



overview

The Good Food Foundation and the Good Food Merchants Collaborative are proud to present the Good Food Mercantile, an un-trade show for tasty authentic, responsible food. These one-day, intimate gatherings of like-minded food crafters and retailers takes place across three different cities: Portland, San Francisco and New York City. Offering the same sized booths to everyone, a start time conducive to arriving well rested and booth fees at a fraction of the price of other trade shows, this is the Good Food Movement's answer to building commerce and community.

While traditional trade shows convene tens of thousands of buyers, many are not prepared to work with businesses whose core aspirations don't include unbridled growth, and smaller companies can find themselves lost among a sea of thousands of booths. The Good Food Mercantile is a different kind of gathering. Open exclusively pre-vetted members of the Good Food Guild, it is an opportunity for thoughtful, responsible, American food crafters to connect with the growing community of retailers that value quality, care and craftsmanship.



community

SHOWING: The Good Food Mercantile is limited to 175 food producers who have passed the sustainability vetting process to become a Good Food Guild member. Together, this community is 650 businesses strong and hails from 47 states. In selecting attendees, focus will be placed on ensuring a diverse and vibrant set of food and drink is represented.

ATTENDING: Collectively at the 2023 Good Food Mercantiles, over 1,200 retailers and media were in attendance, and we anticipate an even greater turn out in 2024, with especially strong representation from the best independent markets in the country. For those whose aspirations include regional or national growth, a broad community of larger quality focused retailers will also be in attendance. The full list of retailers who attended past San Francisco, New York, Portland and Virtual Mercantiles can be found at www.goodfoodfdn.org/mercantile.

PRESENTING: The Good Food Mercantile is presented by the Good Food Merchants Collaborative; 15 of the country's most innovative community markets from 14 cities and 10 states, united to support America's good food producers. We are grateful to these visionary grocers:

Bi-Rite Market
San Francisco, CA

Gus's Community Market
San Francisco, CA

Palace Market
Point Reyes, CA

Woodstock Farmers' Market
Woodstock, VT

Di Bruno Brothers
Philadelphia, PA

Harmons Grocery
West Valley City, UT

Swamp Rabbit Cafe & Grocery
Greenville, SC

World Foods Portland
Virginia Beach, VA

Good Earth
Mill Valley, CA

Market Hall Foods
Oakland, CA

TASTE
Virginia Beach, VA

Zingerman's
Ann Arbor, MI

Goose the Market
Indianapolis, IN

Market of Choice
Eugene, OR

Union Kitchen
Washington, D.C.

at a glance

2024 DATES & LOCATIONS: Portland, April 28; New York City, June 22; San Francisco, September 27.

ORGANIZATION: The Good Food Foundation is a 501(c)3 nonprofit that exists to celebrate, connect, empower and leverage the passionate and engaged, yet often overlooked, players in the food system who are driving towards tasty, authentic and responsible food. Led by Sarah Weiner and Dominic Philips, the Foundation has created the Good Food Awards, Good Food Guild, Good Food Merchants Collaborative and Good Food Mercantile.

COST: One Mercantile: \$1050 Early Bird (regularly \$1250) | Two Mercantiles: \$2100 | All three Mercantiles: \$2900

The Good Food Foundation works to provide equal opportunities to all sustainable crafters. Should the booth fee be beyond your budget, please email us at connect@goodfoodfdn.org.



Photos courtesy of: Gamma Nine, Kassie Borreson, RJE Photography, Mark Weinberg and Larry Wong

IN THEIR OWN WORDS:

"We thought the Mercantile had a lot of new diversity of crafters we hadn't seen before. We definitely picked up some new products."

- Emily Friedberg, Co-Owner of Each Peach Market in Washington, D.C.

"I loved the organization of this event, it was the perfect environment to get to know the makers and explore new partnerships."

- Alison Kunetka, Manager of Food Development at Williams Sonoma

"The Mercantile was absolutely spectacular. Thanks for pulling so many great vendors together in such a wonderful space. It really was the perfect event for those of us who prefer to source mindfully."

- Danielle Vogel, Owner of Glen's Garden Market in Washington, D.C.

"There couldn't have been a better event for showcasing small producers in SF and Brooklyn. We've had the chance to catch up with our current retailers and friends on both coasts and talk to many new people all around. We loved everything about the event."

- Amy Deaver, CEO and Jam Maker of Lemon Bird Preserves in Los Angeles, California

"I loved the organization of this event, it was the perfect environment to get to know the makers and explore new partnerships."

- Alison Kunetka, Manager of Food Development at Williams Sonoma

"We walked away having found too many producers we want to work with and not enough space to stock them all – a good problem to have."

- Greg O'Neill, Co-Owner of Pastoral Artisan Cheese, Bread & Wine in Chicago, Illinois

HAVE QUESTIONS ABOUT ATTENDING THE GOOD FOOD MERCANTILE? PLEASE EMAIL [CONNECT@GOODFOODFDN.ORG](mailto:connect@goodfoodfdn.org)

CONTACT FOR GENERAL QUERIES: connect@goodfoodfdn.org | 415 275 1794 | goodfoodfdn.org/mercantile