



## Message from our Co-Founder and President

June 8, 2020

As millions of people raise their voices to fight for justice and protest the systemic racism built into the foundation of American institutions, we are inspired by Barack Obama's statement on "How to Make this Moment the Turning Point for Real Change" to reaffirm our commitment to changing the food system for good.

Since we were founded in 2016, we've been working to challenge the status quo in the culinary and media community. Our system of recognition was designed and built based on our belief that being an open, transparent, objective, meritocracy is essential to leveling the playing field for all chefs –especially Black and Brown people and women– thereby creating equal access to recognition, and its subsequent influence on access to financial opportunity and prosperity. Rooted in our moral mission of goodness, we wholeheartedly believe in, and have advocated the idea that for food to be truly good, it must be good for all.

We are committed to listening, learning and doing more and better. In 2019, 137 restaurants, representing all 8 regions of the United States, participated in the Good Food 100 Restaurants. Only 1 chef or restaurant owner reported that they were African American (several others responded that they 'prefer not to say'). We are working to grow and expand participation through our various partnerships so that we are better able to highlight a diversity of chefs and restaurants across the country that are working to change the food system for good.

In 2019, our Industry Impact Report found that every \$1 chefs spend has 3X economic impact. This year, it's more important than ever to demonstrate the economic contribution of chefs and independent restaurants in their local, regional communities. Participation in the Good Food 100 Restaurants is free and open to every U.S. restaurant and food service business. We encourage every chef and restaurant owner in America to participate by completing the 2020 survey by **June 30th**. There is no fee to participate.

Together, we can change the ratio and make a better impact.

I invite you to reach out to me directly with any questions, feedback, or suggestions at [sara@goodfoodmedianetwork.org](mailto:sara@goodfoodmedianetwork.org).

Sara Brito  
Co-Founder and President