



Growers can learn how to access institutional markets at upcoming meeting

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Are you interested in selling products to institutional purchasers in Wisconsin such as schools, hospitals and universities? If so, then you're invited to attend the Wisconsin Farm to Institution Procurement Project's Grower/Producer Meeting on Friday, Dec. 2, 1-3 p.m., at the CESA 2 Whitewater Innovation Center in Whitewater.

Co-sponsored by the Wisconsin Department of Agriculture, Trade and Consumer Protection, the meeting will provide information to growers interested in learning about accessing institutional markets and connecting with local supply chain partners like processors and distributors. The meeting is designed specifically for current or future growers/producers of apples, broccoli, carrots, potatoes and yogurt who are interested in reaching new institutional markets with support through this grant-funded project.

"The Wisconsin Farm to Institution Procurement Project focuses on developing an institutional supply chain for five Wisconsin-produced items: carrot coins, yogurt, broccoli, potato wedges, and applesauce," said Kietra Olson, DATCP's Wisconsin Foods program manager. "Focusing on these five specific products will create specific new supply chains, and inform the supply chain development for other Wisconsin-grown products."

Project goals include collaborating with stakeholders to develop pathways for institutional food purchasers to access the targeted food products; identify institutional demand, volume requirements and price points for the target items to compete with conventional products; and enable small, medium and large farms to access institutional markets and increase access to high-quality, clean label products for schools, hospitals and universities.

Other project partners and sponsors include: USDA Agricultural Marketing Service, REAP Food Group, Cooperative Education Services Agencies (CESA), the University of Wisconsin's Center for Integrated Agricultural Systems, and Mutch Better Food, LLC.

This meeting is free for Wisconsin growers, but registration is required. Register: <http://go.wisc.edu/8zt141>

For more information, contact Kietra Olson at 608-224-5112 or Kietra.olson@wisconsin.gov

What: WI Farm to Institution Meeting for Producers

When: Friday, Dec. 2, 1:00-3:00 p.m.

Where: Whitewater Innovation Center / CESA Purchasing
1221 Innovation Drive
Whitewater, WI 53190

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