



**BUY LOCAL  
BUY WISCONSIN**

**FY 2025 IMPACT REPORT**

For more information about this program, please visit [datcp.wisconsin.gov](http://datcp.wisconsin.gov).  
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# Buy Local, Buy Wisconsin Grant Program

## Grant Impact Overview FY 2008-2025

### 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 BLBW grant program remains high. From the start of the program in 2008, 607 applications have been received, requesting over \$21.03 million. To date, BLBW has funded 128 projects for a total of \$3.227 million. The funded projects are directly impacting infrastructure development, market development, agritourism, producer development, and other areas related to local food production and distribution.

### Comprehensive Impact to the State

Keeping food dollars in Wisconsin communities supports local businesses, improves farm incomes, and creates jobs. BLBW Grant recipients have reported on their work since the program's inception. Each project has demonstrated positive impact in their community.

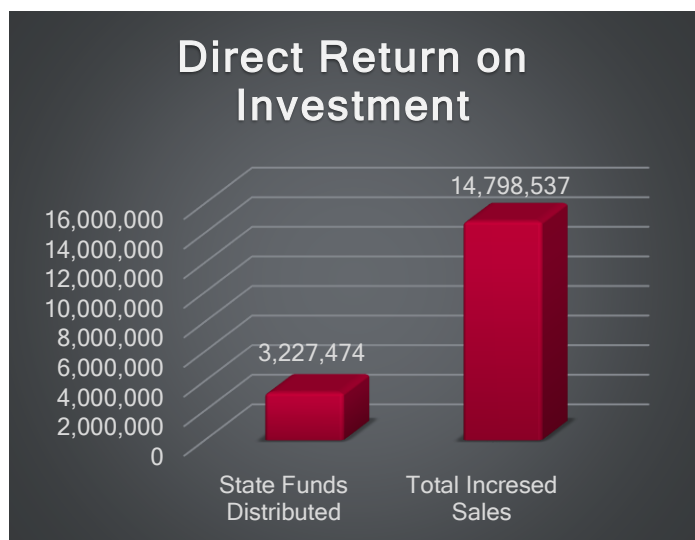
The collective impact of BLBW grants reaches across all Wisconsin counties. Over 5,600 Wisconsin producers have seen increased sales result from BLBWfunded projects. In addition, 221 new jobs have been created across the state and 323 jobs have been retained.

BLBW Grant recipients have so far directly generated over \$14 million in increased purchases of Wisconsin food products from Wisconsin farmers, cooperatives, processing facilities, and distribution companies. Furthermore, these dollars have circulated within communities and among the suppliers and services these groups depend on.

### **Direct Return:**

State Investment = \$3,227,474

- Over \$14 million in increased sales
- Over \$8.4 million in new investments
- 221 new jobs created
- 323 jobs retained
- 5,617 producers benefited
- 5,508 Wisconsin markets benefited



**Yearly average funded projects: 8**

**Average Awarded Grant: \$25,300**

**Total Projects: 128**

## FY 2025 Funded Program Details

**B&E's Trees LLC, dba Embark** – *Increase Wisconsin Local Food Sales by Exploring Wisconsin with Wisconsin Maple Energy*

**Project Duration:** September 10, 2024 – September 9, 2026

**Counties Impacted:** Multiple Markets

**Award** \$41,000

**Project Purpose**

Rugged, convenient pouches of Wisconsin Maple Energy will increase local food purchases among outdoor consumers, creating a new market for Wisconsin maple. Wisconsin's identity as an outdoor destination creates a demand for outdoor nutrition; maple syrup is energy- and nutrient-dense and is a rapidly growing athletic energy fuel. This project will establish Wisconsin maple as the leading energy choice for athletes and adventurers by marketing Wisconsin Maple Energy for Wisconsin adventures.

