

Central Wisconsin Preliminary Food System Assessment

Advisory Committee Meeting 1



Purpose of Today Meeting

- Overview of Community Food System Research and Planning in Central Wisconsin
- Committee Introductions and Expectations
- Overview / Feedback on Assessment Design
- Introductory Review of Data



Community Food System

“A ‘community food system’ is one in which sustainable food production, processing, distribution and consumption and integrated to enhance the environmental, economic and social and nutritional health of a particular place”

Feenstra and Garrett, 1999, Growing a Community Food System

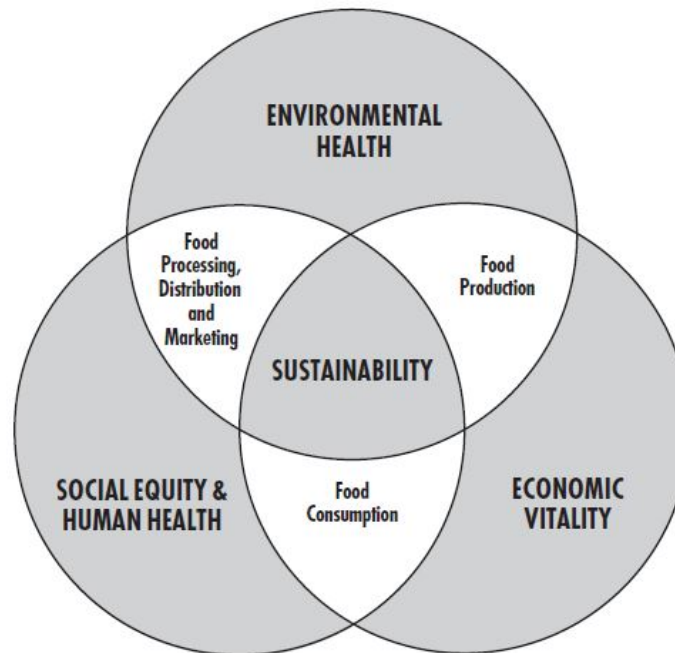
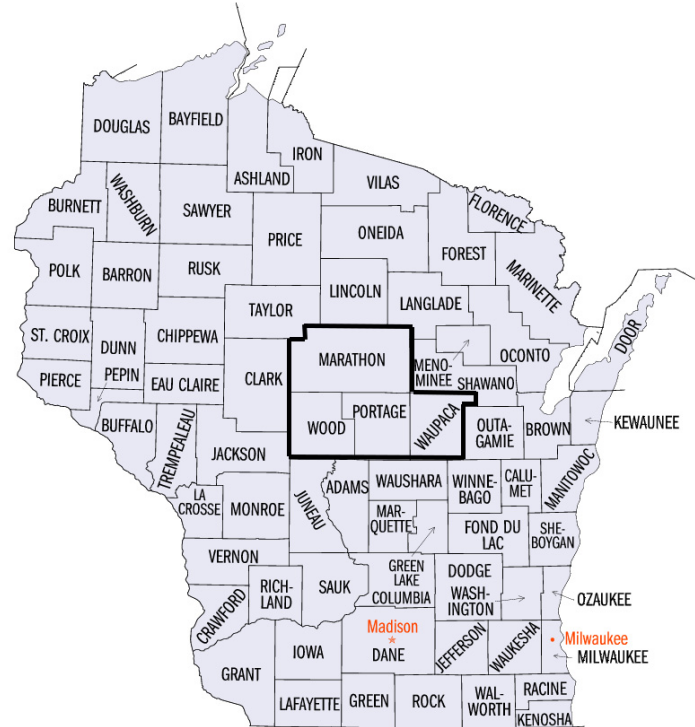


Figure 1. Goals of a Community Food System



Central Region

- Food systems issues cross county lines

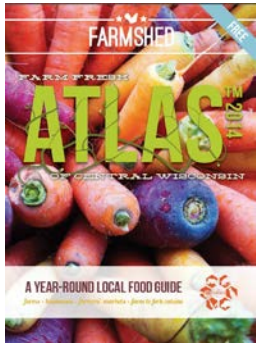


Existing Research and Planning

United States
Census
Bureau

CENSUS OF AGRICULTURE

THE
FARM to SCHOOL
CENSUS



Wood County Agriculture: Value & Economic Impact



Portage County

Comprehensive Plan 2025

City of Waupaca—Year 2030 Comprehensive Plan

MARATHON COUNTY FARMLAND PRESERVATION PLAN



North Central Region County Food Systems Profiles Portal

Poverty and Food Security in Waupaca County, Wisconsin



A Partnership Plan to Improve the Health of the Public



University of Wisconsin-Stevens Point
College of Natural Resources

Preliminary Assessment

- Review existing information
- Discuss and identify trends
- Create succinct report
- Possibly identify future research or planning steps



Future Impact?

