



*Institutional
Food
Market
Coalition*

NEWS
February 2009
www.ifmwi.org

“For information on local sourcing for large volume buyers & local growers...”

2008: A Banner Year, A New Logo and A New Website

In its second year, IFM, in partnership with Badgerland Produce Co-op Auction, more than quadrupled its local sourcing results from 2007. In 2007, four institutions sourced over 19,000 lbs. of Wisconsin produce and spent just over \$11,000. In 2008, 16 institutions, including corporations, hospitals, universities, and public sector facilities from Dane County, Waukesha and Milwaukee, as well as Chicago, sourced over 90,000 lbs. of locally grown WI product. These sales provided over \$45,000 of new revenue for local farmers and the WI economy.

In response to increased institutional demand and IFM’s growth, we have made some recent additions including a new logo—appearing in our masthead above—as well as a new website!



Growers Produce Auction, Cashton.

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New IFM Website...www.ifmwi.org

It’s catching on...with more and more inquiries from institutional customers looking for locally grown and organic WI products, IFM has created an informational website for both institutions and growers interested in learning more about buying and selling for large volume institutional markets.

After incorporating the feedback of reviewers at IFM’s Annual Meeting in Nov. 2008, we have expanded numerous sections and added additional information, including FAQs for both large volume institutional buyers and growers. Buyers: Are you unsure how to convert bushels and pecks to pounds and ounces? Do you have questions about delivery, shipping and

packing standards, or liability insurance? Would you like to hear what other large volume buyers are saying about their experience sourcing with Badgerland Produce Coop Auction? **Growers:** Do you need to be a member to sell your fruit and produce through auction? What kinds of produce are in demand, at what quantities? Also included on the website is information on upcoming IFM events and outreach, as well as our latest press and a product list.

Check out the new website at www.ifmwi.org, and let us know what you think, and how we can serve you better!

Calling All Growers: Looking for New Sales Outlets?

To meet increasing institutional demand for WI produce, IFM and Badgerland are seeking new growers. Would you like to expand your business? Do you have a few idle acres, or more, that you would like to dedicate to institutional markets? Do you have surplus product that you typically plow under? Are you looking for a set price and wonder what you can get? Selling to institutions is an easy way to diversify, start or expand your wholesale business and increase sales. To learn more, please contact IFM Coordinator Olivia Parry, at 608-266-4270.

In Addition to Fruit and Produce...

IFM is currently developing a list of suppliers with large volumes of locally sourced, value-added wholesale products, such as meat, bakery items, dairy, etc. to make available to institutional buyers interested in expanding their local sourcing options. We would like to make the list available online by May of 2009. If you would like to make your products available to institutional customers, please contact us at 608-266-4270.

Learning the Ropes: New Buyers Attend Annual Meeting

On November 3, 2008, IFM held its Annual Meeting in association with members of American Society for Healthcare Food Service Administrators (ASHFSA). Thirty representatives were in attendance from various WI institutions. New and seasoned buyers participated in a wide range of discussions about their experiences, challenges, internal marketing strategies, delivery and invoicing options, what they have learned, and ideas for the future. Thanks DATCP for hosting the meeting and ASHFSA for participating!



Institutional buyers participate in a round table discussion at IFM's 2008 Annual Fall Meeting.

IFM and Badgerland Awarded State Grant

IFM, in partnership with Badgerland Produce Co-op Auction, won a \$46,540 grant award from the new Buy Local, Buy Wisconsin Program. The DATCP program, in its first year, awarded grants to only seven of 93 applicants for a total of \$225,000.

The funds are being used over a two year period to support additional staffing, develop infrastructure for the auction, and to enhance operations and delivery services so that more large volume institutional customers can efficiently access locally and organically grown WI products. Badgerland acquired a refrigerated delivery truck, forklift,

new staff, and office equipment, and is stepping up its marketing efforts.

2008 Field Trips in Review

IFM hosted two field trips to Badgerland this past summer, involving buyers from 28 private and public sector institutions in Dane County, Milwaukee, central WI, and Chicago. Participants gathered in Montello to witness a live auction, meet the farmers, eat a hot local lunch, and learn more about their purchasing options. The buyers were unanimously impressed with the quality of the product, and as a result 12 new institutions took the leap and began sourcing. Please get in touch if you wish to be put on the field trip invitation list for 2009.



August 18th field trip attendees are briefed by Badgerland Auction Manager Mary Jean Reading.

