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## Dane Co. Program Generates Revenue for Local Economy

### Local Sales in 2010!

According to 2010 survey results, Dane County's Institutional Food Market Coalition (IFM) generated more than \$1.5 million in local wholesale food sales in 2010. This translates to an estimated \$2.5 million in retail sales.<sup>1</sup>

Using the local multiplier effect (the phenomenon that local businesses use and buy from other local businesses, hire local labor, etc.) of 2.6 for small-farm Wisconsin agriculture,<sup>2</sup> \$3.9 million was re-invested locally in 2010.

2010 sales estimates are from a detailed survey IFM sent to 300 Coalition partners (20% response rate). Projecting data to reflect all IFM partners could mean that IFM's local food work generated

### Local Food Sales = 29 Jobs!

29 jobs were created or retained in 2010 due to increased local food sales according IFM survey results, including 17 (4 FT, 13 PT) for Dane Co.

Farm: 4 FT, 5 PT  
Value Added Food: 2 FT, 2 PT  
Distributor: 2 FT, 3 PT  
Institution: 2 FT, 9 PT

\$7.5 million in sales (wholesale) in 2010.

### Working for Local, IFM:

1. Provided local sourcing technical assistance and education to 18 large volume institutional food service buyers new to local sourcing.
2. Aggressively marketed 55 Wisconsin local food businesses and farms through our programs, including IFM Local Sourcing E-News, sent to over 400 buyers!
3. Worked with seven food distributors to help them develop

local foods programs within their companies.

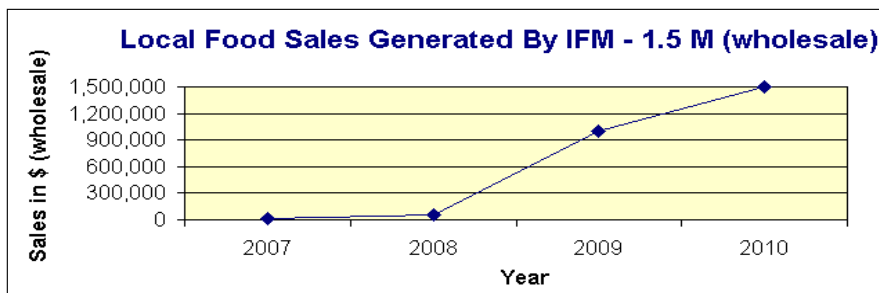
In addition, IFM facilitates sales through meetings, Local Food Alerts, the IFM Local Foods Program, our website ([www.ifmwi.org](http://www.ifmwi.org)), and technical assistance.

Since 2006, IFM has generated over \$2.5 million in sales, with an estimated retail value of \$4.3 million<sup>1</sup>.

**2010 Local Food Sales Meeting...** Resulted in new sales! At the Feb. meeting, Amy Miller at Sauk Prairie Memorial Hospital met producer Renee Frank, R&B Acres (Oregon, WI), and began sourcing their poultry. "The customers think that the chicken is much more juicy, flavorful and tasty compared to our old spindly chickens we used to get," Miller said. Farmer Gary Heck (Arena, WI), made a big sale after he met Joe Johnson, Local Program Coordinator for Maglio and Co., a WI produce distributor, and sold 10 acres of produce to him in 2010!

*Cont'd on page 3*

Right: Figure based on 4 years of data. Conservative estimate due to limited access to confidential info. Retail value may be 70% higher<sup>1</sup>.



## Dane Co. Businesses Benefit from Public-Private Partnership

Dane Co. farmers, local food businesses, and distributors IFM did business with in 2010:

- Black Earth Meat Market, Black Earth
- Gardens of Goodness, McFarland
- Gentle Breeze Honey, Mt. Horeb
- Golden Produce, Madison
- Grassland Country Dorpers, Cross Plains
- Green and Green, Madison
- Half the 40 Acres Farm, Madison
- Hillsong Ridge Farm, Middleton
- Keene Organics, Marshall
- Loffredo Fresh Produce, Madison
- Neesvig's, Windsor
- Oakhouse Bakery, Madison
- RP's Pasta, Madison
- Schroeder Produce, Cambridge
- Potters Crackers, Madison
- R&B Acres, Oregon

