



DANE CARES Program

Connecting Nutritious Food to
the Community can also
Benefit the Local Economy

DANE Program Goals

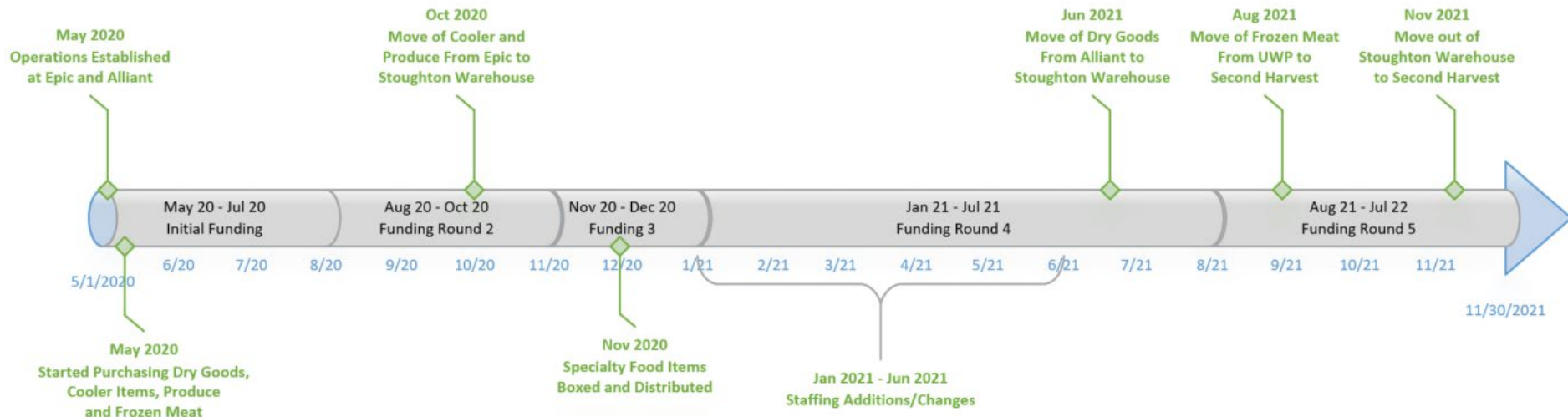


- Utilize pandemic-related federal funding to:
 - Provide quality food to Dane County community members
 - Partner and support Dane County businesses in the purchase, production and distribution of the food
 - Have a positive local economic impact and demonstrate the value of quality food



CARES/DANE Program Timeline

5.1.2020 – 7.31.2022



Built from scratch:

- Menus for cooler and produce boxes
- Local vendor and farmer partnerships
- Efficient box-building operations
- Feedback loop from agencies and culinary experts in operations for menu improvement
- Direct drop for cases of product

Utilized existing resources:

- Build and distribute dry goods boxes
- Source from national vendors
- Distribute frozen meat
- Inventory tracking and ordering
- Optimization of existing box structure

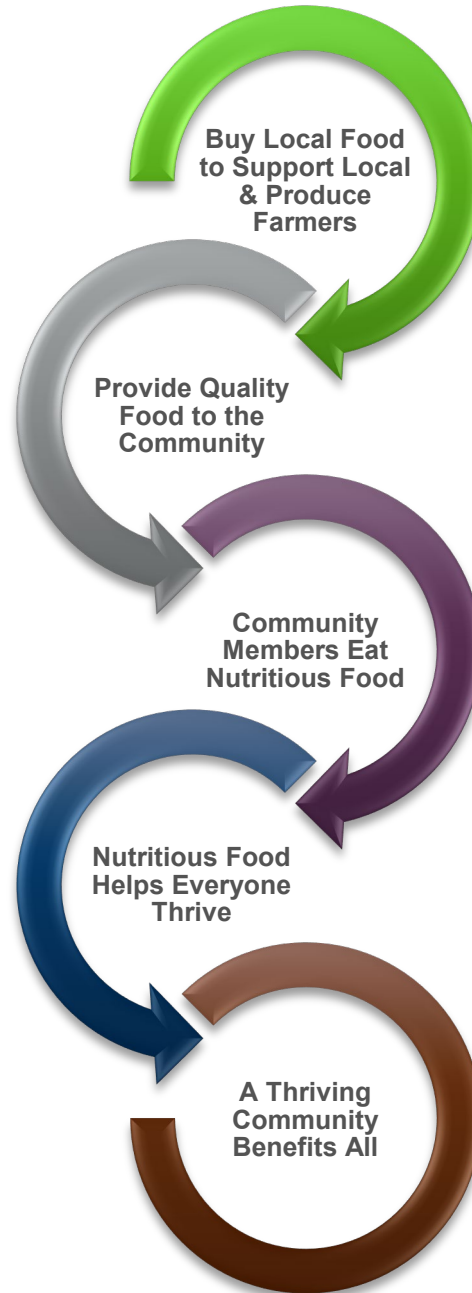
The Pandemic Changed Food Delivery Rules



