

# POWER OF GRASSROOTS COALITIONS

**Good Food Buffalo Coalition - Coordinator:  
REBEKAH WILLIAMS, COMMUNITY ORGANIZER**

# Good Food Purchasing Program (GFPP)

**16** LOCAL COALITIONS  
NATIONWIDE

# 16 GFPP Coalitions Nationwide

NEW YORK CITY

BOSTON, MA

SAN FRANCISCO, CA

AUSTIN, TX

LOS ANGELES, CA

DENVER, CO

SAN DIEGO, CA

PHILADELPHIA, PA

BUFFALO, NY

BOULDER, CO

TWIN CITIES, MN

CHICAGO, IL

WASHINGTON, DC

CINCINNATI, OH

OAKLAND, CA

PITTSBURGH, PA

# Local Focus: **Buffalo** Coalition

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# Good Food Buffalo Coalition

- Collaborate with NATIONAL GFPP PARTNERS
- Lead Partner: MASSACHUSETTS AVENUE PROJECT
- 22 GRASSROOTS MEMBERS signed on
- Many more LOCAL COMMUNITY and INSTITUTIONAL PARTNERS



PURCHASING PROGRAM



PARTNERSHIP FOR THE PUBLIC GOOD

SIERRA CLUB

SPCA SERVING ERIE COUNTY

OPENBUFFALO



wny cosh western new york council on occupational safety and health



# How we work? Coalition Coordinator:

- Development of systems and structures to ensure transparency and strengthen collaborative partnerships
- Campaign strategy development
- Recruit new Coalition members + partners
- Convene monthly meetings + committees
- Organize Coalition-related activities and events
- Co-develop GFPP educational curriculum
- Conduct communications + outreach

# Accomplishments:

- Coalition partners educated on all 5 GFPP-values
- Policy briefs published
- GFPP Information Sessions hosted for local legislators
- Community-led Resolution drafted for BPS
- Harvest Festival hosted at Buffalo Public Schools
- Public awareness raised about Black + MWBE farmers
- Student food system curriculum shared nationwide
- Podcasts created on student interest in GFPP



# Highlight 1: INSTITUTIONAL PARTNERS





# Highlight 2: RACIAL EQUITY





# Highlight 3: YOUTH LEADERS



# Challenges:

- Funding
- Transparency & Communication
- Community vs. Institution Culture

# Challenge 3: COMMUNITY vs INSTITUTION CULTURE

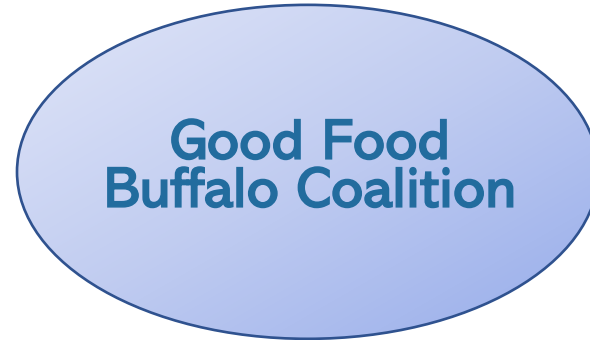




**Technical  
Assistance**

**FOOD SYSTEMS  
EDUCATION**

**COLLABORATION**



**Policy Change**

**Demonstration**

**ADVOCACY**

**COMMUNITY  
ENGAGEMENT**

# Looking Forward:

- Governance structure
- Baseline assessment for BPS
- Legislators Forum
- Farmers Listening Session
- Jumpstart of HYPE Youth Leaders Initiative
- New demonstration project



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