

Mission: Dane County Food Council is a committee of the Dane County Board, comprised of citizens and County Board Supervisors, which encourages active collaboration to explore issues and develop recommendations to create an economically, socially, and environmentally sustainable local food system for the Dane County region.

Priorities ▪ Leader	Goals	Strategies	Timeline/Status
Organizational Capability [references PFS Study*] Leader: *Organizational subgroup	1. Clarify DCFC’s mission, vision, and focus (internal process)	1A. Update DCFC’s county ordinance mandate, mission, and vision. Vote on update; advance to County Board.	
		1B. Review PFS Study* for recommendations within DCFC’s scope; make a plan to address these in future work.	
		1C. Examine the relevance and tactics of DCFC [from PFS Study*]	
		1D. Incorporate findings from DCFC/MFPC participation in the 2021-23 Johns Hopkins Values, Race, and Power Community of Learning Practice (COLP).	
		1E. Decenter White voices, White professional norms, & perpetuation of White supremacy culture. [from PFS Study*]	
Community Engagement Leader: *Community Engagement subgroup	1. Improve communication to the public: clarify DCFC’s role, increase awareness of DCFC, and increase DCFC’s community engagement, and connect community members.	1A. Make a plan to update and maintain the DCFC website to clarify what DCFC is and does, and include opportunities for community members to engage.	
		1B. Make a plan to increase the sharing of information and resources (programs, grants, events) via social media and listserv avenues.	
	2. Explore as an area for future work: Plan to reaffirm the role of DCFC within the community. [from PFS Study*]	2A. Explore options to engage UW-Madison CARDS (Community Advisors on Research Design and Strategies) or other community advisors.	Consider a future Food Summit event.
		2B. Glean input on this from the Regional Food Plan process.	
Food Access & Equity Leader: *PIE review subgroup	1. Prioritize equity in DCFC PIE Food Project grant funding program that supports food access for underrepresented and underserved populations.	1A. Regularly review the PIE grant process for opportunities to further increase equity. - Review the applicant pool to assess the need for more targeted outreach. Identify entities not being reached. - Pursue expanded language access options; video applications - Decenter White voices, White professional norms, & perpetuation of White supremacy culture. [from PFS Study*]	PIE grant funding doubled from \$20K per year to \$40K (beginning in 2024).
		1B. Update DCFC website to reflect PIE grant changes.	
	2. Explore additional opportunities related to food equity and access for DCFC to expand into.	2A. Connect with community groups representing a variety of cultures and communities, especially populations who are underrepresented and/or underserved within our food system	

Regional Food Plan [from PFS Study*] Leader: *DCFC reps (Bill, Jess)	1. Advise & provide inputs to the Food Plan project.	1A. DCFC has an active role in contributing info and ideas to the project via the DCFC reps on the Food Plan core team.	REAP Food Group leads Food Plan project. Timeline: 2023-2025.
	2. Inform & engage community members in the Food Plan project.	2A. Updates to community members on project work & engagement opportunities to participate in.	
	3. Plan for Food Plan implementation.	3A. Monitor for opportunities to implement components of the Food Plan. 3B. Keep Dane County Planning Dept. updated & informed so that Food Plan work can be incorporated into Dane County Comp Plan .	
Policy Recommendations Leader: *Policy subgroup	1. Develop policy priorities.	1A. Conduct policy scan; develop policy priorities and policy criteria screen.	
	2. Make a plan to pursue policy recommendations outlined in the PFS Study*.	2A. Audit County land use policies through the lens of encouraging and incentivizing small- to mid-sized food production in both rural and urban areas.	
		2B. Include local purchasing and equity mandates in all government food purchasing contracts.	
		2C. Increase transparency, tracking, and the public availability of information pertaining to County food contracts.	
	2D. Reassess and reconfigure current County grant funding opportunities for food system participants to ensure they are maximizing their potential.		
Food System Resource Recommendations Leader: *Funding subgroup; *DCFC/MFPC leadership/staff	1. Build out county/city staff capacity for food systems work, including interagency connections.	1A. Develop a proposal for expanded county/city food systems staff roles and collaboration.	
		1B. Call for interagency collaboration among county government staff connected to food systems.	
	2. Identify & advocate for budget needs and requests based on DCFC goals.	2A. Develop a timeline for identifying budget requests in time for annual Dane County budget process.	
		2B. Stay informed of grant opportunities that could fund DCFC work team goals.	

Additional Key Issue Areas

DCFC liaises with these community experts (among others) to monitor these areas:

Regional Agriculture & Food Sovereignty	Regional Agriculture & Food Sovereignty work team, REAP Food Group, Rooted
Food Waste & Recovery	Healthy Food For All, Madison NRDC Food Matters Initiative, Dane County Waste & Renewables
Food Entrepreneurship	FEED Kitchens, Dane County Food Collective, Madison Public Market, UW-Madison FEED Program
Food Access	Double Dollars program, FairShare CSA Coalition Partner Shares program (DCFC contributes funds to both)
Food Processing & Markets	Wisconsin Food Systems, Inc.

