



WISCONSIN LOCAL FOOD

Purchase Assistance Program



MEDIA KIT

Learn more at wilocalfood.org



Wisconsin's LFPA program is strengthening food and agricultural supply chain resiliency, supporting Wisconsin farmers, and distributing fresh nutritious foods to communities.

PROGRAM GOALS


1

Support local producers and processors by building and expanding economic opportunities.

2


Broaden and strengthen partnerships of local producers and processors with food distribution partners and local food networks to ensure the distribution of fresh and nutritious foods to communities members.

GRANTS



Designed for farmers interested in expanding their wholesale reach to farm-to-food access programs through training and technical assistance, and access to community building and networking.

DIRECT-TO-FARMER



Designed for community partners to implement projects that purchase Wisconsin-grown, raised, or minimally processed food and distribute it at no cost to community members.

COMMUNITY PARTNER

HOW IT WORKED

IN A NUTSHELL



farmers and
community partners
awarded grants



to grow fresh,
nutritious food



that is picked up
and distributed



to hunger
relief partners



provided to
underserved
communities at
no charge

THE WI LFPA TEAM



DATCP worked collaboratively with producers, distributors, food security organizations, and Tribal partners to provide program development, coordinate transportation and logistics, and procure food from local producers through partnership with Marbleseed, Wisconsin Farmers Union, and Wisconsin Food Hub Cooperative.

Marbleseed provided producer education and grants to farmers to produce food for community members.

Wisconsin Food Hub Cooperative provided logistics, storage, and transportation services, ensuring products get to communities.

Wisconsin Farmers Union identified and worked with Wisconsin farmers, local food businesses, food security partners, and non-profit organizations to establish a network of resources.

2024 GRANTEES

DIRECT TO FARMER PROGRAM

129 Producers



COMMUNITY PARTNER PROGRAM

9 Organizations

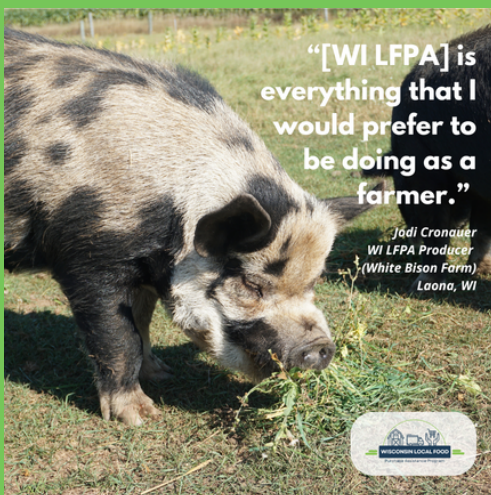


PROGRAMMING

- ✓ Farm to Food Access Wholesale Readiness Trainings
- ✓ Farmer-to-Farmer Cooperative Learning & Education Opportunities
- ✓ Produce Safety Alliance Grower Training Courses
- ✓ Networking with WI Food System Partners

Learn more at wilocalfood.org/events

TESTIMONIALS





"The best thing about the LFPA Program is that we are able to provide our guests with the well-deserved luxury of choice! And that choice doesn't involve the typical canned food pantry inventory, but rather shelves full of colorful, fresh, and local varied produce to support healthy and culturally sensitive eating."

- Jefferson Food Pantry



"My cows are soil engineers that I turn into beef to feed people who need it most."

Mike Miles
WI LFPA Producer



"I've always dreamed about getting my sustainably-raised pork to folks facing food insecurity or that have barriers to accessing healthy meats, and being a part of WI LFPA is a dream come true in that way."

Jess Bernstein
WI LFPA Producer



"

The LFPA program has helped us by providing a consistent and reliable buyer of our produce. We currently sell our produce at two farmers markets each weekend, but if the LFPA program does not continue we will need to add two more farmers markets every week to make up for the lost revenue.

Vang Thao, JL Produce
Milwaukee, Wisconsin



"We got so much [from WI LFPA] that a lot of the produce we offered as unlimited. Most of the produce we get from stores is soft, past sell by date, and mostly salad kits. It was awesome to get produce that lasted more than a few days. The ground pork we got in July was nice because meat is not something that we [usually] receive before sell by/use by dates."

