

Wallace Center National Good Food Network Announces Advisory Council

General Inquiries

Marty Gerencer, Manager, National Good Food Network: marty@morsemarketingconnections.com, 231.638.2981

Media Inquiries

Cari Beth Head, Program Assistant: cbhead@winrock.org, 703.525.9430 ext 674

ARLINGTON, Virginia (August 14, 2008) – The [Wallace Center at Winrock International](#) announces the formation of a 15-member Advisory Council that will guide its latest initiative, the [National Good Food Network](#).

The National Good Food Network, funded by the W.K. Kellogg Foundation, is designed to connect and support regional efforts to take good food – healthy, green, fair, affordable food – beyond the direct-to-consumer realm of farmers markets and into larger-scale, wholesale channels. To support this work, Wallace Center has awarded one-year grants to eight [Regional Lead Teams](#), who will help coordinate and catalyze the movement of good food in their region.

Members of the National Good Food Network Advisory Council include:

- JoAnne Berkenkamp, Institute for Agriculture and Trade Policy
- Don Bustos, American Friends Service Committee
- Ron Doetch, Michael Fields Agricultural Institute
- Diana Endicott, Good Natured Family Farms
- Scott Exo, Food Alliance
- Anthony Flaccavento, Appalachian Sustainable Development
- Hal Hamilton, Sustainable Food Lab at the Sustainability Institute
- Denis Jennisch, SYSCO-Grand Rapids
- Karen Karp, Karp Resources
- Warren King, WellSpring Management
- Brett Melone, Agriculture and Land-Based Training Association
- Rich Pirog, Leopold Center for Sustainable Agriculture
- Pamela Roy, Farm to Table / Southwest Marketing Group
- Kathy Ruhf, Northeast Sustainable Agriculture Working Group
- Vanessa Zajfen, Center for Food and Justice at Occidental College

The network and its Advisory Council will offer *Connection* to foster region-specific initiatives that will ultimately improve good food access for all communities; *Knowledge* that will help assemble and connect value chain models and best practices, experts, and opportunities for regional funding and support in the marketplace; and *Community* that will enable participants to move beyond traditional commercial transactions into more innovative initiatives.

The Advisory Council will specifically assist in developing this national network of entrepreneurs and community leaders working to overcome basic barriers to bringing more good food to more people. Comprised of a representative from each of the eight Regional Lead Teams,

as well as seven members from across the field of food systems work, the Advisory Council will provide direction and insight for the Network and interested partners across the country.

“Increasingly innovative entrepreneurs and communities are turning to good food as a solution to a perfect storm of problems facing the nation – from the high health care and family costs of diet-related diseases to the challenges of climate change and economic recession,” said John Fisk, Director of the Wallace Center. “The National Good Food Network is focused on helping these entrepreneurs and communities succeed by helping them make the *business* side of good food work.”

The Network will serve as a hub of information and communications around new business models, market infrastructure and economic development tools needed to transform the nation’s food system.

The Advisory Council and Regional Lead Teams will provide the practical experience and direction needed to develop and deliver models, tools, and data to those working in the field.

Wallace Center at Winrock International 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, with main offices in Little Rock, AR and Arlington, VA, which works with people in the United States and around the world to increase economic opportunity, sustain natural resources, and protect the environment.

The **W.K. Kellogg Foundation** was established in 1930 to “help people help themselves.” Specifically, the organization supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. Please refer to wkkf.org for more information.