

# **NW WISCONSIN REGIONAL FOOD NETWORK**

<http://www.uwex.edu/ces/cty/barron/cnred/foodnetwork.html>

(Meeting information, web links)

<http://www.wifarmfresh.org/index.cfm>

(Farm Fresh Atlas application deadline – Feb. 12<sup>th</sup> - EXTENDED)

## **A SEMI-REGULAR NEWSLETTER ISSUE #3 FEBRUARY 2007**

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### **IN THIS ISSUE**

**AGENDA FOR FEBRUARY 21<sup>ST</sup> 2007 MEETING\*\*\*  
MINUTES FROM JANUARY MEETING  
RISK MANAGEMENT EDUCATION GRANT UPDATE  
1<sup>ST</sup> WISCONSIN LOCAL FOOD SUMMIT  
MOSES-LED ORGANIC WORKSHOPS  
NEWS TO SHARE  
UPCOMING EVENTS & FUNDING OPPORTUNITIES  
CALL TO ACTION**

### **\*\*\*WATCH OUT FOR DEER!**

#### **AGENDA FOR FEBRUARY 21<sup>ST</sup> 2007 MEETING**

6PM – 9PM. Meeting to include another spectacular home-made dinner by ON FIRE OVENS! at the Boyceville Community Center in Boyceville, WI. This is a low brick building at 1233 Charlotte St. (corner of hwy 79 and Charlotte two blocks South of hwy 79 and 170 intersection - approximately 30 minutes drive from Barron and Eau Claire; 1 hr. from River Falls)

Suggested donation \$10 for dinner; attendees also expected to assist with clean up. If you are low on cash we understand – nobody will go hungry! Please RSVP at 715 537 6250 or email [andrew.dane@ces.uwex.edu](mailto:andrew.dane@ces.uwex.edu) so Jenny knows how much food to prepare for dinner...or just show up if its last minute – there is always enough to go around

#### **Introductions**

Eat dinner in clusters & cluster updates

Reports - networking/sharing & outreach/marketing

Upcoming grants, educational opportunities, & research possibilities

Local food summit debrief

John Ikerd event debrief

Dreaming for the Big Picture - Creating a NW WI Regional Food System

What's in a name? Our name, our boundaries

Set next mtg. date/agenda

#### **MINUTES FROM JANUARY 17<sup>TH</sup>, 2006 MEETING**

Boyceville Community Center  
Boyceville, WI, 6:00-9:30

A brief summary of the meeting is below. Full minutes will be posted to website when they are available. Thanks Jane for continuing to do the minutes!

Approximately twenty-five people were in attendance for the meeting. Another fantastic healthy and hearty meal was served by Jenny Elliot from On Fire Ovens! Several cluster groups met for the first portion of the meeting. The vegetable and fruit cluster decided to go ahead and move forward with the feasibility study/business plan for a marketing cooperative that would include more than vegetables and fruits – possibly also meats for example. The group decided to pursue some type of fundraiser to help raise the \$5,000 dollars needed for the studies. The healthy meat group spent time planning the February 17<sup>th</sup> John Ikerd dinner in Rice Lake. The ethnic meat and agri-tourism clusters also met but with smaller numbers. The herbs and flowers group met and talked about bringing in an expert herb grower from California to assist with their goal setting and action planning, among other things. The whole group re-convened toward the end of the evening. It was decided that we should spend some time as a full group at our upcoming meeting to do some group goal setting and visioning. In other words, re-visiting some of the big ideas we discussed in the past.

#### **RISK MANAGEMENT EDUCATION GRANT UPDATE**

Several cluster groups have been formed to develop goals and strategies as part of the Risk Management Education Grant. A web page has been created for the project linked from our homepage where you can find contact information and other resources to assist you. It appears as though we can use our cluster group grant funds to travel to visit with resource experts, visit relevant projects, etc...as long as we OK these expenses beforehand.

#### **1<sup>ST</sup> WISCONSIN LOCAL FOOD SUMMIT**

One outcome of the food summit is the creation of a Wisconsin Local Food Network which will include several listserves for those pursuing similar goals. I will post that information on our website and the yahoo groups site when it is available.

#### **MOSES-LED ORGANIC WORKSHOPS**

Several organic workshops have been scheduled for our region. If interested please contact Kevin Schoessow - [kevin.schoessow@ces.uwex.edu](mailto:kevin.schoessow@ces.uwex.edu)  
I will try to bring details to our next meeting to share.

#### **NEWS TO SHARE**

##### **Gordy's Grocery seeking a couple local farmers**

Jon Behling put me in touch with the folks at Gordys' grocery stores in Chippewa Falls area. In addition to agreeing to distribute farm fresh atlases in their grocery departments they are looking for a few farmers to buy from this upcoming season. If you are interested let me know.

