



Equity Action Plan

2021-2024 OUTCOMES REPORT

**GOOD
FOOD**
foundation

In 2020, a six-member Equity Task Force was formed to create a plan of action focused on community, inclusion and belonging. The 3-year Equity Action Plan they developed was informed by a survey of 145 Black, Indigenous, and person of color-identifying food crafters, and developed by a team with firsthand experience of the barriers facing people of color in the food industry. The plan set specific goals the foundation strove to achieve between 2021 and 2024. This report provides a snapshot of those outcomes, though it cannot measure the full ripple effect of the program through our Good Food community of over 1,500 Crafters, Merchants, and Awards entrants.



Goals & Outcomes

GOAL: Create a BIPOC-owned seal for makers to distinguish products.
The logo was designed and stickers made available for sale in 2021. [View BIPOC seal.](#)

GOAL: Needs-blind participation for BIPOC-owned businesses.

From 2021 - 2024, BIPOC crafters have received 247 free entries in the Good Food Awards, and 48 BIPOC Guild members have received complimentary exhibit space at Good Food Mercantiles. Support was needs-blind and represents \$84,910 of direct support to BIPOC-owned businesses.

GOAL: Add a DEI training requirement for Good Food Guild members.

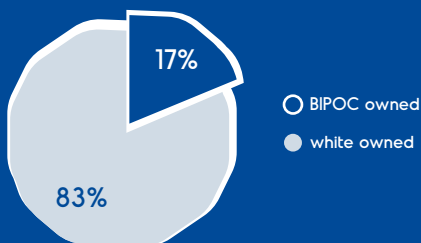
All category standards were updated requiring that participating crafters commit to "offering a diversity, equity, and inclusion training to staff members and/or leadership annually."

Goals & Outcomes

GOAL: Increase BIPOC representation on boards, team & judge panels.

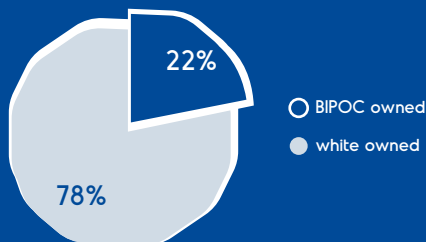
2024 AWARDS WINNERS

(55% increase over 2021)



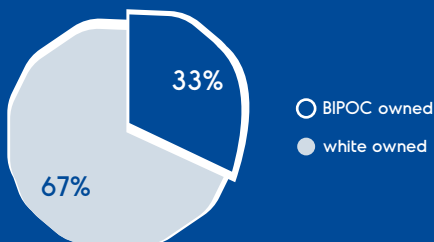
2024 AWARDS ENTRIES

(10% increase over 2021)



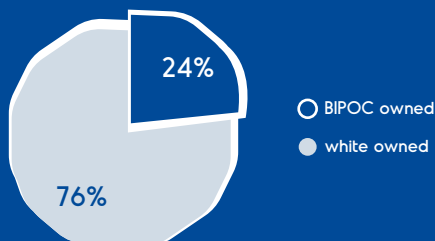
2024 BOARD OF DIRECTORS

(33% increase over 2021)



2024 AWARDS JUDGES

(14% decrease over 2021)



Goals & Outcomes

GOAL: Partner on building a specialty food industry-specific DEI training led by experts.

While an industry specific training was not developed, the Foundation provided resources to help members find third-party [DEI training](#).

GOAL: Provide education to Good Food Awards judges on culturally specific entries, to ensure fair evaluation.

Judges were not trained specifically on this, but as part of product vetting, makers are asked how they acknowledge and respect the heritage and origin of the product. This may involve label review, and additional vetting if the product is outside of the crafter's own cultural traditions.

GOAL: Rethink the "ethnic food" aisle, showcasing new merchandising models at grocery stores.

This goal was not achieved, but with the help of grant funding, a test run was conducted to see how showcasing products on retailer endcaps with focused signage might impact sales.

GOAL: Develop templates and training for BIPOC makers to onboard efficiently at new stores.

Such training specifically for BIPOC makers was not developed, however the Foundation made webinars and training equally accessible to all crafters free of charge.