



## FOOD & WINE

### *Grow for Good Campaign*

#### 2008 Campaign Overview

#### **Grow for Good**

To celebrate the 25<sup>th</sup> FOOD & WINE Classic in Aspen in June 2007, FOOD & WINE launched a national campaign to increase consumer access to locally- and sustainably-grown foods. The campaign, called *Grow for Good*, was created to raise \$1 million over a multi-year period for nonprofit partners dedicated to supporting small- and medium-sized farms and creating demand for locally-grown foods. In its first year, Grow for Good raised more than \$400,000 for Farm to Table, a national initiative of Earth Pledge. For the campaign's second year, FOOD & WINE has selected Wholesome Wave Foundation as its new beneficiary.

#### **Wholesome Wave Foundation**

Founded in 2006 by chef and restaurateur, Michel Nischan, Wholesome Wave Foundation is an emerging leader in the sustainable food movement. With three key initiatives focused on increasing consumer access to locally- and sustainably-grown foods throughout low-income communities and colleges and universities, Wholesome Wave is working to surround communities with fresh, healthy foods. Wholesome Wave's key programs are:

- **Wholesome Wave Farmers' Market Program** – leverages placement at farmers' markets in white table cloth or high-income areas as a way to get growers to participate in or build markets in low-income areas. In addition to bringing the growers to the markets, Wholesome Wave works with local governments to expand Food Stamp programs to include farmers' markets.
- **Green Wave Farm-to-College Program** – a collaboration of farmers, educators, activists and culinary experts, works to bring locally grown, healthy food to college campuses on a year-round, profitable basis. Through the program, colleges and universities can source sauces, salsas and sides made with local ingredients from area farmers. All items are minimally processed and then frozen for use throughout the year.
- **Sustainable Mentorship Program** – taps into the environmental activism and enthusiasm of high school age "locavores" to teach the benefits of wise food choices to elementary and middle school age children.

Through Grow for Good, FOOD & WINE will help Wholesome Wave:

- **Expand the Wholesome Wave Farmers' Market Program** into 25 underserved communities nationwide by 2011.
- **Create and distribute a Farmers' Market Toolbox** for national distribution to communities interested in creating new markets or expanding existing markets based on the Wholesome Wave Farmers' Market Program, including: site planning, marketing, vendor relations (farmers), government agency relations (Planning & Zoning, Health, Parks & Recreation etc.), educational

program creation and maintenance (at-market cooking and gardening demos, etc.), and WIC/Senior/Food Stamp outreach administration.

- **Develop and Grow a Sustainable Mentorship Program** to support public High School, Middle School and Grade School curricula in communities nationwide, beginning with pilot programs in Connecticut, Michigan, California and Mississippi by 2010.
- **Expand the Green Wave Farm-to-College Program** to three new college campuses and increase the annual servings of locally-grown soups, sauces and sides from 150,000 to 400,000 by 2010.