



WISCONSIN LOCAL FOOD

Purchase Assistance Program



IMPACT TOOL KIT

Learn more at wilocalfood.org

WHAT'S IN THIS KIT?

READY...

Page 2 - How to use this WI LFPA Impact Tool Kit
Page 3 - Understanding WI LFPA: Goals & Grants
Page 4 - How WI LFPA worked and our team



SET...

Page 5 - 2023 and 2024 program data
Page 6 - Program Data: Products and Distribution
Pages 7+8 - Program data maps
Page 9 - WI LFPA: Building Rural Infrastructure
Page 10 - The Super Transport Cooperative



GO!

Page 11 - Tips for sharing your story
Page 12 - WI LFPA talking points
Page 13 - A script for creating your own video
Page 14 - Social media tools
Page 15 - WI LFPA testimonials
Page 16 - Stories from the field
Page 17 - Contact us



THAT'S THE WI LFPA IMPACT!

As a Wisconsin Local Food Purchase Assistance Program participant, you're no stranger to the **INCREDIBLE IMPACT** that this program has had on Wisconsin farmers, food access organizations, community partners, and local supply chains.

We need **YOUR HELP** to share this impact and spread the word about our great program.

Use this WI LFPA Impact Tool Kit to find:

- Key program successes
- Tips for communicating about WI LFPA
- Resources to help you share your story

We hope this tool kit can help you polish, share, and amplify your story. This tool kit is just a glimpse into the wide array of impactful stories that are part of the Wisconsin Local Food Purchase Assistance Program. There are many more stories to share. The intention of this tool kit is to **SUPPORT YOU** in sharing your story and to **WORK TOGETHER** to spread our WI LFPA stories near and far.

WE CAN'T WAIT TO HEAR YOUR WI LFPA IMPACT!

A smiling man and woman standing in a field. The woman is wearing a pink plaid shirt and a straw hat. The man is wearing a brown hoodie, a baseball cap, and holding a shovel. They are both smiling and looking towards the camera.

WILFPA 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

DIRECT-TO-FARMER

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.

COMMUNITY PARTNER

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.

HOW IT WORKED



farmers and
community partners
awarded grants



to grow fresh,
nutritious food



that is picked up
and distributed



to food access
partners



provided to
underserved
communities at
no charge

THE WI LFPA TEAM



The Wisconsin Department of Agriculture, Trade and Consumer Protection 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.

