


**2008-2009
Building Communities Educational Series**

Local Food Networks: Food Localization as a Sustainability Strategy

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Today's program supported by the **Wisconsin Local Food Network**

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**Local Food Networks:
Food Localization as a Sustainability Strategy**

Anne Pfeiffer, Ag Innovation Center, UW-Extension

Gerry Campbell, Dane County Food Council

Jasia Steinmetz, Central Wisconsin Farmshed & School of Health Promotion and Human Development, UW-Stevens Point

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Today's Presenters:



Anne Pfeiffer,
UW-Extension



Gerry Campbell,
Dane County Food
Council



Jasia Steinmetz,
Central WI Farmshed
Council

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Anne Pfeiffer

Anne Pfeiffer is an agricultural innovation specialist at the Agricultural Innovation Center at UW-Extension. She has worked with commercial small and mid-size vegetable and dairy farms supplying CSA, farmer's markets, retail, and restaurants. Anne has also worked with agricultural education program design and management and community economic and asset development. Anne has a BA in Geography and Languages and Culture of South Asian from the University of Wisconsin-Madison.

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Gerry Campbell

Gerry Campbell was appointed in 2005 by County Executive Kathleen Falk as one of the initial members of the Dane County Food Council. He serves on the Education and Outreach and Institutional Food Purchasing sub-committees of the food council. Gerry was a founding member of the Board of the Madison Based REAP food group. Gerry grew up on a small farm in central Ohio. He has served as Professor and Extension Specialist in the Department of Agricultural and Applied Economics at UW-Madison since 1973. He has been a Faculty Associate, UW-Madison Center for Integrated Agricultural Systems. His teaching, learning and public work frequently focuses on building environmentally, socially and economically sustainable local food systems. Gerry Campbell lives in Madison with his wife Karen Goebel.

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Dr. Jasia Steinmetz

Dr. Jasia Steinmetz is Associate Professor of Nutritional Science and epidemiologist at the University of WI-Stevens Point. She is also a Registered dietitian and nutrition consultant. Her area of expertise includes sustainable food systems, food security and complementary medicine. She is involved in the Central Rivers Farmshed, the WI Local Food Network and various other organizations that support farm to table efforts. Jasia is also a gardener and food preservationist.

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Local Food Networks: Food Localization as a Sustainable Community Strategy

“One of the most important gifts of food is to convey a cultural imagination, giving us a “taste” of life. We eat certain foods, and our imagination gains weight.”


The Re-Enchantment of Everyday Life by Thomas Moore, pp 58-59, HarperCollins Publishers, 1940.

Intro – Local Food System Primer

Celebrating Communities of Local Food

A Healthy Local Food System supports a holistic community.

Food is one of our clearest connections to the eco-systems we share and co-create.




Local Food definitions

- Local food is a celebration of what is produced within a region **near** you and a celebration of those farmers who grow **unique** foods.
- Wild rice: local to Minnesotans and Wisconsinites and unique to Floridians
- Parmesan cheese: local to Parma, Italy where it has been produced for ages



What is Local Food?

- Choose more foods that you identify as being produced **near** you
 - Within your county
 - Within your state
 - Within your area, e.g. Midwest
 - Within your country
 - Within your hemisphere



Considerations in local food choices

- Areas of Impact:
 - Environmental
 - Social
 - Agricultural
 - Economic
 - Aesthetic, etc.
- Who is affected? (some win, some lose)
- Long term versus short term
- This is a partial list of impacts

Indications of Local Food's Economic Impact

- More than \$7 million of fresh foods were sold in 2001 to consumers through community based, regional marketing networks that have emerged in both urban and rural areas over the past 10 years.
- The number of farmers' markets in the U.S. rose 63% from 1994 to 2000, to a total of 2,863 markets.
- The nation now has 600 to 1,000 new-style farms that call themselves "Community Supported Agriculture (CSA) farms."
- More than 10 million urban dwellers raise vegetables in small gardens across the country.
- Thirty-eight U.S. cities host community garden projects. One-third of the nation's 6,000 community gardens were formed in the past decade.
- Residents in more than 130 U.S. locales are organizing local food systems projects.
- Through the Community Food Security Act, the U.S. Department of Agriculture (USDA) granted \$15 million of support to 101 local food system initiatives in 40 states from 1996 to 2002.

