

# JOIN US... AS MERCHANT ADVOCATES FOR GOOD FOOD

The Good Food Merchants Collaborative exists to empower independent retailers that share the values of taste, authenticity and responsible production. We build symbiotic relationships with food crafters and each other in order to thrive as businesses that are agents of change.



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As a dynamic group of two dozen human-scale markets, we gather four times a year to learn from each other—at in-store visits, in a day long retreat and around plenty of good food— while engaging in supporting the food movement as the top level Presenting Sponsor of the Good Food Awards and Good Food Mercantiles.

We invite you to lend your support to the American food crafters who make our shelves unique, while building enduring relationships in this small group open and ready to share and see each other thrive.

## Past & Present Merchants include:

Antonelli's Cheese Shop (TX)  
Bi-Rite Market (CA)  
Canyon Market (CA)  
Cooks of Crocus Hill (MN)  
Cowgirl Creamery (CA)  
Cured (CO)  
Di Bruno Brothers (PA)  
Each Peach Market (DC)  
Foragers Market (NY)  
Glen's Garden Market (DC)  
Good Earth Natural Foods (CA)  
Goose the Market (IN)  
Greene Grape Provisions (NY)  
Green Zebra (OR)  
Gus's Community Market (CA)  
Harmons Grocery (UT)  
Healdsburg SHED (CA)  
JM Stock Provisions (VA)  
Liberty Heights Fresh (UT)  
Look's Market (SD)  
Market Hall Foods (CA)  
Market of Choice (OR)  
Palace Market (CA)  
Pastoral Artisan Cheese, Bread and Wine (IL)  
Swamp Rabbit Cafe and Grocery (SC)  
TASTE (VA)  
The Brooklyn Kitchen (NY)  
Washington's Green Grocer (MD)  
Woodstock Farmers' Market (VT)  
World Foods Portland (OR)  
Union Kitchen (DC)  
Zingerman's Family of Businesses (MI)





## MEMBERSHIP BENEFITS

- Sustaining the people and projects vital to thriving local food systems and distribution
- Taking leadership in building the retailer voice in the good food movement
- Attendance at the annual retreats
- Invitation to all in-store visits, member meals and meetings
- Speaking role on stage at the 900 person Good Food Awards Ceremony
- Opportunity to judge at the Good Food Awards Blind Tasting
- (2) tickets to the Good Food Awards Ceremony & Reception
- Inclusion in Good Food Foundation press releases to 6000 journalists
- Unlimited tickets for staff and team to the Good Food Mercantiles
- Discounted tickets to share with peers to the Good Food Mercantiles
- Logo visibility on Good Food Awards website, events and press releases





## AT A GLANCE

### ➞ Size

The Good Food Merchants Collaborative is intentionally designed to be a small but formidable group of passionate retailers who are committed to not only changing the food system but also sharing information and forging personal connections. We plan to grow to no more than 20 members in 2023.

### ➞ Cost & Time Commitment

Membership dues are \$1,250 quarterly, which cover the organizational costs of the annual retreat and additional Merchants Collaborative meetings, as well as to underwrite the costs of the annual Good Food Awards. A three-year commitment is requested from each new member. Members commit to designate 1-2 owners or top level managers to attending at least two of the four gatherings a year, held around the time of other industry events for ease. Members are responsible for their own travel and lodging costs.



### ➞ Criteria for Membership

The Merchants Collaborative is a geographically and demographically diverse group of great retailers who fit the following criteria:

- Committed to the mission of the Collaborative, found on page 1.
- Sells good food.
- At least 51% ownership lies in the hands of a family, individual or workers.\*
- Ready to commit three years to helping build the Collaborative with their time, creativity and dues. Designates 1-2 owners or senior team members as liaisons and participants.
- Members may vary in size and number of markets.

*\*We will in very rare cases consider fundamentally like-minded, non-independents for inclusion.*





## EVENTS & PROJECTS

### Good Food Mercantiles

Held three times a year, these intimate “un-trade shows” connect a hundred or so craft food producers with 400-500 retailers and press. The spring Mercantile is held in Portland, Oregon, the same weekend as the Good Food Awards Ceremony. The summer Mercantile is held in New York City to coincide with the timing of the Fancy Food Show. The fall Mercantile is held in San Francisco, California, the same weekend as the Blind Tasting. Collaborative members are integral to each Mercantile, often bringing team members to each gathering and taking pride in having a larger organizational role when the Mercantile comes to their hometown (from warehousing samples to sending sandwiches to the food crafters). The opportunity for discovery at the Mercantiles is often noted as an important benefit by Good Food Guild Members, the food crafter counterpart of the Collaborative. Additionally, these Mercantiles allow smaller craftsmen and women to debut their goods; the table fee is a quarter of the cost of other food shows, and the dues from the Collaborative also allow for subsidizing and including new and smaller food crafters.

### In-Store Visits

In tandem with the Good Food Awards and Mercantiles, local members host the Merchants Collaborative for a tour of their stores, explaining what makes it unique and getting tips and feedback from the other members on merchandising and operations.

### Retreat & Gatherings

We host a day long, moderated forum to discuss challenges and solutions in the retail industry and to connect and support each other; this is often cited by members as a top benefit of being a Collaborative member. The annual retreat takes place in the Spring in Portland, Oregon, the same weekend as the Awards and Mercantile. It focuses on peer-to-peer learning and discussion on topics chosen by the members, and always also includes an in-depth tasting by visiting experts and food crafters. Past topics range from retaining talent to adapting to an increasing on-line retail environment. In addition to the retreat, meals, cocktail hours and meetings for members are organized at each Mercantile and the Good Food Awards weekend.

### Good Food Awards

The Good Food Awards takes place in Portland, Oregon and is a celebration of the people behind the sort of food we want to eat: tasty, authentic and responsible. As the Presenting Sponsor, the Merchants Collaborative members take a role on-stage presenting the awards to the American food crafters being honored from around the country. The previous September, members are invited to San Francisco to judge to the annual Blind Tasting.

### Member Led Projects

In alignment with the five year vision statement created by our members, several new projects are underway, from a store exchange program to a joint not-for-profit distribution solution to uniting on lobbying efforts.









## ORGANIZERS

The Good Food Merchants Collaborative was created under the umbrella of the Good Food Foundation 501 (c) 3, and the group was the brainchild of Sam Mogannam of Bi-Rite Market. There are ample opportunities for members to take leadership in its growth and new initiatives.



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