1. Wisconsin Department of Agriculture, Trade, and Consumer Protection.

2. Ken Meter's "Local Food As Economic Development," Crossroads Resource Center, Oct. 2008.

**Save the Date!**  
**IFM 5<sup>th</sup> Annual**  
**Meeting on May 17,**  
**2011!**  
**Visit [www.ifmwi.org](http://www.ifmwi.org)**  
**Registration starts**  
**April 8!**



*"We think this is the first time ever that institutional buyers, distributors, and local food vendors have come together in one spot solely to increase local sourcing. Bravo to you! You are history-making again!"*

*Dane County Executive  
 Kathleen Falk*

## Thank you to our 4<sup>th</sup> Annual IFM Meeting Contributors!

**Something Special  
 from Wisconsin**

**St. Mary's Hospital**

**Neesvig's**

**Family Farmed.org**

**Wisconsin Grocer's  
 Association**

**Sugar River Dairy**

**UW-Milwaukee**

**Monona Catering,  
 Monona Terrace**

## IFM 4<sup>th</sup> Annual Meeting Makes Local History

Institutional buyers broke new ground at the IFM 4<sup>th</sup> Annual Meeting in 2010, where they asked that their distributors carry more Wisconsin local food. A keynote by Eric Hahn, CEO, Locavore Food Distributors, inspired the crowd of over 100 institutional buyers, Wisconsin producers, and distributors.

Dane County Executive Kathleen Falk applauded attendees, saying, "We think this is the first time ever that institutional buyers, distributors, and local food vendors have come together in one spot solely to increase local sourcing. Bravo to you! You are history-making again!"

Dane County Board Supervisors Kyle Richmond and Patrick

Miles also attended to express their support.

Panel sessions featured institutional buyers. Jamie Franke, Edgewood College, praised her distributor (Sysco Baraboo) for finding local product. Others were disappointed with their distributors - Sue Liebenstein, St. Mary's Hospital, said that getting information from her primary vendor about which of her products came from Wisconsin was very frustrating.

Other panelists included Scott Hoffland, UW-Milwaukee; Kathryn Lederhause, Wisconsin Department of Health Services; Jim Madden, Taher, Inc.; and Joie Schoonover, UW-Madison

Distributors Jesse Gillett, Indianhead Foodservice Distributor; Keith Vander Velde, Wisconsin River Meats; Bob Green, an independent dairy broker; and Rink DaVee, Green and Green; promoted their local foods programs during another session.

Highlights: Kassie Rizzo of LocalDirt.com showed how to buy local food online. In a marketing session Wayne Harris, Harris+Glowac+Madison, suggested buyers use social media to inform customers about their local offerings. Jennifer Hall of Porchlight Products said that her kitchen is already on Facebook!

Funding for this meeting came from Dane County, Wisconsin Department of Agriculture "Buy Local, Buy Wisconsin" program, and meeting contributors.

## IFM 4<sup>th</sup> Annual Local Food Vendors Dished Up Delicious Samples:

**Cedar Grove Cheese,**  
 Bob Wills, 608-546-5284  
 ext. 23

**CTL Foods,** Peter Klug,  
 715-962-3121

**Louie's Specialty Foods,**  
 Anne Lancaster, 262-510-  
 1056

**Mt. Sterling Co-op  
 Creamery,** Patricia Lund,  
 563-535-7158

**Red Barn Family Farms,**  
 Paula Homan, 920-570-  
 0648

**Renaissance Farm, Inc.,**  
 Mark Olson, 608-588-  
 2230

**RP's Pasta Co.,** Peter  
 Robertson and Rich  
 Ciurczak, 608-257-7216

**Saxon Homestead  
 Creamery,** Gerald  
 Heimerl, 920-693-8500

**Sugar River Dairy,** Ron  
 Paris, 608-938-1218

**Wild Hare Foods,** Scott  
 Hare, 866-424-1717

**Westby Creamery,** Mark  
 Rutlin, 608-692-7179

**White Jasmine,** Huma  
 Siddiqui, 608-225-0313

**Wisconsin Grass-fed  
 Beef Cooperative,** Rod  
 Ofte, 608-451-2861



*Rod Ofte, Wisconsin Grass-fed Beef Cooperative.*



*Mark Olson, Renaissance Farms, and Angie Erickson, UW-Madison.*

## Buyers Hooked On Local: Tri-County Bounty



IFM took Metcalfe's Market buyers to the Tri-County Produce Auction where they made an immediate purchase.

