

## DANE BY THE NUMBERS

### How important is Ag to Dane County?

- Ag provides 16,767 jobs in the County.
- Ag accounts for \$3.45 billion in business sales.
- Ag contributes \$1.2 billion to county income.
- Ag pays \$117 million in taxes.

### Agriculture Diversity

Dane County sales of trees, fruits and vegetables, greenhouse, nursery and floriculture products add up to \$19 million. Landscape, grounds maintenance and tree-care businesses create additional full-time jobs and many seasonal jobs.

### Direct sales add \$2.7 million to economy

More and more Dane County farmers sell directly to consumers through roadside stands, farmers' markets, auctions, pick-your own operations and community supported agriculture (CSA). In all, 246 farms generate \$2,684,000 in direct-marketing sales.

Primary Food Sources	
Farmers Markets	29
CSA Farms	20+
Community Gardens	50+
Food Pantry Gardens	29
Food Pantries	50+
Supermarkets & Groceries	77
Convenience Stores	160
Fast Food Restaurants	393
Beer & Liquor Stores	43
Farm Operators	
Total	5362
Female	1757
American Indian	3
Asian	30
Multi-race	9
Hispanic/Latino	13
Average Age	56.1

Food security	Dane	State
Predicted food insecurity rate* (all persons)	10.3	13.3
Predicted food insecurity rate (children)	15.8	21.4
Health		
Adult obesity rate	24	29.3
Low-income pre-school child obesity rate	12.3	14.1
Adult diabetes	5.7	7.6
Economic Security		
Poverty rate (all persons)	11.6	11.6
Poverty rate (children)	11.1	15.8
Persons below 185% poverty	22.1	25.6
Median household income	60,519	51,598
Federal Food Programs		
Free & reduced school meal eligibility rate	33	42
FoodShare participants total	56,764	979,192
FoodShare participants adult	28,770	624,139
FoodShare participants kids	28,583	447,869
FoodShare participants % of population	11.4	18.6
FoodShare participants % of adults	7.7	14.8
FoodShare participants % of kids	23.1	30
WIC participants total	11,958	199,248
WIC participants # of women	3,550	56,512
WIC participants # of children	8,408	142,736

\* Definition: a prediction of the food insecurity rate for the total population based on local economic and demographic characteristics such as the poverty rate, unemployment rate, and race and ethnicity of the population  
Source: Map the Meal Gap 2010



### PLEASE JOIN US

The Dane County Food Council typically meets on the fourth Monday of the month at 6 pm and meetings are open to the public.

Please visit the Food Council website for specific meeting dates, agendas, the membership application, and more: [www.countyofdane.com/foodcouncil](http://www.countyofdane.com/foodcouncil)



# DANE COUNTY FOOD COUNCIL

## 2012 Annual Report

### OUR MISSION

The Food Council is a committee of the Dane County Board, comprised of residents and County Board Supervisors, which encourages active collaboration to explore issues and develop recommendations to create an economically, socially, and environmentally sustainable local food system for the Dane County region.



The Dane County Food Council is made up of three County Board Supervisors and six resident members.

### MEMBERS:

Jenni Dye, Chair  
Joe Mingle, Vice Chair  
Martin Bailkey  
Pat Downing  
Jill Jacklitz  
Robert Pierce  
Kyle Richmond  
Ruth Simpson  
Bill Warner

### STAFF:

Carrie Edgar, Dept. Head  
Dane County UW-Extension  
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### NOTE FROM OUR CHAIR

Food is an important part of our daily lives. We obviously need it for our physical health but it also plays a role in our social, cultural and economic lives. We are unique in Dane County as we are the largest agriculture producing county and have the second largest urban area in the State. And while we grow lots of amazing food here, we also have people who have difficulty accessing enough food.

The Dane County Food Council has worked this past year on a variety of projects to build and support our community food system. From passing the Food as a Human Right Resolution to insuring county owned farm lands are made available for food production, the Food Council is committed to finding solutions that help create a community food system that is economically, socially and environmentally sustainable.

I hope you find this report interesting and informative.

Supervisor Jenni Dye, Chair

### BOARD ADOPTS FOOD AS A HUMAN RIGHT RESOLUTION

During the Spring of 2012, the Food Council worked closely with Freedom, Inc. to develop the Food as A Human Right resolution passed by the Dane County Board. The resolution charges the Council with responsibility to:

- Explore issues & develop recommendations to create an economically, socially and environmentally sustainable local food system;
- Develop strategies to assist and empower local food producers;
- Promote local foods to improve the health and nutrition of residents;
- Make an annual report of findings and accomplishments.

As part of this mission, the Council will attempt to track racial disparities in access to healthy food and means of production; the use of Dane County's land and other resources for sustainable food production; and, the creation of jobs on small and mid-scale farms.

### COUNCIL ADOPTS NEW ACTION PLAN

In the Fall of 2012, the Dane County Food Council revised and approved an Action Plan which identifies the goals, objectives, actions and a timeline for the Council. Goals for 2013 include:

1. Develop food and Ag policy recommendations
2. Advocate for food and Ag policy that supports our vision for the Dane County food system
3. Promote public education & outreach on food and agriculture issues
4. Collaborate with the Dane County Food Coalition and other groups in the community in addressing food system and agriculture issues



## 2012 FOOD SUMMIT: Celebrating our Progress - Building Our Future

On Wednesday, October 24th the Dane County Food Council held a Food Summit at Christ Presbyterian Church in Madison. Nearly a hundred people, all engaged in building a sustainable local food system, were in attendance. Participants included farmers, activists, restaurateurs, community gardeners, educators, processors, entrepreneurs and community organizations from across Dane County.



