

**GOOD
FOOD**
foundation

**GOOD
FOOD**
foundation

THE GOOD FOOD FOUNDATION is committed to shifting cultural norms. Our first project set the ambitious goal of redefining “good food” in the public imagination. The Good Food Awards was launched to inspire American consumers and merchants to demand food that not only tastes good, but *is* good. Our vision was to revolutionize consumer tastes so grocery stores across the nation would stock food and drink that is delicious, good for the planet, and good for rural and urban communities alike. To promote an economy of “tasty, authentic and responsible” food.

Eleven years later, we turn our attention towards another big cultural shift.

Embedded in the “authentic” of our tagline is a deeply held belief about the importance of celebrating diverse peoples, traditions and communities. We view “authentic” not as a limiting rule, but as an expansive value, an expression of identity, history, memory, experience and the people we’ve met along the way that make us who we are.

The Good Food Foundation has worked to support this value through the speakers we give a platform to; the needs-blind approach to Good Food programs; and the Black, Latinx, Korean-American, Chinese-American, Japanese-American, Persian, Hungarian, Jewish, Muslim, immigrant and queer

collaborators who have brought their unique perspectives to the Good Food Foundation team in its first decade.

The past year has made it clear that quietly integrating these values into our work is not enough. It is time for an explicit, multi-year Equity Action Plan. A roadmap informed by a survey of 145 Black, Indigenous, and person of color-identifying food crafters, and designed by an Equity Task Force with firsthand experience of the barriers facing people of color in the food industry. A plan that looks within and beyond the Good Food Foundation, uniting with partners to more deeply support food crafters and retailers of color, and ultimately creating a more diverse and equitable food landscape in this country.

We are excited to share highlights of this plan with you, our community. A formidable alliance of over 1,000 businesses, 20,000 employees and hundreds of thousands of consumers in all 50 states, unified by a commitment to the same values we hold dear. Values that include self-reflection and growth; knowing when to lead, and when to follow.

What follows is a snapshot of where we are now and where we are going. We look forward to traveling this path in good company.

Focus Areas

Rethink... the "ethnic food" aisle

Educate... buyers on less familiar foods

Train... retailers & crafters to overcome implicit bias

Distinguish... BIPOC-led businesses

Resource... in-store sampling and signage for BIPOC makers

Lower Barriers... of entry for BIPOC makers

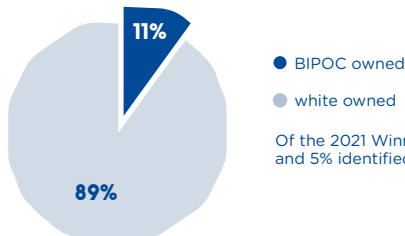
Represent... the diversity of America within the food movement

✦ ✦ *Thank you!* ✦ ✦

Thank you to our BIPOC-led Equity Task Force, whose leadership informed the Equity Action Plan: Chantelle Bourdeaux, Chris Bailey, Corey Rateau, Keba Konte, Linda Tey Esposito and Sana Javeri Kadri. We would also like to thank Peg Smith and Harmons Grocery, whose contributions enabled the Good Food Foundation to fairly compensate the Task Force.

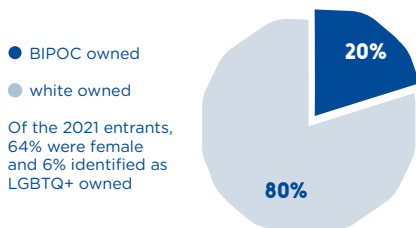
A Snapshot of Our Community

2021 WINNERS



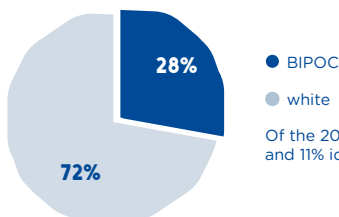
Of the 2021 Winners, 51% were female and 5% identified as LGBTQ+ owned

2021 ENTRANTS



Of the 2021 entrants, 64% were female and 6% identified as LGBTQ+ owned

2021 JUDGES

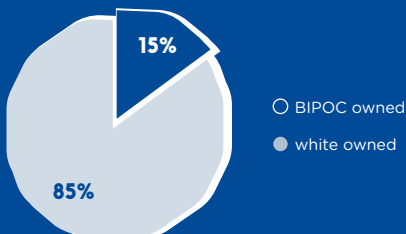


Of the 2021 judges, 67% were female and 11% identified as LGBTQ+ owned

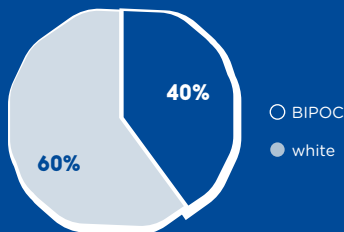
Goals for 2024

We recognize that change in some areas will take longer than others, and our aim was to create realistic three year goals that take these differences into account. We hope to exceed these first benchmarks, and continue on a trajectory of greater diversity and inclusion long into the future.

