

**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

Where some see problems, we see opportunities.



We **pioneer solutions** that support families, farmers, and local economies.



We **build and field-test programs** that create on-the-ground impact.



We **evaluate our work** rigorously, so successful efforts can serve as replicable models.



We **inform public policy**, elevating innovations and insights from the field.



We **bring together the good food community** to generate ideas, share resources, and promote policy change to move the field forward faster.

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.

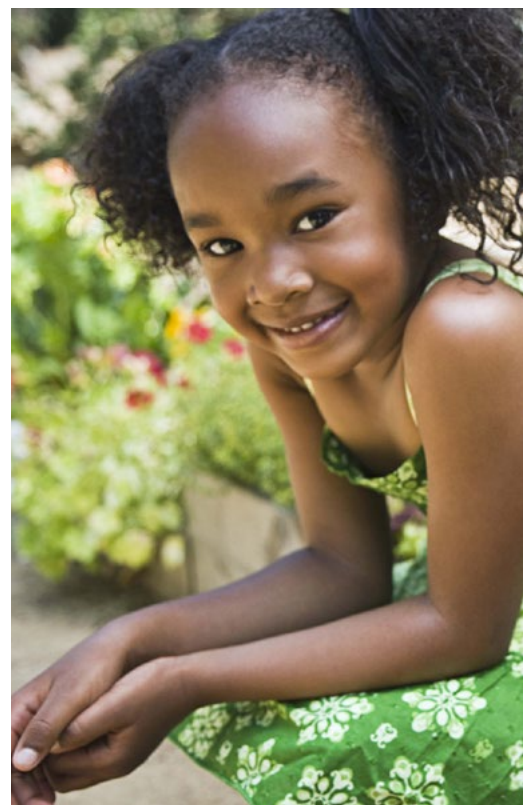
“ Fair Food Network’s innovative approach to helping connect people with healthy food is making a real difference in the lives of families and farmers. I look forward to working with them as they continue their great work in Michigan and beyond.”

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/W

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
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



Healthy food
grow demand
locally gr

Fair food
builds the sys
to meet th

Win/Win Solutions.



and incentives
for healthy,
own food.

financing
system's capacity
at demand.

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

Lydia B. Stokes Foundation
Maine Community Foundation
McGregor Fund
Michigan Department of Agriculture & Rural Development
National Fish and Wildlife Foundation
National Institute of Food and Agriculture, U.S. Department of Agriculture
New Hampshire Charitable Foundation (Anonymous donor advised fund)
Newman's Own Foundation

Open Society Foundations
Osprey Foundation
Panta Rhea Foundation
Partridge Foundation
Robert Wood Johnson Foundation
RSF Social Finance
Ruth Mott Foundation
Saginaw Community Foundation

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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