Buy Local Buy Wisconsin Grant Program

Program Description

The Buy Local, Buy Wisconsin (BLBW) competitive grant program was launched in 2008 to strengthen Wisconsin's agricultural and food industries. The grants work to reduce the marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin's food products to local purchasers.

Comprehensive Impact to the State

Keeping food dollars in Wisconsin communities supports local businesses, improves farm incomes, and creates jobs. The BLBW grant project recipients have reported on work from July 2008 - December 2015. Each demonstrates success and positive impact in Wisconsin communities.

The need for the Buy Local, Buy Wisconsin Grant program remains high. From the start of the program in 2008, 328 applications have been received requesting nearly $11.5 million. To date, BLBW has funded 44 projects for a total of $1,225,400.

The 44 funded projects are making great strides in the areas of infrastructure development, market development, agriculture tourism, producer development, and much more.

Direct Return: 2008-2016 Recipients

State Investment = $1,225,400

- Nearly $6.8 million ($6,862,238) in new local food sales
- Over 2 million in new investments
- 87.25 new jobs created
- 100.6 jobs retained
- 2,385 producers benefited
- 1,392 WI markets benefited

Year	Funded Program	Total Funds	Average Grant	Funding Range
2008	7	$225,000	$32,143	$12,155 - $43,580
2009	9	$222,700	$24,744	$14,000 - $40,000
2010	5	$177,700	$35,540	$17,700 - $45,000
2014	8	$200,000	$25,000	$12,000 - $45,000
2015	8	$200,000	$25,000	$13,750 - $33,000
2016	7	$200,000	$28,500	$10,000 - $50,000
TOTALS	**44**	**$1,225,400**	-	-

2015 List of Recipients

$	Project Title	Organization	Concept Statement
$29,500	Increase market for Wisconsin barley and maple syrup	**B & E's Trees, LLC** La Crosse	In cooperation with Central Waters Brewing Company, create a value-added marketing, packaging and distribution plan designed to increase awareness of the culinary diversity of Wisconsin including a bourbon barrel-aged maple syrup and a maple barrel stout beer.
$15,000	Increase local farmer sales and revenue diversification.	**The Cannery Public Market** Green Bay	Develop cross-promotional marketing and sales programs to increase local farmer sales at the new Cannery Public Market in Green Bay and increase collaboration between diverse groups of buyers and farmers.
$10,000	Provide support to a farmers market as it moves to a new location and becomes an independent entity.	**Eastside Farmers Market** Madison	Provide support to the Eastside Farmers Market in Madison as it relocates from the Wil-Mar Neighborhood Center to the new Eastside Central Park
$15,000	Expand the product line and create three new jobs at a company that purchases produce seconds from local farms and distributes it to retail consumer markets statewide.	**Fizzeology Foods** Viroqua	Expand the product line and create three new jobs at Fizzeology Foods, a company that purchases produce seconds from local farms, much of which would otherwise be wasted, and distributes the produce to retail consumer markets statewide.
$48,500	Create new capacity and opportunities for Wisconsin value-added food businesses.	**Hodan Community Services, Inc** Mineral Point	In cooperation with business development partner, Innovation Kitchens LLC, create new capacity and opportunities for Wisconsin value-added foods and food businesses.

2015 List of Recipients

$32,000	Provide producer-buyer matchmaking and brokering services to increase sales for producers in southern Wisconsin from wholesale buyers.	**REAP Food Group** Madison	Provide producer-buyer matchmaking and brokering services that will result in an increase of more than $300,000 in local sales for producers in southern Wisconsin from wholesale buyers..
$50,000	Expand the market opportunity for Wisconsin farmers by increasing June/July sales of lettuce, zucchini and yellow squash and extending sales of winter squash through Thanksgiving.	**Wisconsin Food Hub Cooperative** Madison	Expand the market opportunity for Wisconsin farmers by increasing June and July sales of lettuce, zucchini and yellow squash and extending the timing of sales of winter squash through the Thanksgiving holiday.