



Local and Regional Food Program

Wisconsin Department of
Agriculture, Trade &
Consumer Protection

Fiscal Year 2013 Annual Impact Report
July 1, 2012 – June 30, 2013

This report was made possible by the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) with the support of the following team:

- Ashley Andre, Public Information Officer
- Sarah Elliott, Agriculture Program Supervisor
- Teresa Engel, Buy Local, Buy Wisconsin Director
- Lois Federman, Something Special *from* Wisconsin™ Director
- Maggie Jungwirth, Graphic Designer
- Sarah Larson, AmeriCorps Farm to School Director
- Callie LaPoint, Agriculture Marketing Specialist
- Jen Pino-Gallagher, Bureau Director



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Wisconsin Department of Agriculture,
Trade and Consumer Protection
2811 Agriculture Drive, PO Box 8911
Madison, WI 53708-8911

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LOCAL AND REGIONAL FOOD PROGRAM OVERVIEW



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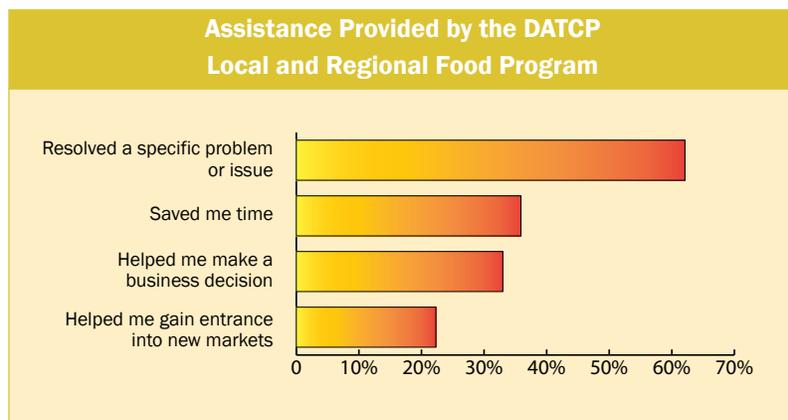
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The Wisconsin Local and Regional Food Program provides an array of marketing and business development services that strengthen our state's agricultural economy through the growth of local and regional markets for Wisconsin agricultural products.