What used to be self-service grocery shopping...



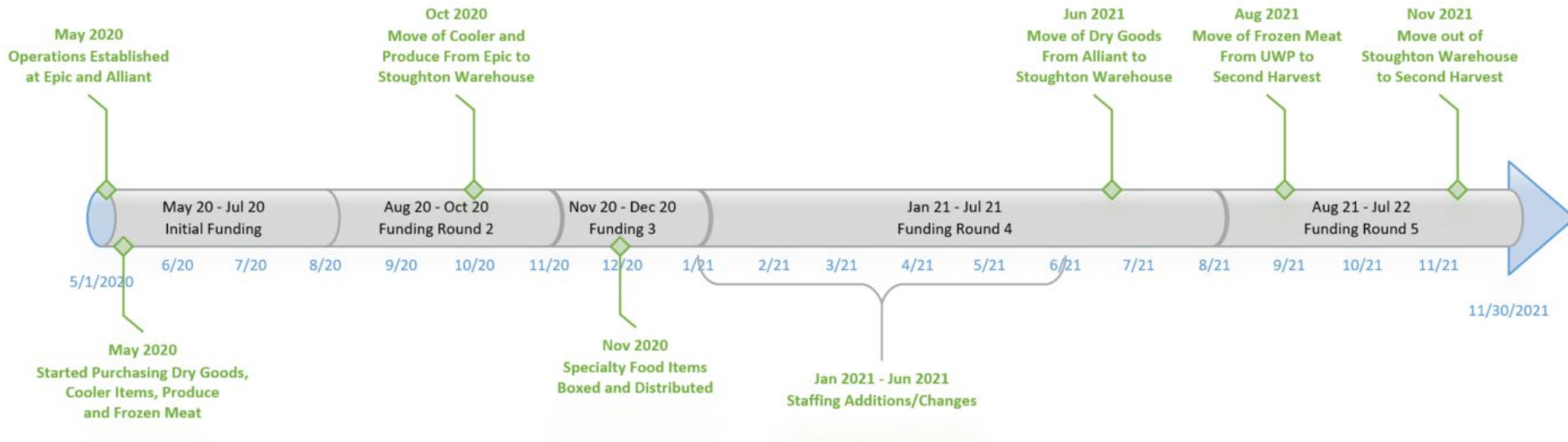
Became contact-free food pick up



The Value
of Good
Food

CARES/DANE Program Optimizations

5.1.2020 – 7.31.2022



> \$12M

21 Dane
County
Farms

160
Agencies

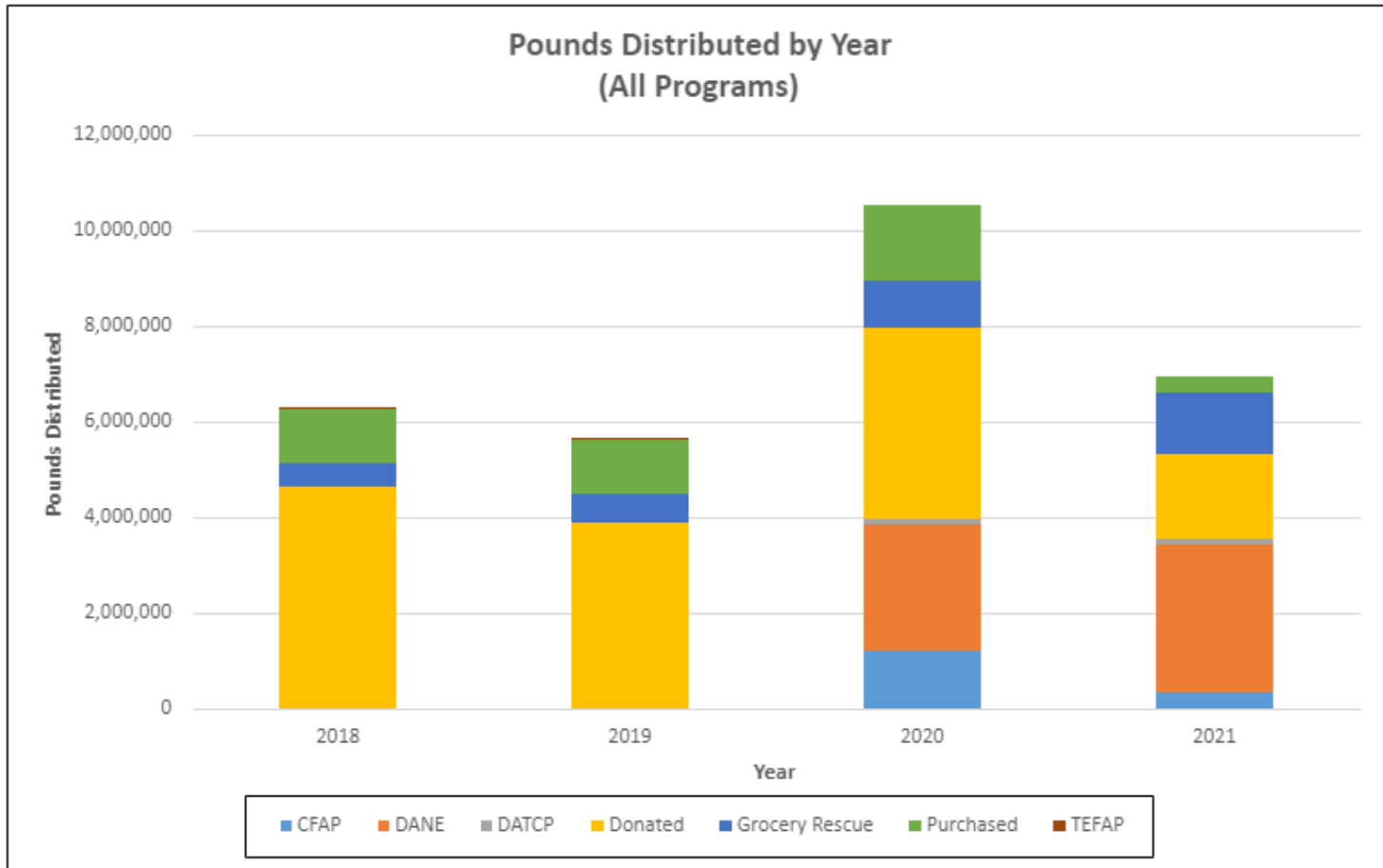


7 WI
Vendors

11 Dane
County
Vendors

> 6M lbs

CARES/DANE Impact on Distribution



What Did We Learn?



- Though our capacity was already stretched during the pandemic, this opportunity was vital in supporting the community.
- Local businesses are part of the solution, (not just \$\$)
- Local farmers and vendors make great partners
- Understanding need in the community is critical
- Be willing to re-invent your processes – learn and improve as the project moves forward
- Right-sized and right-skilled staffing is critical
- Strategic planning around logistics and distribution plans ensures less waste and more food to the community
- Would love to expand to other counties



Elderberry Hill Farm



As the growing season began in the Spring of 2020 **we had already ordered all of our seeds and started planting when it became clear that Covid-19 was going to completely change our vegetable business.** We were growing over 40 types of vegetables for restaurants in Dane County, but unfortunately they were no longer able to use most of them. Working with Second Harvest **allowed us to harvest nearly 100% of our crops and know that all of the fresh food was being eaten by people who needed it in our county. We were incredibly grateful for the financial support to keep our farm in business and for the opportunity to participate in a program that was having such a positive impact.** To see this initiative continue over two full seasons, during such challenging times, has given me optimism about our ability to come together to create programs that support local farms and expand access to fresh produce for everyone in our community who needs it.

-Eric Elderbrock, Owner

Emmi Roth and Klondike Cheese Makers



It really has been great for all of us to see these amazing cheeses be used in households for families to enjoy!

We were able to keep our conversion lines running smoother by breaking down the larger product into 1 or 2 pound pieces for the boxes you supply to your participants.

Working with Second Harvest has been a seamless process the entire time which makes any relationship work smoothly.



Questions



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