FOOD FINANCE INSTITUTE
UNIVERSITIES OF WISCONSIN

Strategic Framework Summary

The Food Finance Institute's strategic framework was created in 2023-2024 to clarify the purpose, boundaries, and impact of FFI's work. Summarized below, the full framework is a living document from which projects, initiatives, and collaborations are expected to grow in surprising and emergent ways.

VISION

We envision a world where resilient food and farm businesses anchor vibrant communities and a thriving planet.

MISSION

FFI helps food and farm businesses thrive at every stage through finance-forward training, coaching, and consulting.

SCOPE

- **Rooted in Wisconsin, with a national reach**
- **Finance-forward, focused on food & farming**
- **Supporting small to mid-size businesses at every stage**

GUIDING PRINCIPLES

Our approach to all of our work is rooted in the following principles. These principles are an active part of our decision-making processes; they help us maintain alignment with our values and embody the unique combination of interpersonal care, open-mindedness and technical sophistication that makes our work effective.

1. Practice a learning mindset; be willing to change.
2. Say yes to the right things.
3. Cultivate trust and accountability in our relationships.
4. Ground our definition of "success" in the experience of the people we support.
5. Provide sophisticated evidence-based counsel as both a kindness and a strategy.
6. Strive for positive environmental and social impact in ways that meet people where they are.

IMPACT GOALS

We design our programs, partnerships, and evaluation tools to achieve the following outcomes for our core constituents: **small to mid-size food and farm businesses**. We commit to actively integrating these impact goals and measurement strategies into our project design processes.

1. Build financial skills and financial literacy in food-focused entrepreneurs and consultants.
2. Expand the use of innovative and diversified business and financing models to achieve profitability and resilience.
3. Increase access to capital.
4. Catalyze the food business community.
5. Create avenues to profitability and resilience for underserved entrepreneurs.

PROGRAM LANES

We achieve our impact goals through the initiatives of our four program lanes. Each program lane advances multiple impact goals, but they employ different tools to best serve their unique audiences. We commit to pursuing opportunities that allow each program lane to effectively contribute to our impact goals.

1. Food businesses
2. Farms
3. Food systems
4. Consultants

Contact us to discuss partnerships!

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