GOOD FOOD
FOUNDATION
IMPACT
“Just as I was considering an out – serving coffee at a diner or drinks at a sports bar was looking so damn good – we won four Good Food Awards. From this moment, the phone started ringing. Sam Mogannam [of Bi-Rite] called requesting a wholesale app, as did Dean & Deluca, and within one year of our Awards sweep, the OP Southeast Restaurant was heaving and the meat plant was splitting at the seams. The work that [The Good Food Foundation does] has allowed me to use great pork, take my time, and make it the right way.”

– E LI CAIRO IN “OLYMPIA PROVISIONS”
Our Projects

GOOD FOOD awards

The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic and responsible. The program grants awards to outstanding food producers, bringing attention and sales to the envelope-pushers of American food culture.

With over 400 members nationwide, The Good Food Guild exists to foster, distinguish and unite Good Food producers to become a vibrant economic force in America.
The Good Food Retailers Collaborative is a group of the country’s best independently owned markets committed to supporting American craft food producers and each other.

The Good Food Mercantile is the un-trade show for tasty, authentic, responsible food. This intimate gathering of like-minded food crafters and retailers is the Good Food Movement’s answer to building commerce and community.
“The Good Food Mercantile was the most humbling, amazing, and truly inspiring event. We couldn’t have been more proud to be amongst such a community of food crafters and in such an exquisite location. And a great memory of our very first trade show ever! We don’t want to do any one other than this one.”

- The White Moustache, New York
Building Demand

The attention a Good Food Award brings has proven to have a substantial impact on sales. A majority of the 2016 Good Food Award Winners saw an immediate spike in sales; 54% of Winners said that their orders increased upon the announcement of their Finalist status, and half noticed an instant increase after the announcement of the Good Food Award Winners.

“All in all the Good Food Awards weekend has been instrumental in informing how our company moves forward. Our sales have also boomed.”

–Republic of Jam, Oregon

“There is no question that there is a direct correlation between winning the Good Food Award in 2014 and the jump-start of my business. I was able to get into local businesses and signed up with a distributor even though I was new to the business with no following. And most importantly, it gave me confidence in what I was doing. It’s instant credibility!”

–Marcia’s Munchies, Michigan
Creating Jobs

Not far behind new demand comes new jobs. 10% of Winners reported increasing their staff within eight months of receiving a Good Food Award. We estimate the Awards alone have created over 100 new jobs.

“I will loudly and proudly say that the Good Food Awards are one of the biggest reasons that I went from just my lonesome self in a 900 sq. ft. shop to having a team of 25 strong meat makers and an organization of around 100 of the hardest working and most talented people that I’ve ever met, with two restaurants and deli locations and a 37,000 sq. ft. warehouse of meat-making heaven.”

– Olympia Provisions, Oregon
“All in all, we made 35+ new [accounts] through the Mercantile. I am a huge supporter of this show.”

– Luxury Farms, California
“We’ve grown 300% since the Good Food Awards, and that’s all across the board. The Awards have put us in touch with some of the most prestigious buyers in the U.S.”

- LICK MY SPOON, FLORIDA
“The distinguished engagement and exceptionally high standards of the Good Food Awards provides huge support to small artisanal producers such as ourselves, helping us raise our profile alongside the large comercialized food factories with huge marketing budgets.”

—Blake Hill Preserves, Vermont
Ingredient Sourcing

The Good Food Foundation has helped hundreds of crafters elevate their standards for social and environmental responsibility. We estimate that in striving to meet the criteria for the Good Food Awards and Good Food Guild, over 300 producers have made substantial sourcing changes.

“It is great having this experience with you all as it has help me realize I can’t always trust these big [suppliers] and I really need to ask better and more specific questions of them. I will change my vinegar for sure.”

— Cowboy Syd’s, Virginia

“I would love to switch lemon juice brands. I am close to having an all organic section to my jam line and lemon juice is the last ingredient is am trying to find. If you have any sources that can help would be great. I will switch in a second!”

— Johnson Berry Farm, Washington
Strengthening Community

When Good Food Award Winners are asked about the most important part of the Good Food Awards, the most frequent answer is the sense of community that it creates. In a sometimes isolating industry, food and drink crafters find the Awards weekend to be an opportunity to meet like-minded individuals, contextualize their work, feel part of a larger movement, and become inspired to continue making the world a better, more delicious place. In their own words:

“Community vibes! We’re a little out of the way, so it’s a really great feeling to be a part of a national network of craftsmanship-oriented folks excited about what’s happening in the US.”

– Nathan Miller Chocolate, Pennsylvania

“Meeting the other award winners, getting to know other producers who work in a manner similar to ours, understanding the wider market outside of our state. Confidence building was needed and appreciated.”

– Salute LLC, South Carolina
Our Reach at a Glance

★ Founded in 2010 as Seedling Projects
★ 6,000 entries from 50 states since the Good Food Awards began
★ 623 companies benefitting from a Good Food Award
★ 700 articles and counting highlighting Good Food Award Winners
★ 200,000,000 impressions annually
★ $12,000,000 more purchased annually from sustainable farms due to the sales impact on Winners

★ 250 companies have shown at a Good Food Mercantile

★ 1,800 retailers, journalists and chefs have attended a Good Food Mercantile

★ Articles in Newsweek, New York Times, San Francisco Chronicle, Huffington Post, Saveur, Food52, Civil Eats, Martha Stewart Living, Washington Post and more