



## Sustaining Our Food – Our Health, Our Livelihoods Seminar to be held on Oct. 4 in Algoma



A collaborative group of UW Extension, the Farm Market Kitchen, League of Women Voters and the Lakeshore Natural Resource Partnership is hosting a seminar and food fair in Algoma on Sat. Oct. 4.

The half-day seminar will focus on food sustainability and is titled *Sustaining Our Food – Our Health, Our Livelihoods*. The seminar will be held at the Farm Market Kitchen, 520 Parkway Avenue, Algoma from 9 am to 12:30 pm followed by a food fair featuring locally produced foods. The morning will begin with coffee and conversation, followed by a series of lectures and panel discussions.

8:30 a.m. Coffee & Registration  
 9:00 a.m. **Fred Depies**, coordinator of the Farm Fresh Atlas, will provide an overview and framework for sustainability as it relates to food and agriculture, in general.  
 9:30 a.m. **Gayle Coleman**, UWEX and Wisconsin Nutrition Education Program will address broader sociological issues that affect food choices in our country, including cost factors and nutritional needs.  
 10:15 a.m. Concurrent Panel Sessions – forum participants can choose one of two panels below to attend:  
 Panel 1: **Moving Towards Sustainability in Agricultural Practices** – three diverse area

farmers will address their vision for their farm, the sustainable practice(s) they currently employ, unsustainable practice(s) they currently employ and challenges/barriers to implementing sustainable practices.  
 Panel 2: **Availability and Access to Sustainable Food Choices** – three examples will be presented (community/backyard gardening, community supported agriculture, and food pantries) that ensure availability and access to sustainable food sources regardless of socioeconomic status. They will address what we can do to increase availability and access to local food systems and challenges/barriers to sustainability.

11:15 a.m. **Supporting Local Food Systems** – this panel discussion will include a representative from a local restaurant, the 100 mile diet concept, and the Farm to School program. They will address why they value local food systems, challenges and barriers to carrying locally produced foods, and rewards and advantages to carrying locally produced foods.  
 From 12:30 to 3:00 p.m. participants will be able to sample locally produced foods provided by a range of vendors including cheeses, meats, and other tasty morsels.  
 For more information or to register go to <http://www.uwex.edu/ces/cty/kewaunee/> or contact Claire Thompson at UW Extension: 920-388-7141.

County businesses, with half of those expenditures occurring between June and August. **Figure 1- (Below left)**

## Tourism In Kewaunee County

As the 2008 main tourism season wraps up for Kewaunee County, it is a good time to reflect on how we've done in the past, and where we could be in the future in terms of developing our

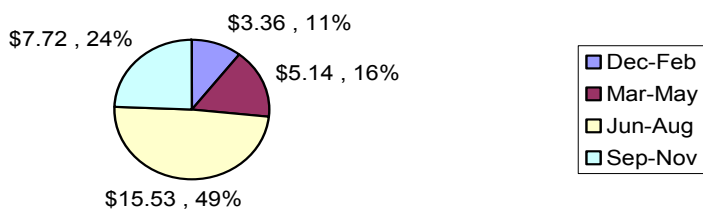
local economy to satisfy visitor needs. Although we don't yet have official numbers for 2008, below are some data from the Wisconsin Department of Tourism comparing Kewaunee County

with other counties in the State of Wisconsin in recent years.

Last year, in 2006-2007, tourists spent nearly \$32 million in Kewaunee

County businesses, with half of those expenditures occurring between June and August. **Figure 1- (Below left)**

