

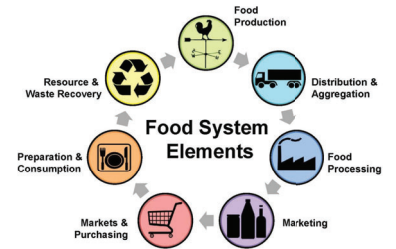


Community Food System Program Update

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

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 2010

Adapted by Christy Shi, Center for Environmental Farming Systems. From: Wilkin, J. and Eames-Shawley, M. Discovering the Food System: An experiential learning program for young and inquiring minds. Cornell University, Department of Nutritional Science and Horticulture. <http://www.discoverfoodscornell.edu/>



Community Food Systems Program Division of Extension

The University of Wisconsin-Madison Extension Community Food System Program **promotes thriving, just and resilient place-based food systems.** We support community organizations, Tribal partners, local governments, small-scale farms and food businesses, and community gardens.

- Food Policy & Planning
- Food Entrepreneurship & Local Market Development
- Food Sovereignty & Justice
- Food System Sustainability & Resilience

<https://foodsystems.extension.wisc.edu/>

Food Sovereignty & Food Justice

Food sovereignty is "the right of [all] peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems".

Nyéléni International Movement for Food Sovereignty

Food justice "seeks to ensure that the **benefits and risks** of where, what, and how food is grown, produced, transported, distributed, accessed and eaten **are shared fairly.**"

Oakland Food Policy Council

How I support these areas

Food Policy & Planning | Food Entrepreneurship & Local Market Development

Food Sovereignty & Justice | Food System Sustainability & Resilience

- Dane County Food Council (DCFC)
- Partners in Equity (PIE) Food Project grants
- Dane County Double Dollars program
- Dane County Food Action Plan
- Sliding scale local produce boxes: FairShare CSA Coalition Partner Shares
- Food Entrepreneurship Ecosystem Development (FEED): Workshops, Summit
- Farm to School market access for BIPOC and underserved growers & producers
- Increased school meal access and equity: Healthy School Meals for All WI Coalition

*These receive county funding



Applications
Due: annually
February 2024

The Dane County Partners in Equity (PIE) Food Project Grant program was created in 2018 to encourage the development of projects that advance equity and access in local food systems across Dane County.

- In 2024, annual PIE Food Project grant funding was increased from \$20K to \$40K.
- 68 projects total have been funded, with over \$156,000 total allocated.

Proposals should address one or more of the following focus areas:

- Increase access to healthy, local, culturally-relevant food
- Strengthen regional agriculture and ease access to land for growing food
- Decrease food waste and loss via recovery and redistribution of good quality rescued foods
- Enhance community voice in local food system development



PIE FOOD PROJECT GRANT

Applications
Due: annually
February 2024

Implement equity improvements annually

Based on Dec 2021 recommendations developed by the joint DCFC-MFPC Food Access, Relief, & Economic Support work group to increase equity of PIE and SEED grants

- Added focus area: "Enhance community voice in local food system development"
- Simplified application format with reduced writing composition
- Increased scoring transparency
- Higher priority for applicants outside the City of Madison & not-previously-funded applicants.

DOUBLE DOLLARS MADISON & DANE CO.

Available for Dane County FoodShare (SNAP) participants

- Provides a dollar-for-dollar match, up to \$20 per market day, at participating farmers markets in Dane County (June-Oct). *Administered by Community Action Coalition.*
- For purchases of fruits and vegetables.
- Redeem Double Dollars at Willy Street Co-op locations Oct-May.
- Funders include Dane County and City of Madison

- 2022 ave. monthly Dane County FoodShare participation: around 45,000 participants. **~18% increase since the pandemic began.**
- In 2021, 2,000+ people from throughout Dane County utilized Double Dollars.
- For every \$1 in new SNAP benefits, up to \$2 of economic activity is generated. (USDA Economic Research Service)



DOUBLE DOLLARS MADISON & DANE CO.