### **From Ken Sequine**

...Some friends of mine own "The Produce Exchange" in the new Midtown Market in the old Sears building in Minneapolis. They are always looking for locally grown food, herbs & flowers, especially if there is a story. I'd be happy to post more info about contacting them if you think people would be interested. <http://www.midtownproduceexchange.com/>

### **Unhappy Meals, Michael Pollan**

"Thirty years of nutritional science has made Americans sicker, fatter and less well nourished. A plea for a return to plain old food," according to *The New York Times Magazine*. [Full Story](#) (free registration required)

**CRAFT** - John Hendrickson from UW-Madison Center for Integrated Ag Systems shared this information with me – I thought it might be of interest. Briefly, **CRAFT** is a network of farms that offers enhanced learning and training opportunities to all workers and interns on the farms in the network. For details, see the following web site:

<http://www.cslearningcenter.org/craft.html> The CRAFT Coordinator is Parker Forsell. His contact information is: 815-389-8455, [parker@cslearningcenter.org](mailto:parker@cslearningcenter.org)

### **NEW HILLSBORO MEAT PACKING HOUSE TO PROCESS NATURAL ORGANICALLY GROWN MEATS**

- Jack Annis

Hillsboro Meats will be a custom and commercial butchering and processing plant to supply the demand for organic, all-natural, and grass-fed beef as well as organic and all-natural pork for local suppliers, food coops and personal consumption. The company owned by local farmer and entrepreneur, Jim Kolkmeier, plans to offer a fresh beef and pork retail store plus custom butchering for the public in addition to contract sales and orders from commercial customers. On October 23rd the Wisconsin Secretary of Agriculture, the Mayor of Hillsboro and many other local dignitaries and friends, held a ground breaking ceremony for the facility which will be located in the City of Hillsboro. Hillsboro is located in Vernon County and is the home of more organic farms than any other county in the state. The company sees this as a great opportunity to help the farmers and the community as well as providing the area with a supply of locally produced beef and pork. What makes this operation unique is the use of an attached greenhouse to act as a natural filter to process wastewater from the plant and eliminate effluent to the City waste water treatment plant. SHWEC provided technical details for the system earlier this year which convinced the company to use this non-polluting green technology. The system uses a greenhouse that will contain a digester to convert the wash water from the floor to ammonium and phosphorous. This water will go through a hydroponic greenhouse, and the water will then be recycled through the plant again as clean wash water for the floor. Leaf vegetables grown in the greenhouse will supply a greengrocery next to the meat counters.

### **UPCOMING EVENTS**

#### **Rural and Urban Life Gathering**

Tony Ends has put together quite a line up for this gathering.

Shalom Retreat Center  
February 1-2, Dubuque, Iowa  
<http://cclpmidwest.org/>

### **NW Wisconsin Graziers Network Annual Winter Meeting**

WITC, Rice Lake,  
8:30-3:30, Sat. Feb. 17

Special guest, John E Ikerd, is presenting at the conference. To learn more visit his website at <http://www.ssu.missouri.edu/faculty/JIkerd/>

Here is a summary of what he will address at the graziers meeting:

#### *Sustainable Grazing: Managing for the Triple Bottom Line*

American farmers today are being forced to choose between two very different paths to the future. The first path is toward consolidation into even larger, specialized operations, producing basic commodities under corporate contractual control. The second path is toward smaller, diversified entrepreneurial operations, producing specialized food products for discriminating customers. Most livestock graziers have been on the second path. But with the increased popularity of grass-based meat and milk, some are being lured into the industrial mainstream. Those graziers who choose to remain on the second path will have produced meat and milk products that are not only safe, healthful, and nutritious, but that also have ecological and social integrity – foods produced sustainably. Second-path graziers, sustainable grazers, must manage for the ecological, social, and economic bottom-line – the triple bottom-line. Contact Otto Wiegand for more information: [otto.wiegand@ces.uwex.edu](mailto:otto.wiegand@ces.uwex.edu)

### **John Ikerd Community Presentation**

Contact: Tracey Mofle (715) 790-9177; Mike Brenna (715) 986-2314  
Date: February 17, 2007 @ 5pm – Ritzinger Hall, UW-Barron County Campus

The public is invited to hear John Ikerd, author of "Sustainable Capitalism," speak in Rice Lake on Saturday, February 17. His presentation, "The New American Food Movement: What's driving it? Where is it going?" will examine consumers' increasing concern about the impact of their food choices on the natural environment, the productivity of the land, and the people involved in the production process. Worldwide, a growing movement is supporting successful farmers markets, Community Supported Agriculture (CSA), natural food stores, and regional food system development initiatives which give consumers more options to find foods that help them preserve important values on the social, ecological, and economic levels. For more information, visit the yahoo groups site <http://groups.yahoo.com/group/nwrfn/>

### **Upper Midwest Organic Conference**

February 22-24, LaCrosse WI  
<http://www.mosesorganic.org/umofc/intro07.htm>

### **Meat Marketing: Some of your business**

March 24<sup>th</sup>, WITC, Rice Lake WI

Being organized by Andrew Dane, Judy Moses, and Kevin Schoessow.

