



**Arabella**  
Advisors



# Arabella Advisors' Good Food Practice

*The time to fix our food system has come. Join us as we help to grow Good Food—a new system that generates delicious, nutritious, sustainably produced food that is accessible for all.*

## HELPING FUNDERS GROW GOOD FOOD

A unique opportunity has arrived to improve America's food system. It won't be easy, but solutions to many of the problems we face are clear, and many people are already hard at work on them—including advocates, entrepreneurs, farmers, investors, philanthropists, culinary professionals, and others. So far, their efforts have delivered exciting startups and innovative projects but not enough large-scale solutions.

With that in mind, Arabella Advisors' Good Food practice is a concentrated effort to support philanthropists, foundation professionals, and impact investors who are working to transform our nation's food system. Based on a decade of food system work, we believe that the recipe for Good Food has three essential ingredients:

1. **A culture that demands good food**
2. **An infrastructure that supplies good food to meet that demand**
3. **A policy environment that enables a good food system to take root**

Led by Arabella's founder, Eric Kessler, and one of our directors, Ryan Strode, our Good Food team is exploring each of these "ingredients" in greater depth, with support from more than a dozen Arabella senior leaders and nearly 30 researchers, analysts, and finance professionals, as well as specialized external experts.

Our Good Food team is researching and analyzing food system issues and philanthropic opportunities, developing outcome-oriented grant-making strategies, evaluating the impact of Good Food work, building and managing donor collaboratives, and designing impact investing portfolios that support a Good Food supply chain.

As the only full-service food system consultancy to philanthropists, impact investors, and corporate donors, we can help make your Good Food vision a reality.

## CONTACT US TO LEARN MORE:

**Web:** [arabellaadvisors.com/good-food](http://arabellaadvisors.com/good-food)  
**Email:** [goodfood@arabellaadvisors.com](mailto:goodfood@arabellaadvisors.com)



# Arabella Advisors' Good Food Practice

*We are the only full-service food system consultancy to philanthropists, impact investors, and corporate donors. We can help make your Good Food vision a reality through the following services:*

## LANDSCAPE ANALYSIS

We survey the landscape to identify the best opportunities to use your Good Food resources effectively.

## GRANT-MAKING STRATEGY

We help you map your Good Food strategy—ensuring that you take the right path and your dollars go further. We can also help you find a new path with fresh thinking and creative ideas.

## ADVOCACY STRATEGY

We help you develop an effective approach to food system policy advocacy—identifying targets, relevant stakeholders, windows of opportunity, the appropriate vehicles, and more.

## EVALUATION

We can help you understand which Good Food efforts work and which don't—in your grant-making portfolio, among your impact investments, with respect to your advocacy efforts, or all of the above.

## DUE DILIGENCE

We couple qualitative and quantitative analysis to give you a comprehensive and unbiased view of the organizations or projects you're thinking about supporting across the food sector.

## GRANTS MANAGEMENT

Our nimble, efficient grants-management process avoids many of the bureaucratic tangles typically associated with significant philanthropic giving, streamlining your food-related grant making.

## DONOR COLLABORATIVES

We enable funders to launch new projects quickly and effectively and to collaborate efficiently on Good Food efforts, often working with our partners at the Windward Fund.

## IMPACT INVESTING

We draw on our expertise bridging the practices of philanthropy and investing and take an unbiased approach in helping you and your other advisors generate financial returns alongside food-related impact.

## PROGRAM MANAGEMENT

We execute complex projects and programs effectively, enabling you to focus on your Good Food mission while we run the machine—or even build it from scratch.

## FISCAL SPONSORSHIP

Working closely with our partners at the Windward Fund, we provide fiscal sponsorship services to help you and your partners quickly begin to deliver on your Good Food mission.

## PROJECT INCUBATION

We regularly help clients launch new initiatives that will help them achieve the food-related impacts they seek—from advocacy campaigns to donor collaborations to new foundations, programs, or projects. We offer a full set of services to help you get your new effort off the ground, from initial strategy to implementation to evaluation.



**Arabella**  
Advisors

[www.arabellaadvisors.com](http://www.arabellaadvisors.com)

DC • Chicago • New York • San Francisco