Dane County Double Dollars plays a critical role in supporting family **nutrition security**, which goes above and beyond basic food security:

"All Americans have consistent access to the safe, healthy, affordable **foods essential to optimal health and well-being**". (USDA definition)

Evidence shows that **nutrition incentive programs** (like Double Dollars) have a positive impact on reducing diet-related health disparities through increased access to and consumption of fruits & vegetables. (Health Promotion Practice Journal, 2020)

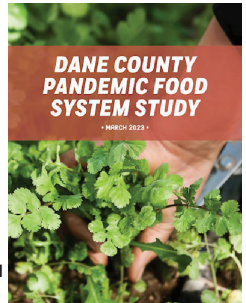
"My family and I would not have been able to get healthful & nutritious food or certainly as much of them without this program!" *Double Dollars participant*



Dane County Food Action Plan

Background:

- **2022: Dane County Pandemic Food System Study.**
Commissioned by Dane County & City of Madison. Led by Sift Consulting, LLC.
 - Purpose: Examine food system gaps & interim pandemic solutions
- **March 2023: Dane County Pandemic Food System Final Report.**
 - Recommends 5 overarching priorities & 10 actionable strategies for strengthening the local food system.
 - Highlights the urgency of allocating resources to develop a regional food



Dane County Food Action Plan

- May 2023: Report findings were incorporated into application for a **USDA Regional Food System Partnership (RFSP) grant** to develop a Dane County Food Action Plan. Dane County provided required match funding.
 - Coalition of food system partners: REAP Food Group, Dane County Food Council, UW-Madison Dane County Extension, Madison Food Policy Council, Public Health Madison & Dane County, Wisconsin Food Systems Inc., Dane County Food Collective, Mosaic LLC, & Sift Consulting LLC
- Nov 2023: RFSP grant awarded
- 2023-2025: Community engagement, relationship building, and development of Dane County Food Action Plan.



Questions

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Community Food Systems Program
Division of Extension

Program Areas

Food Policy & Planning

Food Sovereignty & Justice

Food System Sustainability & Resilience

Food Entrepreneurship & Local Market Development



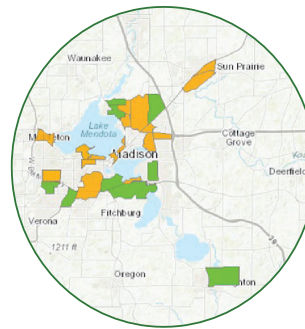
Community Food Systems Program
Division of Extension

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

Food Policy & Planning Food Entrepreneurship & Local Market Development

Food Sovereignty & Justice Food System Sustainability & Resilience

Low-Income + Low Food Access



A significant number or share of residents is... from the nearest food store	# of Dane residents	% of Dane population (2010 census: 488,073 total)
More than 1 mile (urban) or 20 miles (rural)	39,811	8.2%
More than 0.5 mile (urban) or 10 miles (rural)	99,230	20.3%

Source: USDA Food Research Atlas

Solutions

Cross-Jurisdictional Collaboration - Double Dollars



Double Dollars Seasons at Farmers Markets			
	2019	2020	2021
Double Dollars distributed	\$35,407	\$31,198	\$90,838
Double Dollars redeemed	\$34,698	\$30,574	\$78,769*
Double Dollars customers	1022	794	2075

*this number is from 12/14/21

Increased program funding in 2021 & 2022

- City of Madison & Dane County contributions increased
- Community Services Block Grant (CSBG) funding applied via CACSCW
- Increased donations via Willy Street Co-op customers



- 2022 average monthly participation in FoodShare in Dane County: around 45,000 participants. **~18% increase since the pandemic began.**
- In 2021, over 2,000 people from throughout Dane County utilized Double Dollars.
- For every \$1 in new SNAP benefits, up to \$2 of economic activity is generated (USDA Economic Research Service).

Program updates:

- Increased 2023 contributions: Dane County (+\$100K in ARP funds); City of Madison (+\$25K)
- Increased funding = more participants can access benefits, more food producers are supported, and possible expansion to additional farmers markets.
- American Heart Association is leading efforts for statewide nutrition incentives.



Food Entrepreneurship Mar-Apr 2023 series



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.

Virtual Spring 2023 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.

Food Entrepreneurship ecosystems development

March 9; & on Mondays from March 13-April 24

Dane County session: March 20, 1-2pm

Starting a Mobile Food Business:

Working with a Shared-Use Kitchen

- Chris Brockel, FEED Kitchens Food Systems Director
- Chef Thony "Mango Man" Clarke, Mango Man Cafe



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 Washbush: UW-Madison Community & Nonprofit Studies
 Allison Pfaff 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 tools for targeted local, regional, and state-level food systems stakeholders to fully realize the true value farm-to-school in Wisconsin.

Timeline: July 2022-June 2024