



**Institutional  
Food  
Market  
Coalition**

# NEWS

## February 2010

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

### SPECIAL ISSUE! 3<sup>rd</sup> ANNUAL IFM MEETING & 2010 PROGRAMS

## 3<sup>rd</sup> Annual IFM Meeting Breaks Records!

With over 50 attendees, IFM had a record number of large volume buyers at the 3<sup>rd</sup> Annual Meeting in November 2009. Buyers came to hear from industry leaders and to share their insights, challenges and experiences with sourcing locally. It was only two short years ago we were happy to have 14 buyers at our annual meeting. For the first time, the Annual Meeting featured nine IFM Local Foods Program vendors (see next page). All this after a record breaking season of produce sales – moving over 1,000,000 pounds of local produce to Dane County and regional institutions!



*Joie Schoonover, Director of Dining and Culinary Services at UW-Madison, displays her win – a raffle basket full of IFM Local Foods Program vendor goodies! Claire Nagel, Food Service Administrator at Mendota Mental Health Institute, also won a raffle prize - a \$50 gift certificate to Badgerland Produce Co-op Auction! She is pictured above center, enjoying a local lunch catered by Underground Catering.*

The program also provided an opportunity for buyers to network, share best practices, eat a fabulous local lunch, and learn about marketing ideas to use in their food service to communicate with customers about local WI products.

### What's Inside

IFM Breaks Records.....	p.1
Falk Addresses Leaders.....	p.1
Keynote Inspires.....	p.2
Vendors Find Success .....	p.2
Buyer Panel: Local Is Worth It.....	p.2
Looking Forward:	
IFM Expands .....	p.3
Buy Local Grant Awarded! .....	p.3
Mark Your Calendars .....	p.3

## Kathleen Falk Addresses Industry Leaders

Kathleen Falk, Dane County Executive, called institutional food buyers that source locally “*leaders who will inspire their colleagues*” and pledged support for IFM. She also challenged the buyers to tell her what they need from her to pursue their local purchasing goals.



*Kathleen Falk,  
Dane County Executive*



*Scott McDonnell,  
Chair, Dane County  
Board of Supervisors*

Scott McDonnell, Chair of the Dane County Board of Supervisors, relayed his history with food purchasing for his roommates as a college student living in a housing cooperative. The experience gave him a taste for the challenges of food buying and he said he appreciates the extra effort it takes to source locally, noting that the benefits are well worth it!

## Keynote, Greg Christian Inspires Crowd



*Greg Christian, founder and CEO of Greg Christian Consulting*

Greg Christian, founder and CEO of Greg Christian Consulting, and chef for over 25 years, inspired buyers with his story about how he came to believe in local by conducting an extensive analysis of the number of food miles per item in his menus.

He calculated that the ingredients to make the average turkey sandwich

traveled over 8,000 miles to reach his kitchen! Food buyers can make a huge, positive impact by sourcing even some of their menu locally. Christian also suggested letting seasonal produce guide menu decisions.

## IFM Local Food Vendors Find Success at the Meeting!



*Kara Kaston-Olson, Sales Manager at Sassy Cow Creamery, and Ron Paris, who owns Sugar River Dairy with his wife Chris. Sugar River sources milk from Sassy Cow to make delicious yogurt!*

For the first time, IFM had nine Local Foods Program vendors at the Annual Meeting, and it was a great success. "It was beneficial – we made connections with some large volume buyers that we hope to work with," said Kara Kaston-Olson, Sales Manger at Sassy Cow Creamery.

Vendors sampled their products and made face-to-face connections with food buyers that may wish to

source local. After all, the produce season is over, but with value added products buyers can still source local!

The IFM Local Foods Program supports value added producers. Fifteen vendors began promoting their food through the program in the spring, where buyers can find a variety of foods including large packs of yogurt and beef patties. All the vendors use local ingredients and add jobs to the economy. Institutions have already purchased over \$100,000 in product through this program!



*Bartlett Durand, CEO of Black Earth Meat Market*

The following vendors attended the IFM Annual Meeting: Black Earth Meat Market, Cedar Grove Cheese, Grassland Country Dorpers, Sassy Cow Creamery, Sugar River Dairy, Willy St. Co-op, Westby Cooperative Creamery, and Wisconsin River Meats.

Read more about them and other producers on the IFM Local Foods Program webpage: <http://www.ifmwi.org/local.aspx>

## Buyer Panel: Local Is Worth It!

Food buyers with experience sourcing local shared advice and took questions on the Buyers Panel – all emphasizing that while local sourcing has a learning curve, it is well worth it! Paulette Flynn, Executive Director of SHARE, a nonprofit food buying club, described initial skepticism with offering club members more expensive local meat. But the results? The local meat was a hit.

