Wisconsin Local Food Network’s Food Systems Convergence
Hunger and Health Summit, April, 2018
Food Systems in Wisconsin

Where did we come from?
January 1 - December 2
December 31
3 pm
Wisconsin Local Food Network
Who we are.

Food
Sustainability
Security
Survival
Wisconsin Local Food Network

WISCONSIN LOCAL FOOD SUMMIT

8th Annual Wisconsin Local Food Summit
Cultivating Our Future: Growing Connections for Resilient Wisconsin Food Systems
Friday, January 31st & Saturday, February 1st, 2014
Milwaukee Area Technical College, Downtown

More details coming soon at wilocalfood.wordpress.com.
Where are we going?
With Partners and Collaborators

Strengthening the Network

Guiding Communication and Information Flow
+ Sign up for the Listserv
+ We will be revamping the website, listerv, and social media properties

Convening - Regular in-person gatherings to bring the network together to learn and plan for action

Facilitating Regional Activities
Success Stories from Wisconsin

How groups around the state are working together to create a sustainable local food system
Wisconsin Local Food Network & Feeding Wisconsin

• Deepen statewide and regional stakeholder connections between food insecurity, food production, agriculture, market access, food waste, and healthy communities.

• 2017: WLFN Food Systems Convergence in La Crosse as part of the WLFN Summit

• 2018: WLFN at the Feeding Wisconsin Hunger & Health Summit
healthTIDE -- Healthy Food Retail Team

PRIORITY: Increase consumer demand for healthier foods and beverages.

**Food Store Strategy:** Team FNV Campaign, Focus: low-income areas, FoodWIse partners

- Phase I Communities (Spring 2017):
  - La Crosse County
  - Chippewa, Dunn, Eau Claire Counties
  - Brown Counties
- Phase II Community (Fall 2017):
  - Milwaukee (North then South)
- Phase III Communities (Spring 2018):
  - Madison
  - ???

**Restaurant Strategy:** Healthy Kids’ Meals Project

- Funding from Medical College of Wisconsin awarded to assess the kids’ meal landscape in WI
- Goal: To create a “roadmap” for what a healthy kids’ meal standard could look like
Nutrition Incentive Program Collaboration

- Statewide collaboration of farmers markets, community-supported agriculture (CSA), and grocers

- Goal is to establish a statewide nutrition incentive network
  - To support this goal, applied for a FINI grant in December 2017
  - Seeking to develop network regardless of FINI funding result

- To hear more:
  - Attend our discussion on Tuesday from 2:30-3:45 pm
  - Save the Date for our next statewide meeting on Monday, May 14 from 1-3:30 pm
Our goal is to connect more people to local food

- The Farm Fresh Atlas began in 2002 in Southern Wisconsin as a project of REAP Food Group
- 5 independent regional print publications by non-profits and grassroots coalitions
  - AKRE Enterprises (Western)
  - Central Rivers Farmshed (Central)
  - REAP Food Group (Southern)
  - Southeastern Wisconsin Farm Fresh Atlas (Southeastern)
  - Eastern Wisconsin Sustainable Farmers Network & Trust Local Foods (Eastern)
- Informal network until 2017
  - Applied for 2016 USDA FMPP Capacity Building Grant, lead by REAP with assistance from Farmshed
  - Received funding for building farmfreshatlas.org, running a marketing campaign, evaluation and a small stipend for each region
- Reach: 25,961 unique pageviews; 32,938 pageviews
**WI Farm to School**

- **Background**
- **Structure**
  - DATCP Farm to School Council
  - Steering Committee
  - Leadership Group
- **WI Farm to School In Action**
  - KYBKYS Trainings
  - Great Apple Crunch
  - Wisconsin School Garden Network
  - Farm to Cafeteria Procurement Project
- **Farm to Institution**
  - Farm to Early Care and Education
  - Farm to Hospital
What’s Next?

Are you interested in collaborating with others working on and in local, sustainable food systems to share & align resources through the Wisconsin Local Food Network?

• Stay connected by signing up for the WLFN listserv on our website.
• Build your connections and network throughout conference.
• Let us know how this network can best work for you to succeed.

wilocalfood.com
Good Food, Strong Communities
Panel Discussion

Food Justice and Equity in Local Food Systems
CRFS Framework

VALUES
- System Thinking & Cooperation
- Healthy People
- Sustainable Ecosystems
- Thriving Local Economies
- Justice & Fairness
- Strong Communities
- Vibrant Farms & Gardens

FOOD SYSTEM SUPPLY CHAIN
- Land Access & Suitability
- Agricultural Production
- Distribution & Aggregation
- Food Processing
- Consumption
- Resource & Waste Recovery
- Preparation - Consumer & Institutional
- Marketing

ENABLING ENVIRONMENT
- Public Health
- Policy
- Community & Culture
- Economics
- Environment