

Food Projects Receive Buy Local, Buy WI Grants

For release: June 5, 2018

Media Contacts: Rick Hummell, 608-224-5041 richard.hummell@wi.gov

or Bill Cosh, Communications Director, 608-224-5020 William2.Cosh@wi.gov

MADISON – Six local food projects are the latest recipients of Buy Local, Buy Wisconsin grants administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection. The grants are intended to provide consumers with access to even more Wisconsin-grown food products.

“Buy Local, Buy Wisconsin grants support the diverse sectors of Wisconsin agriculture, and outcomes generated by the grant recipients provide benefits to local communities and serve as models for others in the local food industry,” said DATCP Wisconsin Foods Program Manager Kietra Olson. “The grants help reduce marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin food products to local purchasers.”

DATCP received 25 funding requests totaling approximately \$980,000. Ultimately, six projects totaling \$200,000 were selected to receive grants.

The 2018 grantees and project descriptions are:

- FairShare CSA Coalition: Equipping growers with online marketing tools and templates to increase CSA share sales in Wisconsin.
- NamiChips: Increasing the demand and supply for locally produced food by strategically purchasing produce from local farms and processing it into an innovative local food product.
- Nordic Creamery: Collaborating with local dairy farmers to create and market A2 Milk Products.
- Pasture and Plenty: Expanding direct-to-consumer and wholesale distribution to support Wisconsin-based growers and connect consumers with convenient local food solutions.
- Living the Waupaca Way: Expanding the access and reach of the Waupaca Area Farmers’ Market.
- Wisconsin Food Hub Cooperative: Developing a workable model for cost-efficient aggregation and transportation for local and regional food markets for Wisconsin produce

The program has been funded since 2008. Since its inception, the program has funded 58 projects, totaling more than \$1.6 million. Previous grant recipients have generated nearly \$10 million in new local food sales, created and retained 211 jobs, and benefitted more than 2,700 producers and 2,900 markets.

The application period for FY2019 BLBW grants will be announced late this summer.

Learn more about the program [here](#). For more information, contact Kietra Olson Kietra.Olson@wisconsin.gov or 608-224-5112.

XXX

