



NEW FOOD FORUM

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.

Food Production | Healthy Food Access | Food Sovereignty
PRIORITY AREAS



Extension
UNIVERSITY OF WISCONSIN-MADISON
BROWN COUNTY



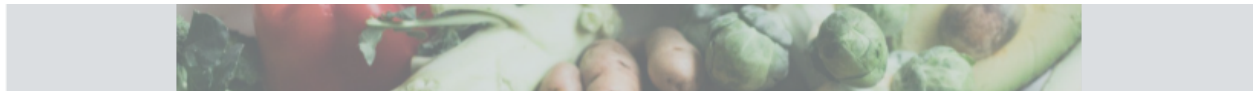
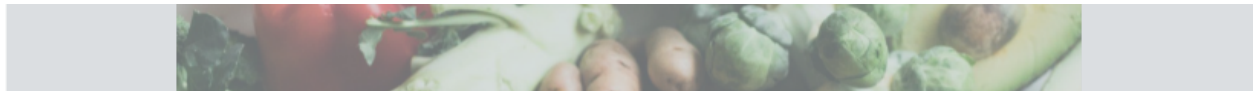


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Executive Summary

The last three years have accentuated the long-established faults in the conventional food supply chains. During the same time in Northeast Wisconsin, we've seen an increase in our food insecure population and an increase in barriers for school lunch procurement, while our local farmers make less than 60% of the national average for direct sales per farm. To address the many externalities that impact our ability to build a resilient local food economy, NEW Food Forum stakeholders and supporters are focusing action on three food issue areas over the next two years: *Food Production*, *Healthy Food Access* and *Food Sovereignty*. All plans and actions are rooted by NEW Food Forum's *Guiding Values* (see section below). This Regional Food Action Plan offers a blueprint to advance the priority areas over 2022 and 2023, at which time impact assessment and forward-planning will be necessary. Implementation will require ongoing collaborative persistence, so get in touch with NEW Food Forum to discover your role in strengthening our local food system.

Background & Need

In 2019, NEW Food Forum collaboratively developed an interactive food system map. At that time the NEW Food Forum stakeholders determined there was a need for an organized local food system initiative. To meet this call, the NEW Food Forum Planning Team and Coordinator began designing a process that would collaboratively address stakeholder needs and the Regional Food Action Plan became the tool for change.

The action planning process began in January 2021, with the deployment of a stakeholder survey, created to capture the initial priorities of food system stakeholders. Survey reviewers included Wello, St. Norbert College Institute for Strategic Research and Community Food Systems UW-Madison Extension team members, who verified the quality of both the survey and our action planning process. Through facilitated strategic planning that was modeled after a collective impact framework, work groups formed around the food issue areas and created goals and action steps. Published in January 2022, the Regional Food Action Plan addresses specific needs identified by stakeholders and builds momentum toward a thriving food system for all.



Guiding Values

NEW Food Forum supports a vibrant and diverse food and agriculture economy composed of businesses and organizations at various scales. Guiding Values were developed to serve as a foundation from which intention and action are derived. This ensures consistency of priorities and maintains mission focus. The values also serve as a marker to clarify shared vision with collaborators and change-makers.

ACTION PLAN VALUES



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.

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 Wisconsin 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



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 BROWN COUNTY



Community Snapshot cont.

Healthy Food Access in Brown Co.

- 9.8%** of people are food insecure
2019 WI Food Security Mapping Project
- \$11,937,000** are additionally required to meet food needs
2019 Feeding America Food Security Map
- \$6,725,428** 2021 YTD monthly avg. of Food Share (EBT)
- \$4,075,446** 2020 monthly avg. of Food Share (EBT)
Wisconsin DHS FoodShare Data

Food Sovereignty

- 13** Brown County Community Gardens, and
- 5 | 385 | 250** acres | plots | community gardeners
Brown County, UW-Extension Website

Purpose

This food system plan serves as a strategic framework, outlining steps to build a more resilient local food system by focusing action where there is *energy, need, will* and *capacity*. 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. Goals and action steps require buy-in from public and private partners, planners to sellers, therefore this plan is to be used as an awareness tool, as well as a two-year blueprint for action. Please share it widely!