PROGRAM DATA

THROUGH MARCH 11, 2025

**COMBINED
PROGRAM
DISTRIBUTIONS**

**COMMUNITY
PARTNER
DISTRIBUTION**

**DIRECT TO
FARMER
DISTRIBUTION**

72

49

261

*Types of Products
Delivered*



289

129

67

Counties Served



254

182

187

*Growers
Participating*



\$4.23M

\$1.12M

97

*Food Access Partners
Receiving Deliveries*

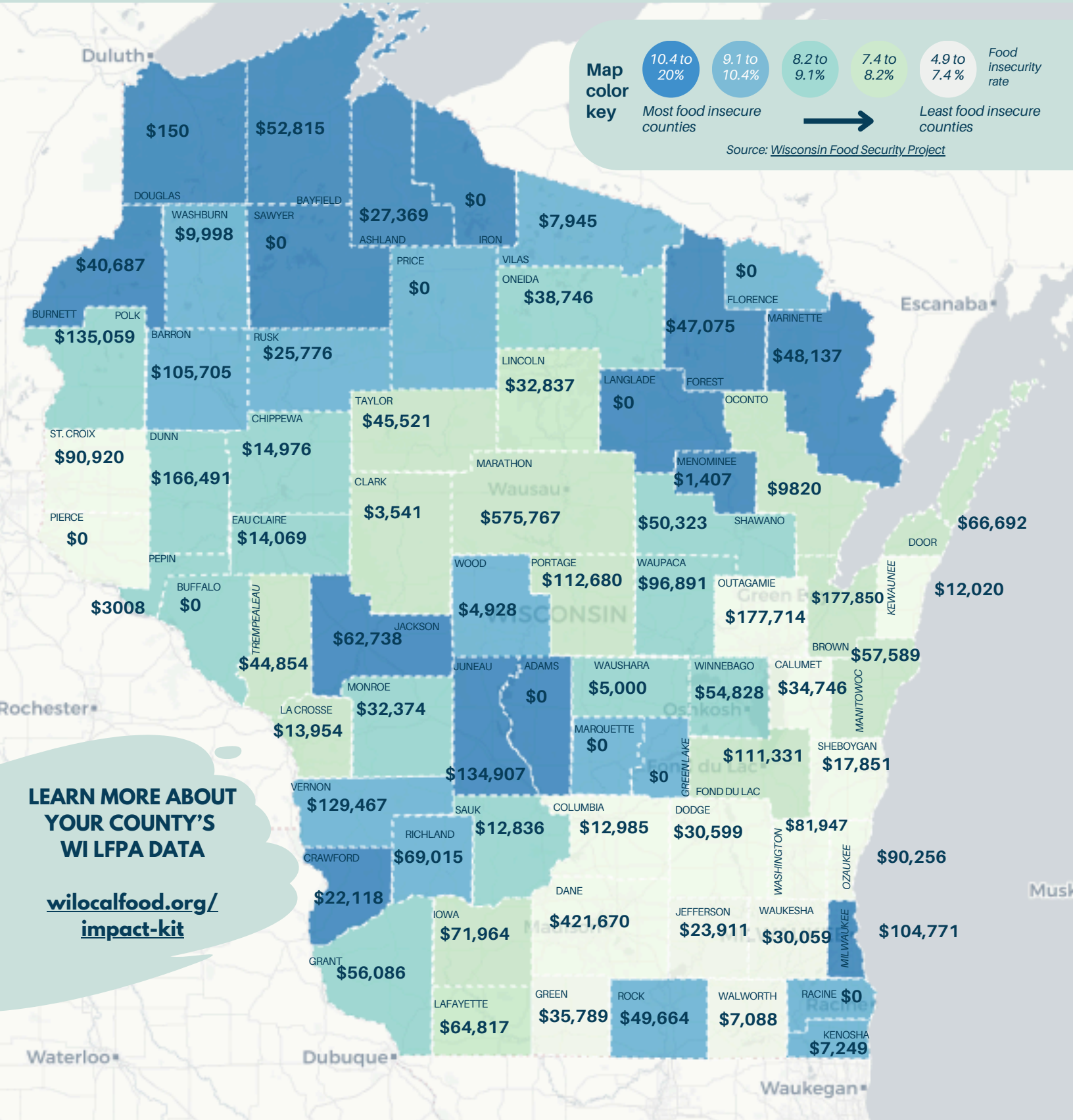


*Of Food
Delivered*



WI LFPA FARMER PAYMENTS BY COUNTY

May 2023-December 2024

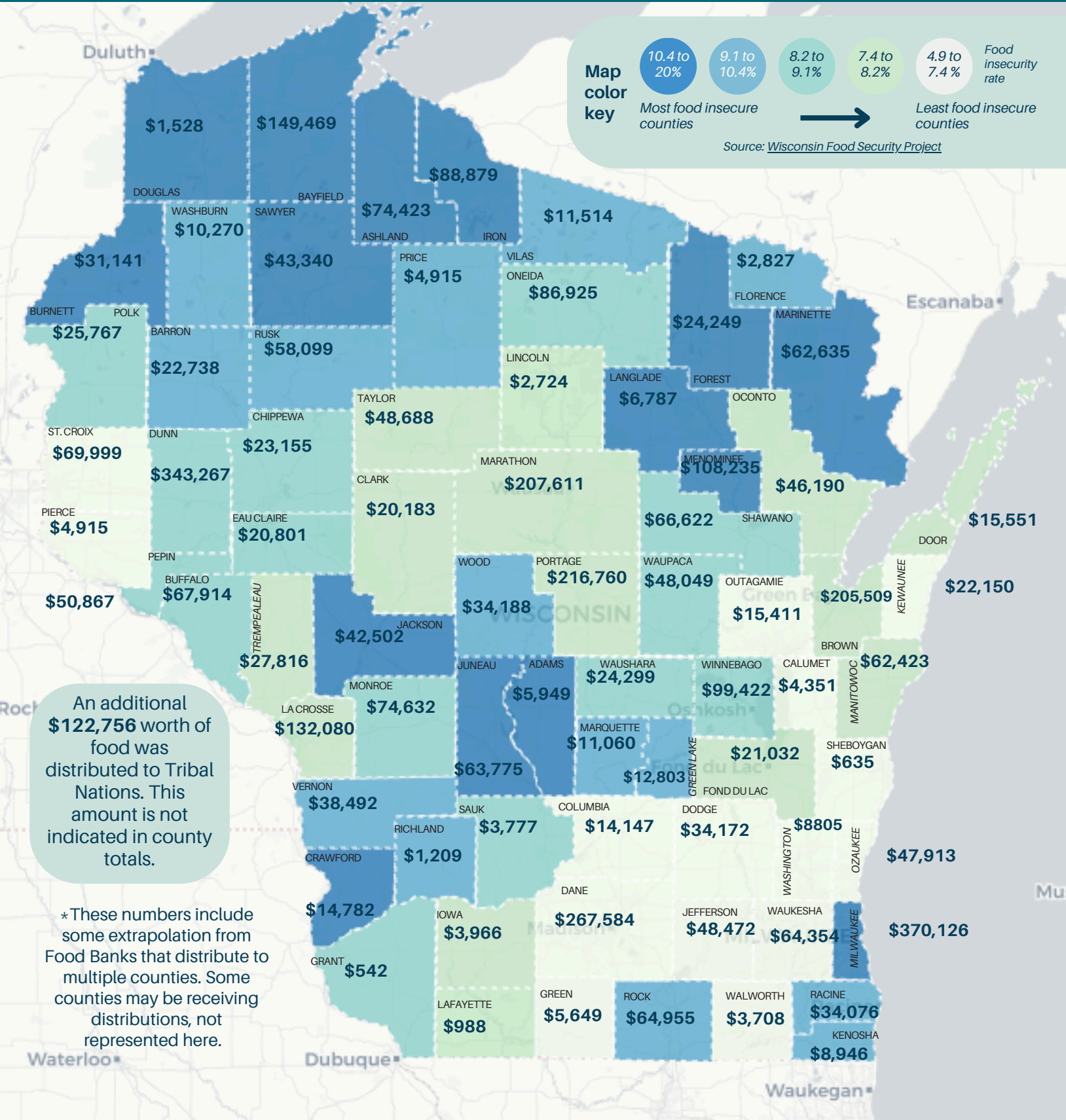


LEARN MORE ABOUT
YOUR COUNTY'S
WI LFPA DATA

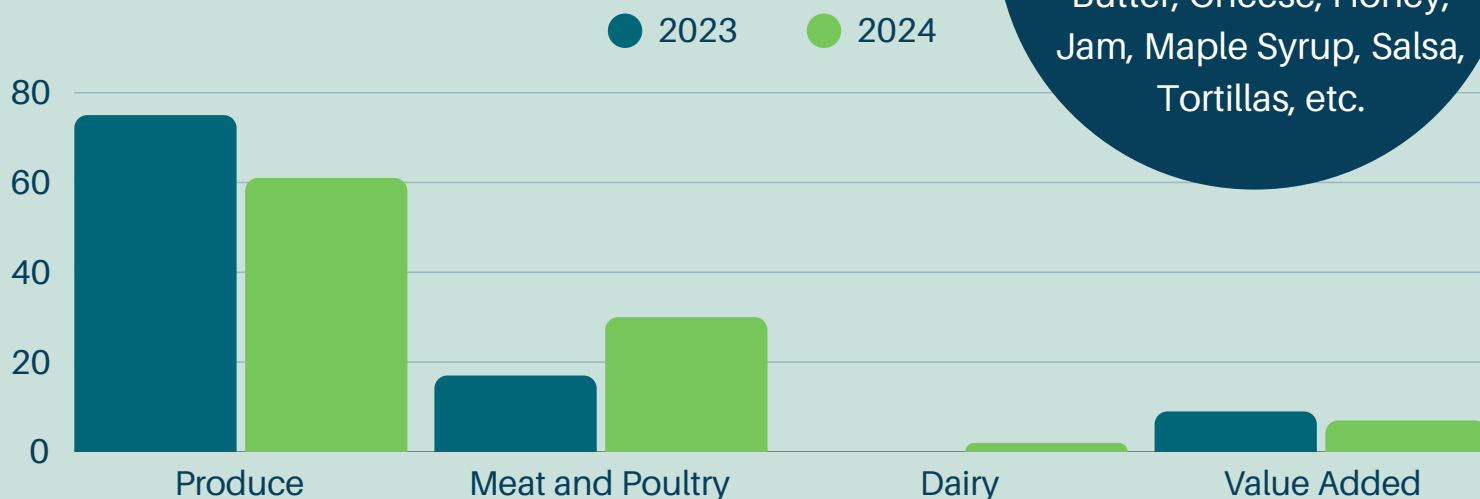
[wilocalfood.org/
impact-kit](http://wilocalfood.org/impact-kit)