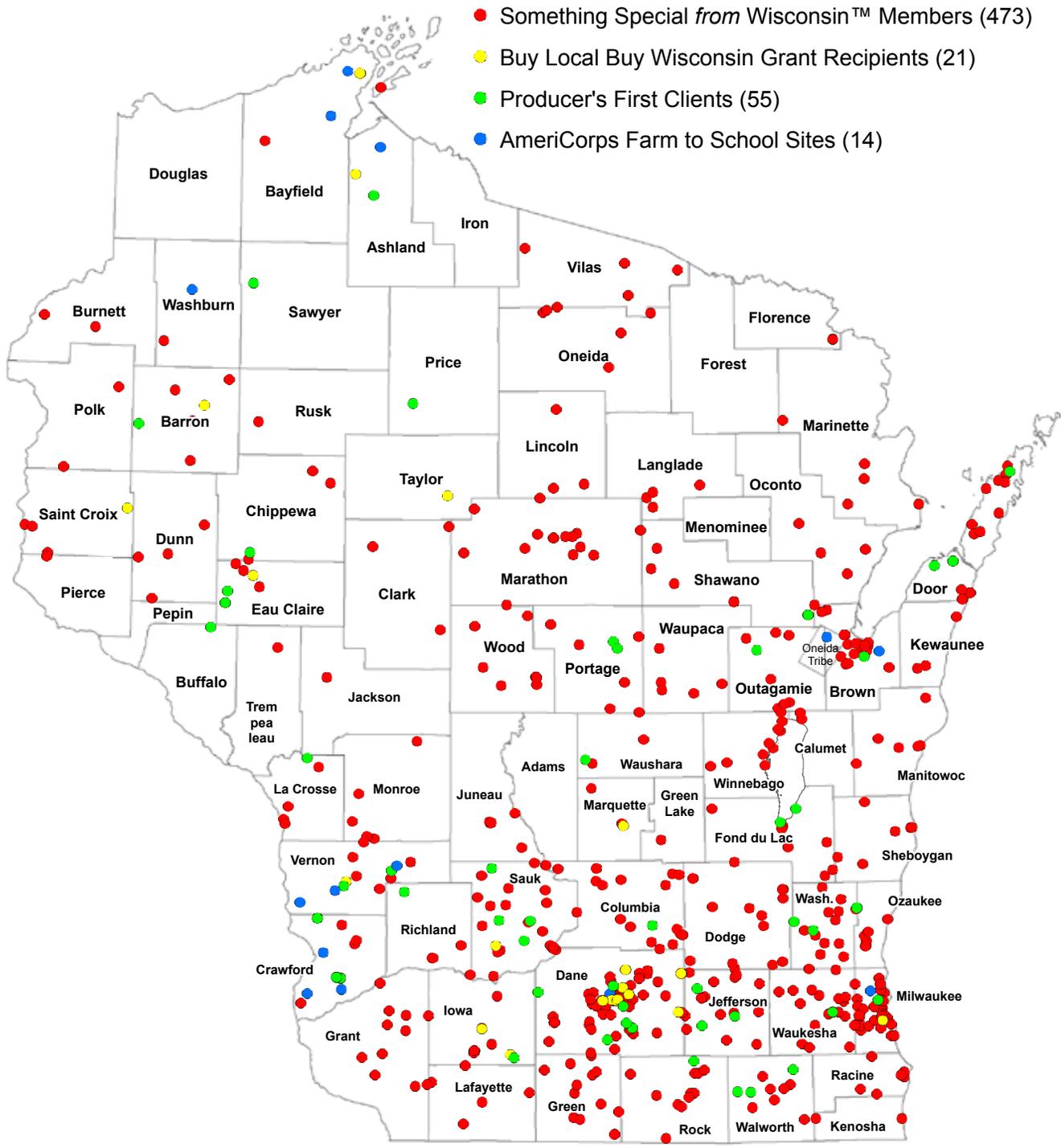
The core programs include:

- Buy Local, Buy Wisconsin promotes local and regional sales of Wisconsin products, keeping food dollars in the state.
- Something Special *from* Wisconsin™ increases recognition of Wisconsin products with a trademark used by nearly 500 companies on their product labels and promotional materials.
- Farm to School increases economic opportunities for Wisconsin producers by bringing nutritional information and local foods to participating school districts across the state through strong partnerships with state agencies and the federal AmeriCorps program.

These programs increase the demand for, access to, and sale of Wisconsin grown and produced agricultural products. The Local and Regional Food Program helps producers capitalize upon this growing sector of our agricultural economy, ensuring that Wisconsin remains one of the top producers of diverse, high quality food products. Together, more than 3,460 Wisconsin producers, consumers, retailers, distributors, restaurants, institutions and other key stakeholders participated in the Local and Regional Food Program.



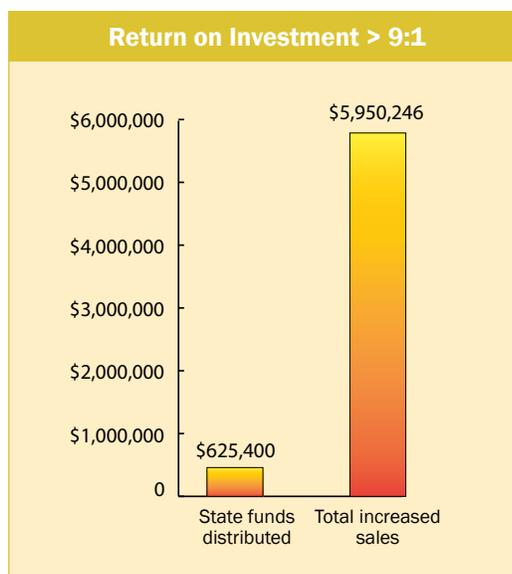
2013 Local and Regional Food Program Map



Buy Local, Buy Wisconsin Grant Program

Program Description

The Buy Local, Buy Wisconsin (BLBW) competitive grant program was launched in 2008 to strengthen Wisconsin's agricultural and food industries. The grants work to reduce the marketing, distribution and processing hurdles that impede the expansion of sales of Wisconsin's food products to local purchasers.