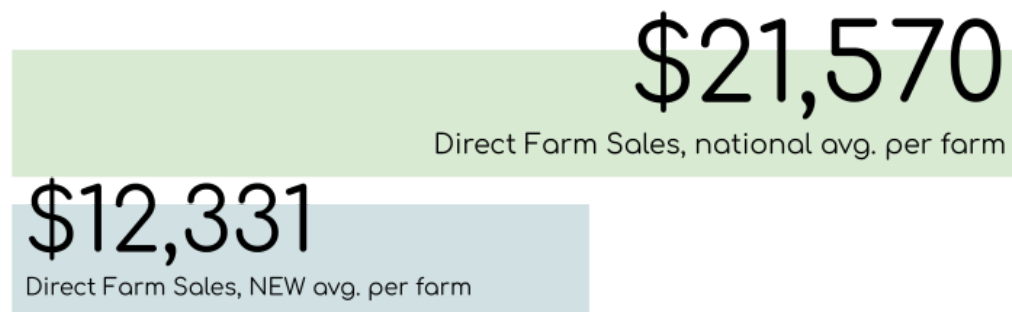




The Action Steps

Food Issue Area: Food Production

For farmers to achieve and sustain farm viability, NEW Food Forum work groups have determined the following actions to better understand the needs of our regional producers. All stakeholder down chain from our regional producers are impacted by barriers the farmers face. A year-long effort to determine regional producer needs reveals communication challenges to coordinating with local producers, therefore the most goals focus on building engagement with farmers.



UW-Madison Extension 2019 Wisconsin Agriculture Impact Report



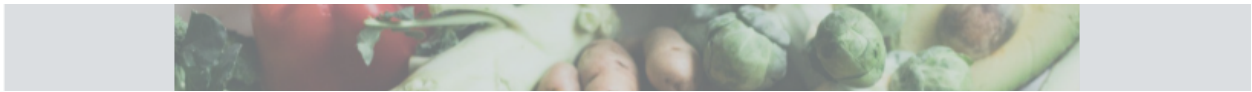
Goal 1: Understanding Needs of our Regional Producers

Action A

Develop and share survey of needs

- Lead Organizer: NEW Food Forum
- How: Build a needs assessment survey of regional food producers; add pertinent info to an updated Local Foods Map
- With what resources: NEW Food Forum time and expertise
- Initially identified stakeholders: NEW Food Forum, New Leaf Foods, SLO Farmers Co-op, Seasonal Harvest, Farm Bureau, WI Farmers Union
- When: Next two years



**Action B**

Compile existing farmer policy and advocacy efforts to find opportunity and gaps for future advocacy efforts

- Lead Organizer: NEW Food Forum
- How: Meet with policy specialists for the WI Farm Bureau and WI Farmers Union and compile applicable, Northeast WI policy priorities
- With what resources: NEW Food Forum time and expertise
- Initially identified stakeholders: NEW Food Forum, WI Farm Bureau, WI Farmers Union
- When: Report out at the end of 2023



Goal 2: Increase visibility and sales for our Regional Producers

Action A:

Organize a Farm Tour for locally elected stakeholders and procurement stakeholders

- Lead Organizer: NEW Food Forum
- How: Present the action step, get stakeholder buy-in, form a work group, develop plan from there
- With what resources: Time, grant funded
- Initially identified stakeholders: Farmers, farm to school taskforce, NEW Food Forum, school boards, municipalities, health system food service directors
- When: Development- starting spring semester 2022; Farm Tour- summer 2023





Food Issue: Healthy Food Access

Healthy Food Access was identified in the 2021 NEW Food Forum Stakeholder Survey as the second highest priority food issue area out of 13 areas. A Work Group developed the following action steps to target the collectively identified challenges our community faces.