- Use the assessment in your own future planning, grantwriting, and activities
- Continue regional discussions
- Develop shared goals that help us identify and achieve our highest priorities

Research suggests that communities who address food systems in plans and/or participate in a policy council or other collaboration have, on average, more food system policies and programs in place.



Advisory Committee Role

- Attend meetings – Nov. 19, Mar. 12, and Apr. 7
- Share insights and reports with CLUE
- Review drafts of the assessment report
- Inform your colleagues and partners about the report and use as appropriate in your work



Introductions and Expectations

- Name, Position, Organization
- What are your expectations for the project?



Assessment Design

Purpose Today:

- Confirm that we're on the right track.
- Make suggestions/changes.
- Think about information you could share with CLUE for each element.
- Complete worksheet. Is anything missing?



Assessment Design

Introduction

- Overview of project and process
- Role of CLUE and advisory committee
- Definition of community food systems

Regional Characteristics

- Demographics of region
- Brief history and culture of food systems in Central WI



Assessment Design

Food Production

- Characteristics of farms and farmers
- Availability of inputs (farmland, water, etc.)
- Farm viability and labor
- Off-farm production (e.g. community gardens)
- Overview of relevant policies and planning issues

Food Processing, Aggregation, and Distribution

- Overview of infrastructure (transportation, processing, warehouses, etc.)
- Overview of relevant policies and planning issues



Assessment Design

Local Markets

- Overview of direct markets (e.g. farm to consumer)
- Overview of indirect markets (e.g. institutions, retail, etc.)
- Overview of relevant policies and planning issues

Food Access

- Overview of physical, economic, and cultural access to food
- Possibly include summary of food education and marketing/promotion
- Overview of relevant policies and planning issues



Assessment Design

Food Waste

- Overview of food waste (all levels)
- Overview of relevant policies and planning issues

Community Initiatives

- Overview and appendix with existing initiatives

Summary

- Brief synopsis of report
- Possibly include next steps (research, planning, etc.)



Feedback on design?

- Introduction
- Regional Characteristics
- Food Production
- Food Processing, Aggregation, and Distribution
- Local Markets
- Food Access
- Food Waste
- Community Initiatives
- Summary