For Leah Caplan, Chief Food Officer at Metcalfe's Market, the IFM field trip to Tri-County Produce Auction, Dalton WI, marked Metcalfe's first purchase of dozens. After the trip, she attended weekly and bought thousands of dollars of produce each time. "Metcalfe's staff and customers have been

delighted with the quality and the price, and for me personally, the experience of going there has been a lot of fun," she said. At the auction she purchased fresh local produce for both Metcalfe's at Hilldale Madison and Wauwatosa.

In September 2010 IFM brought Caplan and 20 other large-volume buyers to the new Tri-County Produce Auction in Dalton, WI. The auction aggregates produce from 150 growers, some of which are from Dane Co.

The attendees participated in the auction, where an auctioneer rapidly auctions large volumes of fresh produce at wholesale prices.

"We had a fantastic year

and it was very gratifying all the help we got from IFM!" said Larry Wirth, Tri-County's Order-Buyer. Wirth bids on produce on behalf of institutional buyers and even delivers the produce to some customers.

IFM also introduced distributor Loffredo Fresh Produce to the auction. "Loffredo is bringing in a ton of Tri-County product and it's moving really fast. The quality is really good," said Account Executive Tom Woodford.

Institutions can get Tri-County produce by attending the auction, emailing or calling the Order-Buyer, or contacting a distributor that purchases at the auction.

See [www.ifmwi.org](http://www.ifmwi.org), for more details.

### Local Food Sales = Job Creation

For every \$100,000 in WI local food sales, 2.2 jobs are created

Source: Department of Agriculture and Applied Economic Development at UW-Madison, 2009.

Cont'd from page 1

**Additional Revenue:** Executive Falk asked Dane Co. to make local sourcing a priority in the following facilities: Regional Airport, Centerplate Catering at the Alliant Energy Center, Badger Prairie Health Care Center, and the County's primary vendor, Consolidated Food Services.

## Local Dollars Stay Local – Multiplier Effect

When you source locally, you strengthen Wisconsin's economy. How? The local multiplier effect means that Wisconsin producers give business to other local companies, residents and suppliers - keeping the money in Wisconsin.

### Five Multiplier Examples:

1. Yogurt-maker Sugar River Dairy (Albany, WI) sources milk from Sassy Cow Creamery (Columbus, WI).
2. R&B Acres (Oregon, WI) uses Black Earth Meats (Black Earth, WI) to butcher lambs.

3. Don Uselman (Arena, WI) purchased his sweet potato digger from a supplier in Sauk City, WI.
4. Local pasta maker RP's Pasta processes ravioli at the Innovation Kitchen in Mineral Point, WI, which sources Wisconsin-grown squash and pumpkin for the filling.

5. Farmers Gary and Cheryl Heck (Arena, WI) sold their produce to Milwaukee-based wholesaler Maglio and Co., who in turn employs Wisconsin residents for washing, packing, grading and distribution.

## Local Food Super Stars

Wisconsin is full of local food super stars! Here are two that work closely with IFM:

**UW-Milwaukee Restaurant Operations** is committed to local food and sustainability: UWM purchases local produce at the Tri-County Produce Auction, grows produce on the rooftop of Sandburg Hall, composts food

waste, and hosts local food events such as a lecture by Michael Pollan. Hats off to Director of Restaurant Operations, Scott Hoffland!

**Something Special from Wisconsin** promotes Wisconsin products on its website [www.somethingspecialwi.com](http://www.somethingspecialwi.com) Their new wholesale

product catalog offers a way for buyers to identify Wisconsin farms and local foods businesses with wholesale product. Lois Federman, Director, invites you to join! Call her at (608) 224-5124.



Something Special from Wisconsin's new wholesale catalog!