Comprehensive Impact to the State
Direct Return
State Investment = \$625,400
\$5.95 million in new local food sales
\$1.48 million in new investments
60 new jobs created
60 jobs retained
Over 2,060 producers benefited
973 Wisconsin markets benefited

Keeping food dollars in Wisconsin communities supports local businesses, improves farm incomes and creates jobs. The BLBW grant recipients have reported on work from July 2008 to July 2013. Each demonstrates success and positive impact in Wisconsin communities.

The impact of the BLBW grants is far-reaching across all Wisconsin counties. More than 2,060 Wisconsin producers have positively benefited from increased sales resulting from the grant funds. Through these grant projects, 60 new jobs have been created across the state, and 60 jobs have been retained.

The grant recipients have directly generated \$5.95 million in new sales of Wisconsin food products. These dollars went to Wisconsin farmers, cooperatives, processing facilities and distribution companies. Furthermore, these dollars circulated in their communities, benefiting all of the suppliers and services these groups depend on.

Year	Funded Programs	Total Funds	Average Grant	Funding Range
2008	7	\$225,000	\$32,143	\$12,155 - \$43,580
2009	9	\$222,700	\$24,744	\$14,000 - \$40,000
2010	5	\$177,700	\$35,540	\$17,700 - \$45,000

*Funding was lapsed in 2011 and 2012. 2013 grants will be announced in February of 2014.

Highlights

The BLBW grant recipients continue to make forward strides in the local food industry. Many of the funded projects from previous fiscal years provided the building blocks and served as models for others in the state trying innovative local food projects. Outcomes and lessons learned from each of the grantees can be found in previous BLBW impact reports at datcp.wi.gov (Search: BLBW grants).

DATCP Secretary Ben Brancel announced the availability of BLBW grant funds for the FY14-15 biennial budget in July 2013. The BLBW program has \$200,000 allocated for each fiscal year 2014 and 2015. The maximum grant award is \$50,000 per project.

Proposals are accepted from individuals, groups, businesses and organizations involved in Wisconsin agriculture, food processing, food distribution, food warehousing, retail food establishments or agricultural tourism. Proposals may involve collaborations or partnerships between producers, food businesses, industry, academia or organizations.

BLBW grant projects should benefit the local food industry and/or the public rather than a single organization, institution, individual or commercial product. Proposed projects should be driven by or supported by local food producers. Projects with broad reaching impacts receive higher consideration.

Applicants of all sizes are welcome. Grant applicants must provide cash or in-kind match equivalent to or greater than 50% of total project costs (1:1 match).

The call for BLBW grant proposals is generally done in the summer with pre-proposals due about two months later. Prospective applicants can contact the BLBW grants manager at all times to discuss their proposed ideas.



Buy Local, Buy Wisconsin Workshop Road Shows



The Buy Local, Buy Wisconsin Workshop Road Shows provide producers with an affordable opportunity to learn technical assistance skills from regional experts and peers in a classroom setting. The 2012 - 2013 workshops covered topics including Intermediate QuickBooks, On-Farm Food Safety and Post-Harvest Handling. In addition to the in-class workshops, webinars were offered in the spring covering farm finances, legal issues, agri-marketing and labeling requirements. More than 200 people attended in person, and 150 people were distance learners via webinar.



FAIRSHARE
CEA COALITION

Intermediate QuickBooks took the basic knowledge of QuickBooks bookkeeping to the next level, discussing inventory, payroll, sales tax and processing. The class was led by Jill Kimmerly, a CPA and QuickBooks ProAdvisor at Wegner CPAs in Baraboo. The material was well-received with all participants learning something new, such as bartering transactions and exporting and pulling reports.



UW
Extension
University of Wisconsin-Extension

One respondent stated, "I am already using QuickBooks, and I learned of errors I have been making. These types of mistakes often lead to loss of time on the farm and decreased overall productivity."

Responses like these also help us evaluate the usefulness of the program, effectiveness of the speakers and help us develop additional educational opportunities. This workshop took place at DATCP and was available via webinar.



