Audience: Food photographers

Foodiesfeed is a resource of awesome naturally looking food photos that are completely free to download. Food photographers from all around the world share their photos with CC0 license to help accomplish the ultimate goal of Foodiesfeed - to make the online space related to food more beautiful and eliminate all the ugly sterile stock photos that people still keep using.

Foodiesfeed was created by Jakub Kapusnak (25, Czech Republic) 3 years ago, completely from scratch without any programming, online marketing or other necessary skills to build a successful website. It was a very simple personal project to give away his food photos that started to pile up shortly after he got passionate about food photography.

With dozens of thousands of visitors a month and hundreds of thousands downloads, Jakub started to see an opportunity to make a real impact in the online world. But he realized it's not possible to do it all alone. There is a large number of aspiring and professional food photographers whose pictures are much more awesome than his own. That realization led to the transition from a small personal website to the current state of Foodiesfeed -
a worldwide community of food photographers that help designers, food and nutition bloggers, social media managers, business owners and other modern creative professionals to be able to create beautiful things.

You might be asking, why would photographers give away some of their best work completely for free? The answer is quite simple. The the internet is overflowing with information and content. Those times are gone when setting up a portfolio website and social media profiles were enough to get some exposure. That's a total minimum these day. If we want to be really seen, we must do some extra hard work. Pushing high quality content on social media everyday, constantly educating ourselves, writing emails to potential partners, engaging with our audience and much more. Nowadays, it takes a lot of time and especially effort to get recognized online.

"If you plan on making money with your photography, you should not do this by sitting around and hoping for somebody to come purchase something from you." Mitchel Lensink, freelance photographer

The more photographers share their work, the more opportunities they have. While sharing photos on social media is a great idea, it's not the ideal way to attract potential clients or business partners. The vast majority of the likes and shares come from people who only want to relax and get entertained. On the other hand, providing them completely for free on a platform like Foodiesfeed to creative professionals with an intrinsic interest in good imagery who need them for their projects, can make much larger impact on your social recognition. Individuals who can touch and use your photos however they want, can become in love with them and have an urgency to work with you further. From that moment, they become your true fans.

Websites with free photos are relatively new tool to be added to your arsenal. And as with any other platforms, even these will probably get very crowded over time, therefore being an early adopter may help you getting ahead of others and really stand out. We're living in an age where giving out content for

free has become a standard. Just think about it for a minute, how many YouTube videos, blogs, vlogs and podcasts do you enjoy and rarely making a financial contribution to the creators. Making a portfolio on Foodiesfeed is also a perfect way to give back to the creative industry. And in giving back, your work is used, increasing your exposure. Jakub says it's literally the foundation of his own success story - when he started spreading his food photos for free, all the good stuff started to happening and paradoxically, it started earning him a living.

Whether you sell your photos in stock photos agencies, plan to become a popular food blogger or you work on custom deals for cooks, restaurants and food brands, it's in your own good to start looking at things from a different perspective. Being anxious about copyright, putting watermarks all over the photos and inclining to other defensive techniques do only harm in the long-term. Embrace yourself and do the exact opposite, open up and expose your work! You never know what it might bring.

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