

# NEW Regional Food Action Plan

A Northeast Wisconsin (NEW) food system plan to build resilience equitably across the regional food value-chain for all food stakeholders.

## Purpose & Use

This food system plan serves as a strategic framework that outlines steps to build a more resilient local food system by focusing action where there is *energy, need, will* and *capacity*. Goals and action steps require the buy-in from public and private partners, planners to sellers, therefore the plan will both serve as an awareness tool, as well as a two-year blueprint for action.

**There's no change without buy-in, so spread the word and elevate**  
*Food Production,*  
*Healthy Food Access &*  
*Food Sovereignty*  
**in Northeast Wisconsin.**

Join the action and get in touch with  
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## Community Snapshot

### Food Production

- \$21,570** National farm average for direct sales
- \$12,331** NEW regional farm average for direct sales  
UW-Madison Extension 2019 WI Agriculture Impact Report
- 11** Certified Organic farms in Brown Co.  
2017 USDA-NASS Agricultural Census

**\$463,000** Sales in Brown Co. of value-added, wholesales, direct to retailers and institutions and food hubs, local/regionally branded products  
2017 USDA-NASS Agricultural Census

### Healthy Food Access

**9.8%** Of people living in Brown Co. are food insecure  
2019 WI Food Security Mapping Project

**\$11,937,000** Additional required to meet food needs  
2019 Feeding America Food Security Map

**\$6,725,428** 2021 YTD monthly avg.  
of Food Share (EBT) in Brown Co.

**\$4,075,446** 2020 monthly avg.  
of Food Share (EBT) in Brown Co.  
Wisconsin DHS FoodShare Data

### Food Sovereignty

**13** Brown County Community Gardens  
**5 | 385 | 250** acres | plots | community gardeners  
<https://www.browncountywi.gov/>



## Together, let's translate local food system values into action and policy that supports a fully integrated, just and healthy regional foods system, in which all entities have sustaining success.

All issues, goals and objectives should be interpreted through a racial and social equity lens to ensure the process and outcomes of plan implementation address a need while impacting the structures that are responsible for the disproportionate gaps seen in community food systems.

### Food Production

#### Goal 1: Understanding Needs of our Regional Producers

- Action A      Develop and share survey of regional producer needs
- Action B      Compile existing famer policy and advocacy efforts to find opportunity and gaps for future advocacy efforts

#### Goal 2: Increase visibility and sales for our Regional Producers

- Action A      Organize a Farm Tour for locally elected stakeholders and procurement stakeholders

### Healthy Food Access

#### Goal 1: Healthy Food Access Assessment- Establish a baseline of understanding healthy food access

- Action A      Survey targeted populations in the Brown County area

#### Goal 2: Increase of SNAP and WIC use at the farmers market

- Action A      Survey pantry participants why they do not use EBT card at farmers market

#### Goal 3: Increase Healthy Food Access Modes

- Action A      Build a food forest movement
- Action B      Assess the value and feasibility of a mobile market, with a potential to pilot the growing season of 2023

#### Goal 4: Increase Knowledge and Awareness of Healthy Food Access

- Action A      Develop a platform to showcase healthy food access related food system stakeholders

#### Goal 5: Identify opportunities for Healthy Food Access policy advocacy

- Action A      Survey of Local Elected Officials to gauge understanding and interest in Healthy Food Access and food system issues.
- Action B      Continue Healthy Food Access coordination amongst relevant stakeholders

# Food Sovereignty

## Goal 1: Transforming consumers into food system participants

- Action A Build communications to inspire renewal of our relationships with food
- Action B Review and update Local Food Map
- Action C Support the Healthy Food Access Survey

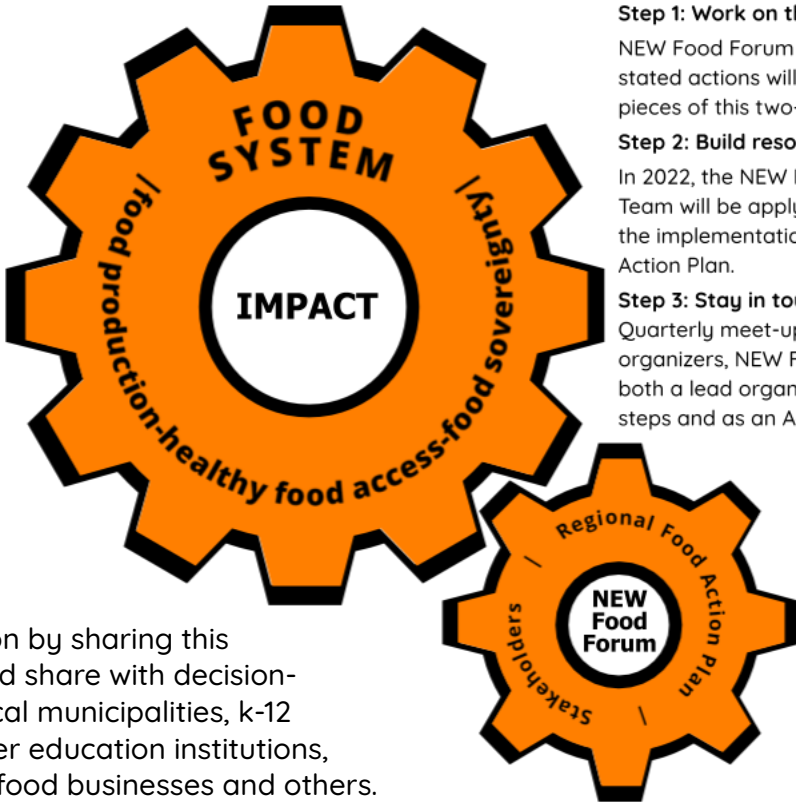
## Goal 2: Build and Sustain a Stakeholder Network

- Action A Deepen understanding and engagement in Food Sovereignty
- Action B Work with Tribal groups to continue to explore opportunities for shared understanding of Food Sovereignty

## Goal 3: Seed Library

- Action A Build a working group to explore the development of a seed library

### Next steps for the Regional Food Action Plan:



- Step 1: Work on the ACTIONS**  
NEW Food Forum and lead organizers of stated actions will begin implementing their pieces of this two-year action plan.
- Step 2: Build resources**  
In 2022, the NEW Food Forum Planning Team will be applying for funds to support the implementation of this Regional Food Action Plan.
- Step 3: Stay in touch**  
Quarterly meet-ups amongst the lead organizers, NEW Food Forum will serve as both a lead organizer for specific action steps and as an Action Plan coordinator.

Join the action by sharing this document and share with decision-makers of local municipalities, k-12 schools, higher education institutions, foundations, food businesses and others. There’s no change without buy-in so spread the word, and elevate Food Production, Healthy Food Access and Food Sovereignty in northeast Wisconsin. Learn more and follow the progress at <https://newleaffoods.org/regional-food-action-plan-1>