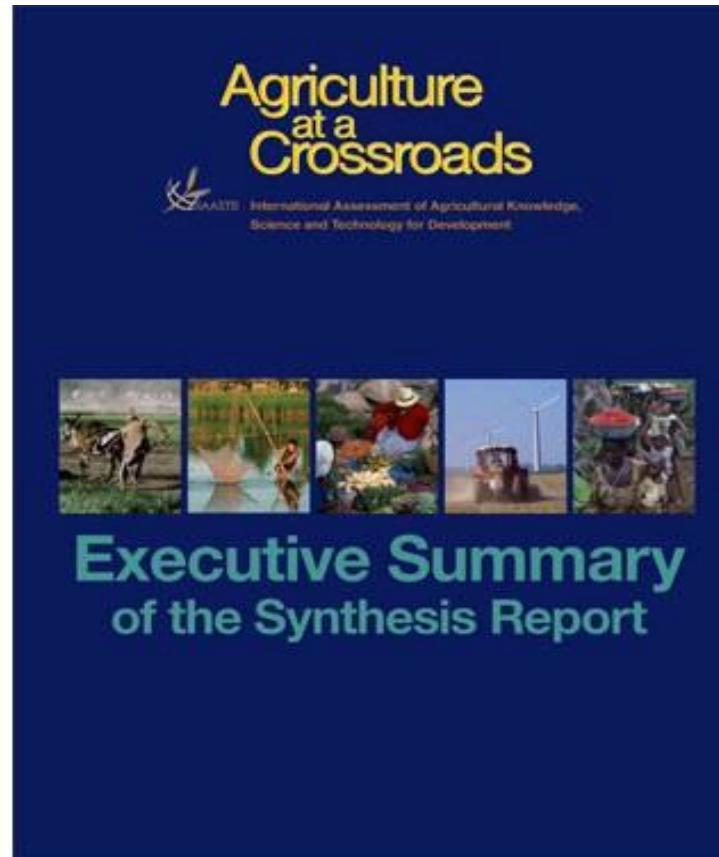




The Food Commons: A New Economic Paradigm and Whole System Approach for Regional Food

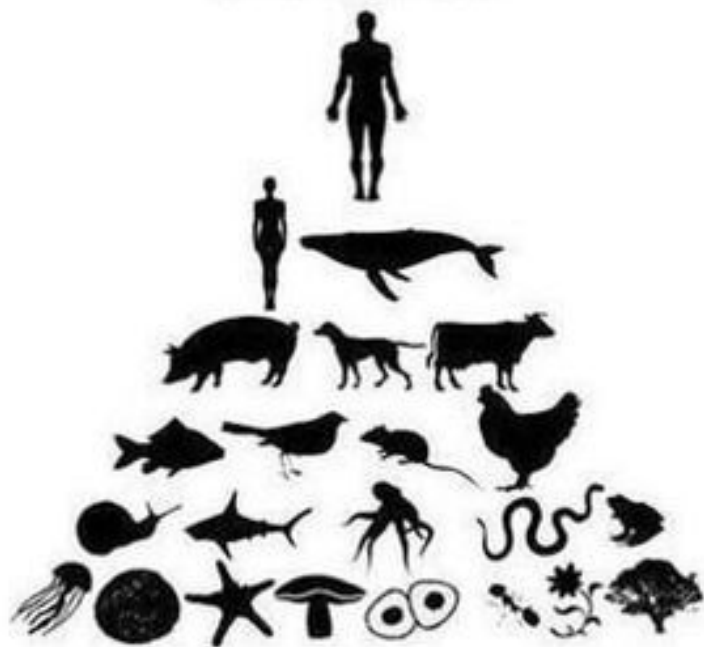
THE FOOD COMMONS

IMAGINE, DESIGN, BUILD...



“Business as usual is not an option”

EGO



ECO



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

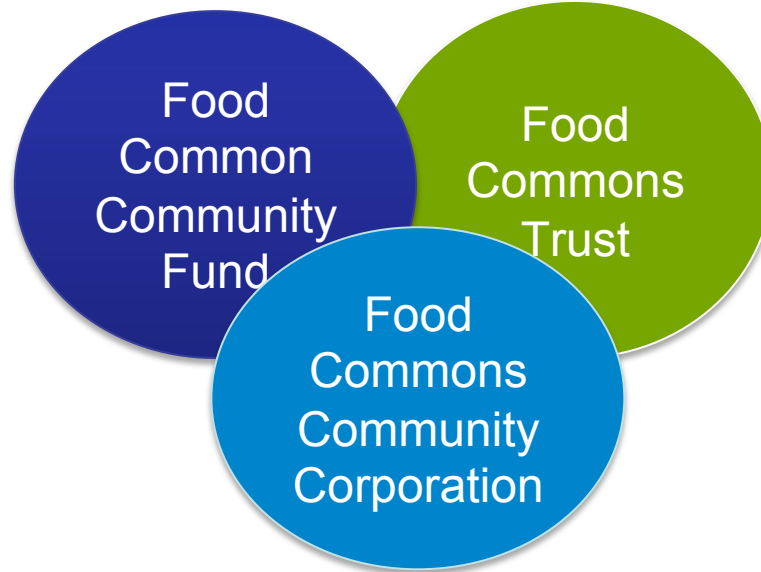
Design: Principles in Practice

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

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

OOOOBY

WHOLESALE

ROAD 20 FARM

BELMONT KITCHEN

FUTURE: RETAIL



FOOD commons
FRESNO

THE FOOD COMMONS



FOOD commons
FRESNO

- 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.









