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Participate in the 2027 Good Food Awards & Mercantiles

As SFA and the Good Food community prepare for a great 2027 together, we invite all makers of good food to get involved with upcoming opportunities to highlight their products: the **2027 Good Food Awards** and both a **West Coast** and **East Coast Mercantile**. Full details on how to participate are below.



Enter the 2027 Good Food Awards

SFA membership
NOT required

Good Food Qualified
SFA members get
one free entry

Entry Fee:

\$125 per product
(SFA members)

\$150 per product
(non-members)



Entry period:
October 1-31, 2026

Blind Tasting
& Judging at
Winter FancyFaire*
(January 15, 2027)

Finalists
announced:
May 2027

Winners
announced:
July 2027

Awards Celebration
at the Summer
Fancy Food Show
(July 25-27, 2027)



Exhibit at Good Food Mercantile

Connect with values-driven makers and
buyers at this accessible one-day gathering

- SFA membership required
- Good Food Qualification required



**West Coast Mercantile
@ Winter FancyFaire***

Sunday, January 17, 2027
Moscone Center, San Francisco



**East Coast Mercantile
@ Summer Fancy Food Show**

Sunday, July 25, 2027
Javits Center, NYC



**Apply to
Exhibit**

Become Qualified

Good Food Qualification is a company-level designation for SFA members whose businesses meet high standards for product quality and responsible practices.

Good Food Qualification is available only through SFA membership—[access our FAQ to learn more.](#)

Member Benefits:

- Eligibility to exhibit at Mercantile
- One free entry to the Good Food Awards (\$125 value) and a discounted rate on additional entries
- Special recognition in SFA Member Directory

Process & Eligibility:

- \$150 one-time fee (will be refunded if you do not meet category-specific criteria)
- 50% of products must meet Good Food [category-specific standards](#)

Benefits of SFA Membership & Good Food Qualification

SFA Program or Service	Good Food Qualified SFA Member	Non-Qualified SFA Member	Not an SFA Member
GF Awards Eligibility	Yes	Yes	Yes
GF Awards Entry	1 free, \$125 each	\$125 each	\$150 each
GF Mercantile Exhibit	Yes	No	No
SFA Tradeshows Exhibit	Yes*	Yes*	No
Regional Networking Nights	Free or discounted	Free or discounted	Full price
Free Product Photography	Yes	Yes	No
SFA Mentorship Program	Yes	Yes	No
Free Press Release Distribution	Yes	Yes	No
365 Education	Yes	Yes	No
Research & Trend Reports	Yes	Yes	No

* SFA Product Qualification is also required for SFA tradeshows.