

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	32
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)	11.2	13
Predicted food insecurity rate (children)	15.5	20.8
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)	12.8	13.1
Poverty rate (children)	12.9	16.5
Persons below 185% poverty	22.8	26.3
Median household income	60,489	50,401
Federal Food Programs		
Free & reduced school meal eligibility rate	34.6	43.3
FoodShare participants total	71,551	1,085,995
FoodShare participants % of population	14.4	19
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 Wednesday 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



DANE COUNTY FOOD COUNCIL

2013 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
Alison Ahlgrim
Rachel Angel
Pat Downing
Ace Lynn-Miller
Kyle Richmond
Ruth Simpson
Bill Warner

STAFF:

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

The Dane County Food Council is happy to present this 2013 Annual Report. Food continues to be an important topic for our county. Dane is one of the largest agriculture producing counties while also having the second largest population in the state. Agriculture is a key economic driver in the county and urban Ag initiatives continue to expand.

The infrastructure for our vibrant food community also continues to grow with the new Wisconsin Food Hub, which began as a Dane County initiative, having a very successful first year in 2013. The FEED Kitchens also opened in 2013 providing certified kitchen space for food entrepreneurs to develop their products.

The Healthy Food for All Children plan was completed in 2013 and will help us determine ways to improve access to healthy food for all residents. And our work continues to make Dane County land available for food production farming that will increase the fresh locally grown produce available for Dane County residents.

The Dane County Food Council has worked this past year on a variety of projects to build and support our community food system. We have also included in this report our Action Plan for 2014.

In April the Council will be recruiting new members. If you are passionate about our community food system, I invite you to consider serving on the Council. The application and more information is available on our website at: www.countyofdane.com/foodcouncil. The Dane County 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

2013 FOOD SUMMIT

The 2013 Food Summit was held on October 24th at the Fitchburg Public Library. This year's theme was Connecting with the Land and included a panel discussion on food justice and land access issues including both international and local speakers. More than 70 attended the event and 100% of the participants who completed the evaluation reported that the Summit helped expand their awareness or knowledge of land access issues.

The planning committee included Food Council members, the Fitchburg City Planner, the City of Madison Food and Alcohol Policy Coordinator, Community Action Coalition staff, UW interns and others.



2014 DANE COUNTY FOOD COUNCIL ACTION PLAN

Each year the Dane County Food Council develops an action plan to identify the focus of our work for the year. The following goals and activities have been identified for 2014.

Goal 1 Develop food and agriculture policy recommendations for Dane County

- A. Identify key issues that County Government can address
 1. Propose policy recommendations
 2. Advise County committees & departments on ways to implement recommendations
 3. Work with Dept. of Administration to institute a tracking system for local food purchasing
 4. Research & gather data regarding county food purchasing policies
- B. Engage stakeholders in exploration of issues within the food system; Offer opportunities to identify stakeholder concerns, priorities, and suggestions for food and agriculture policy
 1. Convene listening sessions or focus groups annually for feedback on policies and issues
 2. Include stakeholder feedback in policy recommendations
 3. Organize Food Summit annually for discussion of policy options and other issues
 4. Engage Dane County Food Coalition in addressing & promoting food policy recommendation

Goal 2 Advocate for food and agricultural policy that supports our vision for the Dane County

- A. Promote Sustainable Ag agenda, as proposed by sub-committee in 2010
 1. Work on identified priorities from 2011/12
 2. Explore options and support development of food production on county lands
- B. Promote the Food as a Human Right resolution and implement recommendations
 1. Work with county depts., community orgs, and others to identify barriers and develop initiatives
 2. Develop annual report of current conditions of access to food, food-related employment and new initiatives for use of County land and resources for sustainable food production
- C. Promote emerging food policy & sustainable Ag issues as determined by Dane County Food Council & Coalition
 1. Analyze food access issues in Dane County and propose policy recommendations to improve food access in our communities
 2. Bring other issues to the Council as they emerge
 3. Research issues and policies
 4. Develop advocacy plans

Goal 3 Promote public education and outreach on food and agriculture issues

- A. Organize public education and outreach activities
 1. Create sub-committees for planning
 2. Host Food Summit as outlined in 1B
 3. Plan other events such as listening sessions, forums, per 1B
- B. Maintain website, listserv and other social media efforts to keep public informed
 1. Update DCFC website on a regular basis
 2. Host listserv to inform public on food system issues
 3. Use Facebook and other social media to promote DCFC and other food system events and news

Goal 4 Collaborate with the Dane County Food Coalition, Madison Food Policy Council, Healthy Food For All Plan and other community groups in addressing food system and agriculture issues

- A. Communicate regarding meetings and actions
 1. Coalition will provide regular updates to Council
 2. Council updates will be provided at Coalition meetings
 3. A MFPC report will be given at each Council meeting
- B. Assist with facilitation of the development of collaborative projects and actions
 1. Encourage sharing of information on current projects and explore possible collaborations
 2. Provide opportunities at Council meetings for updates from other community groups.
- C. Be a resource for information to food system organizations on funding for collaborative projects
 1. Provide info on funding opportunities and encourage collaborative projects and proposals.
- D. Review & respond to Healthy Food for All Plan
 1. Develop county policies or programs to support the Healthy Food for All goals.

FRIENDS OF SILVERWOOD FARM COUNTY PARK FORMS

In the Fall of 2013, the Friends of Silverwood Farm County Park was formed to continue and further develop the planning process started by the Silverwood Sub-committee of the Dane County Food Council.



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.

The mission for Silverwood Farm County Park is to educate 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 vision for the park is to educate, innovate and produce by:

- Providing educational facilities, job training, and resources for the public, farmers, and youth to learn how food, fuel and fiber are grown processed and distributed.
- Providing access to a demonstration farm which offer opportunities for agriculture research to grow crops that have cultural, historical and economic significance.
- Supporting the production of food, fuel and fiber to demonstrate environmental health, economic profitability, and social and economic equity

For more information on the Friends of Silverwood Park visit their website at: <http://silverwoodpark.org>

DANE COUNTY UW-EXTENSION PROGRAM HIGHLIGHTS

Dane County UW-Extension offers a wide variety of programming related to community food systems including agriculture and horticulture workshops, technical assistance, coordination of the Dane County Food Coalition, food preservation and safety classes, food and farm entrepreneurship programs and much more. Here are just a few highlights from this past year's programming:



The **Southern Wisconsin Vegetable workshop** was held on Feb. 7th and 49 people attended the meeting. Topics included: Tools for Irrigation Management, Leafy Greens and Hoop House Production, Tomatoes and Peppers, Cucurbits, Growing Farm Profits, New Microloans for Small Farm Operations and Post-harvest Management for Diversified Vegetable Producers. All of the attendees who completed a workshop evaluation reported that they found the workshop worthwhile.

Work continued with **food and farm entrepreneurs** and coordinated the first Meet Up in the spring of 2013. More than 45 entrepreneurs attended the Meet Up that included short presentations from experienced entrepreneurs who shared their vision for making Dane County the place to be if you want to start a food or farm business. The meet up also provided time for networking with other entrepreneurs. Positive feedback was received from the entrepreneurs who attended the Meet Up.

The **Institutional Food Market Coalition** program had another successful year developing relationships between food producers and food buyers to build the local food economy. Laura Witzling, the IFM program coordinator left in August and Claire Strader was hired and began as coordinator in October.

The following IFM meetings were held this past year:

- Produce meeting held on March 5th. 60 participants
- Annual meeting held May 1st, 93 participants
- Local Food Means Business meeting held Oct. 18th, 58 participants