



Huddle Topic: WCF Approach

Whole Cities Foundation helps expand access to healthy food and nutrition education. WCF's approach to our work is guided by Community First Principles to build partnerships with community-led organizations to help create thriving local food systems and grow community health.

Community First Principles

Focus our work on meeting the needs and reflecting the desires of the community.

Be patient with everyone, including ourselves.

Be honest and open in our thoughts and words.

Seek to understand before being understood.

Always deliver what we promise; do not promise what we cannot deliver.

Be consistent in our message and commitment.

Stay true to the Core Values of Whole Foods Market and use them as a guide as we work to build a better world in which fresh and healthy foods are accessible by all.



Through a community-led process, we offer grants to nonprofits with food access projects like urban farms, mobile markets, and community gardens.

When we use the term “**food access**” we’re talking about healthy food options where...

- Fruits and vegetables are affordable, high quality, familiar, and close by and community members have a safe, accessible way to reach them.
- Community members have a say in the sources of the produce. (i.e. running an urban farm, directing their dollars to mobile markets, or investing their time in a community garden)

- Access is for the long-term. It is not immediate hunger alleviation such as food banks or other food donation efforts.
- Growing food locally increases availability of high quality, affordable produce; employs more neighbors; and keeps more dollars in the local economy.