On-Farm Food Safety was hosted by Atina Diffley of Organic Gardening Works, LLC. Atina discussed the facts of basic food handling while harvesting and post-harvesting, stressing the fact that sometimes people overlook the obvious. The workshop was accompanied by the *Wholesale Success* manual, which includes more than 100 crop profiles with crop-specific information on harvesting, cooling, storing and packing according to industry standards. Of the 115 evaluated responses from this workshop, 101 participants said they were likely or very likely to change their practices because of the workshop. Atina held a four hour seminar at the Fresh Fruit and Vegetable Conference and continued the week with six hour workshops in Rice Lake, Viroqua and Madison. This workshop was funded by the U.S. Department of Agriculture

(USDA) and in partnership with Family Farmed, University of Wisconsin-Rice Lake, Valley Stewardship Network, Fifth Season Cooperative, Fair Share CSA and Institutional Food Market Coalition.

Fearless Farm Finances, BLBW's first webinar-only workshop series, was hosted by Paul Dietmann of Badgerland Financial and Craig Chase of Iowa State University Extension and Outreach. The three-part webinar covered basic money tracking (balance sheets, income statements and statements of cash), enterprise budget analysis product mix and pricing, and investment analysis. This workshop was accompanied with *Fearless Farm Finances*, a guide written in part by Dietmann and Chase as a point of reference. One participant commented, "I manage a CSA/community garden for a religious community so our financing is different from other farmers. I do not have a business background, and I appreciated the practical tools and spreadsheets." Each webinar had about 15 participants.

Extending the webinar offerings, DATCP scheduled three more webinars in late spring covering single topics of interest. Rachel Armstrong of Farm Commons discussed selling direct-to-consumer and legal issues surrounding selling through farmer's market, on-farm or farm stands. Scott Skelly of Skelly Farms covered agri-marketing, social media and the potential of e-commerce in a webinar. Shannon Dorn of DATCP's Food Safety Division covered the requirements and importance of accurate food labels. These webinars were free of charge and promptly archived for future viewing.



Atina Diffley addresses the On-Farm Food Safety and Post-Harvest Handling workshop attendees.
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Farm to School

The Local and Regional Food Program supports robust farm to school activities across the state. Wisconsin Farm to School is possible through strong inter-agency partnerships including: the University of Wisconsin Madison – Center for Integrated Agricultural Systems, the University of Wisconsin Cooperative Extension, the Department of Public Instruction and the Department of Health.



GOALS OF WISCONSIN FARM TO SCHOOL

1. Strengthen local economies by expanding markets for Wisconsin agricultural producers and food entrepreneurs.
2. Promote children's health by providing fresh and minimally processed foods in schools and supporting the development of healthy eating habits.
3. Increase children's and communities' knowledge about agriculture, food, nutrition and the environment.

In 2013, the USDA conducted the first-ever Farm to School Census, which collected data from the 2011-2012 school year. Findings included:

- Wisconsin school districts spent an estimated \$432,279,155 on school food, and \$4,344,068 of that was directed locally
- 55% of the public school districts in Wisconsin conduct farm to school activities
- Farm to school activities are reaching more than 334,300 students across Wisconsin
- The top five local procurement items are: apples, tomatoes, potatoes, peppers, and lettuce

Source: USDA Farm to School Census, accessed 10.24.13

<http://www.fns.usda.gov/farmtoschool/census#/state/wi>

Over the last five years we have continuously increased our local produce purchasing. The staff and students now ask when we will start serving the good tasting fruits and vegetables. It has truly been a very successful journey that we continue to grow each year.”

– Wisconsin Nutrition Service Director

DATCP also conducted the first annual **Wisconsin Producer Survey** which collected data from July 1, 2011 to June 30, 2012 from 158 Wisconsin producers.

Highlights include:

- 39% of respondents (61 producers) sold their product to schools markets in the past
- 57% of respondents previously engaged in educational activities for schools
- 93% of respondents are interested in selling their product to schools or engaging in educational activities in the future

Of the respondents that sold their products to school markets:

- Are from every region of the state.
- Range in farm size from 1 to over 500 acres
- Sold mostly fruits and vegetables

About 90% of the producer respondents that had previously sold to schools would sell to them again in the future. 46% of respondents rated their experience selling to schools as somewhat to very successful.



