



PHILLYCOOKS
FOR PHILLY

A **BOLD SOLUTION** for Philadelphia's eaters, workers, and economy

Newsletter No. 1 | September 2023

Hello, and thank you for opening our first official newsletter.

We will be sending intermittent updates to our stakeholders to share Philly Cooks for Philly's progress on bringing jobs and meal production to Philadelphia. We are excited to share what we have been up to, and welcome your questions, feedback and participation by emailing info@phillycooksforphilly.org.

The Mission

To promote sustainable and equitable access to nourishing meals in Philadelphia, driving economic growth and job opportunities. Through strategic partnerships and responsible sourcing practices; we foster a thriving food ecosystem, emphasizing local production and waste management for a resilient and inclusive community.

The Vision

Philly Cooks for Philly envisions a dynamic public-nonprofit partnership that fosters economic development and empowers individuals in the workforce. We believe in the power of combining nourishing meals with opportunities for personal and professional growth to create a vibrant and thriving community.

What We Stand For

- **Integrity:** we act with honesty, humility, transparency, and unwavering commitment to serve our diners, our employees, our clients, and the good of Philadelphia.
- **Justice:** we share and foster power and resources with people most negatively impacted by systemic inequity, because when the least-resourced among us succeed, we all succeed.
- **Collaboration:** we learn, grow, and build best solutions when we do so together, and welcome partners who share our vision and want to help us achieve our mission
- **Impact:** we consider the intended and unintended consequences of our actions on individuals, local businesses, the regional economy, and the planet, and work with partners to ensure we create the greatest good.

Economic impact study complete

We worked with [MFR Consultants](#), a Black-owned, women-owned firm, to conduct an economic impact assessment and feasibility study of the Philly Cooks project, which was completed in June 2023. Generously supported by [Philadelphia Works](#), the [Leo & Peggy Pierce Family Foundation](#), and [The Economy League of Greater Philadelphia](#), the report shows:

- 425 jobs to support the central kitchen
- \$127.4 million in annual output from operations
- 260 full time employees for the facility construction
- \$48.4 million output from facility construction
- \$1.26 million in wage/tax revenue
- ~\$50 million start-up costs for a 75,000-90,000 SF central kitchen and career education center

What Might the Philly Cooks Central Kitchen Look Like?

We are asked this question a lot! Below, check out a rendering of what a central kitchen might look like in Philadelphia.

We are grateful to Bob Henderson, formerly of Keating Consulting, and Janice Woodcock, of Woodcock Design, for giving physical shape to the Philly Cooks idea.



We have a logo!

We are deeply grateful to [Creative Repute](#) for working with us to develop a brand that reflects our values! The Philadelphia 'P' completes the circle of the 'plate' on which our efforts are served, closing the loop in Philadelphia food service.

You'll be seeing a lot more of this logo, and our colors, too (including that [Gritty Orange](#))!



Meet the Philly Cooks Board

Dave Crossed, Board Member

Dave is a professional services and management consulting industry leader with 35 years of experience in business operations, finance and organizational strategy. He joined Drexel University in June of 2022 as the Assistant Vice President of Strategic Initiatives, within the Universities department of Information Technology. Dave is on the Board of Directors for Philadelphia Works (appointed by Mayor Kenney) and Kids Smiles.

Kurt Evans, Board Member

Chef, activist, and social entrepreneur, Kurt's work centers around criminal justice reform in America through his ground-breaking End Mass Incarceration (EMI) dining series.

Bob Reusche, Co-founder and Board Member

Bob retired from US Foods in 2022 after a 45-year career in food service supply. He initiated sales-focused programs which are still in use nationally at US Foods, and served on its Continuous Improvement committee. He was awarded Humanitarian of the Year in 2022 for his work on ServeBetter events, which provided thousands of free meals to laid-off restaurant and School District of Philadelphia workers during the height of the pandemic.

Molly Riordan, Co-founder and Board Member

Molly is a food systems planner, Chair of the American Planning Association's Food Systems Division, and is the former Good Food Purchasing Coordinator for the City of Philadelphia.

Questions? Email info@phillycooksforphilly.org

