

# 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.

## The Problem

**Our industrial food system is broken:**

- Profits are prioritized over healthy communities, small farms, and the planet
- Fresh food is not affordable; junk food is cheap
- We are disconnected from food traditions that nourish and sustain us

## 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.