Photos: AmeriCorps Farm to School,
Hillsboro School District

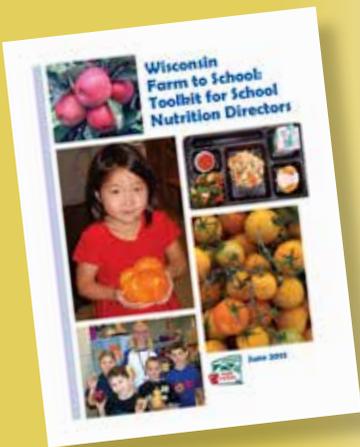


Photo: AmeriCorps Farm to School, Bayfield School District

AmeriCorps Farm to School Program

DATCP partners with the federal AmeriCorps program to implement a successful AmeriCorps Farm to School program, which works to decrease childhood obesity by promoting healthy eating habits in students and increasing access to local foods in schools. Since 2008, AmeriCorps Farm to School has partnered with 14 host sites and placed over 75 service members throughout the state. AmeriCorps members build relationships with local farmers helping to address needs in food distribution, processing and pricing. Members also develop and implement a curriculum and wellness plan that teaches students about healthy lifelong eating habits.

In the 2012-2013 school year, the AmeriCorps Farm to School Program:

- Introduced more than 19,000 individual children to fresh, local foods
- Provided nutrition education to more than 7,700 individual children
- Implemented and strengthened Farm to School in 14 school districts and 8 counties
- Enrolled and trained 17 AmeriCorps members to implement Farm to School programming

Farm to School Toolkits

The Wisconsin Farm to School Toolkits for nutrition directors and producers can help communities create a successful Farm to School program in your community. The toolkits provide invaluable, interactive tools and are useful for beginners as well as for programs that are more advanced. You may find the toolkits at www.cias.wisc.edu (Search: Farm to School toolkits).

Technical Assistance and Training

The division provides training and technical assistance for school food service personnel and managers, farmers, food distributors and food processors concerning the Farm to School program, food safety, and procurement. Five Farm to School trainings were conducted in the past fiscal year.

Producers First

**Producers First is now called the “Local and Regional Food Technical Assistance Program” and will be going through some technical changes in 2014.*

The aim of Producers First is to expand Wisconsin’s local foods market sector by enabling producers to obtain one-on-one technical assistance of up to \$3,000 that will increase sales, improve profitability and/or job creation. Producers participating in the program identify their own areas of need for technical assistance and identify a qualified consultant to address that need. Examples of technical assistance include: market development, business planning, financial planning, data management, marketing and whole farm planning.

Producers First provides assistance to a broad range of local food producers including but not limited to: vegetable, meat, processed foods, fruits, wine, popcorn and dairy. The program works to improve a farm’s technical capacity and its overall viability. The work of Producers First assistance can continue to impact the farm years after the project end date.

Flyte Family Farm Too! and Greenhouses

Description

Flyte Family Farm Too! and Greenhouses of Coloma sells a wide array of seasonal fresh produce at area farmers markets and sells hydroponic tomatoes year round. Plans after the Producers First assistance include starting a farm market, production kitchen and inn.

Project Activities

- Improved recordkeeping system to better track and manage production and sales
- Enhanced the business planning methods for current and future farm business
- Established an LLC to protect Flyte Family Farm Too! and Greenhouses against liabilities

Results

- Created 1.5 jobs
- 7 new markets (5 restaurants, 2 grocery stores)
- \$5,000 invested into the business

Producer says:

“We have saved over \$3,200 in outside accounting needs due to training we received. As a result of our increased efficiency, we were able to spend more time marketing our products such as our strawberries. The knowledge gained through Producers First has carried over into other businesses we have started.”

