



# Food Entrepreneurship & Local Market Development

Jess Guifley Calkins, Community Food Systems Educator  
UW-Madison Extension, Dane County

## Community Food Systems Program Division of Extension

*Integrates research & educational programming to build capacity to develop and sustain resilient, equitable, and inclusive place-based food systems.*

## Community Food Systems

"A healthy, sustainable food system emphasizes, strengthens, and makes visible the interdependent and inseparable relationships between individual sectors (from production to waste disposal) and characteristics (health-promoting, sustainable, resilient, diverse, fair, economically balanced, and transparent) of the system."



Healthy, Sustainable Food System Collaboration, June 2019

Adapted by Cheryl Sh. Center for Environmental Farming Systems, University of Vermont, and the Center for Food Systems, University of Minnesota. An overview of defining geographical regions and regional food systems is available at [www.ceres.org/food-systems](http://www.ceres.org/food-systems).

**FEED WORKSHOP SERIES**

**UW-MADISON EXTENSION**

**FOOD ENTREPRENEURSHIP ECOSYSTEM DEVELOPMENT (FEED) PROJECT**

### About the Program

Learn tips for starting or expanding a successful food business from Wisconsin based specialists and entrepreneurs!

These trainings are for people who are interested in starting or expanding small-scale food businesses in Wisconsin.

## Community Food Systems Program Division of Extension

### Program Areas

Food Policy & Planning

Food Sovereignty & Justice

Food System Sustainability & Resilience

Food Entrepreneurship & Local Market Development

**FEED WORKSHOP SERIES**

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**Virtual Winter 2022 Workshop Series**  
Tips for Food and Farm Business Success

Learn tips for running and growing a successful food business from specialists and entrepreneurs! This no-cost series of online trainings is for food entrepreneurs and farm-based food businesses.

Best Practices in Social Media & Marketing  
Monday, March 28th, 2022, 10-11:15 a.m.

Strategies for Overcoming Labor Challenges through Improvements to Workplace Culture  
Monday, March 28th, 2022, 10-11:15 a.m.

Exploring Collaborative Marketing and Distribution Options: A Panel Perspective  
Monday, March 28th, 2022, 10-11:15 a.m.

Indigenous Commercial Fishing: Developing Culturally Relevant Jobs and a Healthy Food Source  
Monday, March 28th, 2022, 10-11:15 a.m.

An Introduction to Growth Wheel: A Tool to Guide Small Business Development  
Monday, April 4th, 2022, 10-11:15 a.m.

## Attendees and respondents

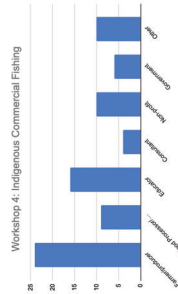
Total attended: 128 (86 unique individuals)

Total survey responses: 30

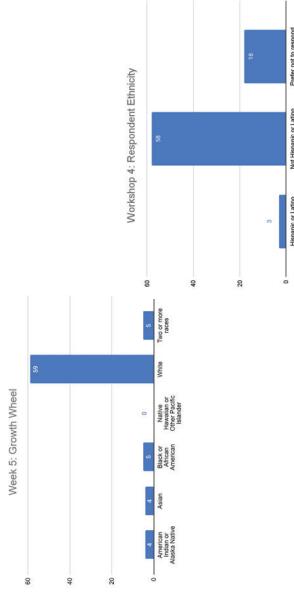
Geography of survey respondents\*

- 27 respondents (90%) were from Wisconsin
- 2 respondents (7%) from Michigan
- 1 respondents (3%) from Georgia

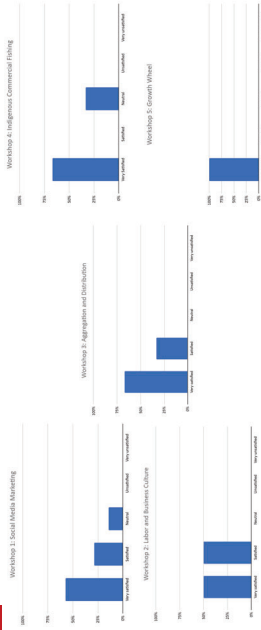
Gender: ~68% female, 23% male (7% prefer not to respond)



## Demographics: Workshop registrants' race & ethnicity



## Respondents' Overall Satisfaction with the Workshop



## What people said they learned - key themes

### Question Prompt:

Describe one take-away from the workshop that is useful for your business

#### Workshop 1: Social Media Marketing

- Use Facebook strategically
- Time posts strategically
- Maximize returns on investment in social media

#### Workshop 2: Labor and Business Culture

- Improve interviewing - though still doubtful about overall size of candidate pool

#### Workshop 3: Aggregation and Distribution panel

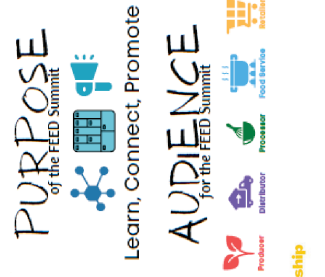
- Other entities that can support businesses (e.g. Milk Processing)
- Opportunity and complexity of delivery

#### Workshop 4: Indigenous Commercial Fishing

- Understanding of a unique business and their plans for growth

#### Workshop 5: Growth Wheel

- Communicate with business partners
- Particular lessons as breakthroughs



## Wisconsin Idea Collaboration Grant

For applied research and/or development of innovative educational programming or community engagement to address an existing or emerging Extension priority.