Community Development and Community Capitals

<http://www.ncrcrd.iastate.edu/projects/commcap/7-capitalsshandout.pdf>

Community (Food Systems) Development and Community Capitals

Storage Loans

<http://www.ncrcrd.iastate.edu/projects/commcap/7-capitalsshandout.pdf>

Wisconsin Local and Regional Food Systems Overview

- Where do consumers get local food?
 - WI has a wide variety of direct and wholesale market options
- What resources support those markets?
 - The WI Local Food Network and a host of other organizations support existing markets and help to develop new opportunities

Local Food System Flow Diagram

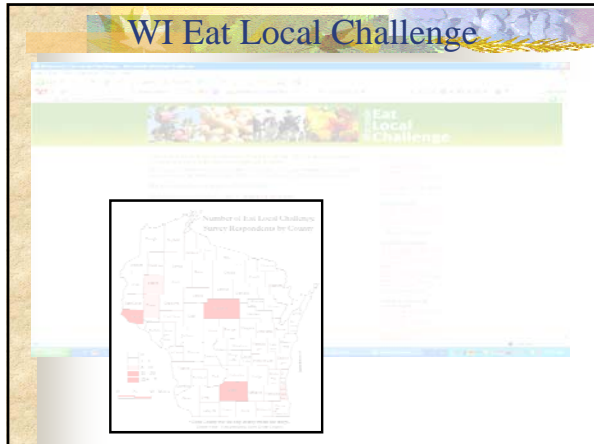
Graphic inspired by Brandy Agerbeck's illustration of Thomas Friedman's book, *The World is Flat*. It is intended to show the complexity of the "local food" system and stimulate conversation. Developed by [Wisconsin Thrive](#) in December 2008. Organic farmland data from USDA.

Indicators of a sustainable agriculture food system:

- Organic farms (785-900)
- Farmers markets (200+)
- CSAs (85+)
- Number & distribution of local & regional food groups

Wisconsin Farmers' Markets

Wisconsin Certified Organic Farms and Businesses







Case Study:
Appleton Downtown Farmers Market

Elements of this successful program:

- Vision and political will
- Democratic process
- Plans for keeping it going




Distribution Models

Entrepreneurs and Community groups can look to successful models

Common Characteristics of Successful Local Food Distribution Models

- Diversity within a system
- Need for processing
- Skilled management
- Communicate a story
- Transparency over certification
- Quality is critical
- Varied business models



Wisconsin Local Food Supporters



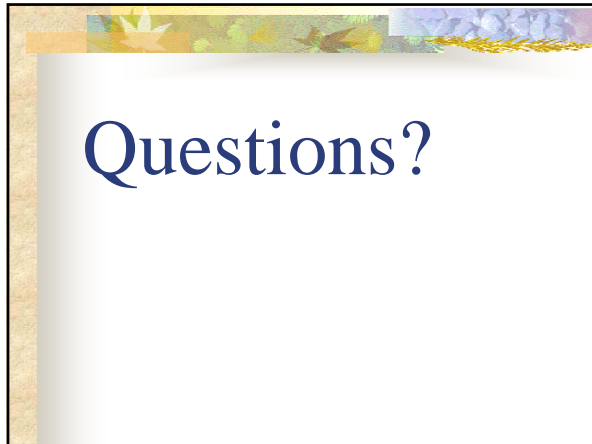
- WI Dept. of Agriculture, Trade & Consumer Protection
- WI Dept. of Health and Human Services
- WI Counties Association
- WI Rural Partners
- WI Grocers Association
- WI Restaurant Association
- & many others

Wisconsin Local Food Network

- WI Local Food Summits held annually since 2007
 - Attendance has been 150-300+
 - Held jointly with Midwest Value-Added Conference on alternate years
- WI Local Food Network offers year-round collaboration and resources
 - WLFN list-serve
<https://lists.uwex.edu/mailman/listinfo/wilocalfoodnetwork>
 - WLFN wiki
<http://wisconsinlocalfood.wetpaint.com/>

Next Steps

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Next session

May 19, 2009, 11:30 a.m. - 12:30 p.m., Central Time

Sustainability Indicators and Measurement

Presenter: John Talberth, Director, Sustainability Indicators Program, Redefining Progress

It's one thing to pass a resolution to become a sustainable community or adopt a corporate sustainability policy and another to make steady progress toward that end. How do you gauge overall health and long-term sustainability? Sustainability indicators use data to measure that progress. The resulting information can be used to raise awareness about community health, the environment, social well being and economic development. Learn about an array of indicator models across the country and how they are used as a basis for further policy development, funding targets, and improved activities and strategies to promote sustainability.


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