new $100 million healthy food incentive grants program in the 2014 Farm Bill. Fair Food Network received the largest grant awarded by USDA to a nonprofit in the first round of funding to expand and continue innovating its program in Michigan with a focus on grocery, mobile technology, and year-round programming.

[ fairfoodnetwork.org/doubleupfoodbucks ](http://fairfoodnetwork.org/doubleupfoodbucks)
[ doubleupfoodbucks.org ](http://doubleupfoodbucks.org)

“Fair Food Network is investing in and nurturing the vital link of entrepreneurship in our food system with potential for big impact.”

CHAIRMAN & FORMER PRESIDENT/CEO STONYFIELD

Gary Hirshberg
Win/Win Solutions.

Fair Food Financing:
Fueling the good food economy.

Fair Food Fund
Fair Food Fund is a Fair Food Network program that provides financing and business assistance to innovative good food enterprises that connect small and mid-size farms with consumers hungry for local, sustainably grown food.

Fair Food Fund provides multiple financing options to meet the needs of the entrepreneurs we serve. Lending is bolstered by business assistance including one-on-one support and an annual Business Boot Camp. Not only is the Fund helping entrepreneurs succeed, it is building a pipeline of investment-ready enterprises and providing a vehicle for funders looking to catalyze change in our food system.

Fair Food Fund is initially focused on the Northeastern United States. The project has made great progress since its 2012 launch, raising more than six million in committed funds, financing select good food enterprises, and providing business assistance to numerous organizations.

fairfoodnetwork.org/fairfoodfund

Michigan Good Food Fund
Fair Food Network is a core partner in the Michigan Good Food Fund, which works to increase access to healthy food, improve the health of children and families, and spark economic development and job creation. A $30 million public-private partnership loan and grant fund, it provides financing and business assistance to healthy food production, distribution, processing, and retail projects that benefit underserved communities across Michigan. Other core partners include Capital Impact Partners, Michigan State University Center for Regional Food Systems, and the W.K. Kellogg Foundation.

migoodfoodfund.org
Thank you.
Our work is made possible (and better) by partnerships.

We value the partners involved in every aspect of our work—including funders, policymakers, on-the-ground leaders, fellow good food advocates, farmers, and families.

We are especially grateful to those who make our work possible. Key funders include:

AARP Foundation  
Aetna Foundation  
AFPD Foundation  
Ann Arbor Area Community Foundation  
Bank of America Foundation  
Battle Creek Community Foundation  
Capital Region Community Foundation  
The Carls Foundation  
Centers for Disease Control and Prevention  
Charles and Lynn Schusterman Family Foundation  
Charles Stewart Mott Foundation  
Chelsea Community Foundation  
Community Foundation for Muskegon County  
Community Foundation for Southeast Michigan  
Community Foundation of Greater Flint  
Community Foundation of the Holland/Zeeland Area  
Convergence Partnership Fund of Tides Foundation  
The David & Lucile Packard Foundation  
Dyer-Ives Foundation  
Elmina B. Sewall Foundation  
Four County Community Foundation  
Franciscan Sisters of Mary  
Fred A. and Barbara M. Erb Family Foundation  
Frey Foundation  
Grand Rapids Community Foundation  
Harvard Pilgrim Health Care Foundation  
Henry P. Kendall Foundation  
Jackson Community Foundation  
The Jewish Fund  
The John Merck Fund  
The Kresge Foundation  
Convergence Partnership Fund of Tides Foundation  
Lydia B. Stokes Foundation  
Maine Community Foundation  
McGregor Fund  
Michigan Department of Agriculture & Rural Development  
National Fish and Wildlife Foundation  
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Surdna Foundation  
U.S. Department of Agriculture  
United Way for Southeastern Michigan  
Utopia Foundation  
W.K. Kellogg Foundation  
Wells Fargo  
Whole Cities Foundation  
Whole Foods Market  
Woodcock Foundation  
Zingerman’s Community of Businesses  

“Our support of Fair Food Network is an investment in real solutions with demonstrated impact on an urgent need: increasing healthy food access to build strong, resilient communities where all families can thrive.”

PRESIDENT & CEO, ROBERT WOOD JOHNSON FOUNDATION  
Risa Lavizzo-Mourey
FAIR FOOD NETWORK is founded on the belief that vibrant local food systems can create health and economic opportunity for all. A national nonprofit, we work with a diverse network of partners and pioneer solutions that support farmers, strengthen local economies, and increase access to healthy food—especially in our most underserved communities. Central to our mission is building programs that create on-the-ground impact and serve as replicable models that inform public policy.

“ We are honored to work with our partners for a fair food future—building bridges across traditionally siloed issues, moving successful projects from model to mainstream, and growing the network of good food champions in Michigan and across the United States. Together, we are seizing the potential of food to transform our lives and communities.”

PRESIDENT & CEO, FAIR FOOD NETWORK
Oran B. Hesterman, PhD

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