Funded by: UW-Madison Division of Extension  
For: UW-Madison faculty and staff who have not historically received Division of Extension annual salary funding - in partnership with Extension personnel.

**Funded Project:** Maximizing the True Value of School Nutrition Programs in Wisconsin: Identifying Strategies to Support BIPOC Growers, Producers, and School Nutrition Workers

Researchers: Dr. Jen Gaddis: UW-Madison Civil Society & Community Research  
Jess Guffey Calkins: UW-Madison Extension Dane County  
Amy Washburn: UW-Madison Community & Nonprofit Studies  
Allison Platt Harris: REAP Food Group



## WICG Project Goals

Wisconsin BIPOC/historically underserved growers & value-added food producers:

- Examine their current access to farm-to-school markets
- Identify their opportunities and needs to participate in farm-to-school

School food service staff, especially BIPOC and women:

- Analyze labor conditions in select Wisconsin school districts
- Identify hiring practices, job characteristics, and labor contracts that promote fair and equitable employment in school foodservice

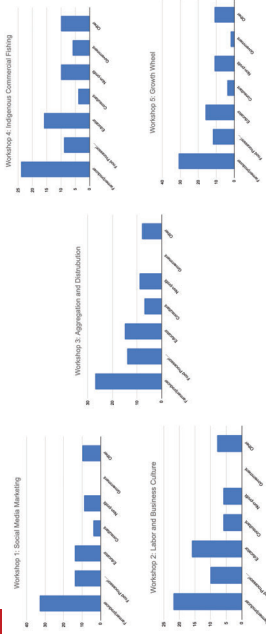
Prepare & disseminate summary briefs, research articles, presentations, and other products that clearly identify the barriers to farm-to-school in Wisconsin. Stakeholders to fully realize the true value farm-to-school in Wisconsin.

Timeline: July 2022-June 2024

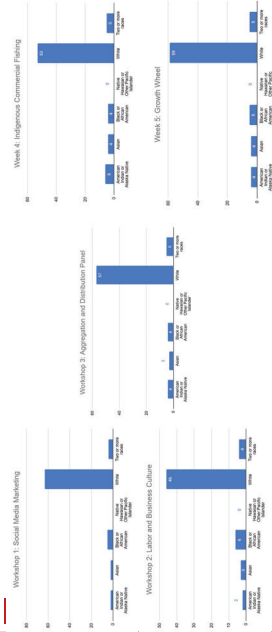
## Questions

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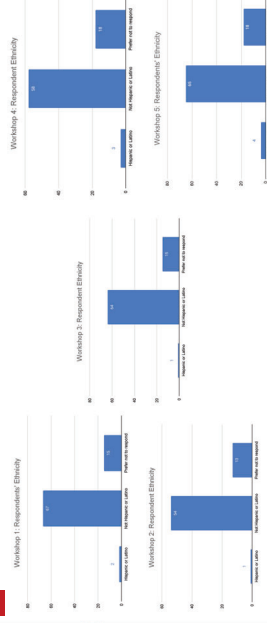
## Demographics: Workshop registrants' profession



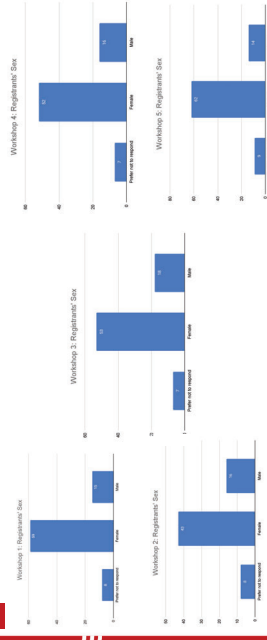
## Demographics: Workshop registrants' race



## Demographics: Respondents' Ethnicity



## Demographics: Registrants' Sex



## Respondent Quotes: Workshop 1: Social Media Marketing

- **Social Media Strategy:**

- "Personify your brand / Personify your business"
- "Strategic use of Facebook is a smart way of promoting local food"

- **Timing:**

- "Times of day, days of week to post advertising on Facebook"

- **Reduce cost, maximize return:**

- "The efficacy of FB marketing...especially from a cost effective perspective"
- Always optimize ads for smartphones (less words, more images)