Associated Documents

1. Companion Action Plan Tracking document (forthcoming)
2. [PFS Study Recommendations Planning spreadsheet](#)

How DCFC Prioritizes:

(draft; partially based on [LA Food Policy Council](#))

- 1) Alignment with priority community needs, based on data gathered (e.g. the pandemic food system study).
- 2) Prioritize the most impacted communities in our food system, specifically low-income communities; workers; and Black, Indigenous, and People of Color.
- 3) County-based scope.
- 4) Actions that DCFC is uniquely positioned to carry out, due to being a government body (such as policy recommendations).
- 5) Fill gaps – aspects of the food system that need addressing, yet currently there isn't sufficient community capacity to address them.
- 6) Systems-level strategies.
- 7) In line with our current time, capacity, and funding.

Current Dane County Food Council Mandate

(from the ordinance establishing the Council, 2007-2008)

The Council shall:

- (a) Explore issues and develop recommendations to create an economically, socially, and environmentally sustainable local food system for the Dane County region.
- (b) Develop strategies to increase the amount of locally produced food the County and other local governments purchase.
- (c) Develop strategies to assist and empower local food producers in concert with other local entities such as the UW Center for Integrated Agriculture.
- (d) Work with and assist local municipalities to implement projects which promote local food, agriculture and economic development.
- (e) Promote the use of local foods to improve the health and nutrition of its local residents.
- (f) Develop long-term strategies and find opportunities to educate and inform a wide range of citizens about the Council's activities and seek citizen advice, comments and suggestions for building a better local food system.
- (g) Seek grants and other supplemental funding from foundations, state and federal governments, institutions of higher education and other sources to carry out the Council's work.

Addenda

2011-2018 DCFC Goals

(developed through a 2011 strategic planning process & used to create Action Plans from 2011-2018)

- 1) Develop food and agriculture policy recommendations for Dane County
 - a. Identify key issues that County Government can address
 - b. Engage stakeholders in exploration of issues within the food system; Offer opportunities to identify stakeholder concerns, priorities, and suggestions for food and agriculture policy.
- 2) Advocate for food and agricultural policy that supports our vision for the Dane County food system
 - a. Promote Sustainable Ag agenda, as proposed by sub-committee in 2010
 - b. Research, develop and implement recommendations on equity and access to healthy food.
 - c. Research, develop and implement recommendations to decrease and divert food waste
 - d. Research, develop and implement recommendations to improve land access for food production.
 - e. Research and recommend emerging food policy & sustainable Ag issues as determined by Dane County Food Council & Coalition
- 3) Promote public education and outreach on food and agriculture issues
 - a. Organize public education and outreach activities
 - b. Maintain website, listserv and other social media efforts to keep public informed
- 4) Collaborate with the Dane County Food Coalition, Madison Food Policy Council, Healthy Food for All Children, Madison Dane County Public Health Department and other groups in the community in addressing food system and agriculture issues
 - a. Communicate with these groups regarding meetings and actions
 - b. Assist with facilitation of the development of collaborative projects and actions
 - c. Be a resource for information for food system organizations on funding for collaborative projects
 - d. Review and respond to emerging reports and needs assessments as available

2019 DCFC Proposed Goals

(developed through a 2019 strategic planning process & used to create Long Term Vision Ideas)

Food Waste & Recovery/Wasted Food

- 1) Reduce the amount of food going to waste in Dane County
- 2) Redirect food from the waste stream

Food Entrepreneurship

- 1) Reduce barriers for food entrepreneurs to have a successful, stable local businesses
- 2) Support the development of needed infrastructure to support a vibrant local food system

Urban/Peri-Urban Agriculture

- 1) Increase urban/peri-urban ag activity in Dane County.

Food Access

- 1) Decrease reliance on the emergency food system/food pantries.
- 2) Increase access to healthy food through normal retail channels for people in all neighborhoods and communities.
- 3) Address systemic issues that contribute to lack of healthy food access

Dane County Food, Growers, & Producers

- 1) Increase the market and opportunities for Dane County food growers & producers.
- 2) Increase % of local food purchases from Dane County Institutions that procure food
- 3) Increase restaurant purchase of local produce.

Educational Programs

- 1) Consolidate & collaborate on food system education provided in Dane County - to broaden outreach.
- 2) Increase connectedness of those people and organizations doing food systems work, and educate about systems approaches.
- 3) Step up Dane County Food Council educational events/presence to/in the community about local food.

Organizational Capacity

- 1) Increase people on DCFC.
- 2) Use work team structure to accomplish DCFC goals and bring more people in to DCFC.
- 3) Mobilize Dane County Food Systems Coordinator staff support for DCFC work team goal work.
- 4) Identify & advocate for budget needs and requests based on work team goals.
- 5) Increase the visibility of the Dane County Food Council brand.