Shing Her
Salvation Army Food Pantry
Manitowoc, WI



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"We've very much enjoyed working with the Hunger Task Force on the LFPA program. First off, being able to plan for the season and dedicate growing space to the initiative really set us up for success. Second, the program really took into consideration the farmers behind the produce—providing solid compensation for the labor and cost involved with growing the produce. And third, we really loved being a part of a program that serviced communities that would not otherwise have access to our veggies."

Lauren Padovano, Happy Day Farmhouse
Richfield, Wisconsin



"This program is good on all accounts. It helps the farmer and it provides good, fresh food to people in need."

Mike Lenz, WI LFPA Producer
Threshing Table Farm
Star Prairie, WI



As first year participants we have been pleased with the whole process from the off season work to help us plan our production to the webinar and in person training offered to get up to speed.

We also appreciated the ongoing communication and help from Marblesseed with finding product insurance and answering any questions that came up as we started shipping products.

Finally we found working with the Wisconsin Food Hub Cooperative easy and straightforward and their communication excellent throughout the season. Having a truck show up at our farm to pick up produce was wonderful!

Rufus Hauke, WI LFPA Producer
Keewaydin Farms
Viola, WI



"The WI LFPA has allowed us more community connections, the ability to hire more people, and given more people access to fresh, regeneratively grown produce. For that and more, we are very grateful for the WI LFPA."

Jody Lenz, WI LFPA Producer
Threshing Table Farm (Star Prairie, WI)



"I started an apple and pear orchard almost 10 years ago. The beginning years we were confronted with one adverse disaster after another, from record cold to record drought, nuisance pests and equipment breakdowns. We are finally at a production level to take off and with the tremendous help of this program, the farm can honestly report a positive cash flow! Our program products go to Paul's Pantry in Green Bay, WI. Paul's pantry started in the 1980s by Leo Frigo, a Wisconsin cheese maker. Today Paul's Pantry feeds 200 families a day. Thank you, WI LFPA, for allowing us to participate!"

Sarah Cilley
WI LFPA Producer

"The last couple of weeks [WI LFPA] has been supplying us with lots of healthy fruits and vegetables. Our recipients really appreciate the healthy food."

Dan Balch
Lakeshore Community Pantry
Kewaunee, WI



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By partnering with the Wisconsin Grass-fed Beef Cooperative, funds used to purchase products go 100% back into the farmers/rancher members in Wisconsin. In 2024, the LFPA contracts were a lifeline for survival for our cooperative. Though small in size, the ground beef contracts, spread out over the summer months, allowed perfect carcass utilization which improves efficiency and margins that allow us to be more effective.

