

Wisconsin Department of Agriculture,
 Trade and Consumer Protection
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Grant Impact Overview ..**Error!**
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2019 Funded

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Buy Local, Buy Wisconsin

Grant Program - 2019 Impact Report

GRANT IMPACT OVERVIEW 2008-2019

The Buy Local, Buy Wisconsin grant program is a competitive grant program that funds local food efforts to increase the sale of Wisconsin-grown or produced food products. The 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, 417 applications have been received requesting over \$14.6 million. To date, BLBW has funded 67 projects for a total of \$1,625,400. The 67 funded projects cover areas such as 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-January 2019. Each project demonstrates success and has a positive impact in Wisconsin communities.

The impact of the BLBW grants is far-reaching across all Wisconsin counties. Over 2,800 Wisconsin producers have positively benefitted from increased sales resulting from the grant funds. As a result of these grants, 108 new jobs have been created across the state, and 125 jobs have been retained.

The grant recipients have directly generated more than \$10 million in new sales of Wisconsin food products. These dollars have gone 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.

DIRECT RETURN:

STATE INVESTMENT = \$1,625,400

- Over \$10 million in new local food sales
- Over \$4.6 in new investments
- 108 new jobs created
- 125 jobs retained
- Over 2,800 producers benefitted
- 2,918 WI markets benefitted

Yearly average
funded projects:

7

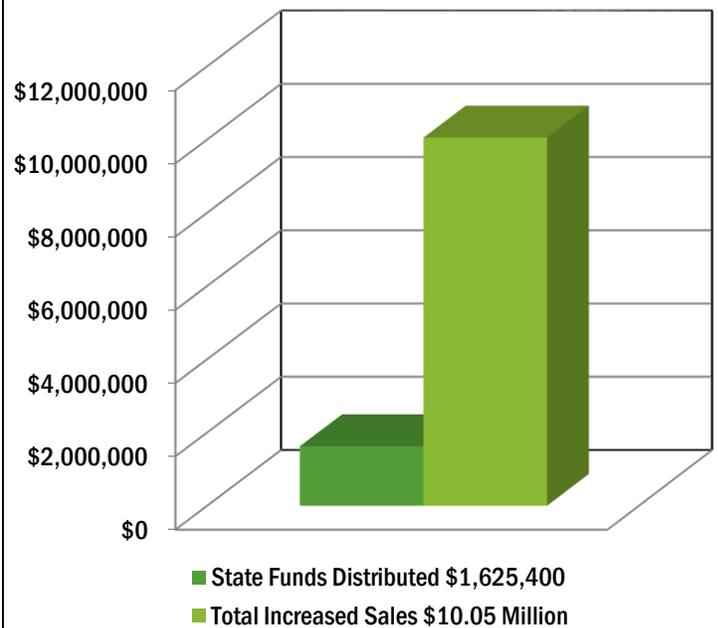
Average Awarded Grant:

\$24,485

Total Projects:

67

RETURN ON INVESTMENT:



2019 FUNDED PROGRAM DETAILS



LOVEFOOD

Season Extension for the Production of Local, Organic, Culinary Herbs

Project Duration: June 2019-June 2021

Counties Impacted: Dane County

Award \$19,000

Project Purpose

Season extension for locally grown perennial and annual herbs for chefs and retailers. This grant will use variety selection, plant breeding, low tech movable tunnels and intensive management to create a resilient system for the production of local, organic culinary herbs for an additional 2-3 months of the year, reducing the amount of herbs that are imported from California, Mexico, South America and even Israel to fill this need.

DRIFTLESS BREWING

Marketing and Distribution Expansion

Project Duration: June 2019-June 2021

Counties Impacted: Multiple Markets

Award \$15,900

Project Purpose

Marketing and distribution effort for newly expanded brewery and taproom in Soldiers Grove. This project will increase wholesale and retail customers through direct sales and collaborations while the businesses works as a catalyst for economic development in the village of Soldiers Grove.



2019 FUNDED PROGRAM DETAILS



ENOS FARM

Farm-to-Freezer

Project Duration: June 2019-June 2021

Counties Impacted: Multiple Markets

Award \$18,000

Project Purpose

The Wisconsin Farm-To-Freezer project involves purchasing locally grown organic vegetables in bulk through contracts with farmers, and preserving them for the future purchase by local restaurants and other food establishments committed to local sourcing. The project aims to reduce reliance upon outsourced vegetables and national distributors and focuses on increasing the amount of vegetables purchased locally. It would allow for seasonal produce to be continuously available, thus increasing the chances for restaurants to provide Wisconsin-grown vegetables year-round.