DISTRIBUTIONS BY COUNTY

*May 2023-December 2024**

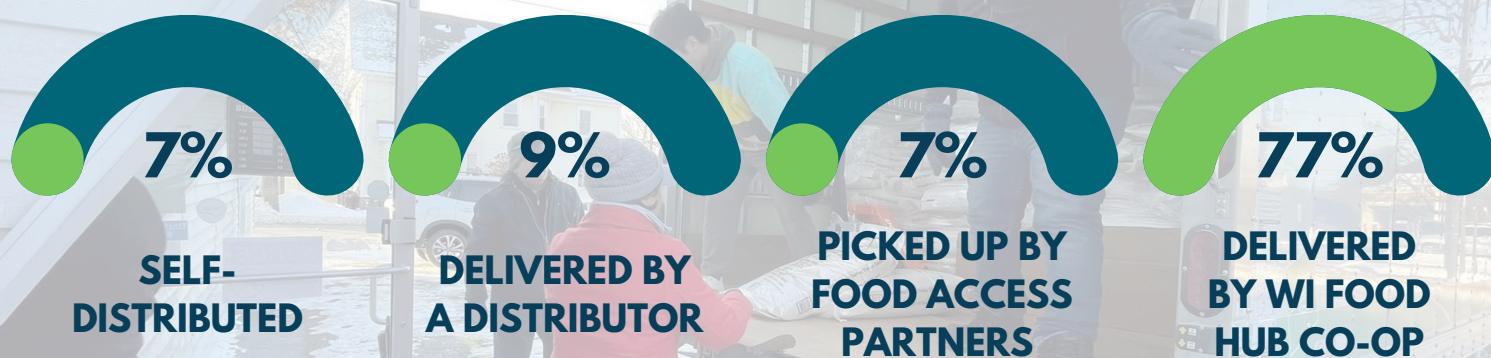


PERCENT OF PRODUCTS AVAILABLE BY TYPE

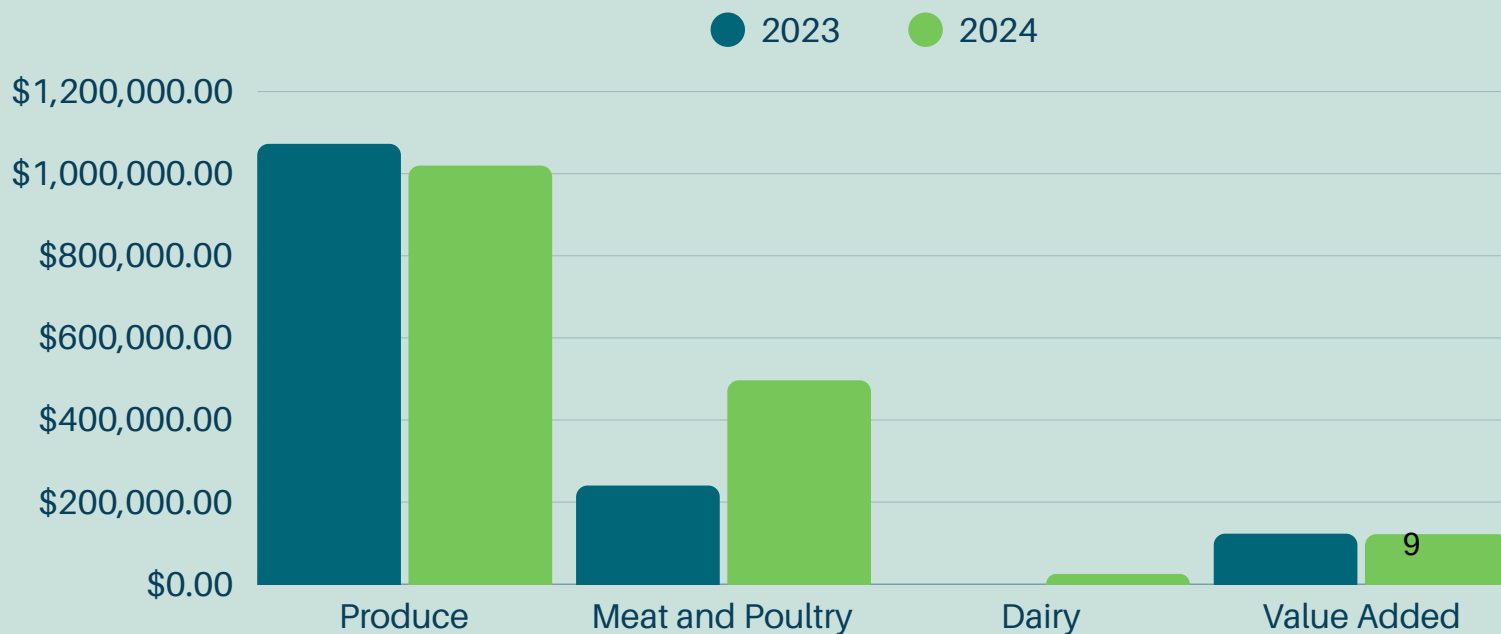


Examples of Value Added: Applesauce, Butter, Cheese, Honey, Jam, Maple Syrup, Salsa, Tortillas, etc.

PRODUCT DISTRIBUTION METHOD



DOLLAR VALUE SOLD BY PRODUCT TYPE



