



Extension

UNIVERSITY OF WISCONSIN-MADISON

Examining and Addressing Food Insecurity

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UW-Madison Extension Dane County

Updates to Nutrition Assistance Programs



- 15% Increases in SNAP benefits ended in Sept 2021 (*impacts ~50K Dane County residents*)
- Permanent SNAP increase (40 cents per meal per person) due to revision of Thrifty Food Plan (first change since 1975)



- WIC benefits for fruits and vegetables increase through December 2021 (*impacts 2,767 Dane County families*)

Local Nutrition Incentive & Producer Support



Available for Dane County FoodShare (WI SNAP) participants

- For purchases of produce, meat, grains, dairy, legumes, and edible plants and seedlings
- Up to \$25 match per market day at participating farmers markets (June-Oct); administered by Community Action Coalition of South Central Wisconsin (CACSCW)
- Up to \$20 match at Willy Street Co-op locations during non-market months (Oct-May)

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

*final number available 12/31/21

Local Nutrition Incentive & Producer Support



Increased program funding in 2021 & 2022

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

Good Food For All Program



15 million servings of fruits and vegetables to communities in need across the country via produce box distribution

Pilot data showed people would buy more F & V if they cost less, suggesting an unmet marketplace demand.

Leverage data to create new opportunities for food retailers to offer affordable price points for economically disadvantaged communities.



GFFA Wisconsin: Early Care & Education Focus

PLANNING PARTNERS

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Healthy early

KIDS FORWARD
Every Kid. Every Family. Every Community.

weessn
Wisconsin Early Education
Shared Services Network

weca Wisconsin Early
Childhood Association

PARTNERSHIP FOR A HEALTHIER AMERICA

cac

American Transit Team

27 Early Care & Education Sites (9k servings of F&V)

LITTLE JOHN'S
FEEL GOOD FOOD

cac

GFFA: Parent & Provider Testimonials

"We have been able to try some new veggies as a family. I've introduced new foods to the children that either were too expensive to try prior, or I didn't even know what they were or what to do with them."



"This has been so exciting! The children were excited, the families were excited, and it really revitalized my enthusiasm for meal plans."



"We have completely changed our meal habits because of the boxes. Before, we would feed our kids separately for dinner and eat an "adult meal" later in the evening. Now, we're preparing food from the boxes together and eating together."

Other County-supported Initiatives

2021 Partner Shares Program

- 278 CSA shares provided
- 590 individuals served
- Almost 3x compared to pre-pandemic



2021 Healthy Food For All

- Distributed 150,000 lbs prepared food and 100,000 lbs recovered local produce (similar to 2020 numbers)
- Helping advise City of Madison's food waste reduction efforts as part of midwest cities consortium through the National Resources Defense Council (NRDC)



Questions



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