Healthy Food Access Definition:

Someone who has access to healthy food has the ability to source a wide variety of culturally relevant high quality foods at affordable prices within a reasonable distance from home.

Where and how the community has access.



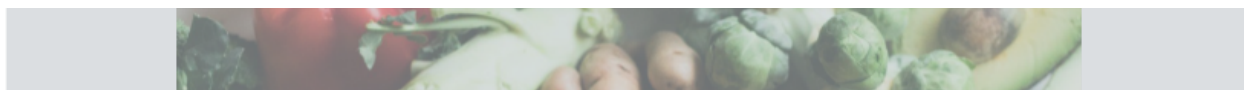
Goal 1: Establish a baseline of understanding for healthy food access

Action A

Survey targeted populations in the Brown County area

- Lead Organizer: NEW Food Forum and Wello to invite ongoing work groups
- How: Collaboratively develop a survey to meet communities groups to learn how people are connecting with local healthy food and identify barriers
- With what resources: NEW Food Forum time and expertise; print
- Initially identified stakeholders: Wello, Seasonal Harvest, Casa ALBA Melanie, We All Rise African American Resource Center, COMSA, Oneida Nation, ADRC, Paul's Pantry, Extension Brown County, Brown County Health and Human Services, Food and Hunger Network, neighborhood convenience stores
- When: Begin to convene stakeholders spring 2022, develop survey strategy and administer survey fall 2022





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

Action A

Survey pantry participants

- Lead Organizer: NEW Food Forum, UW-Madison Extension Brown County FoodWise, Food and Hunger Network
- How: Surveying EBT users about barriers and opportunities to use their benefits at the Farmers Market FoodWise, can create and distribute the survey within the Food and Hunger Network.
- With what resources: time, print, people power
- Initially identified stakeholders: FoodWise, Farmers Market Managers, WIC, WELLO
- When: Summer 2022



Goal 3: Increase Healthy Food Access Modes

Action A

Build a food forest movement

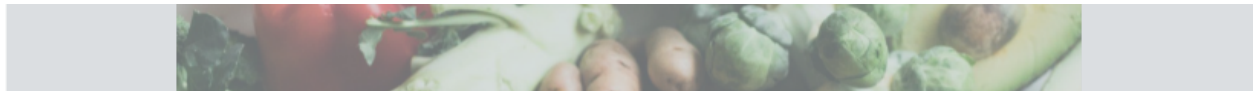
- Lead Organizer: New Leaf Foods
- How: Develop a think group to develop this concept further; offer fruit and nut tree/shrubs to distribute with Garden Blitz (2023)
- With what resources: New Leaf Food and GB Garden Blitz time and expertise
- Initially identified stakeholders: Roni Woodke, Kim Diaz, Josh Kufal, Tyler Delsart
- When: GB Garden Blitz includes edible perennial plantings in garden box program, convene a think group through 2022 and implement plans in 2023

Action B

Assess the value and feasibility of a mobile market, with a potential to pilot the growing season of 2023

- Lead Organizers: Lynn Walter, Heather Herdman, Roni Woodke, Andrew Adamski, Scott Rosenberg
- How: Compile examples of models and similar projects; business and marketing plan development; follow up with a Mobile Market Visioning group
- With what resources: time and expertise





- Initially identified stakeholders: New Leaf Foods, City of Green Bay, market vendors, ADRC, Leah Weycker
- When: Assess feasibility over 2022; potential pilot project 2023



Goal 4: Increase Knowledge and Awareness of Healthy Food Access

Action A

Develop a platform to showcase current healthy food access advocates and opportunities

- Lead Organizer: New Leaf Foods
- How: Collaboratively build a communications plan, with 'eater education' component
- With what resources: financial resources, time
- Initially identified stakeholders: Showcase: ADRC, FM managers, SLO Farmers Co-op, Seasonal Harvest, Farm to School, ethnic and cultural food stores, store managers/owners, Oneida Nation, food pantries, soil health,, processors, aggregators/distributors, institutional buyers; Target Audience: eaters
- When: 6 months to build platform, 18 months to refine and implement