Rad Ofte, Grass-fed Beef Cooperative
Viroqua, Wisconsin



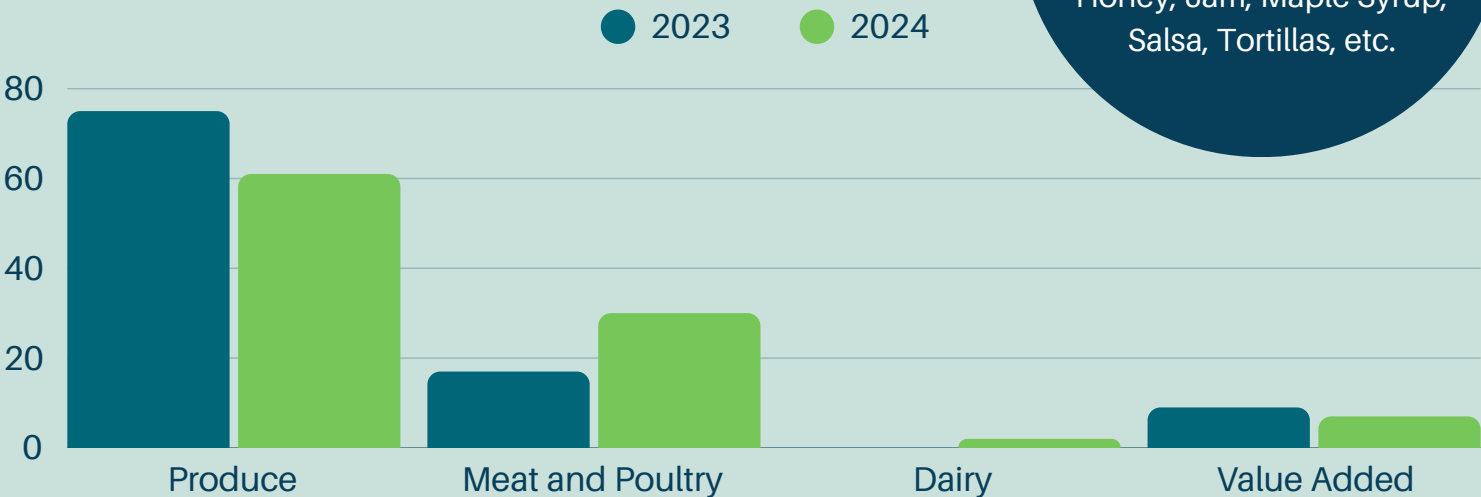
PROGRAM DATA

THROUGH MARCH 11, 2025

DIRECT TO FARMER DISTRIBUTION

COMBINED PROGRAM DISTRIBUTIONS	COMMUNITY PARTNER DISTRIBUTION			
		261	Types of Products Delivered	
72	49	67	Counties Served	
289	129	187	Growers Participating	
254	182	97	Food Access Partners Receiving Deliveries	
\$4.23M	\$1.12M	\$3.10M	Of Food Delivered	

