



**Buy Local, Buy Wisconsin**  
**Grant Program**  
**2018 Impact Report**

For more information about this program please visit: [datep.wisconsin.gov](http://datep.wisconsin.gov)

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## Wisconsin Foods Program Overview

The Wisconsin Foods Program is a comprehensive economic development program designed to create models for local food systems by working with farmers and food buyers to develop new markets for Wisconsin-grown food products. The components of this program have included:

- The Buy Local, Buy Wisconsin Grants, a competitive grant program that funds local food efforts to increase the sale of Wisconsin-grown or produced food products.
- Technical assistance to farmers, communities, businesses, and nonprofit organizations seeking to increase the sale of Wisconsin-produced foods.
- Identifying and addressing hurdles facing regional food system development, such as distribution, food safety, access to markets, state policy, and institutional purchasing.
- Working in partnership with UW-Extension, private businesses, the University of Wisconsin, the Wisconsin Local Food Network, and others to increase statewide networking and communications around Wisconsin-produced and processed food.
- Complementing the work of existing local food programs, including *Something Special from Wisconsin*<sup>TM</sup>, Wisconsin Farm to School, the Division of Agricultural Development's Emerging Farmer Program, and other efforts across the state.



# Buy Local, Buy Wisconsin Grant Program

## Grant Impact Overview 2008-2018

### 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. The need for the Buy Local, Buy Wisconsin Grant program remains high. From the start of the program in 2008, 386 applications have been received requesting over \$13.5 million. To date, BLBW has funded 58 projects for a total of \$1,625,400. The 58 funded projects are making great strides in the areas of infrastructure development, market development, agriculture tourism, producer development, and much more.

### 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-July 2018. Each demonstrates success and positive impact in Wisconsin communities.

The impact of the BLBW grants is far-reaching across all Wisconsin counties. Over 2,790 Wisconsin producers have positively benefitted from increased sales resulting from the grant funds. As a result of these grants, 101 new jobs have been created across the state, and 119 jobs have been retained.

The grant recipients have directly generated over \$9.9 million in new sales of Wisconsin food products. These dollars went to Wisconsin farmers, cooperatives, processing facilities, and distribution companies. Furthermore, these dollars circulated in their communities and to all of the suppliers and services these groups depend on.

Yearly average funded projects: 7

Average Awarded Grant: \$28,000

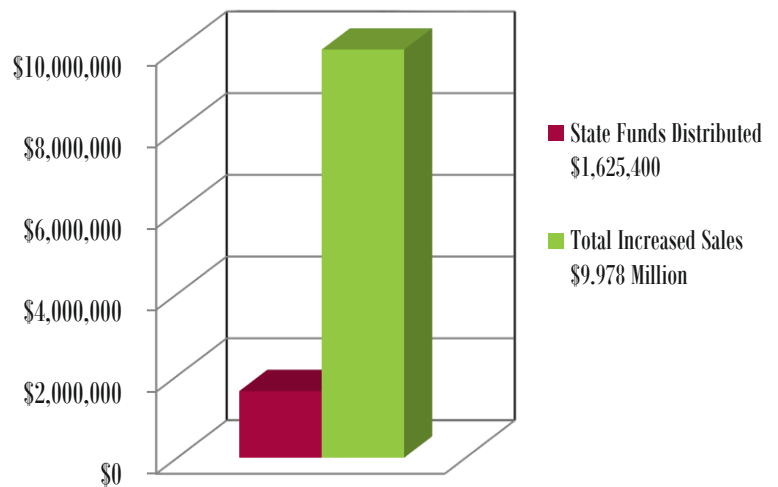
Total Projects: 58

### Direct Return:

State Investment = \$1,625,400

- Over \$9.9 million in new local food sales
- Over \$4.6 in new investments
- 101 new jobs created
- 119 jobs retained
- Over 2,700 producers benefitted
- 2,918 WI markets benefitted

### Return on Investment:



## 2018 Funded Program Details

**FairShare CSA Coalition-** *Equipping Growers with Online Marketing Tools, Templates and Training to Increase CSA Share Sales in Wisconsin.*

**Project Duration:** June 2018 — June 2020

**Counties Impacted:** Statewide

**Award** \$20,000

**Project Purpose**

Building on FairShare's previous work conducting a CSA consumer survey aimed at understanding preferences around local food purchases, FairShare will develop a statewide CSA brand awareness campaign and farm-level online marketing tools, trainings, and templates. This project will equip farmers with the knowledge, resources and skills to successfully identify their ideal customer, and implement targeted online marketing and messaging campaigns to effectively convert new customers and retain existing customers to increase Wisconsin CSA share sales.

**Living the Waupaca Way-** *Waupaca Farmers' Market Expansions*

**Project Duration:** June 2018 — June 2020

**Counties Impacted:** Waupaca and neighboring counties

**Award** \$13,500

**Project Purpose**

Grant funds will be used to hire a part-time individual dedicated to managing the Waupaca Farmers' Market. They will manage and be a resource for vendors and customers, oversee the use of EBT readers and coordinate related market events.

**Nordic Creamery-** *A2 Milk Collaboration, Processing and Promotion*

**Project Duration:** June 2018 — June 2020

**Counties Impacted:** Statewide

**Award** \$40,000

**Project Purpose**

The goal of this project is to collaborate with farmers that are committed to creating an A2 milk product. Our first products will be bottled A2 milk and A2 drinkable yogurt. This project will increase demand for this unique product for these milk producers, and will create an efficient marketing, packaging, and distribution program.

**Pasture and Plenty- *Market and Manufacturing Expansion with Farm-to-Freezer Meals and Value-added Products***

**Project Duration:** June 2018 – June 2020

**Counties Impacted:** Southern Wisconsin

**Award** \$50,000

**Project Purpose**

This project will invest in the infrastructure for processing farm-to-freezer meals and value-added products at scale, preparing for expanded direct-to-consumer and wholesale distribution. Through expansion, we will support Wisconsin-based businesses across sectors, provide sustainable employment, and connect consumers with convenient local food solutions.

**Nami Chips- *Sustainable Community***

**Project Duration:** June 2018 – June 2020

**Counties Impacted:** Vernon, La Crosse, Crawford, Dane, Ashland, and Portage

**Award** \$26,650

**Project Purpose**

This project will increase the demand for and supply of locally produced food by strategically purchasing hundreds of pounds of produce seconds from local farms, much of which would otherwise be wasted, processing it into unique dehydrated vegetable chips and providing these products to retail consumer markets across the region. The company offers a growing line of healthful, nutritious, value added “meal in a chip” snacks. The grant will allow expansion of the product line, which increase the use of local produce substantially, and create two new jobs.

**Wisconsin Food Hub Cooperative- *Waupaca Farmers’ Market Expansions***

**Project Duration:** June 2018 – June 2020

**Counties Impacted:** Statewide

**Award** \$50,000

**Project Purpose**

The specific purpose of this grant project is to develop a workable model for cost-efficient aggregation and transportation for local and regional food markets for Wisconsin produce. With support from the BLBW we will work to drive transportation costs to farmers down to 7% of the value of the sale and provide an improved model for food hub operations.