Why Source Locally, You Ask?

- 1 – \$1.00 invested locally creates a \$4.00 multiplier for the local WI economy, and in these times of economic turmoil, it is even more important!
- 2 – local produce is fresher, tastier and more nutritious
- 3 – local food travels an avg. of 100 miles, vs. 1500 miles for conventionally distributed food = reduced CO₂ emissions
- 4 – by buying locally you get competitive prices while helping to create new local jobs
- 5 – increased demand for local fruit and produce helps to preserve valuable farmland

Three Methods of Buying Through Auction

How to Get Started

- Attend an auction (optional)
When purchasing from an auction for the first time, visiting the auction is a great way to familiarize yourself with the process and product. Please contact us if you wish to be put on the field trip invitation list for 2009.
- Purchase via Order/Buyer Program
If you are ready to try a few items, or even source all of your summer produce, large-volume buyers can easily make purchases through an auction's order/buyer program. Call, email or fax a few days before one of several weekly auctions and let the Order/Buyer know the price and quantity you are seeking.
- Purchase via Pre-Priced/IFM Program
Badgerland has set up a pre-priced program for large volume buyers that need large quantities at set prices. Badgerland uses USDA grading standards and has strict quality control. One-third of the auction is certified organic, and refrigerated delivery is available. To set up an account for either program, please contact Auction Manager Mary Jean Reading at 920-858-7785.

2009: What's in Store?

- January: IFM and Badgerland will be holding a grower outreach-planning meeting to discuss ways to increase the supply of local produce.
- February: outreach and training for new growers interested in selling to institutions
- July 17 and Aug. 7: tentative field trips to Badgerland.
- November: IFM Annual Meeting on November 9, 2009. Details, TBA.



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The Institutional Food Market Coalition (IFM) is a program of the Dane County Planning and Development Department. IFM was established in 2006 in an effort to achieve two goals:

- 1) Expand market opportunities for Dane County and regional producers, and
- 2) Connect large volume buyers with local and organically grown Wisconsin product

Over ten large volume buyers from both private and public sector institutions and the management teams from several Wisconsin produce auctions¹ took part in initial meetings. In 2007, four institutions sourced almost 19,000 pounds of fruit and produce from Badgerland Produce Co-op Auction. In 2008, 16 institutions sourced over 90,000 pounds, and their experience has been overwhelmingly positive!

IFM has found this model to be successful for both for buyers and growers for a number of reasons, including:

- the auctions have large volumes of diverse products at one sales outlet
- both public and private sector institutions can receive an additional one or two deliveries a week, maximum, and the auctions provide refrigerated delivery
- the auctions offer growers with an additional sales outlet, the opportunity to cultivate idle land, and a place to sell surplus product
- the auctions use USDA grade standards, and they sell both local and organic product
- large volume buyers have price limitations and the produce auctions are wholesale, and typically match or beat conventional vendor prices
- institutions can use the auction order/buyer to make purchases, or utilize the IFM Pre-Priced Program - just call, email or fax several days ahead of the auction with quantity and price ceiling
- the auctions have \$2,000,000 in liability coverage which is required by many WI institutions

In 2008, Badgerland Produce Co-op Auction successfully piloted a pre-priced program for those institutions interested in sourcing significant volumes and that require set prices. The program will continue to supply institutions that meet the program requirements in 2009.

IFM provides information on local sourcing for growers and large volume buyers interested in sourcing at Badgerland Produce Co-op Auction and other Wisconsin produce auctions. If you are interested in selling to large volume buyers, or would like to be placed on the IFM e-news list, please feel free to call or email.

Contact: Olivia Parry, IFM Coordinator, at 608-266-4270 or via email at parry@co.dane.wi.us.

The Institutional Food Market Coalition (IFM) is a project of Dane County Planning and Development Department

IFM Partners include:

Ag Innovation Center – Badgerland Produce Co-op Auction – Blue Planet Partners – Dane County Food Council
Dane County Planning and Development Department – Fennimore Produce Auction – GreenLeaf Market
Growers Produce Auction – REAP Food Group – UW Extension, Dane County – UW Extension, Marquette County
UW Madison Center for Integrated Agricultural Systems – UW System Office of Procurement – WI DATCP – WI Department of Correction

¹ Produce auctions combine product from hundreds of growers, and make it available at one site through an auction or a pre-priced program (and can deliver).