



Doug Rauch

Founder, Urban Food Initiative, dba Daily Table

With the goal of making nutritious food affordable, the Daily Table plans to sell wholesome food, from milk, eggs, bread and fruits and vegetables, to ready to eat meals at prices competitive with fast food in Boston’s low-income neighborhood of Codman Square. The idea is to take the excess, overstocked food at or near its “Sell By” or “Best By” date that supermarkets would otherwise dispose of, along with the cosmetically blemished fruits and vegetables from growers and supermarkets– and offer it for prices that are economically agnostic to junk food, creating truly affordable nutrition.

Doug Rauch spent 31 years with Trader Joe’s Company, the last 14 years as a President, helping grow the business from a small, nine-store chain in southern California to a nationally acclaimed retail success story with more than 340 stores in 30 states. His current work with the Urban Food Initiative is tackling the issue of affordable nutrition – and the related problems of food waste, hunger, and obesity – by bringing high quality, nutritious food at affordable prices initially to Codman Square, a traditionally low-income community in inner city Boston.

Doug was a recent Senior Fellow at Harvard’s Advanced Leadership Initiative where he worked on hunger and obesity issues and founded the Urban Food Initiative. Doug is also the CEO of Conscious Capitalism, Inc., a trustee at the Olin College of Engineering, on the Board of Overseers of WBUR, and serves on the board of several for-profit companies.