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.

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
A “Local” Food System

REGIONAL SUPPLY

FARMS
FARMERS
COLLABORATING
INSTITUTIONS
RESTAURANTS
SCHOOLS
DISTRIBUTORS
FARMER COOPS

REGIONAL DEMAND

RETAIL
FOOD HUBS
CSA
FARMERS MARKETS
FARMS
RETAIL
REGIONAL SUPPLY
REGIONAL DEMAND
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.