## IFM Advisory Committee

**Co-chair:** Joie Schoonover, Director of Dining and Culinary Services, Division of University Housing, UW-Madison

**Co-chair:** Todd Landfried, Vice President/COO, Neesvig Purveyors

Bartlett Durand, CEO, Black Earth Meat Market

Carrie Edgar, Department Head, UW-Extension Dane County

Lois Federman, Marketing Consultant, Department of Agriculture, Trade, and Consumer Protection

Jesse Gillett, Vice President, Indianhead Foodservice

Scott Hoffland, Director of Restaurant Operations, UW-Milwaukee

Joe Johnson, Regional Sales Manager, Maglio & Co.

Kathryn Lederhause, Food Management Coordinator, Wisconsin Department of Health Services

Chuck Malkowski, Branch Manager, Loffredo Fresh Produce Co.

Anne Reynolds, Assistant Director, UW Center for Cooperatives

Kyle Richmond, Dane County Board Supervisor, District 27

Bill Rizzo, Community and Economic Development Educator, UW-Extension Dane County

Keith Vander Velde, Department Head, UW-Extension Marquette County

Doug Wubben, Farm to School Specialist, Center for Integrated Agricultural Systems

## Contact IFM

Dane County Planning & Development Dept.  
City County Building, Rm 116  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703

Olivia Parry, Director, (608) 266-4270, parry@countyofdane.com

Laura Witzling, Coordinator, (608) 266-6389, witzling@countyofdane.com

Rosa Kozub, Outreach Specialist (608) 266-6389, kozub@countyofdane.com

## Farmer Interest High For New Economic Opportunity

More than 70 Wisconsin growers and food systems professionals braved a snowstorm to attend the IFM Best Practices meeting about a new market opportunity: selling directly to institutions in February 2010.

The day included opening remarks from Dane County Policy Director,

Dave Merritt and presentations from IFM staff and UW-Extension partners Keith Vander Velde and Heidi Johnson. Growers learned about marketing and selling into institutional markets, budgeting, packing, grading, insurance, and pricing.



Joie Schoonover, UW-Madison, addresses farmers at the Best Practices meeting.

## New in 2011: IFM Membership Program!

IFM would like to invite you to become an official IFM Coalition Member by joining our new Membership Program today!

Since 2006, IFM has built a strategic network of supply chain stakeholders, delivered dozens of sales and educational program opportunities, and developed a wide variety of resources that help large volume institutional buyers, distributors, farmers and local foods businesses connect, learn from each other, and generate new sales.

IFM has proven to be a successful and innovative partnership between the public and private sectors.

Over the last 5 years, IFM programs have been supported by Dane County, IFM program revenue, and grants.

Going forward, however, Dane County resources and grant revenue will be limited, though demand for our programs and services has increased! And while our program revenue has grown it is still not enough – we need your Membership support or donation to help fill our funding gap - today!

### Why become a Member of IFM? Why join now?

We know our programs are valuable because you tell us - your feedback is overwhelmingly positive!

But to continue to provide these services, bring new customers to the table, and new sales and sourcing opportunities that you ask for, we need your help.

Those unable to join or contribute are welcome at all IFM events and programs - registration fees for IFM Members and non-Members will be different.

Visit the IFM website, [www.ifmwi.org](http://www.ifmwi.org), to learn about membership levels or how to become a Friend of IFM. Please call (608) 266-6389 for more information.

You can also make a one time tax deductible donation today - Thank you!

**What is IFM?** IFM is a public-private partnership that develops institutional markets for local food. IFM conducts strategic outreach, education and technical assistance, and facilitates sales between Wisconsin producers, institutions, distributors, produce auctions, and local food businesses.

**Economic Development** - Since 2006, IFM facilitated over \$2.5 million in sales of Wisconsin local food, which translates into 56 jobs (*job multiplier, p 3*), or \$6.5 million since IFM began in 2006 (*industry multiplier, p 1*).

**Clean Air** - IFM helps reduce CO<sub>2</sub> emissions with increased local sourcing. Average vehicle miles traveled (VMT) from farm to plate is 1,500 vs. 75 for local food. In 2010, we estimate 64,125 fewer total vehicle miles traveled by semi-truck from farm to plate.

**Healthy Wisconsin Residents** - Customers at institutions have increased access to fresh, healthy food. Approximately 5.5 million meals contained local food due to IFM in 2010.

**Farmland preservation** - Demand for local makes agriculture more economically viable.