PERCENT OF PRODUCTS AVAILABLE BY TYPE

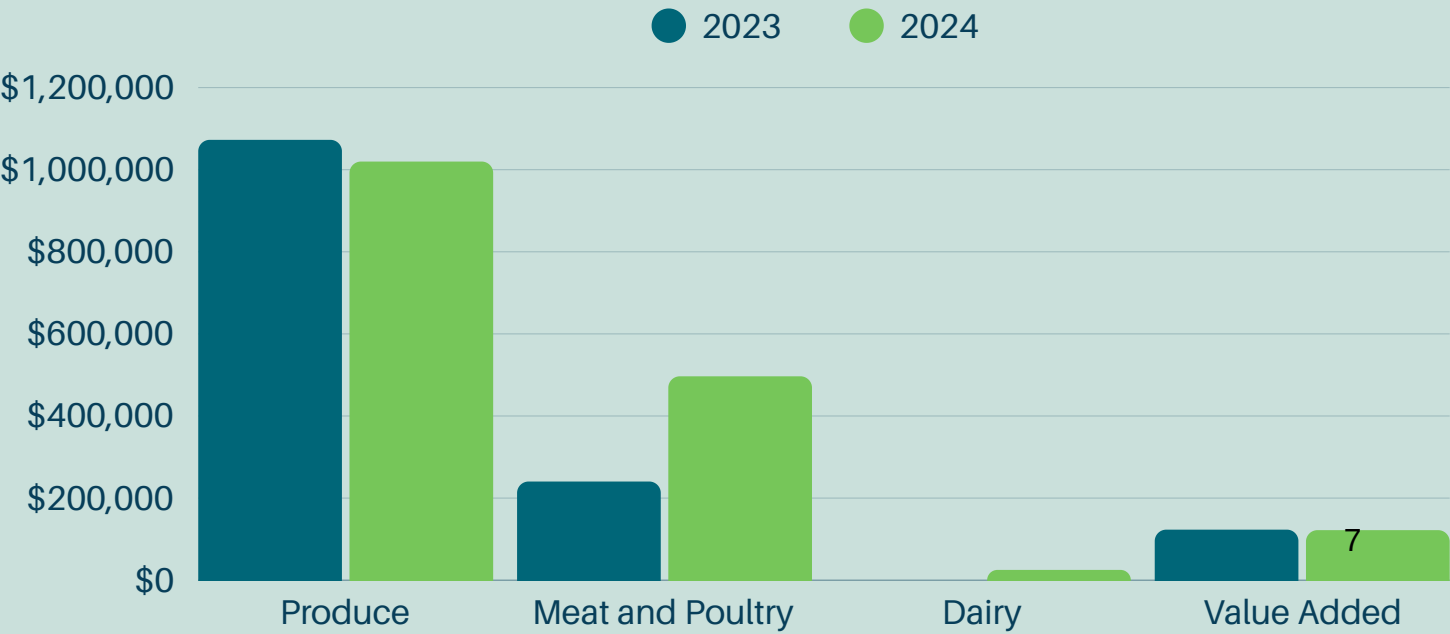


Examples of Value Added:
Applesauce, Butter, Cheese,
Honey, Jam, Maple Syrup,
Salsa, Tortillas, etc.