**Figure 1 Kewaunee County Tourism Spending 2006-2007  
 By Quarter - In MILLIONS  
 TOTAL - \$31,749,848**



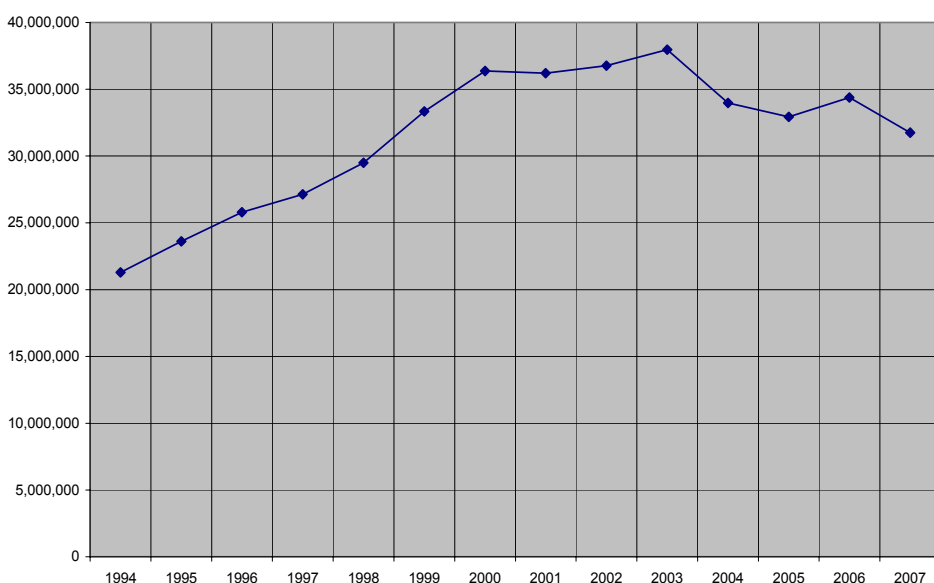
**Figure 2—**Although \$32 million is a substantial amount for a small county such as Kewaunee, we lag behind most other counties in the State, ranking in 65<sup>th</sup> place, below all of our neighboring counties.

Rank	County	Total Expenditures
1	Milwaukee	\$1.7 Billion
5	Brown	\$ 530,063,680
7	Door	\$ 404,194,585
9	Sheboygan	\$ 352,495,612
26	Manitowoc	\$ 131,178,105
62	Calumet	\$ 38,744,914
65	Kewaunee	\$ 31,749,848
72	Pepin	\$ 9,005,465

**Figure 3—**In looking at tourism expenditures in Kewaunee County over time, we can see below in Figure 3 that Kewaunee has experienced a 49%

increase in growth, however these numbers are actual numbers and have not been adjusted for inflation.

**Figure 3 KC Tourism Travel Expenditures - 49.1% increase 1994-2007**



**Figure 4—**Yet, when compared with growth to other counties in the state, Kewaunee County ranks dead last in

growth in tourism spending between 1994 and 2007.

Rank	County	% Growth
72	Kewaunee	49.10
71	Portage	56.50
70	La Crosse	63.41
69	Milwaukee	66.10
66	Manitowoc	70.87
55	Pepin	93.28
	State Total	121.70
39	Door	124.17
38	Brown	124.40
26	Calumet	140.38
6	Sheboygan	219.48
3	Sauk	266.88
2	Florence	326.77
1	Menominee	1170.20

### What are some conclusions from these data?

Kewaunee County currently depends on tourism dollars to keep the local economy humming – it is responsible for \$32 million of “new” dollars injected into the local economy and employs over 800 people, with nearly half of that boost coming during the

summer months. “New” dollars injected into our local economy enable growth in business, jobs, income and revenue to municipalities, often resulting in infrastructure and other quality-of-life improvements for local residents.

And, in recent years, tourism expenditures in Kewaunee have actually

declined and we rank last in growth among all other counties in the State of Wisconsin. Lack of growth in Kewaunee County tourism equals lost opportunities for community development.

In conclusion, tourism is only one slice of the local economic pie. Manufacturing, agriculture and other sectors must be nurtured as they provide the

most stable and high-paying jobs for area residents. However, tourism remains an underdeveloped resource. When guided by local planning efforts tourism can provide opportunities to area entrepreneurs, offer downtown revitalization, and spur other community improvements that benefit visitors and locals alike.