

Fair Food's Original Goal and Strategy



Judy Wicks:
Owner of the White Dog Cafe, founder of Fair Food and a leader in the Local Living Economy Movement.

White Dog Café:
A Triple Bottom Line business and a model for Fair Food's early work connecting producers and buyers.

The Local Food Movement

In the late 90s, “LOCAL” was proxy for:
Local, Small-scale, Ecological, Humane,
Diversified and Family-owned.

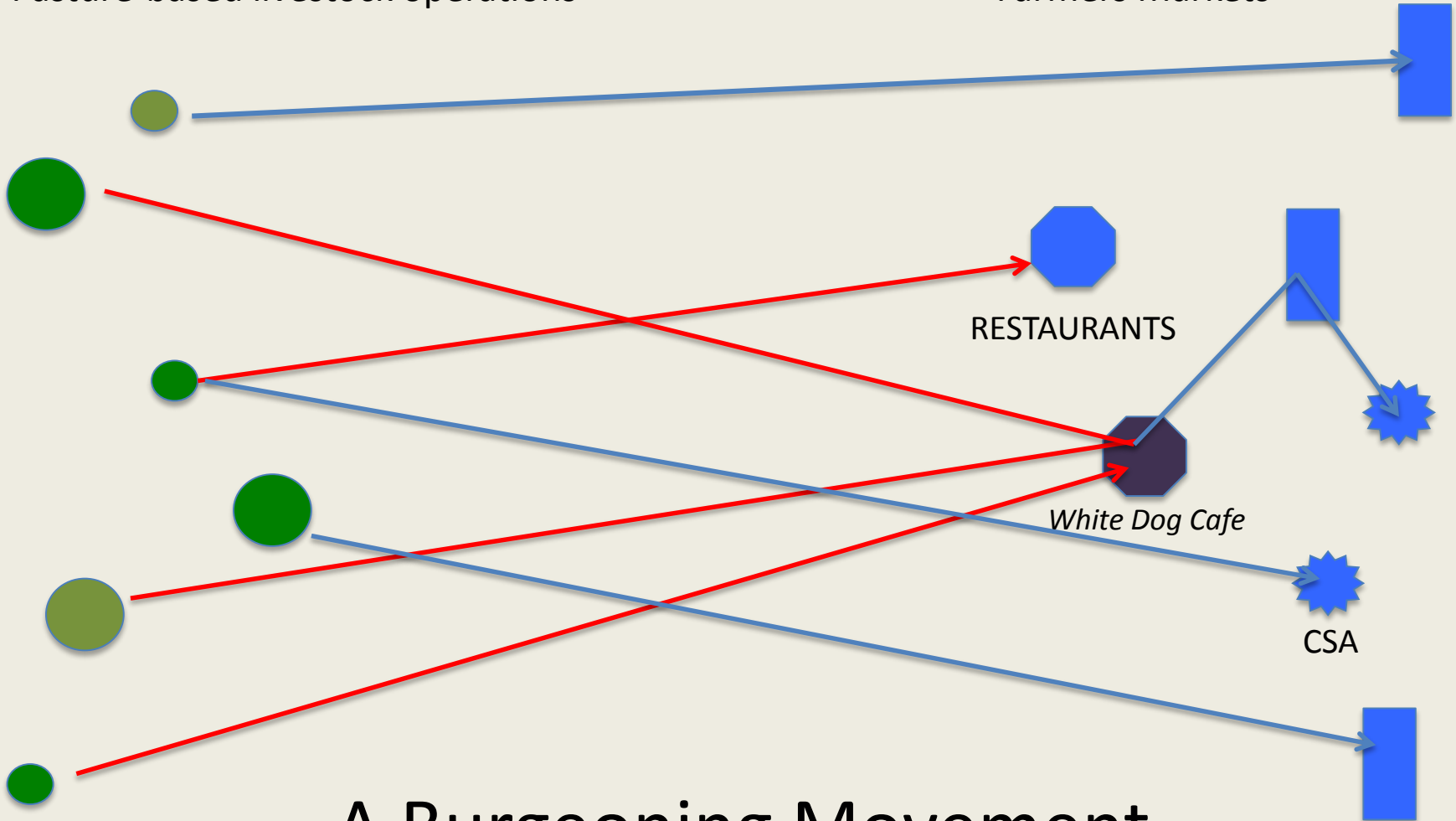
In 2014, “LOCAL” =
Regional, Appropriately-scaled,
Ecological, Humane, Affordable,
Accessible, Financially Viable,
and Fairly-traded.

