Our organization prides itself on keeping members and program alumni connected with a support system of experts who are passionate about supporting sustainable food-focused businesses. When members join our network, they gain introductions and referrals to ongoing resources. The business relationships fostered through GFA lead to unique opportunities that support local communities.

The G2M curriculum caters to the needs of the emerging entrepreneur, focused on creating a solid foundation for growth. The class structure covers general retail and commerce topics, with an emphasis on learning principles and reducing risk. One of the primary benefits of the G2M curriculum is the Market Access Program, which connects new food businesses to local grocery and retail outlets. Local retailers agree to showcase participant products in their stores, allowing participants to study and evaluate their products' performance in the real world.

Mentors are assigned to participants to coach them through the cohort experience. These mentors are senior-level leaders with diverse backgrounds and insights. Classes are led by industry and subject matter experts who provide the kind of insights that help you and your business make decisions as you grow. Survey results at the end of the program have shown that over 90% of participants planned to continue to work with their mentor.

Go To Market is a cohort program that offers Good Food businesses educational resources, business opportunities, and access to a community of mentors and peers.