Amy Miller, Director of Nutrition Services at Sauk Prairie Memorial Hospital, noted that her patrons appreciate the fresh food, and less food was

wasted because local has a longer shelf life than conventional, resulting in a cost savings. And Scott Hoffland, Director of Restaurant Operations at UW-Milwaukee, pointed out that there is an educational component to sourcing local at UW-M, and they have been expanding their local program over the last two years with great success. UW-M purchases produce from Badgerland Produce Co-op Auction in Montello, WI. All of these buyers relayed that the benefits outweigh the initial challenges.



*Paulette Flynn, Executive Director of SHARE, speaks on the Buyers Panel. Also pictured are panel participants Scott Hoffland, Director of Restaurant Operations at UW-Milwaukee, and Amy Miller, Director of Nutrition at Sauk Prairie Memorial Hospital.*

### **Economic Return For Local Sourcing**

**For every \$1 spent locally, \$4 is reinvested in the local economy!**

*“Growing Markets Close to Home,” WI DATCP, 2006.*

## **Marketing Resources For You**

Local food is a hot topic – if you’re a buyer sourcing local, you can market this to your patrons. At the IFM Annual Meeting, buyers learned the basics from Lois Federman, Marketing Consultant with the Department of Agricultural, Trade, and Consumer Protection. Below is a great resource you can check out - Something Special From Wisconsin promotes Wisconsin products. Selling items with their label is one way to let patrons know you’re carrying local goods:  
[www.somethingspecialwi.com](http://www.somethingspecialwi.com)

## **Produce Auction Caters to Institutions**

Badgerland Produce Co-op Auction caters to institutions! Mary Jean Reading, Auction Manager,

described features of the auction, including a pre-priced program designed especially for institutional buyers, their ordering system, and talked about their growers and quality control, and Net-30 billing. Check out their website to read more about it: [badgerlandcoop.com](http://badgerlandcoop.com)

## **Looking Forward: IFM Awarded a Buy Local, Buy WI Grant!**

2010 is sure to be an exciting year – IFM was awarded a \$35,000 Buy Local, Buy Wisconsin grant from the Department of Agriculture, Trade, and Consumer Protection. The grant will support IFM’s efforts to work with farmers and increase the supply of local produce available to institutions.

## **IFM Expands**

IFM is growing! Did you meet new IFM staff member Laura Witzling at the meeting? Laura joined IFM in September 2009 just after finishing her M.S. at the University of Illinois at Urbana-Champaign where she studied soil science. Laura did her undergraduate work at UW-Madison and majored in journalism and zoology. Laura has worked on small farms in Wisconsin, Quebec, and France. It’s no surprise one of her favorite snacks is...cheese!



And welcome to Courtney Berner – she joined IFM this January. She is a M.S. student in the Agroecology Program at the University of Wisconsin-Madison and studies food systems.

## **Mark Your Calendars**

### **4th Annual IFM Meeting: May 19, 2010**

More in-depth, exclusive information! You will hear from distributors who are sourcing locally, and other ways you can buy local produce including direct from farmers and online with LocalDirt.com.

A big thank you to everyone that attended the Annual Meeting and helped make 2009 a productive year! Your eagerness to connect, share, and partner is key to increased access to local foods.



## About IFM

### **IFM Advisory Committee**

*Bartlett Durand, CEO  
Black Earth Meat Market*

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

*David Fischer, Interim Department Head  
UW-Extension, Dane County*

*Jesse Gillett, Vice President  
Indianhead Foodservice*

*Scott Hoffland,  
Director of Restaurant Operations  
UW-Milwaukee*

*Anne Pfeiffer,  
Agricultural Innovation Specialist  
Agricultural Innovation Center*

*Mary Jean Reading, Manager  
Badgerland Produce Co-op Auction*

*Anne Reynolds, Assistant Director  
UW Center for Cooperatives*

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

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

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

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

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 Wisconsin product

Over ten large volume buyers from both private and public sector institutions and the management teams from several Wisconsin produce auctions 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 pound. In 2009, over 40 institutions sourced over 1,000,000 pounds and their experience has been overwhelmingly positive!

In 2008, Badgerland Produce Co-op Auction successfully piloted a pre-priced program for institutions interested in sourcing significant volumes and that require set prices. In 2010, IFM will focus on working with numerous produce aggregators and outreach to Wisconsin growers.

If you are interested in purchasing local produce or value added products and would like to be placed on the IFM e-news list, please feel free to call or email.

Contact: Olivia Parry, IFM Director, at 608-266-4270 or via email at [parry@co.dane.wi.us](mailto:parry@co.dane.wi.us).