Food Policy in Wisconsin: Thinking Outside of Our Silos

George Reistad – City of Madison
Nick Heckman – Public Health Madison & Dane County

Picture Credits: United States Dept of Agriculture
Session Overview

- Presenter Intros and Experience
- Crowd Introductions
- Impacts of Policy on the Food System
- Exercise – Food System Sectors
- Food System Framework
- Exercise – Food Systems Values and Policy Prioritization
- Next Steps and Outcomes
- Q&A
Outcomes and Next Steps

• Today’s session an information gathering activity
  – Organizational representation
  – Attendee thoughts on policy priorities and values

• Feedback provided to WLFN BoD
  – Potentially inform their strategic plan on where food systems policy fits into their issue agenda
  – Assist WLFN in identifying strategic partnerships/collaborations based on the issues they want to pursue
Who Are We?

Nick Heckman – Public Health Madison & Dane County

George Reistad – City of Madison
Crowd Introductions

- Who are you all?
  - Name
  - Organization and location
  - Short summary of your organizational policy work

Please fill out the sign-in sheet
Policy Impacts on Food Systems

• Examples
  – Local, State, Federal and federal policy implications on our food system

• Roles of Food Policy Councils
Dane County Food Council

Members
- 3 County Board Supervisors appointed by the County Executive
- 3 citizen members appointed by the Environment, Agriculture and Natural Resources Committee Chair and
- 3 citizen members appointed by the Extension Committee Chair

Workgroups:
- Land Access
- Equity and Access
- Pollinator Protection
- Food Waste Reduction (with City of Madison)
Madison Food Policy Council

- Created 2012
- 23 members as defined by Madison General Ordinance
  - 3 alders; 19 citizen members; 1 youth citizen member
- Currently 8 Work Groups
  - Community Engagement
  - Comprehensive Plan
  - Edible Landscapes
  - Food Waste
  - Funding
  - Healthy Marketing and Procurement
  - Healthy Retail Access
  - Pollinator Protection
What is the Food System?

• What sectors are involved in the “food system?”

• How do they interact?
Food Systems Framework
Food Systems – Bicycle Gear Framework

Source: UW-Madison Community and Regional Food Systems Project & UW Extension CFS Team, www.community-food.org
Exercise: Identifying Stakeholders

• Small Groups:
  – Identify and record food systems stakeholders within each sector

• Which agencies, organizations, and other groups are responsible for working in these areas?
Exercise: Food Systems Values

• Table Exercise
  – Align food system values with food system supply chain sectors
  – Record your rationale on why ‘x’ value aligns with ‘y’ supply chain sector

Source: UW-Madison Community and Regional Food Systems Project & UW Extension CFS Team, [www.community-food.org](http://www.community-food.org)
Exercise: Food Systems Values

• Table Exercise: Policy Prioritization
  – How can broader systems thinking/strategizing help organizations (your organization!) be more collaborative?
SHOUT OUT! Good Food, Strong Communities

Available from the University of Iowa Press or by order through independent book stores and online retailers
Questions?

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