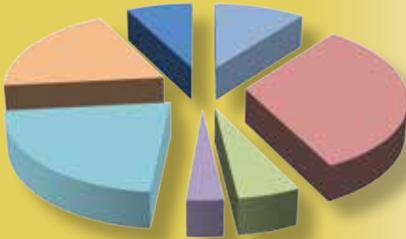
OVERALL PROGRAM RESULTS - FY09 - FY13

- GPR Investment: \$133,129
- Number of Projects: 49
- Return on Investment: 8:1 ((Increased sales + new investment) / (GPR Investment))
- Total jobs created/retained: 27 created, 52 retained

Something Special *from* Wisconsin™



Membership Based on Gross Annual Sales



- Non-Profit: 11% of members
- \$0-\$10,000: 32% of members
- \$10,001-\$50,000: 8% of members
- \$50,000-\$100,000: 5% of members
- \$100,001-\$250,000: 19% of members
- \$251,000-\$500,000: 3% of members
- More than \$500,000: 22% of members



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Something Special *from* Wisconsin™ (SSfW™) is a trademarked marketing program administered since 1983 by DATCP's Division of Agricultural Development. It guarantees that at least 50% of a product's ingredients, production or processing activities are from Wisconsin. Nearly 500 companies are currently members of the SSfW™ program and are able to use the logo on their labels, packaging, signage, website and other advertising venues.

In 2012 SSfW™ increased communication to members and consumers through social media and the website, somethingspecialwi.com. Companies can apply to the program, manage their membership and more through the online member corner at ssfwmembers.wi.gov. Usage of the SSfW™ point of sale signage, which includes double-sided wet erase boards in three sizes in addition to the shelf talkers, shelf sliders and danglers, continues to expand by retail distributors and retailers across the state.

In addition, the SSfW™ program continues to forge industry partnerships to offer additional marketing opportunities to members. Specifically, partnerships have developed with the Institutional Food Market Coalition (IFM) at Dane County, University of Wisconsin-Extension, Wisconsin Grocers Association, Isthmus Food & Wine Festival, Wisconsin Restaurant Association, Discover MediaWorks, Wisconsin Foodie and Wisconsin Public Radio.

Industry buyers continue to show increasing support of local food purchases. The Local Food Means Business Expo, an event put on in partnership with IFM in September 2012, connected local food producers and processors with large volume buyers from institutions and distribution companies. Member companies also gained exposure to over 6,500 attendees by exhibiting at the Wisconsin Grocers Expo, Isthmus Food & Wine Festival and Wisconsin Restaurant Expo.

For more information, visit somethingspecialwi.com; follow us on [Facebook](#) and [Twitter](#).

Wisconsin Local Food Network

DATCP's Local and Regional Food Program is an integral part of the Wisconsin Local Food Network (WLFN). The Wisconsin Local Food Network engages, connects and empowers local, regional and state organizations as well as individuals to build sustainable, equitable and resilient food systems. WLFN envisions vibrant local and regional food systems in Wisconsin that nourish the health and well-being of Wisconsin communities, conserve and enhance the natural resource base, and provide economic livelihood for a wide diversity of sustainable Wisconsin farmers and food businesses. Historically, the WLFN has conducted the annual Local Food Summit since 2007 and operates a website and listserv to provide communication and networking opportunities.

Wisconsin Local Food Summit

The 2013 Summit was held at Northland College in Ashland. There were about 200 attendees including students, farmers, local food educators, government officials, and individuals interested in local food development work. The summit enabled attendees to make new connections, learn about local food projects and apply that knowledge to their own work. According to the evaluation responses, 72% of respondents received resources that they can use and 94% of respondents have learned names of people they wish to contact. These connections increase collaboration of local food work and avoid duplication.

Long Term Outcomes of Local Food Summit

Evaluation respondents indicated how they will use what they learned at the summit.

