Using a systems approach to break through and provide healthy food

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A Partnership of Feeding America Eastern Wisconsin and the Medical College of Wisconsin with support from the Healthier Wisconsin Partnership Program
Objectives

• Define concepts such as food hub, Farm Link, the role of community within the food systems
• Characterize how constructs from the food system, including one’s own “food story,” coincide within health
• Determine how constructs from the food system facilitate health in the present
• Develop how food systems evolve in the future
Questions For The Day

• What role does food have in your life?
• How do the concepts we described in Farm Link fit either with your food story or what you do professionally?
• How can Farm Link intersect with community health in present? (tabletop #1)
• What needs to happen around Farm Link 2.0 in the coming 5 years? (tabletop #2)
Timeline

• Farm Link Panel Discussion (20 minutes) – Discussion #1
  • Food System Defragmentation
  • Community Service & Connections
  • Research
• Tabletop activities #1 (15 minutes)
• Tabletop activities #2 (15 minutes)
• Report Out (20 minutes)
Farm Link aims to increase access and distribution of healthy, local food within the community in a more streamlined manner utilizing existing resources within Feeding America Eastern Wisconsin.
What is Farm Link?

• Feeding America Eastern Wisconsin (FAEW) is a food bank
• Farm Link is a food hub housed at FAEW
• Elements of Farm Link include:
  ➢ A virtual marketplace that connects farmers with buyers
  ➢ Coordinated distribution services
  ➢ Shared storage and aggregation space
  ➢ Marketing and community support building
Food System Defragmentation
What System Change Looks Like

Current System:
- Growers
- Institutional Buyers
- Community Partners
- Food Bank
- Consumers

Loose, Informal Network Connections

Proposed System Change:
- Institutional Buyers
- Consumers
- Farm Link
- Producers
- Community Partners
- Food Bank

Aligned, Structured Network Connections
System Change

• By defragmenting the food system, we will:
  • Impact community health and the health of those facing hunger.
  • Improve community food security

• Improving offerings for disparate groups requires increased food access through market-based solutions, fostering an equitable food system, and a focus on economic development.

• Food Banks work with underserved populations and have existing food-related infrastructure and may represent an ideal setting to support community Food Hubs that can repair the fragmented food system.
Food Within A Food System

• Creating a better food system
• Understanding role of food within life
• Ultimately, getting down to the level of the people (individual?)
• Better able to serve the needs of the community and the people
• A defragmented system will be relevant to more people and serve their food needs
Question #1

• Group discussion: What is the role of food in your life?
Research

• Client Surveys
• FAEW Food tracking
• FAEW Program metrics and evaluation
• Literature reviews and dissemination
• Policy change
Data-Driven Decisions
Research

• Data-driven decisions using research
• Identified systemic barriers and exploring solutions
• How much good food is getting into the community?
• Exploring the conversion of pounds to real servings of food
• Understanding the relevancy of food in the lives of the community (“tell me your food story”)

Creating a better food system for all people.
Panel Discussion

• How does Farm Link fit within the Feeding America Eastern Wisconsin system?
• How does Farm Link connect to the community?
• How does Farm Link relevant to an individual’s food story?
Tabletop #1

• How can Farm Link intersect with community health in present?
Tabletop #2

• What needs to happen around Farm Link 2.0 in the coming 5 years?
Report Out
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