**Driftless Farms, LLC** – *Expanding the Impact of Local Maple Products*

**Project Duration:** November 1, 2024 – February 1, 2026

**Counties Impacted:** Multiple Markets

**Award** \$11,900

**Project Purpose**

This grant will support expanded syrup production via collaboration with surrounding landowners to access sugar maple trees on their lands. Funding will be used to purchase and install tubing, fittings, and tanks to collect sap from these new maple stands. Currently, two neighboring farmers have expressed interest in leasing maple trees for our use (totaling 1200-1800 taps), and we will engage other landowners to add a total of 2,500 taps to our operation. This will allow us to meet our current demand and projected market growth over the next two years. Engaging landowners in this manner expands the local footprint of our small business as it provides collaborating farmers with additional revenue from their lands. As well, we plan to hire a local contractor to haul sap to the production facility on our farm.

**Fondy Food Center, Inc.** – *Advancing Milwaukee's Hmong Urban Farming Economy: Value-Added Agricultural Products Pilot*

**Project Duration:** January 1, 2025 – December 31, 2025

**Counties Impacted:** Milwaukee

**Award** \$21,000

**Project Purpose**

The Value-Added Agricultural Products Pilot aims to support Milwaukee's Hmong farmers by launching a sustainable value-added products initiative. This project will provide training, technical assistance, and resources to help three to five farmers create, test, and market new products to enhance their economic viability, contribute to the local food system, and serve as a model for other Hmong farmers.

**GreenGold Gardens, LLC** – *Fresh from the Garden to Your Kitchen Table*

**Project Duration:** January 2025 – January 2026

**Counties Impacted:** Multiple Markets

**Award** \$8,940

**Project Purpose**

Since we started our farming operation, we have not conducted a marketing campaign in our local communities. We understand that to expand our farming operation, we need to reach new local customers. The intent of this proposed marketing project is to launch a marketing campaign to reach new prospects. This project will allow us to launch marketing messages to reach new markets. We plan to use local newspapers, brochure distributions, and product promotion booths to reach our targeted potential prospects. The newspaper campaign and brochure distribution will help us send brand awareness messages to target potential customers in a specific geographic area, central Wisconsin communities.

**Hundred Acre LLC** – *Scaling up Pesto with Purpose*

**Project Duration:** January 1, 2025 – January 1, 2026

**Counties Impacted:** Eastern Wisconsin Counties

**Award** \$41,000

**Project Purpose**

Hundred Acre LLC is a 5,000-square-foot vertical hydroponic farm in the urban center of Milwaukee with a mission to create a more equitable and healthy food system. Our project is important to Wisconsin's local agricultural economy because we employ local minority farmers to grow basil and contract with a local processor who provides jobs in the heart of urban Milwaukee. We plan to work toward sourcing additional local ingredients like Parmesan cheese and garlic to maximize the number of local products possible in our pesto. This will benefit local Wisconsin dairy farmers, cheese processors, and specialty crop farmers growing garlic. Our product has potential to reach many venues in wholesale, retail, and institutional markets.

**Laxey Creek Sheep Ranch, LLC** – *Raising Local Lamb for Local Markets: Replacing Imported Lamb with Wisconsin-Grown Lamb*

**Project Duration:** January 2025 – December 2025

**Counties Impacted:** Multiple Markets

**Award** \$12,000

**Project Purpose**

Laxey Creek Sheep Ranch produces 800 market lambs per year, and the majority are sold at the livestock auction. This project will increase our direct marketing sales in three sales channels: carcasses, whole lambs, and cuts. Growth is currently limited by transportation capacity. We will purchase a delivery van and improve our marketing materials to sell lambs direct to consumers. Estimates for 2026 show selling 207 animals would generate a gross income of \$103,428. Selling our lamb direct keeps meat in Wisconsin and increases options for customers.

**May Hill Farm – Regenerative Farm Marketing Expansion**

**Project Duration:** October 1, 2024 – September 30, 2026

**Counties Impacted:** Multiple Markets

**Award** \$6,200

**Project Purpose**

This project will expand our farm’s local market presence through enhanced branding, search engine optimization, and customer engagement. By improving our online presence and SEO, we can build on our direct-to-consumer business. As consumer habits shift to convenience and quality, updates to our online platform and marketing will help us reach more local customers with easier shopping and fulfillment options.