PRODUCT DISTRIBUTION METHOD

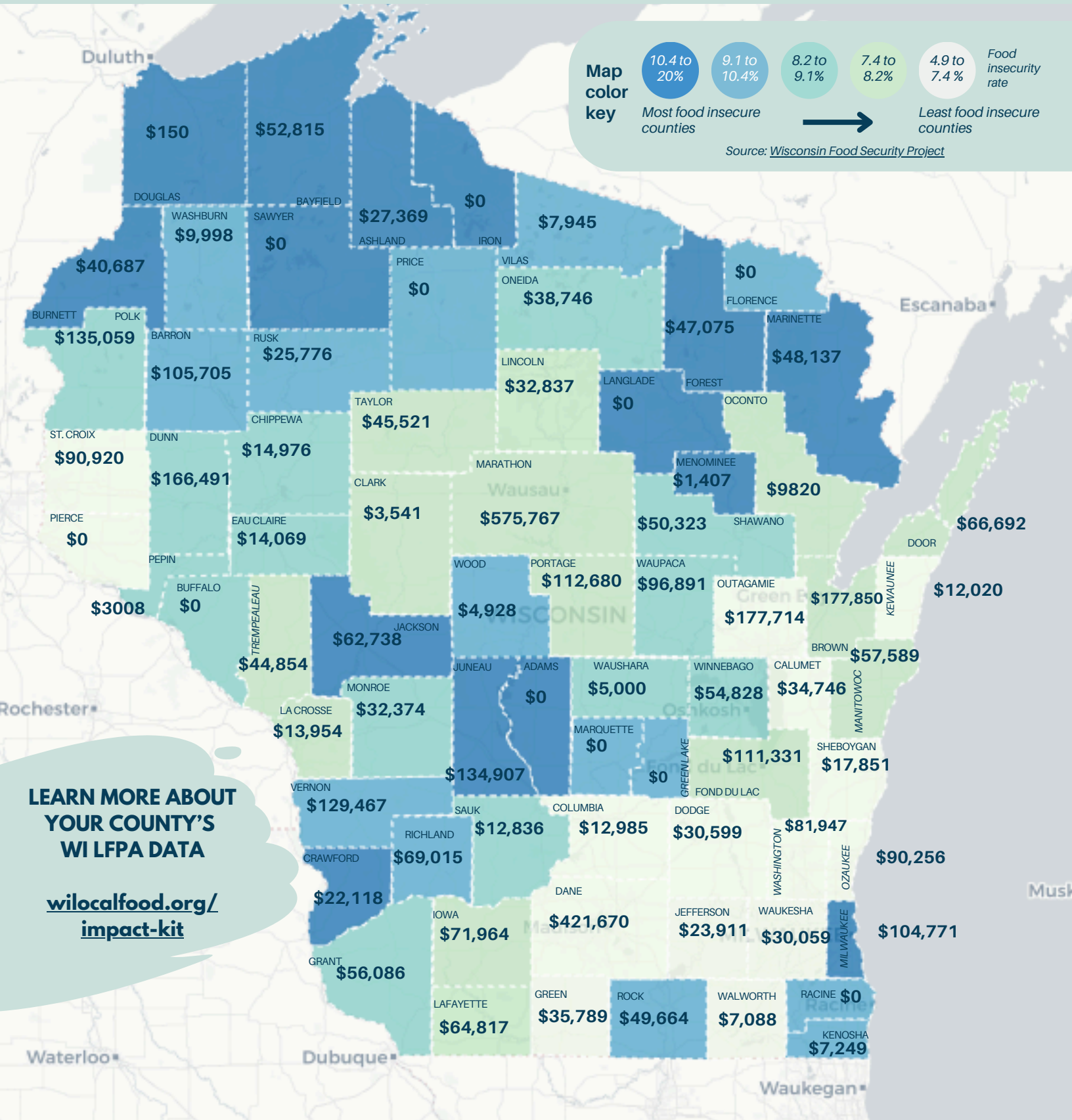


DOLLAR VALUE SOLD BY PRODUCT TYPE



WI LFPA FARMER PAYMENTS BY COUNTY

May 2023-December 2024

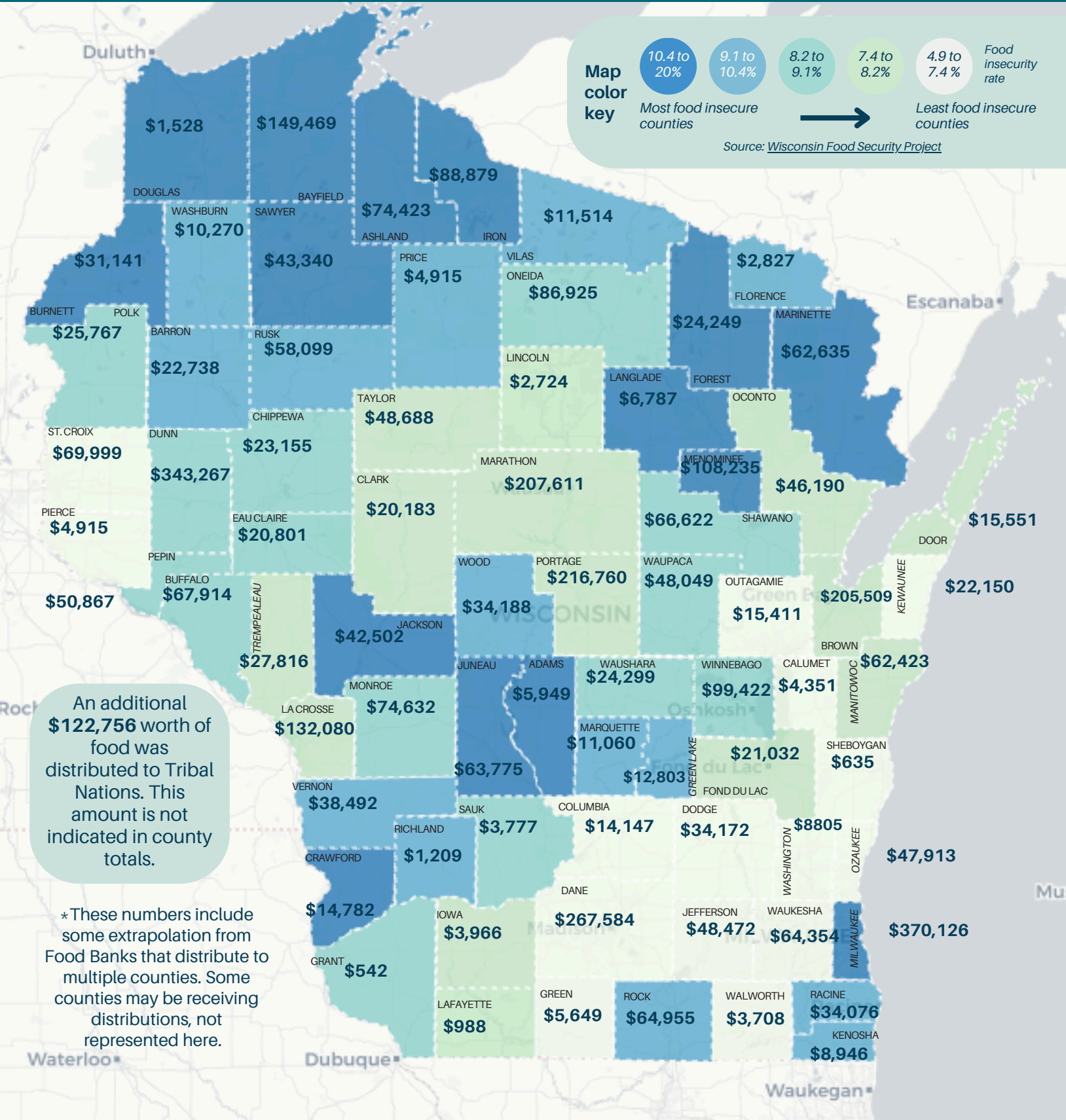


LEARN MORE ABOUT
YOUR COUNTY'S
WI LFPA DATA

[wilocalfood.org/
impact-kit](http://wilocalfood.org/impact-kit)

DISTRIBUTIONS BY COUNTY

*May 2023-December 2024**



BUILDING LOCAL FOOD INFRASTRUCTURE

The **Wisconsin Food Hub Cooperative** (WFHC) was founded in 2012 by and for farmers to help **build sales and refrigerated transportation infrastructure** to get more local food to regional markets. The WFHC has been proud to work with farmers, food pantries, and other partners through WI LFPA to **build more economical routes**.



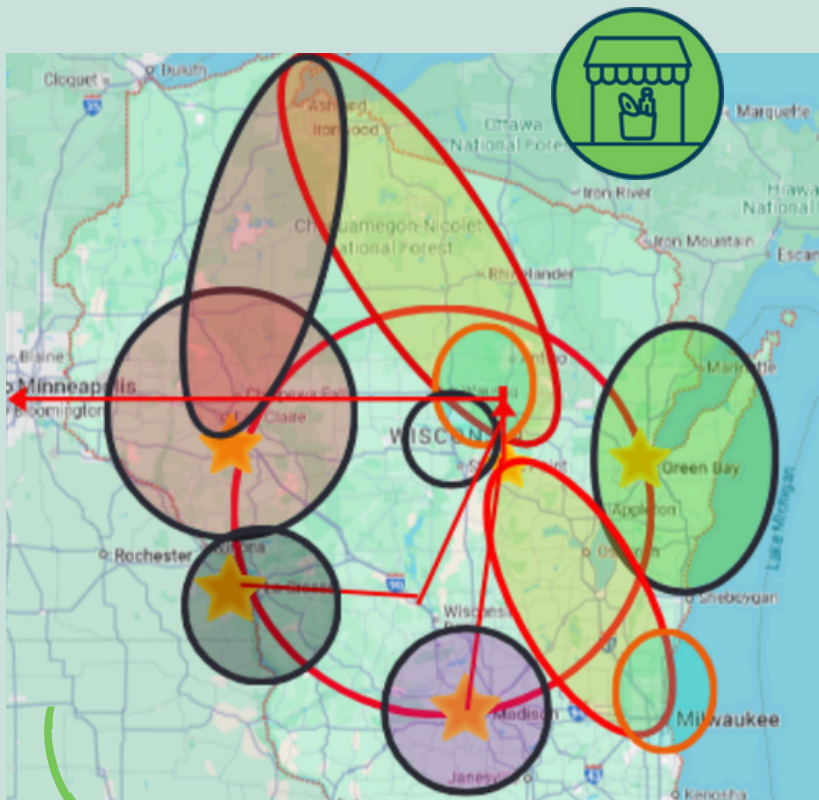
THROUGH WI LFPA, THE WFHC:

- Delivered **77%** of WI LFPA purchased product in 2024
- Built out **transportation routes** from each farm to each food access partner
- Managed **over 20 distribution routes** including on-farm pickup, aggregation, and distribution

For more information contact:

Tara Roberts Turner, General Manager
Wisconsin Food Hub Cooperative
tara@wifoodhub.com - 715-227-1990

FORMATION OF THE SUPER TRANSPORT COOPERATIVE



Statewide distribution through WI LFPA has been a **catalyst to explore the formation of the Super Transport Cooperative (STC)**. The STC is a partnership between multiple distributors that will collectively provide statewide services. The STC will manage logistics to effectively move product from Wisconsin farms to food assistance programs, schools, and health care facilities across the state.

