

Foodwise Theory of Change

Mission: We champion an equitable and sustainable Bay Area food community through farmers markets and education programs.

Vision: A just and regenerative food future that nourishes all people, local economies, and the living earth.

Our Approach

Foodwise is building an interconnected food community by:

- Operating farmers markets where small farms and food producers thrive
- Making fresh food affordable for all
- Empowering people to learn and participate in creating a healthy and sustainable food culture together

What We Do



Farmers markets

- Ferry Plaza, Mission, Alemany
- Seller support and Building Equity program
- Chef connections



Community food access

- Nutrition assistance (SNAP, Market Match, etc.)
- Food waste recovery through partnerships



Education

- Youth education (Foodwise Kids and Teens)
- Public education (cooking demos, tastings, etc.)

Our Impact

A well-nourished and resilient Bay Area sustained by thriving regional farms and food producers, vibrant food culture, and empowered eaters of all ages, serving as a model for communities everywhere.