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FOR IMMEDIATE RELEASE

NBFJA announces the release of the *Rethinking Market Studies Research Project*

(Atlanta, GA) - The [National Black Food and Justice Alliance](#) has published the [Rethinking Market Studies Research Project](#), a report that investigates the scope and pitfalls of traditional market studies research and draws an analysis for ultimately making seed capital investments more accessible to Black cooperatives.

This monumental report is the continuation of many conversations within Black-led cooperative spaces around the need for culturally relevant market studies and principles that can aid Black food cooperatives in historically red-lined neighborhoods to obtain funding. The current market study field is heavily reliant on data that diminishes the impact of Black spending and the demand for localized, community-operated food options in our communities. The National Black Food & Justice Alliance along with representatives from Black-led co-ops around the country initiated this project to challenge the existing anti-Black, capitalist standards around market research.

Written and facilitated by Angela Marie Sayles of Little Africa Food Co-op and Institution of Financial Unity, the goal of this project is to supply Black cooperatives with culturally relevant market study principals, strategies, and recommendations to share with communities, funders, and stakeholders that will shift the power in funding Black-led cooperatives.

"We believe that a critical step towards dismantling systemic anti-Blackness lies in challenging the norms of market research," explains Dr. Jas Jackson, Co-Executive Director of the National Black Food and Justice Alliance. "The *Rethinking Market Studies Research Project* not only addresses the glaring gaps in understanding Black spending patterns but also equips our communities with the tools to reshape funding dynamics. By developing culturally relevant market studies, we aim to help Black cooperatives build power to create lasting change and forge pathways toward food sovereignty and economic justice."

The *Rethinking Market Studies Research Project* will be made accessible to Black-led cooperatives to support the development and advancement of localized food systems that are critical to the wellbeing of Black and marginalized communities throughout this country.

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National Black Food and Justice Alliance

The National Black Food & Justice Alliance (NBFJA) is a coalition of Black-led organizations working towards cultivating and advancing Black leadership, building institutions for self-determination, and organizing for food sovereignty and land justice. NBFJA currently has over 50 member organizations representing hundreds of urban and rural farmers, organizers, and land stewards based throughout the U.S. NBFJA members are building power through an intergenerational, urban/rural alliance of organizations that trains, connects and deepens grassroots efforts toward protecting Black land, advancing food sovereignty, and supporting a climate resilient future.

For press inquiries, please contact LeeAnn Morrissette: leeann@blackfoodjustice.org

Fundraising and development inquiries: grants@blackfoodjustice.org

Finance related inquiries: kenni@blackfoodjustice.org