SUPPLY – Southeastern PA

- Small-scale and family-owned
- Highly diversified vegetable farms
- Pasture-based livestock operations

DEMAND – Philadelphia

- “White tablecloth” restaurants
- CSAs and Buying Clubs
- Farmers Markets



A Burgeoning Movement

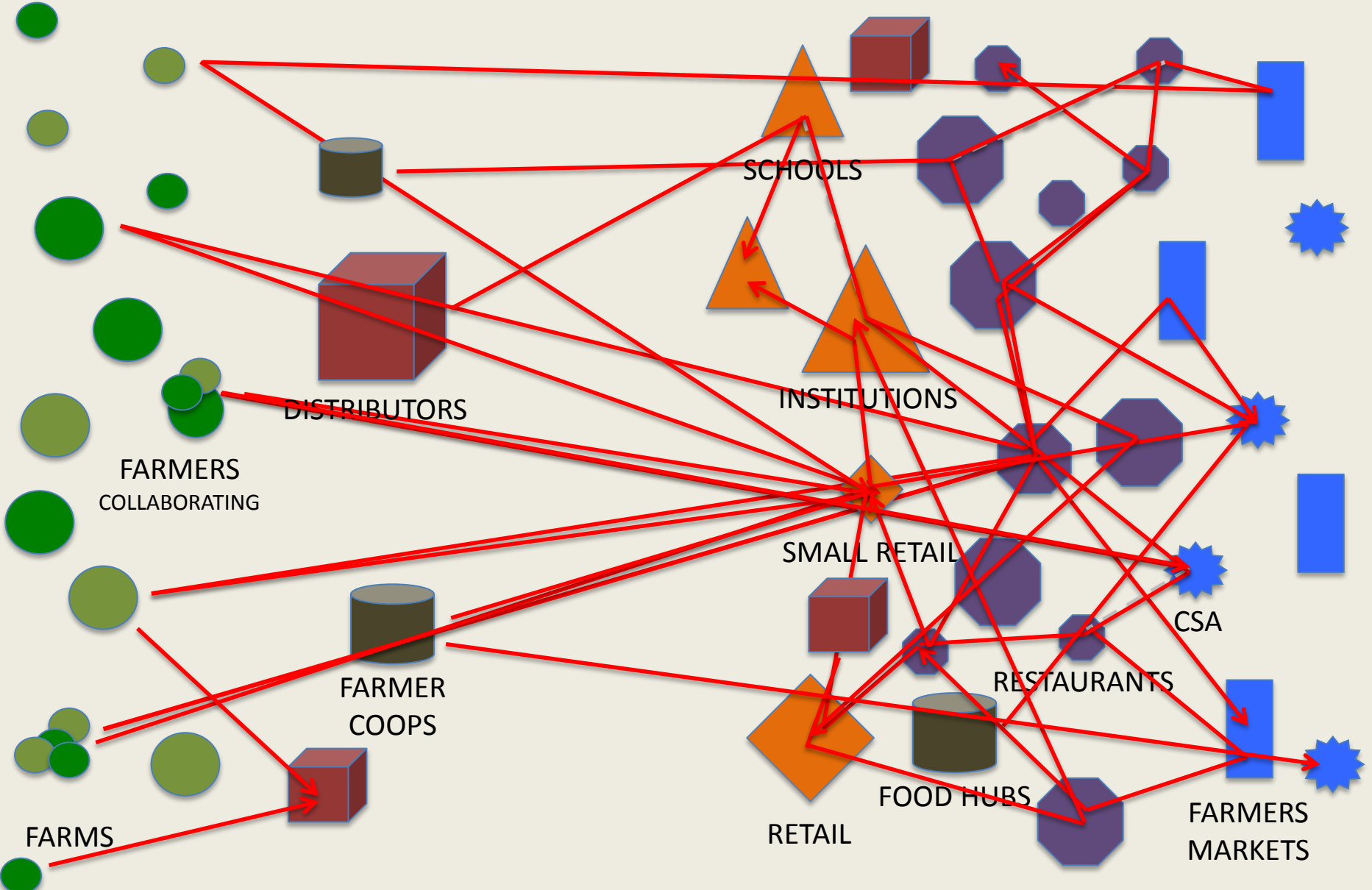
FARMS

FARMERS
MARKETS

REGIONAL SUPPLY

REGIONAL DEMAND

A "Local" Food System





FAIR FOOD FARMSTAND in Reading Terminal Market. Open 7 days/week year-round selling produce, meat, cheese, dairy and value-added products from 90+ farms and producers.

