



## INSIGHTS ON DEFINITIONS OF GOOD FOOD

FamilyFarmed is a Chicago-based nonprofit that, for more than two decades, has worked to advance a healthy, more environmentally sustainable and more economically dynamic food system by expanding supply of and demand for Good Food. FamilyFarmed in 2015 convened a Good Food Commission made up of more than two dozen leading experts across the food systems spectrum to develop a framework for a consensus definition of Good Food (the Commission members are listed after the definitions discussion below).

After nearly two years of discussions and deliberations, the Commission determined that fresh and processed products should be deemed Good Food if they contribute to four basic types of health: Human Health, Environmental Health, Economic Health, and Social Health.

This framework builds upon definitions of Good Food developed by various organizations seeking to promote a better food system, including FamilyFarmed itself. All of these definitions broadly address food systems issues, though most in practice emphasize particular issues. These definitions are outlined here.

### FamilyFarmed

**Definition:** Delicious food produced as locally as possible using sustainable, humane and fair practices.

**Emphasis:** Working directly with farmers, food processors, wholesalers, retailers, investors, consumers and activists — though programs such as the annual Good Food EXPO and Good Food Financing & Innovation Conference, its Good Food Accelerator, and its developing Good Food Is Good Medicine program — to accelerate the growth of Good Food supply and demand.

### Michigan Good Food Charter

**Definition:** Food that is healthy (provides nourishment and enables people to thrive), green (produced in a manner that is environmentally sustainable), fair (no one along the production line was exploited), and affordable (all people have access to it).

**Emphasis:** Created in 2010 and managed by Michigan State University's Center for Regional Food Studies, the Michigan Good Food Charter set goals to be achieved by 2020. These goals focus strongly on increasing access to Good Food, improving the quality of food in schools and other institutions, and expanding the market for Michigan-grown food.

## Lexicon of Food

**Definition:** “The Good Food Revolution is about food resilience, the creation of a community food system that can reliably create good food that’s safe, wholesome, and affordable to all.”

**Emphasis:** The Lexicon of Food is a sophisticated glossary of terms common to the Good Food movement or, as the organization puts it, “a peer-reviewed, crowd-sourced taxonomy of food systems themes and related terms that will change the way you look at food.” Its definition of Good Food was created by Will Allen, the urban agriculture pioneer who created and long ran the nonprofit organization Growing Power based in Milwaukee.

## Barilla Center for Food & Nutrition Foundation

**Definition:** Food that is Good for You (good, safe, nutritionally balanced, quality range of products), Good for the Planet (a sustainable supply chain from field to fork), and Good for Communities (open, caring and transparent collaborations on issues such as poverty, hunger, good health and wellbeing, quality education, and decent work and economic growth).

**Emphasis:** An outgrowth of the Barilla pasta company, the Barilla Foundation and its Center for Food & Nutrition is based in Italy and has produced numerous reports and publications about a vast range of food-related health and nutrition, agriculture and environmental issues. The Foundation places a strong emphasis on Food Sustainability and, with its international focus, gives very strong attention to culturally appropriate solutions to food systems problems.

## HowGood

**Definition:** How Good rates products on a “Good, Better, Best” based on categories under Sourcing (farming, procurement, labor, livestock, distribution), Production (ingredients, workforce, processing), Organization (management, community, employment, environment).

**Emphasis:** Unique among the entities in this list, HowGood is an independent research organization (based in Brooklyn) that aggregates a vast amount of information about individual food products sold to consumers and then places qualifying items on a “Good, Better, Best” scale based on their sourcing, production and organizational practices. Their ratings are publicly available through their website and app.

## Members of FamilyFarmed Good Food Commission (2015 - 17)

Will Allen, Growing Power  
Ben Burkett, National Family Farm Coalition  
Dan Carmody, Eastern Market Detroit  
Paula Daniels, Center for Good Food Purchasing  
Adam Drewnowski, University of Washington  
Mari Gallagher, MG Research and Consulting  
Shermain Hardesty, University of California, Davis  
Jennifer Hashley, Tufts University  
Ferd Hoefner, National Sustainable Agriculture Coalition  
Steve Jones, The Bread Lab  
Eric Kessler, Arabella Advisors  
Fred Kirschenmann, Stone Barns Center for Food and Agriculture  
Bob Lawrence, Johns Hopkins University  
Emily Luchetti, Chef/Author  
Victoria Maizes, University of Arizona Center for Integrated Medicine  
David Montgomery, University of Washington  
Kristopher Moon, James Beard Foundation  
Nicolette Hahn Niman, BN Ranch  
Angela Odoms-Young, University of Illinois at Chicago  
Jose Oliva, Food Chain Workers Alliance  
Marcel Van Ooyen, GrowNYC/Greenmarkets  
Corey Peet, Postelsia  
Dave Runsten, Community Alliance for Family Farmers  
Douglass Sims, Natural Resources Defense Council  
Jim Slama, FamilyFarmed  
Dawn Thilmany, Colorado State University  
Susan Ungaro, James Beard Foundation  
Karen Washington, Rise & Root Farm  
Karen Watson, Food Policy Consultant