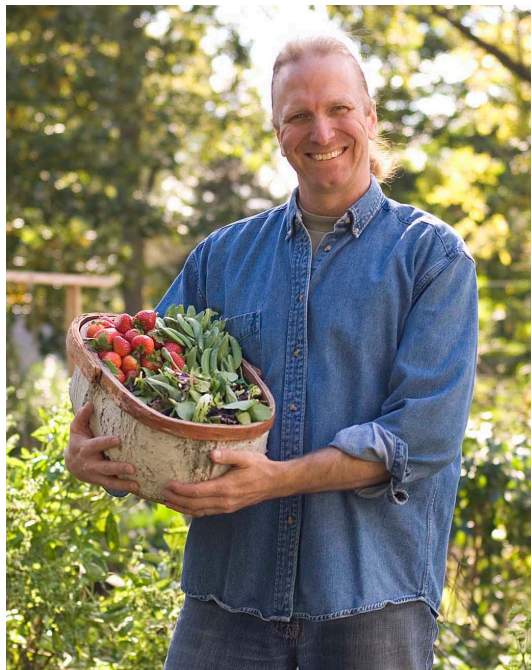


grow for good



A ROBUST FOOD AND WINE INDUSTRY BEGINS ON THE FARM...

That's why FOOD & WINE launched Grow for Good, a national campaign to raise public awareness and support for charitable initiatives aimed at increasing consumer access to locally and sustainably grown foods.

FOOD & WINE has partnered with Wholesome Wave as its beneficiary and directs campaign efforts toward the expansion of the organization's programs.

Wholesome Wave, created in 2007 by award-winning chef Michel Nischan and with support from the Betsy and Jesse Fink Foundation, Paul Newman and Newman's Own Foundation, creates partnership-based programs to increase access to and affordability of fresh, locally grown food and nourish neighborhoods across America through key initiatives.

DOUBLE VALUE COUPON PROGRAM

Doubles the value of Federal Food Stamp dollars when used at participating farmers markets nationwide. Initiated in 2008 at 12 farmers markets in California, Connecticut and Massachusetts, the Double Value Coupon Program has expanded to more than 300 markets in 26 states and Washington, D.C., run by nearly 640 nonprofit partner organizations on the ground. Last year the program reached more than 40,000 federal nutrition benefit customers and nearly 2,500 farmers.

FRUIT & VEGETABLE PRESCRIPTION PROGRAM

A new initiative for at-risk consumers to exchange healthcare provider-generated "prescriptions" for local fresh fruit and vegetables at participating farmers's markets. Designed to measure how increased consumption of fresh produce affects critical obesity indicators, pilot programs were launched at community health centers throughout Massachusetts and Maine in 2010. Healthcare providers work in conjunction with local nonprofits and Wholesome Wave to collect data on patient progress and measure success. The program was expanded to 12 sites and seven states in 2012.

HEALTHY FOOD COMMERCE INVESTMENT

In 2011, Wholesome Wave launched Healthy Food Commerce Investments, a new division with a mission to strengthen regional architecture by catalyzing the development of regional food infrastructure. The Investments team works to direct capital and business development assistance to mission-driven food distribution and processing enterprises, also referred to as "healthy food hubs." These hubs are centrally located facilities with a business management structure facilitating aggregation, storage, processing, distribution and marketing of regionally produced foods.

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GET INVOLVED...

MAKE A GIFT

Visit foodandwine.com/growforgood to make a gift to the campaign. Your support will go a long way to helping Wholesome Wave achieve its goals!

BECOME A SPONSOR

FOOD & WINE will be offering a number of corporate sponsorship opportunities to help corporations show their support for Wholesome Wave. Clients who participate will be included on all Grow for Good advertisements that run in FOOD & WINE, Travel + Leisure, Departures and on our website, garnering millions of bonus impressions and powerful brand association.

GROW FOR GOOD NATIONAL COMMITTEE

DANA COWIN

Senior Vice President/Editor in Chief
FOOD & WINE

CHRISTINA GRDOVIC BALTZ

Vice President/Publisher
FOOD & WINE

MICHEL NISCHAN

Founder, Wholesome Wave
Dressing Room, A Homegrown Restaurant

Michael Anthony
Gramercy Tavern

Tom Colicchio
Craft

Anna Lappe
The Small Planet Institute

Alex Roberts
Restaurant Alma

Govind Armstrong
Table 8

Susan Feniger
Mundo Management

Randy Lewis
Tavern at Lark Creek

Robert Rosenthal
KitchenMC

Michelle Bernstein
Michy's

Ben Ford
Ford's Filling Station

Dave Lieberman
Food Network

Michael Schlow
Radius

John Besh
Restaurant August

Neal Fraser
Grace

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*The Lonesome Dove
Western Bistro*

Bruce Sherman
North Pond

Richard Betts
Betts & Scholl

Ryan Hardy
The Little Nell

Hugo Mattheson
The Kitchen

Paulette Satur
Satur Farms

Daniel Boulud
Daniel

Clifford Harrison
Bacchanalia

Mary Sue Milliken
Mundo Management

Michael Schwartz
*Michael's Genuine
Food & Drink*

Jimmy Bradley
The Red Cat

Gina Hopkins
Restaurant Eugene

Eberhard Müller
Satur Farms

Bradford Thompson
Bar Artisanal

James Boyce
Cotton Row

Linton Hopkins
Restaurant Eugene

Richard Nalley
Forbes FYI

Jerry Traunfeld
Poppy

Michael Chiarello
Napa Style

Paul Kahan
Blackbird

Lachlan Mackinnon-Patterson
Frasca Food and Wine

Paul Virant
Vie

Michael Cimarusti
Providence

Douglas Keane
Cyrus Restaurant

Anne Quatrano
Bacchanalia

Roy Yamaguchi
Roy's Restaurant