

2009 Wisconsin Buy Local Food Regional Workshops

February 4th, Eau Claire

February 5th, Phillips

February 6th, Oconomowoc

February 7th, Platteville



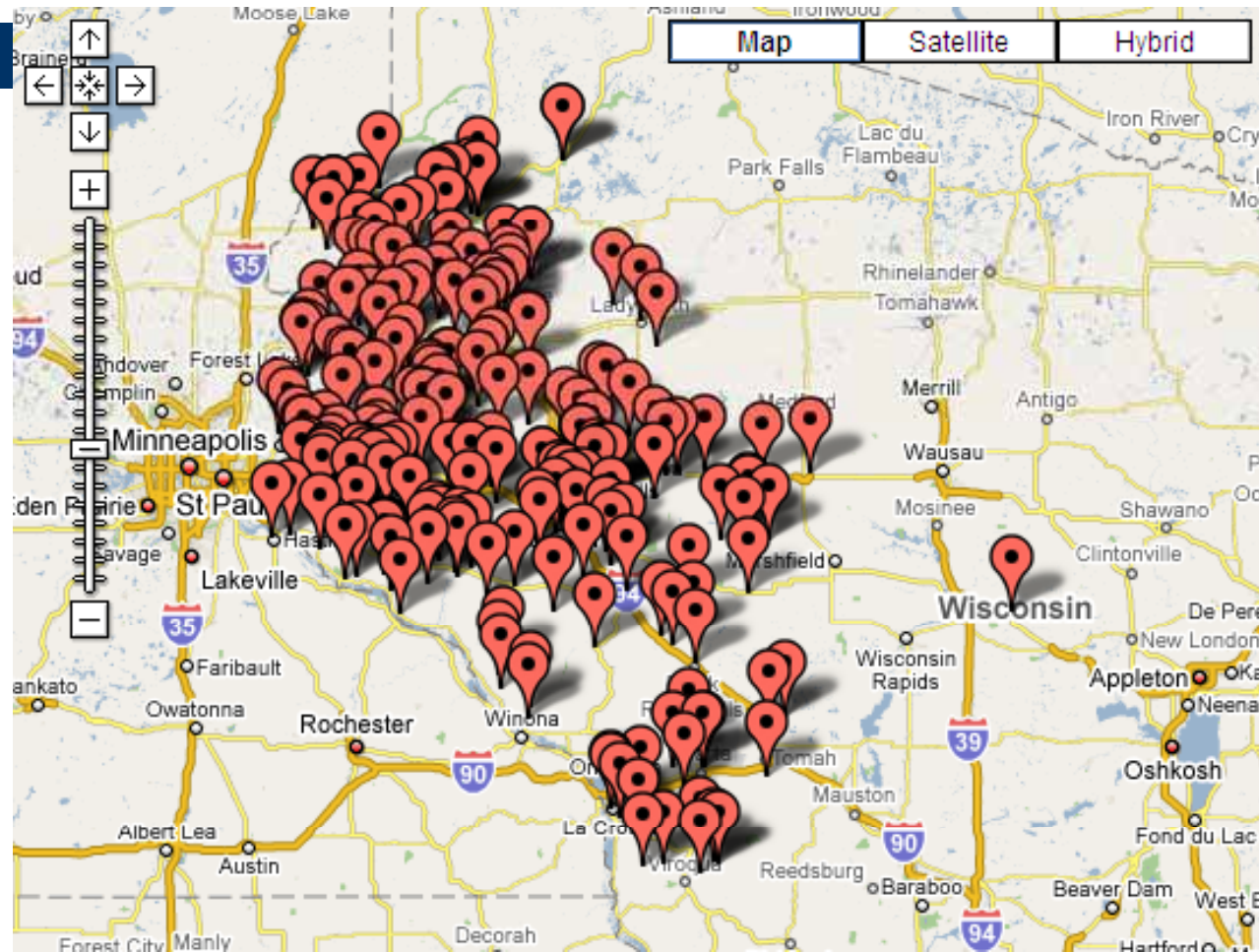
Local Food Systems – An Overview

- Why buy local?
- What's already happening in our region
- What else is happening?
- Overview of afternoon
- Finalize 3-4pm work groups

Why Buy Local?

- It tastes great!
- It's healthy
- It's safe
- You can know more about it
- It's fun
- It helps local farmers
- It helps the earth
- It helps communities
- It's easy!
- Why else?

What's already happening in our region?



What's already happening in our region?

Collaborative Promotions

Chippewa Valley Eat Local Challenge

Community Supported Agriculture

Twenty-Six (26) or more

Farmers Markets

Thirty-Eight (38) or more

Farm Fresh Atlas

Western Wisconsin Farm Fresh Atlas

Farm to School

Americorps Farm to School Project
Statewide

Home Delivery

Just Local Food

Local Marketing Co-ops

Home Grown Wisconsin Cooperative
Six Rivers Cooperative

Local and Regional - Local Food Initiatives

Northwest Wisconsin Regional Food Network
Slow Food Chippewa

Produce Auctions

Central Wisconsin Produce Auction

Student / Campus Local Food Initiatives

Foodlums - UW Eau Claire

Sources for information on Wisconsin Local Food Initiatives:

<http://www.uwex.edu/ces/agmarkets/aic/fooddirectory.cfm>

<http://wisconsinlocalfood.wetpaint.com>



What else is going on?



Overview of afternoon

- 1:30 - 2:15: **Buy Fresh, Buy Local Case Study:** Rachel Armstrong from REAP Food Group will share REAP's experiences with a local food campaign.
- 2:15 - 2:45: **Resources for a Local Food Program,** Teresa Cuperus, DATCP
- 2:45 - 3:00: **Break**
- 3:00 - 4:00: **Choosing a Local Food Promotion Strategy:**
Work Groups
- 4:00 - 5:00: **Networking Hour**
(hors d'oeuvres featuring local food to be served)

Local Food Promotion Strategizing

