

WALLACE CENTER AT WINROCK INTERNATIONAL

The Wallace Center has been a key organization in fostering a more sustainable food and agricultural system in the United States since 1983. We've employed research, policy analysis and education to drive change that benefits farmers, urban and rural communities, our natural resources and the health of our citizens. In 2000, the Center joined Winrock International, enhancing its potential to foster food systems change and complementing an already extensive program in international development.

Our current focus is on developing market-based solutions that link a larger number of people and communities to "good food"— food that is healthy, green, fair, and affordable. Our approach is four-fold:

- We build links within a diverse and growing network of food and farm innovators with convenings and communications that bring participants together
- We strengthen this network by gathering, creating and sharing knowledge
- We prime the pump of change by monitoring the emergence of useful models and helping others adopt or adapt them
- We work to bring financial resources and other capacity building support to good food innovators

Our current work reflects this commitment to creating greater access to good food through market-based solutions, and includes:

HEALTHY URBAN FOOD ENTERPRISE DEVELOPMENT CENTER

This new grantmaking program, funded by the U.S.D.A.'s National Institute for Food and Agriculture, will support greater access to healthy affordable food in communities across the country. The Wallace HUFED Center's unique approach will provide grants and technical assistance for enterprise development and focus on getting more healthy food—including local food—into communities who have limited access.

COMMUNITY FOOD ENTERPRISE: LOCAL SUCCESS IN A GLOBAL MARKETPLACE

Through research and analysis of 24 cutting edge community-based food enterprises from around the globe, Community Food Enterprise is building a knowledge base of how diverse models of local ownership bring more good food to more people. The complete case studies and analysis are available at communityfoodenterprise.org, along with a variety of multimedia resources and tools.

MARKET-BASED CHANGE THROUGH SOCIAL ENTERPRISE

Wallace Center is partnering with non-profit, food industry and governmental institutions to test approach, capture best practices, and apply learning that combines traditional for-profit business models with grassroots social and environmental missions. The resultant models will contribute

to the long-term viability and sustainability of the Good Food Movement itself, while providing mutually beneficial and profitable outcomes for all involved. Partners include: Pennsylvania Association for Sustainable Agriculture; Center for Agricultural Development and Entrepreneurship; Food Alliance; Value Chain Partnerships; SYSCO Corp., USDA Agricultural Marketing Service, among others.

NATIONAL GOOD FOOD NETWORK

The Wallace Center's National Good Food Network is a central, national resource for on-the-ground efforts to move good food beyond the direct-marketing realm into larger scale, wholesale channels. NGFN.org serves as a central communications and knowledge hub for regional efforts as well as partners and other national networks.

FARMERS MARKETS

The Wallace Center's farmers market work focuses on education, knowledge building and resource development for organizations, state associations and other non-profits who work with farmers market managers and vendors. By building the capacity of local and regional groups, the Wallace Center educates and empowers farmers and market managers around the country.

CONTACT

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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.