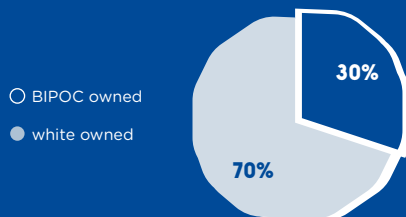
WINNERS



JUDGES



ENTRANTS



Additionally, we aim to increase BIPOC representation on the Good Food Foundation team from 10% to 20%, and on the governing and advisory boards from 24% to 33%.

2020

The Year in Review



Opened our newsletter with a statement in support of Black Lives Matter reaching 20,000 subscribers.

Raised \$10,000 to create a paid Equity Task Force and support new equity programming.

Offered one free entry to the Good Food Awards for all BIPOC owned businesses.

Gathered demographic data on over 700 Good Food Awards entrants.

Created a six person, paid, BIPOC-led Equity Task Force.

April

May

June

July

GOOD FOOD VIRTUAL MERCHANT

Black Owned Businesses

featuring our friends at

Oh My Organic Food

The Lentil House

Sonoma Sauces

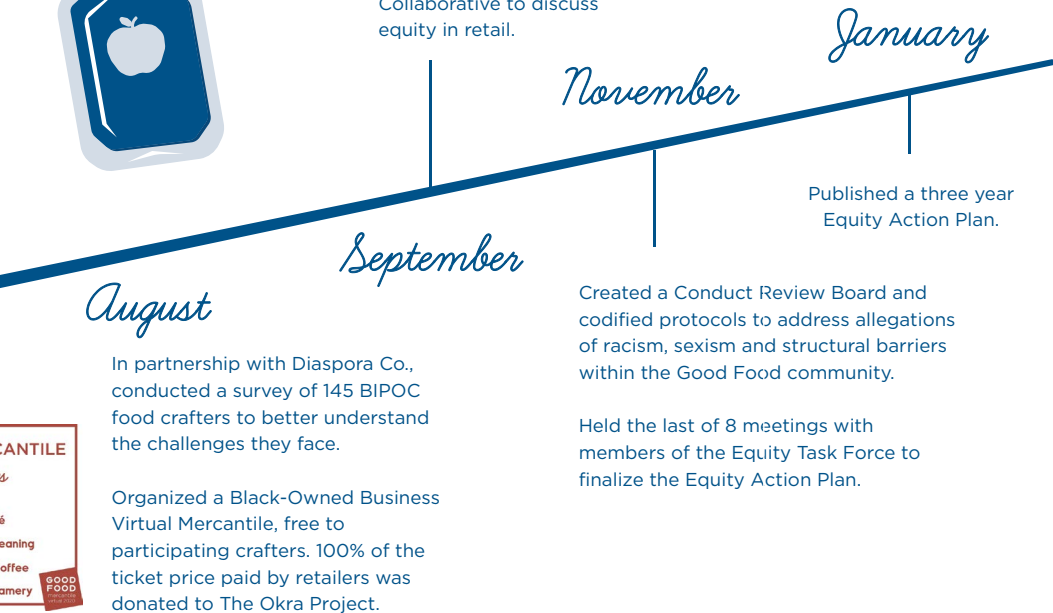
K Bloody Mary Mix

Yolélé

Tea With M

Red Bay C

Cajou Cre



Where We're Going

The Good Food Foundation is committed to an Equity Action Plan to more deeply support makers and retailers of color, mobilize partners and do our part to shift the food retail landscape. Our first three year plan in its entirety can be found at goodfoodfdn.org/works.

Creating

A BIPOC owned seal for makers to distinguish their products.

Needs-blind participation for BIPOC owned businesses.

Increased BIPOC representation on boards, team and judge panels.

A DEI training requirement for Good Food Guild members.

Partnering on

Building a specialty food industry-specific DEI training led by experts.

Providing education to Good Food Awards judges on culturally specific entries, to ensure fair evaluation.

Rethinking the “ethnic food” aisle, showcasing new merchandising models at grocery stores.

Developing templates and training for BIPOC makers to onboard efficiently at new stores.

The Good Food Foundation is seeking partners in this work. If you would like to collaborate, please email jessica@goodfoodfdn.org. We look forward to hearing from you.

**GOOD
FOOD**
foundation