**Misty Dawn Farm**

**Project Duration:** January 1, 2025 – February 28, 2026

**Counties Impacted:** Rock

**Award** \$46,600

**Project Purpose**

Misty Dawn Farm aims to hire a part-time marketing coordinator to increase awareness of its food forest products in Wisconsin and boost farm sales and market participation. The processing building equipment is focused on extending the shelf life and enhancing the value-added production of its log-grown shiitake mushrooms and diverse orchard fruits. The farm also plans to expand maple syrup production from its established plantation of 3,500 sugar maple trees.

**Ney’s Premium, Inc. – Seal & Freeze Project**

**Project Duration:** January 1, 2025 – December 15, 2027

**Counties Impacted:** Washington, Ozaukee, Milwaukee, Waukesha

**Award** \$11,800

**Project Purpose**

Ney's Premium Meats is an offspring from our family-owned fifth-generation farming operation; portions of the business that directly relate to meat processing began in 1965. Over the years, our business has diversified into distinct categories of operation where we sell our products at local community farmers’ markets, direct to consumers, wholesale, to restaurant operations, and to schools/colleges. To further support our business operations, we need to install a new walk-in freezer and new double chamber vacuum sealer into our processing facility.

**Philadelphia Community Farm, Inc.** – *Direct to End User Expansion and Demonstration of Mid-Scale Production for Emerging Farmers*

**Project Duration:** November 15, 2024 – December 15, 2026

**Counties Impacted:** Polk

**Award** \$13,400

**Project Purpose**

Philadelphia Community Farm, Inc. 501(c)3 is scaling our vegetable production. This project will allow us to 1) increase the availability of Wisconsin-grown produce for local buyers, 2) model the successful participation of small & mid-sized farms in the local food system for our educational programming, and 3) provide demonstration and equipment sharing for emerging farmers who incubate at our farm as they learn and grow their own enterprises.

**Vitruvian Farms, LLC** – *Expanding Promotion and Distribution of Locally Grown, Produced, and Aggregated Food from Vitruvian Farms to Wisconsin Communities*

**Project Duration:** January 1, 2025 – December 31, 2026

**Counties Impacted:** Multiple Markets

**Award** \$41,000

**Project Purpose**

This project will enable Vitruvian Farms to expand promotion of our on-farm store, online store with home delivery across Dane County, and Community Supported Agriculture program in order to increase sales and distribution of Wisconsin grown, produced and aggregated food to Dane County community members.



## Success Stories

### **Park Ridge Organics (City of Fond du Lac , Fond du Lac County)**

Received a BLBW grant in 2023 to implement professional product branding for all items grown, produced and sold by Park Ridge Organics. This included improvements to our Farm Store customer shopping experience and the launch of new prepackaged wholesale product options. This branding implementation gave the business recognition and improved overall customer experience. Our Farm Store traffic of new customers and returning customers has increased, hence increasing our sales and overall local foods into people's homes. 32 Wisconsin producers benefitted from this project and the increase of locally grown or produced Wisconsin food products were: produce \$36,118, dairy \$2,812, meat \$11,996 and processed foods \$39,568.

Our Farm Store now makes up 40% of our total revenue and we plan to project 10% more each year moving forward. We will continue to invite new vendor products to our shelves from Wisconsin only value-added business and plan to implement an "off season" online ordering system for our customer base starting in the 2024-25 winter.

### **Rock Ridge Orchid, LLC (City of Edgar, Marathon County)**

Received a BLBW grant in 2023 to scale up our Farm to School program to meet current demand while building capacity for greater growth and expansion through the addition of a cooling system. Expanding our cold storage enables us to store more apples for a longer period of time, therefore extending our delivery season and the number of fresh apples going to local schools. With this project we saw an increase of Farm to School produce of \$11,949 and farm market retail sales of \$31,520. This project also benefitted 125 Wisconsin schools and 1 market.

Our future plans include a new exclusive Farm to School orchard being planted in the spring of 2024. This orchard will initially be 2000 trees of new and exciting varieties. We will also be adding more delivery trucks and seasonal employees as we look to grow our Farm to School Program to 200 schools across central Wisconsin.