EXPANDING LONG-TERM DISTRIBUTION AND LOGISTICS



Statewide, cold-chain distribution supports resiliency and benefits farmers, food access partners, schools, early childcare centers, and other institutions.

- **Lead:** Wisconsin Food Hub Cooperative (WFHC)
- **Partners:** Keewaydin Farms, Pura Vida, Chippewa Valley Produce, Seasonal Harvest, Central Rivers Farmshed, Olden Organics

For more information contact:

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STORIES FROM THE FIELD

FIND WI LFPA TESTIMONIALS



wilocalfood.org/our-stories

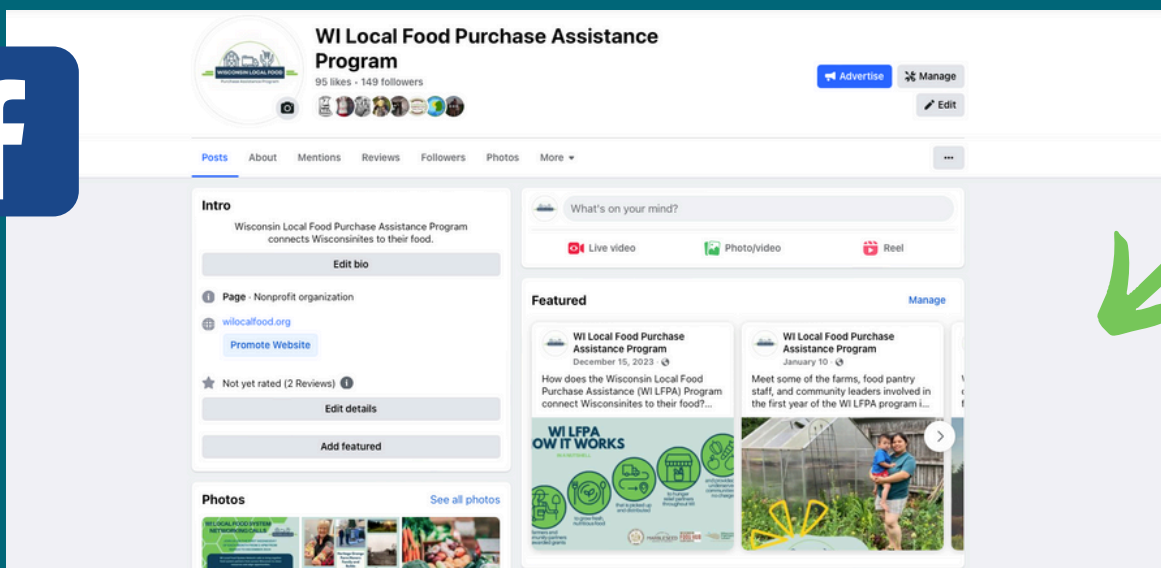
FIND WI LFPA STORIES



wilocalfood.org/wi-lpfa-blog

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Wisconsin LFPA | From Farm to Food Access



WISCONSIN LFPA

From Farm to Food Access

Watch on YouTube

Video by [Ivy Media](#)

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wilocalfood.org



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KATIE KRACHT

WI LFPA Program Coordinator

Wisconsin Department of Agriculture,
Trade and Consumer Protection

(DATCP) 608.224-9932

katie.kracht@wisconsin.gov



The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has a cooperative agreement with the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service to create the Wisconsin Local Food Purchase Assistance (WI LFPA) Program. The program aims to strengthen local food systems, support Wisconsin farmers, and distribute fresh nutritious foods to communities members.

