Institutional Food Market Coalition

www.ifmwi.org

For information on local sourcing for large volume buyers and Wisconsin producers …

WHY LOCAL? FACT SHEET

Large volume buyers choose to source locally to:

- Support the local economy
- Meet consumer demand
- Conserve energy
- Support farm families
- Get high quality, fresh product
- Promote cleaner air
- Preserve Farmland

Support the Local Economy

For each $1 spent locally, an estimated $2.6 re-circulates in Wisconsin's economy. And every $100,000 in local food sales creates 2.2 jobs! Dane County spends over 1 billion in food per year, imagine if we could source 15 or 20% of that locally?

Consumer Demand

Local food is more popular than ever! This trend has staying power – see the sidebar for examples.

Conserve Energy

Each tractor-trailer that does not have to come from California or Mexico to put fruits and vegetables on our plates, reduces the amount of fuel use by 275 gallons of diesel fuel, and reduces emission pollution by 6,105 pounds of CO_2.

Support Farm Families

- Increasing the demand for local products cuts out layers of middlemen, resulting in increased sales and profits for farmers.
- Farming becomes more economically viable, which has the effect of preserving existing farms and encouraging farmers to cultivate new land

"Reconnecting consumers and institutions with local producers will stimulate economies in rural communities, improve access to healthy, nutritious food for our families, and decrease the amount of resources to transport our food."

Tom Vilsack
Secretary of Agriculture, US Department of Agriculture

Local food is Here to Stay:

Locally grown produce was named a top 10 trend in the National Restaurant Association's "Chef Survey: What's hot in 2009."

"Locavore" was chosen as the 2007 Word of the Year from the Oxford English Dictionary.

Over 70 CSA farms in Wisconsin serve over 10,000 people each year according to MACSAC and the Milwaukee CSA Coalition.

High Quality, Fresh Product

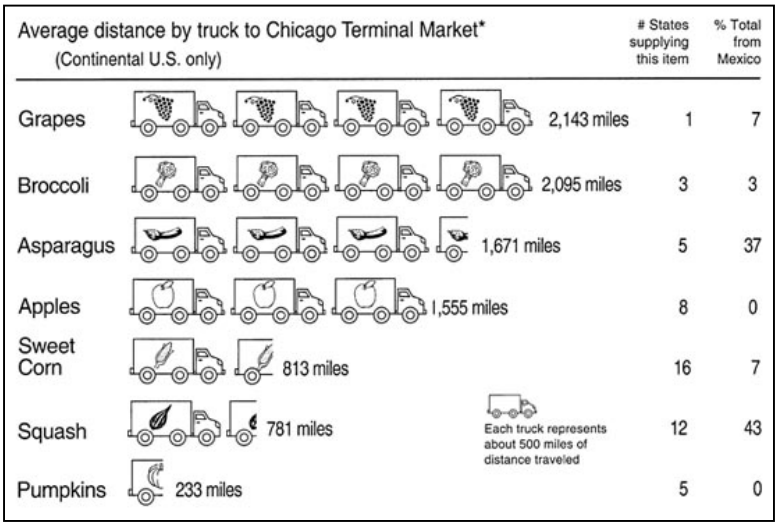
- Fresher food tastes great!
- Local produce is often harvested within 24 hours of delivery
- Current institutional buyers have received numerous compliments on the great taste of local foods

Breathe Cleaner

When products are shipped from within the region, as opposed to Florida, California or overseas, the impact on the environment is reduced. Products we eat often travel an average of 1,500 miles to reach us! Sourcing locally can have a tremendous environmental benefit by reducing the CO_2 emissions from transporting food. Check out the chart below!

Farmland Preservation

Local food encourages farmland preservation because increased demand for local food makes farming more economically viable. Wisconsin farmland is being lost at an alarming rate, according to Working Lands Initiative, a Wisconsin DATCP program.



Visit www.ifmwi.org for more information!

www.ifmwi.org • Dane County UWEX • One Fen Oak Ct. Suite 138 • Madison, WI 53718
(608) 224-3710 • witzling@countyofdane.com