We have two exciting speakers lined up for this event: **Arlin Wasserman** is the founder and principal of Changing Tastes, a consultancy that provides business planning, brand management, product development and marketing insights to Fortune 100 and start-up food companies and trade associations as well as foundations, faith-based and nonprofit organizations working to issues of public health, food, environment and community development. **Hollis Ashman**, The Understanding & Insight Group, *Catalyst for Adaptive Growth* will speak on what makes food craveable and what makes meat craveable...how to understand consumers, how to listen to them, and what they are looking for.

### **Your Path to the Marketplace**

A marketing workshop for artists and growers

May 5th, WITC, Rice Lake, WI

More information forthcoming

### **FUNDING OPPORTUNITIES**

#### **2007 Ag Development and Diversification Grant**

<http://www.datcp.state.wi.us/mktg/business/marketing/val-add/add/index.jsp>

### **Robert Wood Johnson Foundation**

( <http://www.rwjf.org/> ) Vulnerable Populations Portfolio, Fresh Ideas: Improving the Health of Immigrant and Refugee Communities aims to give immigrants and refugees the tools and support they need to improve and maintain their own health.

### **CALL TO ACTION**

#### **Buy Local, Buy Wisconsin**

- From Jeanne Merrill, Michael Fields Agricultural Institute.

Over the course of many months, the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) convened meetings to discuss barriers to regional food systems and agricultural tourism in the state. Over 70 people participated, including farmers, farm group leaders, Extension agents, state agency staff and nonprofits organizations (including several from our network). The Buy Local, Buy Wisconsin program has the following objectives:

1. Develop, expand and enhance regional food markets for Wisconsin producers and processors
2. Increase consumer awareness and access to high quality locally produced foods
3. Expand regional agricultural tourism in Wisconsin

The program's two components are 1) Regional food system development and 2) Food & culture tourism trails.

Through the program, DATCP will offer a competitive grants program to farmers, community organizations, nonprofits and businesses to develop regional food markets and food and culture tourism trails. DATCP will also provide technical assistance to help address barriers to regional food markets, including issues of marketing, processing, and distribution. Whether it is increasing access to local food in school lunches, hospital cafeterias or restaurants, Buy Local, Buy Wisconsin will provide the critical resources necessary for Wisconsin communities to expand their local food markets. The program budget is \$550,000 annually, which includes \$225,000 in competitive grant dollars.

Here are some of the reasons why people support Buy Local, Buy Wisconsin:

- Buy Local, Buy WI will meet growing consumer demand for local food.
- Buy Local, Buy WI will increase access to regional food markets for Wisconsin farmers.
- Buy Local, Buy WI will develop regional food tourism trails, building upon WI's agricultural heritage.
- Buy Local, Buy WI represents the first comprehensive approach to keep food dollars in Wisconsin communities, which will help local businesses, improve farm income, and increase consumer access to healthy food.
- Buy Local, Buy WI makes good sense for our economy and our health.

### **Contact Your Representatives**

State Senator Julie Lassa announced this month that she will introduce legislation to fund the Buy Local, Buy Wisconsin program. To make Buy Local, Buy Wisconsin a reality, we need your help. Senator Lassa's office has asked for other Assembly and State Senator co-sponsors of the Buy Local, Buy Wisconsin bill. The deadline for co-sponsorship is February 6th. **Here's what you can do:**

- **Write a letter or call your Assembly and State Senators to encourage them to cosponsor the Buy Local, Buy Wisconsin bill (no bill number has been assigned yet).**

It's critical that between now and February 6th, your representatives hear from you and others in your community. If you would like more information about the Buy Local, Buy Wisconsin initiative, please contact Jeanne Merrill with the Michael Fields Agricultural Institute at 608-256-1859 or [jeannemerrill@earthlink.net](mailto:jeannemerrill@earthlink.net)

### **National Campaign for Sustainable Ag Action Alerts**

- From Margaret Krome, Micheal Fields Agricultural Institute

I promised at the Local Foods Summit last Thursday that I would send information about how to get National Campaign for Sustainable Agriculture resources and action alerts that circulate nationally to the sustainable agriculture community. Signing up to get action alerts and then responding to them will be a crucial way that you can help influence the outcome of the 2007 Farm Bill. Also, the movement-related information that is sent to supporters on this database can help you in your work. Here's the link to sign up.

<http://www.sustainableagriculture.net/signUpAA.php>

**NORTHWEST WISCONSIN REGIONAL FOOD NETWORK**

A grassroots group of local farmers, volunteers and agency staff working together to create a regional food system that connects consumers back to the land and provides locally produced, fresh and nutritious foods to all segments of our community while preserving the region's environment and sustaining the local economy for years to come