



2025 NCG Focus on Fresh and Co+nvergence Event Beneficiary: Project Potluck

Each year, NCG unites with industry partners and exhibitors on a fundraising effort during our Focus on Fresh and Co+nvergence Vendor Showcase events. Our 2025 beneficiary is Project Potluck.

Join NCG in supporting Project Potluck's work to empower People of Color to build successful companies and careers in the Consumer Packaged Goods (CPG) industry. NCG advocates for [inclusive economies](#) and [racial equity](#), including within food co-op supply chains. The products we eat, drink and use on our bodies should reflect the diversity of consumers. But CPG founders, leaders and professionals are overwhelmingly white. [Project Potluck](#) is here to change that.

Since its founding in 2020, Project Potluck has grown to include over 1500 members and has served over 300 mentees in its mentorship program. Project Potluck is dedicated to enabling access and closing gaps in representation by connecting People of Color to the resources they need to build successful careers and companies in the CPG industry. With a focus on expanding networks, increasing access to mentorship and providing critical funding, Project Potluck is contributing to a stronger, more inclusive and equitable CPG industry.

This year, NCG will donate \$150,000 to Project Potluck in support of our advocacy work on inclusive economies and racial equity and we're calling on you, our valued industry partners, to come along with us in supporting Project Potluck to maximize our collective impact. Every donation — big or small — is meaningful.

Join us! NCG is contributing \$75,000 for each event. We challenge our co-ops to place orders at the vendor showcases and for any show orders placed through UNFI and UNFI subsidiaries at Focus on Fresh, UNFI will donate \$10.00 per case ordered up to \$5,000. For Co+nvergence, UNFI will contribute .50 cents per case ordered up to \$20,000. **Here's where you come in:** We're challenging you, our exhibitor partners, to help us meet our event goals of \$85,000 for Focus on Fresh and \$125,000 for Co+nvergence.

How to donate: Determine the amount you'd like to donate.

- For Focus on Fresh
 - Pledge now! Email vendorshowcase@ncg.coop with your commitment and you will receive an invoice for your pledge amount.
 - Pledge on the day of the show! Visit exhibitor registration on the day of the Vendor Showcase to pay with a credit card.
- For Co+nvergence
 - Pledge during registration! Indicate your pledge amount when registering for the Vendor Showcase and your contribution will be included in your Co+nvergence invoice.
 - Pledge now! Email vendorshowcase@ncg.coop with your commitment and pledge amount and the amount will be added to your invoice.
 - Pledge on the day of the show! Visit exhibitor registration on the day of the Vendor Showcase to pay with a credit card.