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**.



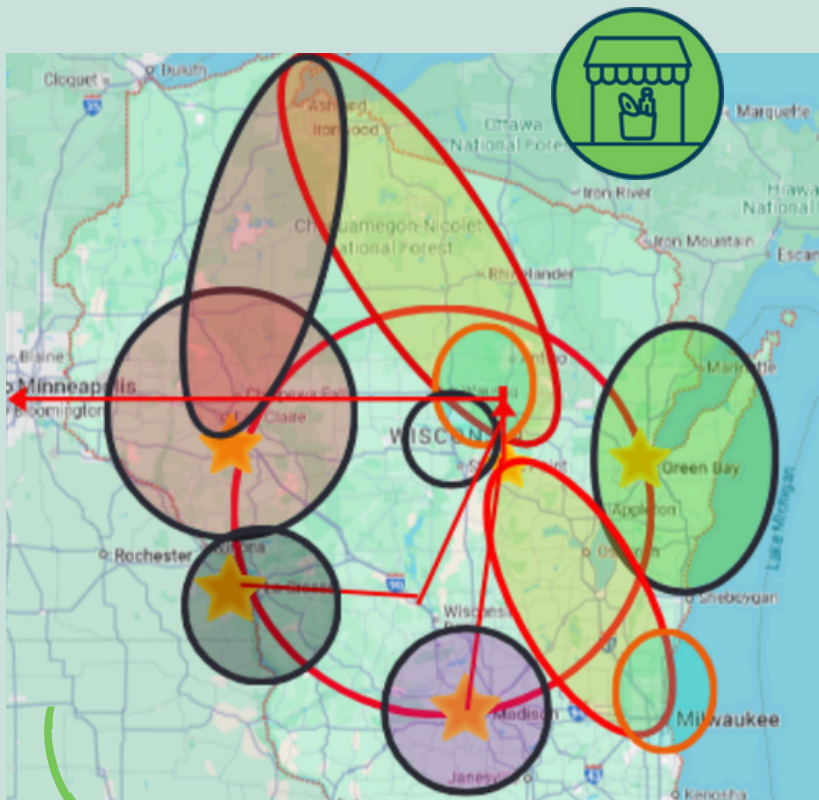
THROUGH WI LFPA, THE WFHC:

- 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:

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

LET'S TALK ABOUT WI LFPA

Planning to share your WI LFPA story on social media?

