

COMMUNITY FOOD ENTERPRISE: LOCAL SUCCESS IN A GLOBAL MARKETPLACE

The Wallace Center at Winrock International, in partnership with the Training & Development Corporation, is pleased to announce Community Food Enterprise: Local Success in a Global Marketplace, a project jointly funded by the Bill and Melinda Gates Foundation and the W.K. Kellogg Foundation.

Designed to highlight successful models of locally owned food enterprises from around the world, Community Food Enterprise will present analyses of 24 case studies from the United States, Africa, Asia and Latin America.

SHORT TERM

The first phase of the project, led by John Fisk, Director of the Wallace Center, and Michael Shuman, author and Vice President for Enterprise Development at the Training & Development Corporation, will showcase 24 cutting-edge models of local ownership in a comprehensive project book and at a DC-area launch event in Fall 2008. Anthony Garrett of Anthony Garrett & Associates will provide strategic communications expertise for the project and launch.

LONG TERM

Long-term plans for the project include the development of an interactive web database of local food enterprises, as well as an online community of global experts and practitioners.

WHAT IS A COMMUNITY-OWNED FOOD ENTERPRISE?

A community-owned food enterprise (CFE) refers to any business, whether for-profit or nonprofit, in which ownership and control is locally based. This definition encompasses the following characteristics:

LOCAL OWNERSHIP – Local owners of a CFE can be individuals, shareholders, partners, proprietors, or cooperative members. They also can be local institutions, including businesses, banks, investment funds, churches or charities. Some ownership in a CFE can be held by a local public agency, though not a majority.

LOCAL CONTROL – A CFE places most of the legal rights and responsibilities of the company in local hands (that is, 50% or more). It includes locally-controlled franchises and regionally proximate chains.

PROXIMITY – Majority ownership of a CFE should reside in the smallest geographically defined jurisdiction – whether state, county, city, town or village – that enjoys real legal authority. In some dense urban settings a locality could be a district extending a few square miles, while in a sparsely populated region a locality can comprise hundreds of square miles.

ECONOMIC SUSTAINABILITY – A CFE aims to achieve economic sustainability and does not rely on grants or government subsidies.

FAIR FOOD – Food produced and sold by a CFE should be grown in a way that respects and protects the environment, provides safe and healthy food for communities, and adds economic and social value to rural and urban communities.

For more information, or to sign up for project updates, visit us at www.WallaceWenter.org/our-work

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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 – clean, 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.