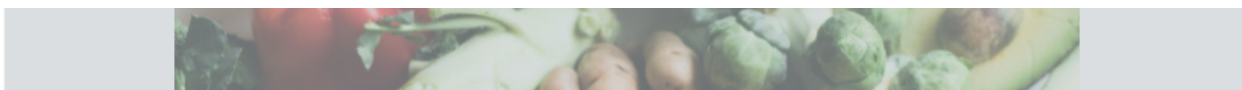
Goal 5: Identify opportunities for Healthy Food Access policy advocacy

Action A

Survey of Local Elected Officials

- Lead Organizer: NEW Food Forum
- How: Build an electronic and paper survey to learn the depth of understanding local elected officials have with local foods and what their will might become an advocate for regional food system
- With what resources: NEW Food Forum time and expertise
- Initially identified stakeholders: local elected officials, NEW Food Forum
- When: by the end of 2022



**Action B**

Continue Healthy
Food Access
Coordination

- Lead Organizer: NEW Food Forum
- How: Continue convening interested and invested stakeholders around current food access issues and trainings
- With what resources: time and expertise
- Initially identified stakeholders: Wello, FoodWise, School districts, Food and Hunger Network
- When: Apply for grant June 2022

Food Issue: Food Sovereignty

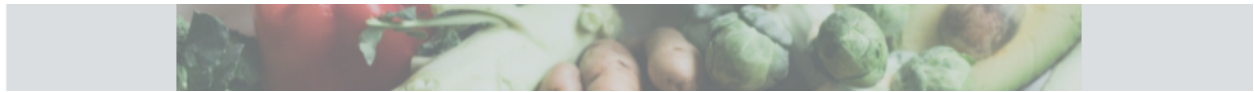
The Food Sovereignty Work Group identifies that the concept of Food Sovereignty is likely the least understood aspect of our local food system. The following action steps were developed to focus on building a common understanding for Food Sovereignty amongst food system stakeholders in Northeast Wisconsin. The small work group acknowledges the historical significance of cultural and food sovereignty for tribal peoples. Therefore, action steps must be implemented in a way that does not diminish the importance of tribal sovereignty.

To define Food Sovereignty, the action plan adopts the 6 Pillars framework originally developed by Via Campesina and adapted at Nyéléni, 2007 (Food Secure Canada, 2012):

Food Sovereignty...

1. ... focuses on food for the people.
2. ... values food providers.
3. ... localizes food systems.
4. ... places control at a local level.
5. ... promotes knowledge and skills.





Goal 1: Transforming consumers into food system participants

Action A

Building communications to inspire renewal of our relationships with food

- Lead Organizer: New Leaf Foods
- How: Expand online media platform, develop content around a theme or values that relate to Food Sovereignty
- With what resources: New Leaf Foods time and expertise
- Initially identified stakeholders: Sponsors and marketing partners (Wello, NWTC, SLO, UW-GB, Oneida Nation)
- When: First event for April or May 2022, other communications are ongoing (this aligns with Healthy Food Access goals and action step timelines)

Action B

Review and Update Local Food Map

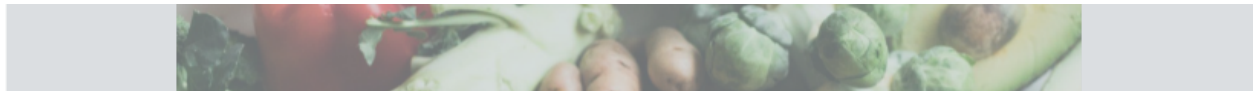
- Lead Organizer: NEW Food Forum
- How: Review and then update the NEW Food Forum Local Foods Map, then boost promotion for maximum utilization of the tool
- With what resources: NEW Food Forum time
- Initially identified stakeholders: NWTC, New Leaf Foods
- When: redesign 2022, launched in 2023, update semi-annually (ongoing)