Prepping for an interview with a journalist?

Making a call to spread the word about WI LFPA?

Follow this how-to guide to maximize your storytelling impact!

1

PREP YOUR STORY

Share your personal experience and values—explain how food access challenges in Wisconsin motivated you to join the WI LFPA and what impact your participation had.

2

PAIR YOUR STORY WITH STATS

Connect your values to the broader community impacts of WI LFPA by stressing the numerical or financial impact of WI LFPA. Pull information from the data section in this tool kit, or use your own farm/organization information.

3

PRACTICE YOUR PITCH

Practice your story so you feel confident and ready to share!

WHAT'S THERE TO SAY ABOUT WI LFPA?

Consider incorporating these talking points into your WI LFPA story.

Market Access & Growth: WI LFPA helps small and mid-sized farmers develop wholesale readiness, increase profitability and expand market reach to larger buyers.

Fair Prices and Strong Relationships: All parties work together to create agreements and a resilient supply chain. This allows for farmers to plan for investing in their operations and for food programs to plan on a reliable supply of fresh and nutritious foods.

Investing in Regional Food Supply Infrastructure: WI LFPA coordinates refrigerated trucking and cold storage between farmers, distributors and end users. The program creates efficiencies, minimizes transportation costs, and enhances market access.

Food Access for All: By purchasing food from farmers and distributing to food banks, pantries, and community access sites, WI LFPA supports Wisconsin agriculture while ensuring families facing hunger had access to fresh, locally grown food.

STRAIGHT-TO-THE-POINT IMPACTS

(Through 3/11/2025)

- **289** farmers/growers participated in the program.
- **72** WI counties and Tribal Nations received local food deliveries.
- **254** food access partners benefited from deliveries of fresh, local food.
- **\$4.23 million** worth of food was delivered to communities in need.

IT'S SHOWTIME!

LIGHTS, CAMERA, ACTION! Use this script to make a short video of yourself for social media and share how WI LFPA has impacted you.

Hi! I'm (**your name**), with (**your organization/ farm**), and I'm from (**county, Wisconsin**). In 2023 and 2024 (**your county**) received (**\$\$\$**) in local food through the Wisconsin Local Food Purchase Assistance Program.

I am speaking out today to share how important the Wisconsin Local Food Purchase Assistance Program is to our communities.

(Story of Self: Share your personal experience and values—explain what motivated you to join the WI LFPA and what impact your participation had.)

(Story of Us: Connect your values to the broader community—highlight shared priorities like rural economic development, strengthening local food systems, and increasing access to healthy foods.)

(Story of Now: Emphasize the impacts of WI LFPA and stress the benefits of growing local food systems, offering a hopeful vision for the future.)

WI LFPA strengthens food and agricultural supply chain resiliency, supports Wisconsin farmers, and distributes fresh nutritious foods to feed communities.



IT'S TIME TO GET SOCIAL

Sharing your WI LFPA story on social media is a great way to get the conversation going and spread the word about the program's impacts.

Copy and paste these captions to use on your social media platform of choice, or use these as inspiration to write your own!

FOR FARMS

I'm proud to farm for food access! In 2023 and 2024 the Wisconsin Local Food Purchase Assistance Program delivered \$4.23 million worth of food to food access sites throughout Wisconsin, which included food grown on MY farm! Learn more about this program at wilocalfood.org

FOR FOOD ACCESS

[ORGANIZATION NAME] is a proud recipient of food from the Wisconsin Local Food Purchase Assistance (WI LFPA) Program! In 2023 and 2024 the WI LFPA Program delivered \$4.23 million worth of food to food access sites throughout Wisconsin, serving all 72 counties in the state. Learn more about this program at wilocalfood.org

FOR COMMUNITY PARTNERS

[ORGANIZATION NAME] was a proud recipient of a Wisconsin Local Food Purchase Assistance (WI LFPA) Program Community Partner Grant! In 2023 and 2024 the WI LFPA Program delivered \$4.23 million worth of food to food access sites throughout Wisconsin, including right here in our community. Learn more about this program at wilocalfood.org

[View and download social media graphics here.](#)



**\$4.23 MILLION
IN FOOD DELIVERED
TO WISCONSIN FOOD
BANKS AND
PANTRIES.**



**WI LFPA DELIVERED
FOOD TO ALL
72 COUNTIES
IN WISCONSIN.**



**289 FARMERS
GREW FOOD FOR
WI LFPA IN 2023
AND 2024.**

SHARE OTHER FARM TO FOOD ACCESS STORIES

Download WI LFPA testimonials to share on social media.
Find lots of options at wilocalfood.org/our-stories

“

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 makeup for the lost revenue.

