



NATIONAL GOOD FOOD NETWORK

Wallace Center at Winrock International serves the growing community of civic, business, and philanthropic organizations involved in building a new Good Food system in the United States. In particular, the Center is focused on advancing regional, collaborative efforts to move Good Food – healthy, green, fair, affordable food – beyond the direct-marketing realm into larger scale markets so that more producers benefit, more communities have viable economies and greater access to Good Food, and a greater number of acres are managed through sustainable practices.

The National Good Food Network, together with its advisory council and partners envisions a food system where:

- **Supply Meets Demand** – There is abundant Good Food (healthy, green, fair and affordable) to meet demand at the regional level.
- **Practitioners are Supported** by an Information Network – Those working for change have an information hub for finding and sharing new models, stories of success, and technical partners to inform their work.
- **Good Food Moves Efficiently** from Field to Buyer – Value chains are short and transparent, whether inter-mediated through a food hub, or sold directly.
- **Rural and Urban Areas are Linked** Through Healthy Food Systems – Increase the viability of small and mid-sized farms, and increase access to Good Food for all communities.

STRATEGY

The National Good Food Network supports this vision by cultivating:

- **Connection** – We foster regional initiatives that will bring increased good food into conventional food systems in a way that will ultimately improve Good Food access for all communities.
- **Knowledge** – We assemble and connect value chain models and best practices, value chain experts, and opportunities for regional funding in the marketplace with regional network participants.
- **Partnerships** – We bring new voices to the food systems table, including funders, technical assistance providers, nonprofits and for-profits to enable more robust expansion of Good Food.

CURRENT INITIATIVES

NGFN Food Hub Collaboration: The NGFN Food Hub Collaboration is a partnership between Wallace Center at Winrock International, USDA, National Good Food Network, and others. The Collaboration is working to ensure the success of existing and emerging food hubs in the US by building capacity through connection, outreach, research, technical assistance and partnerships. By supporting this crucial player in the value chain we aim to accelerate the growth of regional food systems that make healthy and affordable food available to all communities while creating viable markets of scale for regionally focused producers.

Financial and Business Training for Beginning Farmers and Ranchers: With an emphasis on working with the Southern US states, we are creating a toolkit of resources for those who train farmers on financial skills and business literacy. We have established a community of practice of these trainers, and working with them, we are ensuring that all of the critical financial skills are effectively passed on to their students. The project also includes identifying gaps, and creating content to fill those gaps.

NGFN.ORG RESOURCES

- **Innovative models**, including value chains and regional sourcing. See foodshedguide.org for a focus on financial and business training for Good Food practitioners and supporters.
- **Webinars** from top practitioners: Webinar schedule, registration and archive
- **TA Database** and a listing of organizations and individuals involved in scaling up Good Food.
- **Food Hub Community of Practice:** Visit foodhub.info for a collection of research, reports and webinar recordings relevant to food hubs; a map and list of known hubs.

Field Guide to the New American Foodshed: We created a web-based tool (along with a comprehensive outreach program) intended to teach producers, and those who might offer them credit, about the wide range of business possibilities available in this new food marketplace. The tool is designed to allow multiple “information entry points” for all learning styles, and there is a strong emphasis on case studies to illustrate the points.

COMMUNICATIONS AND OUTREACH

The Wallace Center supports networking and value chain development through communications, outreach, and technical assistance to business, non-profits and funders. Current initiatives include:

- **Information Hub:** NGFN.org serves as the Network’s information hub, and provides access to a growing array of research, models, and tools for those dedicated to the challenge of moving more Good Food to more people, particularly in communities with little or no access. Our popular webinar series highlights some of the best case studies and most innovative research. These are free to attend, and all are recorded and archived on our site. To stay up to date on Network news, funding opportunities, conferences, and the latest resources, sign up at NGFN.org and be sure follow us at twitter.com/ngfn. Our food hub center, with resources for hubs, including a map of known US hubs is at <http://foodhub.info>.
- **Knowledge and Research:** The Wallace Center and USDA have partnered to bring together practitioners and researchers from around the country to share and disseminate *successful models of values-based food supply chain collaborations*. This NGFN Knowledge and Research Initiative brings together leading experts to advance work in their regions and nationally, through a series of workshops and discussions that will ultimately culminate in new resources and tools for on-the-ground work. In addition, our **NGFN Food Hub Collaboration** is researching and documenting pilots that increase both grower efficiency and access to Good Food in their communities.
- **Commitment:** Expanding and sustaining the NGFN is now a Clinton Global Initiative commitment made by the Wallace Center at Winrock International.

TECHNICAL ASSISTANCE

- **Value Chain Development:** NGFN provides training and technical assistance on a broad range of key value chain activities. Examples of training we have provided: on-farm training (food safety, crop selection, packing, and grading), infrastructure development, connections between producers and buyers, market analysis, feasibility studies, business planning.
- **Food Safety:** NGFN’s *food safety coordinator* serves as an in-house expert for on-the-ground work and navigating the complex policy landscape, as well as emerging innovations in food safety practices.

NATIONAL SCOPE

Regional Lead Teams and Advisory Council: The NGFN developed as a network of networks. Multi-organization teams across the country work with the Wallace Center to develop regional networks of nonprofits, businesses, government and philanthropies collaborating to share innovative models, offer a central focal point to Good Food participants in the region, and expand the field of those engaged in the good food system. The regional teams also mobilize efforts to increase the amount of Good Food into communities, particularly those with little or no access. An Advisory Council of value chain practitioners and experts from around the country helps guide the development and growth of the Network.



The **Wallace Center** supports entrepreneurs and communities as they build a new, 21st century food system that is healthier for people, the environment, and the economy. The Center builds and strengthens links in the emerging chain of businesses and civic efforts focused on making good food—healthy, green, fair, affordable food—an everyday reality in every community.

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.



WINROCK
INTERNATIONAL