Action C

Support the Healthy Food Access Survey

Prioritize Food Sovereignty Goal 1 in the development of the survey under Healthy Food Access Goal 1-Action 1





Goal 2: Build and Sustain a Stakeholder Network

Action A

Deepen understanding and engagement in Food Sovereignty

- Lead Organizer: NEW Food Forum
- How: Increase opportunities for food system stakeholders to learn about and discuss Food Sovereignty, so there can be an understanding of what Food Sovereignty means to the work we do.
- With what resources: NEW Food Forum time and expertise
- Initially identified stakeholders: NEW Food Forum stakeholder group, Oneida Nation, Menominee Nation, NWTC
- When: Plan 2022, implement 2023

Action B

Work with Tribal groups to continue to explore opportunities for shared understanding of Food Sovereignty

- Lead Organizer: NEW Food Forum
- How: Find opportunities to participate in tribal led food sovereignty initiatives, determine the will and interest of Oneida Nation, UW-GB students, Menominee Nation food contacts convening minimum two gatherings.
- With what resources: NEW Food Forum
- Initially identified stakeholders: interested Tribal groups
- When: Building relationships for 8 months, plan and create to convenings by the fall of 2023



Goal 3: Seed Library

Action A

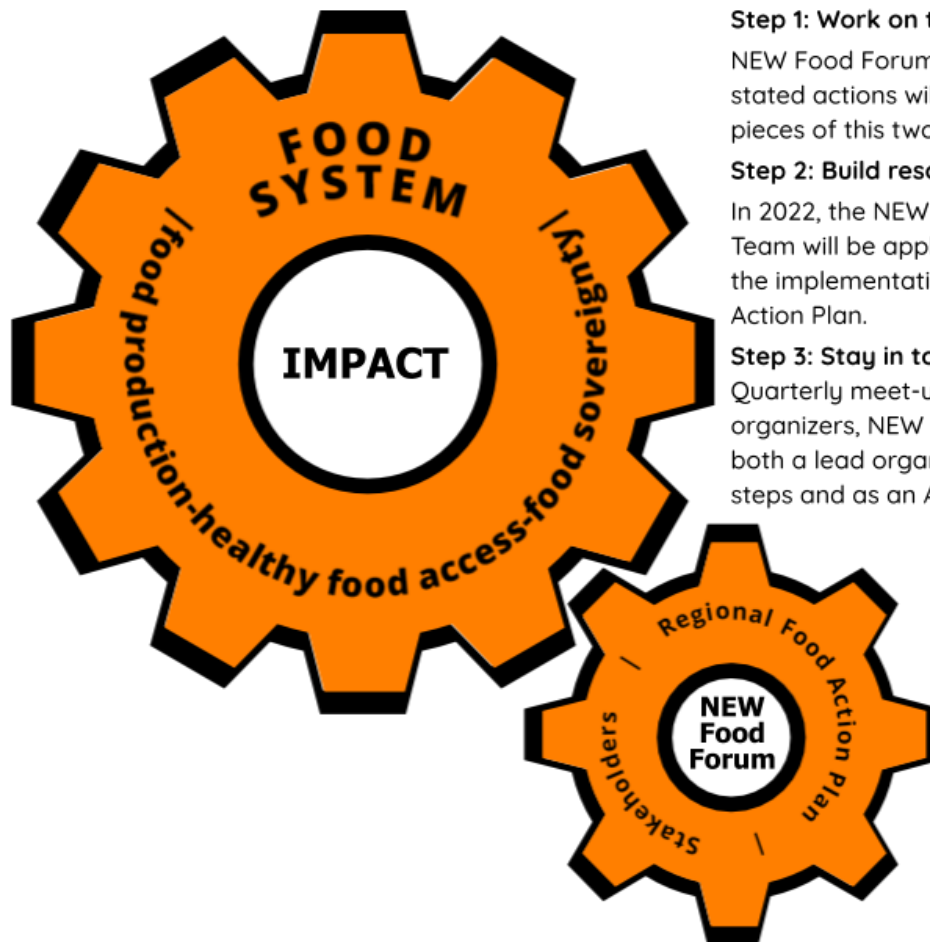
Build a working group to explore the development of a Seed Library.