Vang Thao, JL Produce
Milwaukee, Wisconsin

HUNGER
TASK FORCE



“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
Manitowac, WI

“

“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

HUNGER
TASK FORCE



“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 Marleeseed 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 Haucke, 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 Panty 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



“

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.

Rod Ofte, Grass-fed Beef Cooperative
Viroqua, Wisconsin

HUNGER
TASK FORCE



STORIES FROM THE FIELD

FIND WI LFPA TESTIMONIALS



wilocalfood.org/our-stories

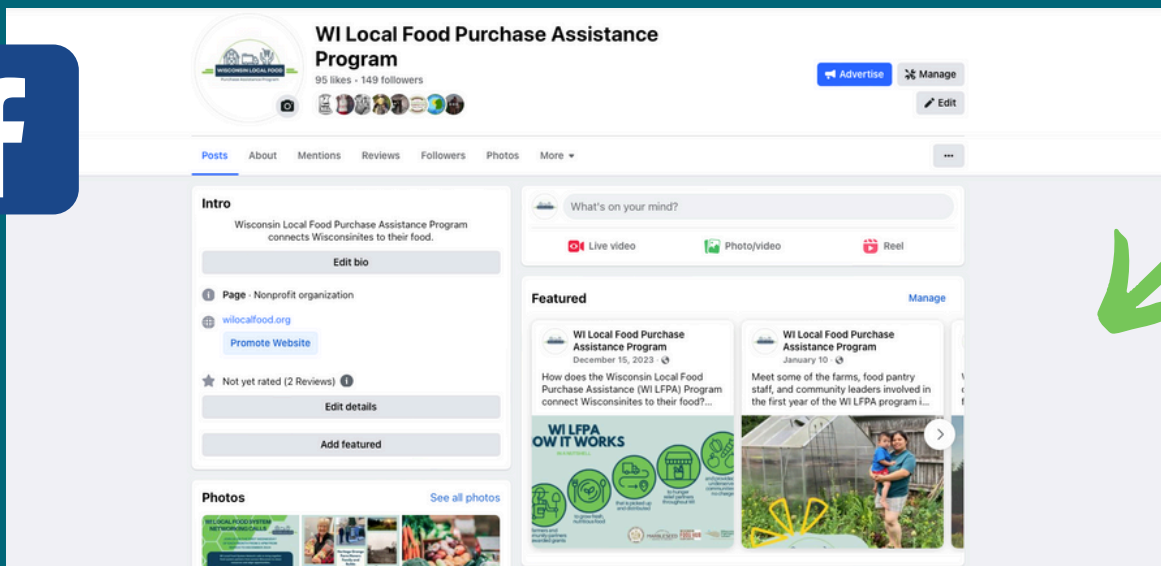
FIND WI LFPA STORIES



wilocalfood.org/wi-lpfa-blog

SPREAD THE WORD

Please like and follow the [WI LFPA Facebook page](#).



PARTNER TAGS:

@WisconsinLFPA

@widadtcp

@marbleseedorg

@wifoodhubcoop

@wifarmersunion

CONNECT WITH US



wilocalfood.org



@WisconsinLFPA

APRIL YANCER

Farm to Institution Specialist

Wisconsin Department of Agriculture,
Trade and Consumer Protection (DATCP)
april.yancer@wisconsin.gov



TARA ROBERTS-TURNER

General Manager

Wisconsin Food Hub Cooperative
(715)-227-1990
tara@wifoodhub.com



FORREST HUMPHREY

Local Foods Organizer

Wisconsin Farmers Union
(715)-450-9179
fhumphrey@wisconsinfarmersunion.com



LORI STERN

Executive Director

Marbleseed
(888)-906-6737 ext. 702
lori.stern@marbleseed.org



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.

