The Food Commons: A New Economic Paradigm and Whole System Approach for Regional Food
“Business as usual is not an option”
Ecological Principles

- Fairness
- Sustainability and Stewardship
- Economic Opportunity
- Food Sovereignty
- Integration
- Transparency
- Ethics and Accountability
- The Commons
- Subsidiarity
- Reciprocity
- Representation and Decision-making
Imagine: Our Questions

• Can we create one holistic system and if so, how?
• How can we finance so that it can’t be bought and sold?
• How can we attract capital including philanthropy?
• How can we keep appropriate scale?
• How can we keep the land/assets in community ownership/the commons?
• How can we shift capital formation and include employees and community in the ownership?

Our “Blueprint”
www.thefoodcommons.org
Design: Principles in Practice

Embodied through three core features:
1. Community Ownership
   - Multi-stakeholder and broadly held
2. The Commons
   - Assets held in perpetuity as a community legacy
3. Holistic business model
   - Vertical Integration
The Food Commons is structured around three core elements to steward and deploy assets at the community level while accessing network benefits inter-regionally and nationally.

- **Non-profit financial institution** that facilitates community investment in and ownership of local food enterprises.

- **Non-profit community-based land trust** to acquire and steward foodshed assets.

- **For-profit, vertically integrated, community-owned regional food system enterprise** including farms, processing, distribution, and retail.

Food Commons Community Fund

Food Commons Trust

Food Commons Community Corporation
Build: The Fresno Prototype

• Fresno County home to $8 billion agriculture industry and zip codes with some of the highest rates of persistent poverty, pollution, and food insecurity in the country.

• Our core constituency are the residents of Fresno, and particularly the residents of southwest Fresno, The population of southwest Fresno is 54% Latinx, 26% African American, 14% Asian,

• Median income of less than $25,700 and an unemployment rate of 10.4%.
Food Commons Fresno
(Trust and Community Corporation)

OUR BUSINESSES

OOOOOBY
WHOLESALE
ROAD 20 FARM
BELMONT KITCHEN
FUTURE: RETAIL
• Food Commons Fresno’s strategy is to acquire, develop and operate a vertically integrated set of enterprises that produce, process, market and distribute locally sourced foods.

• Vertical integration allows for transparency and operating efficiencies while ensuring alignment to Food Commons principles across the food value chain

• Offer an alternative economic paradigm to the industrial food system.
Your on-the-go farmers market

We accept EBT and give EBT discounts! Call for more info.

Enjoy regular deliveries of fresh, local & organic produce and support small farms from Out of Our Own Backyards.

Brought to you by

FOOD commons
FRESNO

We deliver super fresh food to your neighborhood
• West Fresno Family Resource Center
• Centro La Familia
• Fresno Unified School District
• Self Help Enterprises
• Madera Coalition for Community Justice

• economic empowerment
• environmental stewardship
• civic engagement and equity.
Most of our 34-person staff are people of color who live in the low income neighborhoods we serve.
Direct Public Offering

Opportunities to get involved are available for all levels of financial contributors

**CLASS A**
**PREFERRED STOCK**
50,000 SHARES
$10/SHARE

**CLASS B**
**PREFERRED STOCK**
250,000 SHARES
$15/SHARE

**PRE-PAID GIFT CARDS**

**PROMISSORY NOTES**
2% APR, 5 YR TERM

Direct Public Offerings (DPOs) are a way for small businesses to raise capital directly from their communities and customers.

Like in an Initial Public Offerings (IPO), people buy shares in a company, but unlike IPOs, the shares are not traded on a stock market or sold through investment banks.
WEST FRESNO Community Food Hub

- TWO ACRE COMPLEX
- COMMUNITY ORCHARD & GREENSPACE
- 8,000 SQ. FT. DISTRIBUTION CENTER
- FUTURE 12,000 SQ. FT. GROCERY STORE & COMMERCIAL KITCHEN
- PUBLIC GATHERING & EDUCATION SPACES
- $40+ MILLION ECONOMIC IMPACT, 40+ JOBS CREATED

- Approximately 21% of Southwest Fresno adults are food insecure, significantly higher than the state average (8.4%) and that of Fresno County (14.7%).

- Southwest Fresno is considered a low food access community, defined as a large or isolated area without a grocery store or distant from one.
BUDGET REVENUE BY BUSINESS UNIT

* RETAIL STORE INCOME CONTINGENT UPON ACQUIRING ADDITIONAL FINANCING FOR STORE BUILD-OUT IN 2019
Thank You!

www.thefoodcommons.org
www.foodcommonsfresno.com
www.commonshealth.org

Jamie Harvie

Coordinating Director
harvie@thefoodcommons.org