The Food Summit included panel discussions, workshops, a movie, lots of networking opportunities and of course great local food. County Executive Joe Parisi and Food Council Chair Jenni Dye provided a welcome to all participants. Ninety six percent of the participants reported that the Summit broadened their understanding of the Dane County food system.

## JERRY KAUFMAN HONORED AT SUMMIT

During the Summit, Jerry Kaufman, Professor Emeritus in the Department of Urban and Regional Planning at UW-Madison, was recognized for his outstanding contributions to Dane County including:



Jerry Kaufman

- Introducing students to community-based food systems planning
- Guiding the first comprehensive review of the Dane County food system
- Working with local community groups on a variety of projects that led to the establishment of Troy Gardens, REAP Food Group, and Badger Rock Middle School
- Serving on the Local Food Advisory Subcommittee of the Environment, Agriculture and Natural Resources Committee in 2004-05
- Serving on the Dane County Food Council from 2006-2010
- His commitment to building and growing a local food system

On January 10th, 2013, Jerry died after a long illness. Jerry touched thousands of lives through his teaching and his dedicated work in community food system planning and urban agriculture at the University of Wisconsin-Madison and through his unflinching commitment to the real-time application of these themes in urban communities throughout Wisconsin and the country. He will be greatly missed.

## DANE COUNTY FOOD COALITION FORMS IN 2012

The Dane County Food Council and Dane County UW-Extension supported the development of a coalition of community food system organizations in 2012 to:

- Improve awareness of each organization's mission
- Identify ways to coordinate interests and resources
- Work together in a non-competitive environment and
- Build collaboration to be more effective in creating an economically, socially, and environmentally sustainable community food system for Dane County

The Coalition meets every other month and has 70 members representing more than 25 area organizations. The Goodman Community Center hosts the meetings which consist of professional development, sharing of information and networking. A number of collaborative efforts have developed out of the Coalition already including the Madison Sweet Potato Project.

## MADISON SWEET POTATO PROJECT

The River Food Pantry partnered with Slow Food Madison, Dane County UW-Extension, Community Action Coalition, and Equinox Farms to start the Madison Sweet Potato Project. The project provides 9,000 free sweet potato slips to area gardeners and farmers to plant, maintain, and then donate half their harvest back to local food pantries. This project engages the Madison area community in addressing hunger related issues in Dane County. Visit <http://madisonsweetpotatoproject.org> to learn more.



## TWO TONS OF PINTOS RAISED ON DANE COUNTY LAND



Pintos before cleaning

The Dane County Parks Department and Community Action Coalition of South Central WI (CAC) partnered this past summer to make county land at Badger Prairie Park available for growing food for area food pantries.

Chris Brockel, CAC Food & Gardens Division Manager, approached Alex Butz, a farmer who has a farm just down the road from Badger Prairie Park. Alex offered to plant and harvest the pinto crop on the 5 acres.

Brockel stated, "We decided on pinto beans as they are a high need item in pantries and would store well for us."

More than two tons of beans were picked in early November. Lonesome Stone Milling in Lone Rock cleaned the beans and now CAC is in the process of bagging them for delivery to food pantries and meal sites throughout Dane County.

## UNIQUE DANE COUNTY PROGRAM BUILDS LOCAL FOOD MARKET

The Institutional Food Market Coalition (IFM) moved from the County's Planning and Development Department to the UW-Extension Department in 2012 but continued to link food service buyers with local food suppliers. **Local food sales surveys revealed that 2011 local food purchases facilitated by IFM totaled \$1.8 million.** Surveys will be sent to buyers and sellers soon to collect information for 2012.



IFM hosted three events in 2012 to provide education and create opportunities for food service staff to find local food suppliers. The local food training workshop featuring Chef Greg Christian drew 27 food service professionals. More than 100 attended the Wisconsin Local Food Expo featuring Kyle Cherek of Wisconsin Foodie which was organized in partnership with Something Special from Wisconsin. IFM also hosted a very successful 6th Annual Meeting this year attended by 112 area food growers, distributors and food buyers.

These events netted \$13,828 to provide critical support for the IFM program. In addition, IFM has continued offering memberships with 33 members contributing \$5,085. IFM was recently awarded a Specialty Crop Block Grant from Wisconsin DATCP for \$16,849 to be used in 2013.

IFM's outreach efforts are many and diverse. The backbone of this work includes the website and Local Sourcing E-News. Also central to these efforts are the many public presentations made by IFM staff at events such as the Wisconsin Restaurant Expo, Sysco's Wisconsin Made, UW-Extension Community Food Systems Team Meeting, and the Wisconsin Local Food Summit.

## PLANNING UNDERWAY FOR SILVERWOOD FARM COUNTY PARK



Silverwood Farm County Park was donated in 2002 by Irene Silverwood and consists of 300 acres located in the southeast corner of Dane County. Mrs. Silverwood donated the land with the desire that it be used for park, recreation, conservation, research, education and agricultural purposes. The farm had a 10-year lease with a neighboring farmer that has now ended so master planning for the Park has begun.

In the spring of 2012, a sub-committee of the Dane County Food Council was appointed to assist with the planning of the agriculture component of Silverwood Farm County Park. The sub-committee developed the following mission statement for the park: Silverwood Farm County Park educates the public on the broad and diverse aspects of Wisconsin agriculture – past, present and future. The Park celebrates the rich cultural history of agriculture in Dane County as well as demonstrating innovative agricultural practices and land stewardship that sustains the land for future generations to enjoy.

The committee is now working with the local community, the Parks Department and Extension staff on the development of a concept plan and goals for the park.