- 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.



Average 58% growth in revenue

78% in 2016

38% in 2017



58%

AVG ANNUAL
REVENUE GROWTH

576 customers in launch year

2,287 served total



297%

CUSTOMER GROWTH
SINCE LAUNCH



37

EMPLOYED IN
DIVERSE
WORKFORCE

8 employees at launch

37 employees at present

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.



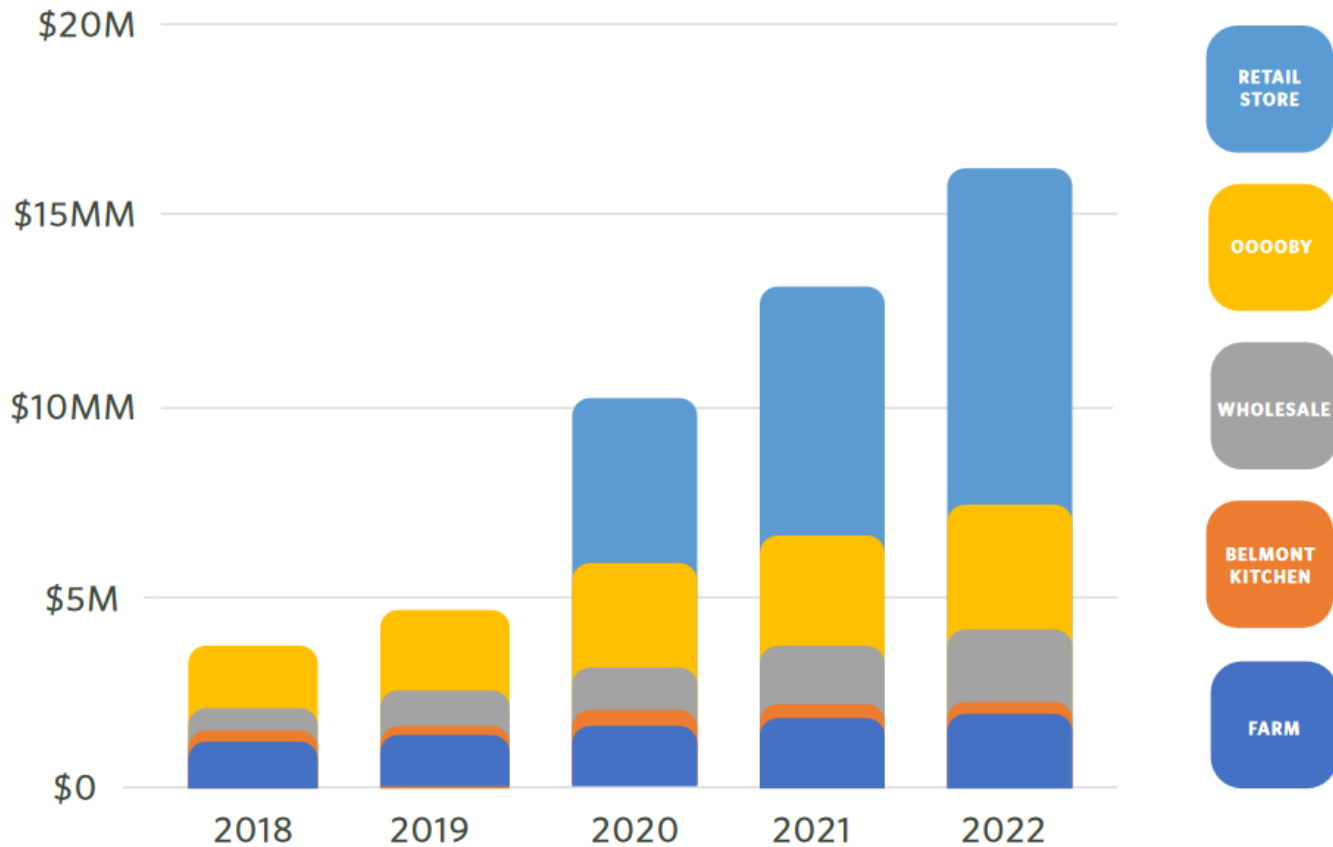
WEST FRESNO

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.commonshhealth.org

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