- 83% will provide information to others one-on-one
- 70% will apply new knowledge to a local food venture they are involved in
- 83% will educate the following constituents:
Farmers (32%), Consumers (43%), Local Officials (30%), Students (40%), Entrepreneurs (19%)

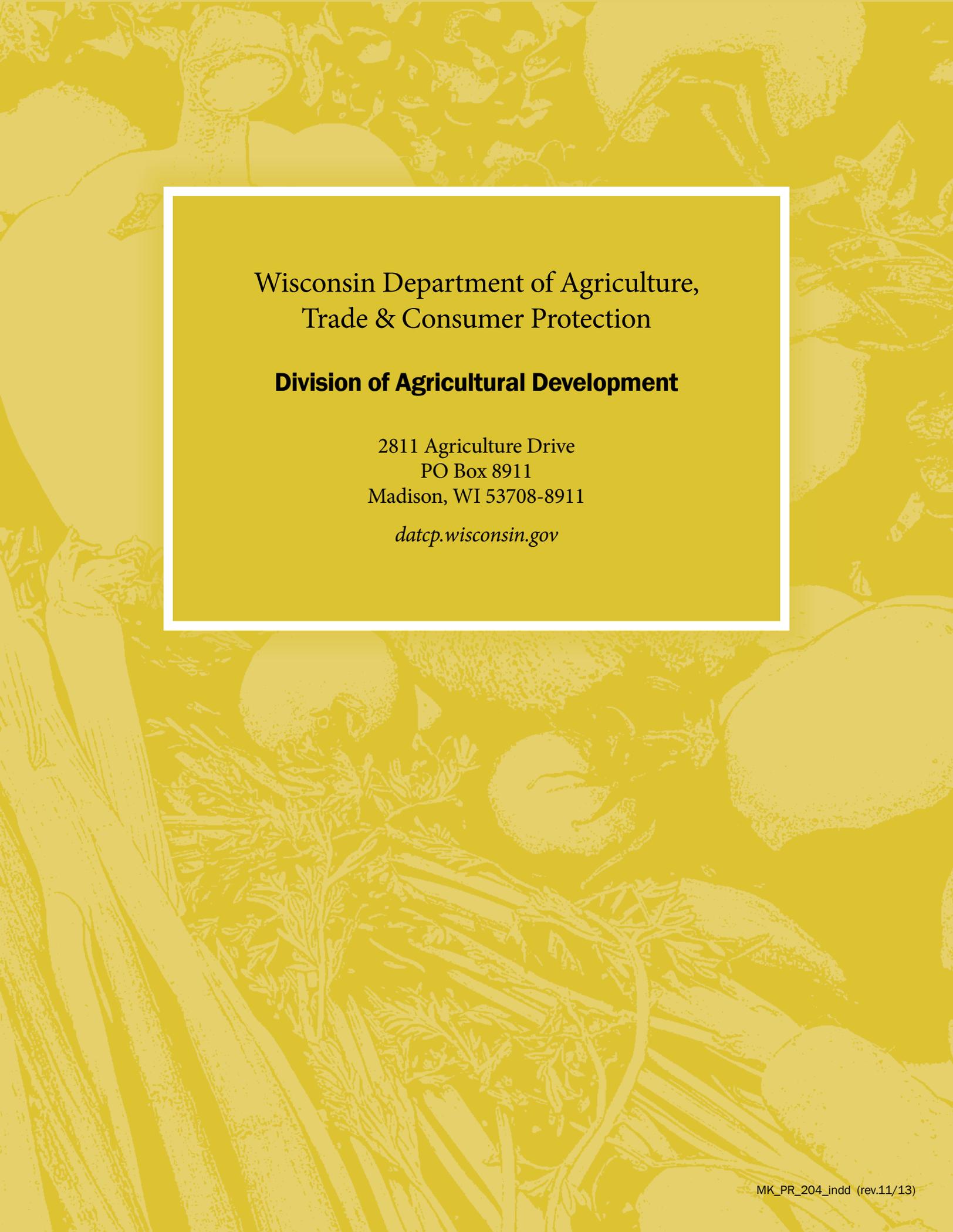
The 8th Annual Wisconsin Local Food Summit is planned for Friday, January 31 – Saturday, February 1, 2014 at the Milwaukee Area Technical College (MATC-Downtown) in Milwaukee. The theme of the 2014 Wisconsin Local Food Summit will be “Cultivating our future: Growing connections for resilient Wisconsin food systems.”



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2811 Agriculture Drive
PO Box 8911
Madison, WI 53708-8911

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