MUSHROOM MIKE

Business and employment expansion

Project Duration: June 2019-June 2021

Counties Impacted: Multiple Markets

Award \$41,190

Project Purpose

Increasing sales of locally grown cultivated mushrooms, unique produce and foraged products in Wisconsin through business expansion and production capabilities.



2019 FUNDED PROGRAM DETAILS

ANDERSON'S MAPLE SYRUP

Pure Fuel and Anderson's Single-Serve Packs

Project Duration: June 2019-June 2021

Counties Impacted: Multiple Markets

Award \$48,000

Project Purpose: Market expansion by increasing the use of Wisconsin organic pure maple syrup by promoting a new innovative single-serve package. The project will highlight the nutritional benefits of Wisconsin organic pure maple syrup and seeks to inform the food service industry of the potential use for Wisconsin organic pure maple syrup as a flavoring or other supplement.



JRS COUNTRY ACRES

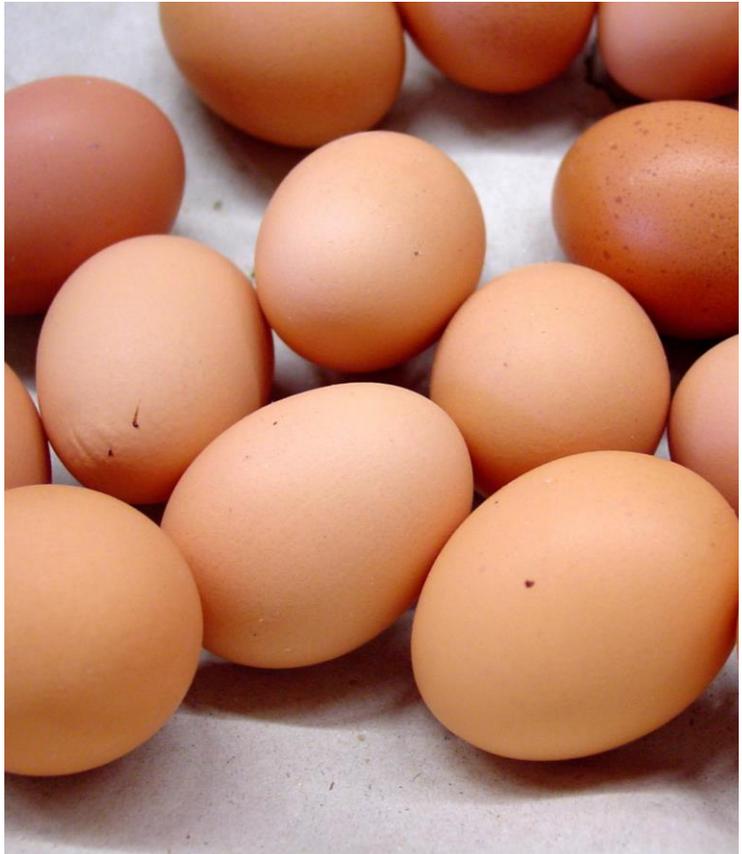
Sales expansion of GMO-free eggs

Project Duration: June 2019-June 2021

Counties Impacted: Multiple Markets

Award \$12,305

Project Purpose: Expand sales through marketing and placement of GMO-free eggs in stores.



2019 FUNDED PROGRAM DETAILS



BARHAM GARDENS

Campaign to increase aronia sales, education and awareness

Project duration: June 2019--June 2021

Counties impacted: multiple markets

Award \$17,000

Project purpose: Funding will be used to promote and highlight aronia product, distribution, sales and the aronia industry.

UGLY APPLE, LLC

Ugly Apple Fruit Leather

Project Duration: June 2019-June 2021

Counties Impacted: Dane County

Award \$9,200

Project Purpose

Buy seconds and overstock produce from Wisconsin farmers and process it into dehydrated "fruit leather" healthy snacks. It sets out to develop a model that could be reproduced across Wisconsin and the Midwest, improving farm profitability, reducing food waste, and creating food processing jobs.



2019 FUNDED PROGRAM DETAILS



CAMPO DI BELLA

On-farm production and distribution of artisan red wine vinegar

Project Duration: June 2019-June 2021

Counties Impacted: Dane

Award: \$9,405

Project Purpose

To increase value-added sales through the on-farm production, value-added processing and sales/distribution of red wine vinegar.

For more information about this program, visit: <https://datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx>

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