- Lead Organizer: Kim Diaz
- How: Learn from established Seed Library projects in Appleton and Wild Rose, find the people who are interested
- With what resources: time
- Initially identified stakeholders: Cheryl Fisk-Daniels, Vicky Medland, BC Central Library
- When: explore 2022; potentially pilot 2023



Next Steps for the Regional Food Action Plan

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.



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

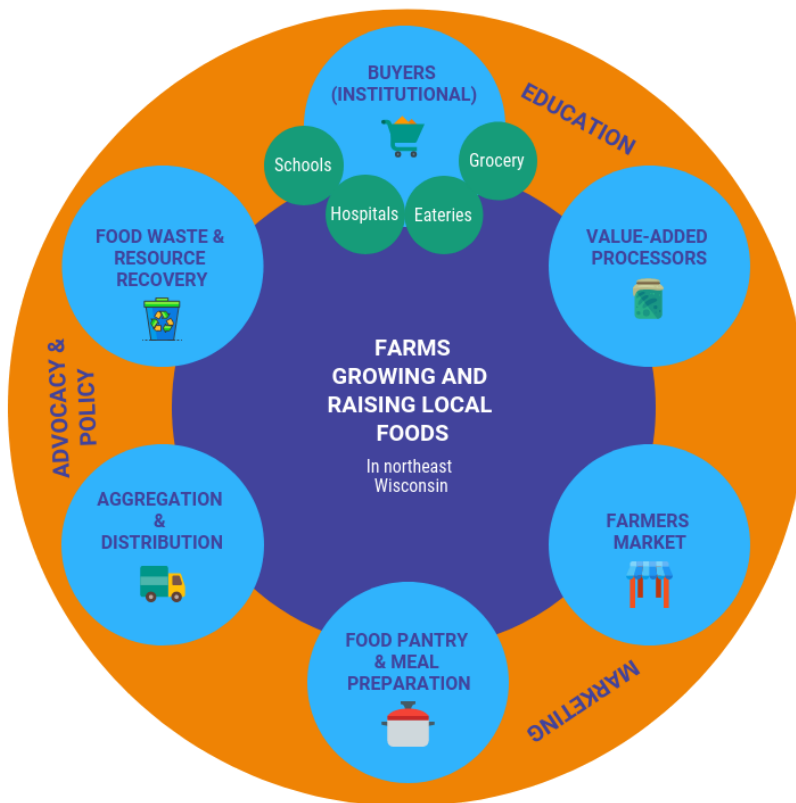
In 2022, the NEW Food Forum Planning Team will be applying for funds to support the implementation of this Regional Food Action Plan.

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.

Thank you!

The planning for this document was made possible by New Leaf Foods and the NEW Food Forum's dedicated Design and Planning Teams, as well as the support of Advisory Team members and NEW Food Forum stakeholders. The NEW Regional Food Action Plan is only as strong as our stakeholders' contributions and engagement.



ABOUT NEW Food Forum:

NEW Food Forum (NFF) consists of food and health businesses and organizations partnering to identify the entities in our working local food system and strengthen the relationships within it. NFF consists of an engaged group of organizations, institutions, and businesses who want to see a shift in our community to support a resilient, sustainable and equitable local food system. Amanda Chu currently serves as a coordinator and convenor for regional food system stakeholders with NEW Food Forum.

Learn more at <https://newleaffoods.org/regional-food-action-plan-1> or reach out amanda.chu@nwtc.edu.

