



**MANDELA**  
MARKETPLACE 



A NON-PROFIT organization that works in partnership with local residents, family farmers, and community-based businesses TO IMPROVE HEALTH, CREATE WEALTH and BUILD ASSETS through COOPERATIVE food enterprises.



Urban Tilth | Richmond, CA  
UC ANR Urban Ag Bay Area Workshop Series  
June 22<sup>nd</sup>, 2017



# MANDELA MARKETPLACE APPROACH



Engage  
community

Systems  
approach

Building on  
community  
assets

**FOOD  
ACCESS**



- ✓ Healthy Retail Network
- ✓ Community Produce Stands
- ✓ FreshCreds
- ✓ Bite to Balance
- ✓ Nutrition Education



# **ECONOMIC DEVELOPMENT**





- ✓ Business Incubation
- ✓ Entrepreneur Advising
- ✓ Workshops
- ✓ Community Capital

# INCUBATED BUSINESSES

**MANDELA FOODS COOPERATIVE**



**ZELLA'S SOULFUL KITCHEN**



**MANDELA FOODS DISTRIBUTION**



**ASHLAND MARKET & CAFE**





# MANDELA FOODS DISTRIBUTION



supports local, under-resourced farmers by establishing an alternative distribution network that passes on wholesale prices to community retailers and institutions.



# SALES CHANNELS

- Produce Stands **38%**
- Small / Medium Grocers **31%**
- Healthy Retail Network **21%**
- Non-Profits / Institutions **7%**
- Restaurants / Caterers **2%**
- Individuals **1%**



# PARTNERS & REQUIRMENTS

## PARTNERS

- Small, minority farmer
- Sustainable grower *(does not have to be organic certified)*
- Interested in selling wholesale

## REQUIREMENTS

- Certified Producer Certificate *(current)*
- Organic Certification *(if applicable)*

## ADDITIONS

- Liability Insurance
- GAP Plan / Food Safety Plan

## TA PARTNERS

- **California Farmlink**  
*Loans & Farm Leases*
- **Kitchen Table Advisors**  
*Business Management*
- **UC SAREP**  
*Food Safety*

# ACCESS TO CAPITAL



- ✓ Kiva Zip 0%, crowdfunding
- ✓ Harvest to Market collateralized w/ annual purchase order
- ✓ Ladder Up Fund 3.9% in-house fund



# SYSTEMS APPROACH





THANK YOU!



[www.mandelamarketplace.org](http://www.mandelamarketplace.org)  
Mariela Cedeño | [mariela@mandelamarketplace.org](mailto:mariela@mandelamarketplace.org)

@mandelamarket



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[www.mandelamarketplace.org](http://www.mandelamarketplace.org)



Mariela Cedeño | [mariela@mandelamarketplace.org](mailto:mariela@mandelamarketplace.org)