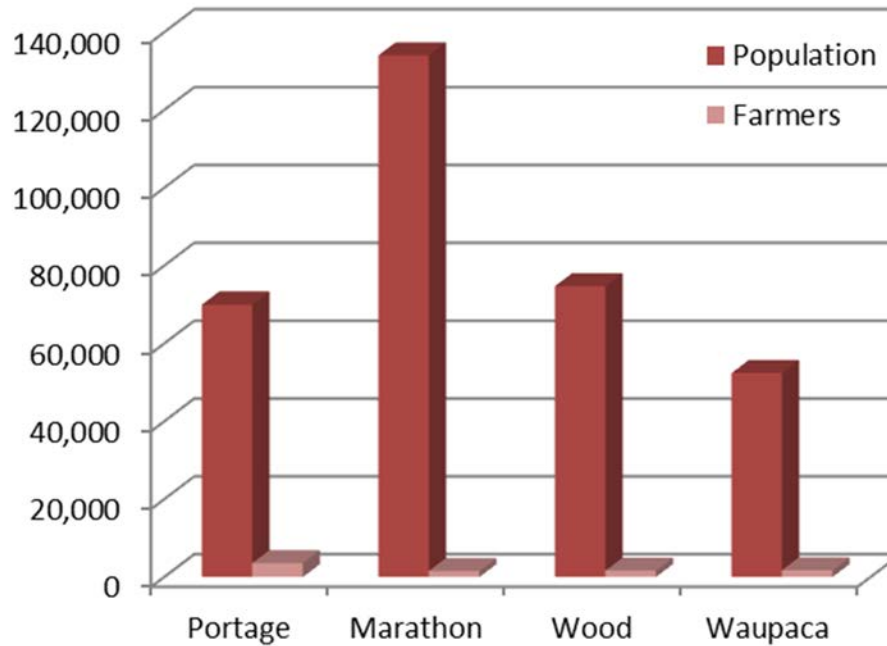
Quick Break

Regional Overview



Demographics

Population

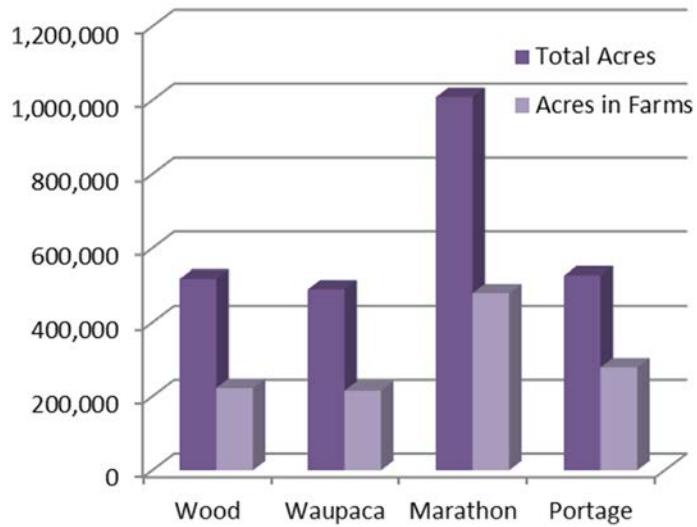


Percent Farmers

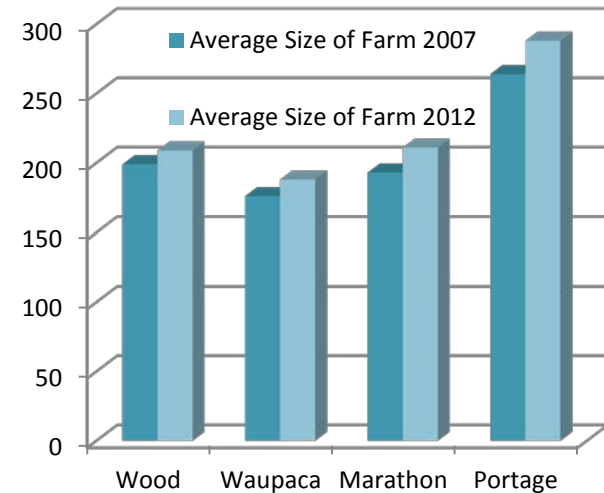
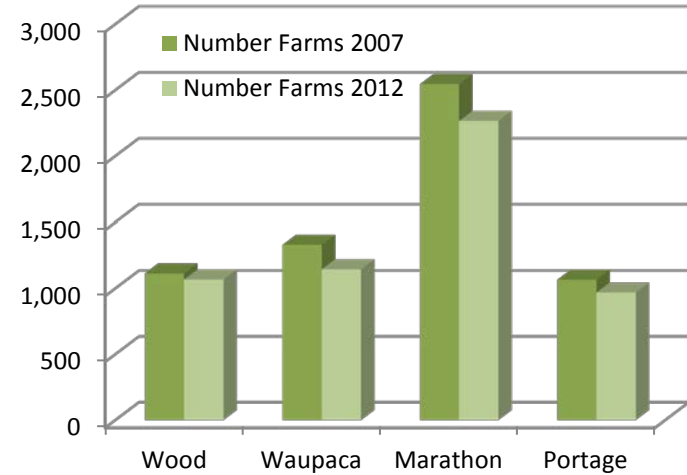
Portage	Marathon	Wood	Waupaca
5.14	1.18	2.19	3.34



Farm Statistics



	Portage	Marathon	Wood	Waupaca
Total Acres	526,720	1,008,640	517,760	489,600
Acres in Farms	278,673	479,045	222,730	215,330



Type of Production

Wisconsin	Wood	Waupaca	Marathon	Portage
Corn for grain	Forage	Corn for grain	Forage	Vegetables
Forage	Corn for grain	Forage	Corn for grain	Forage
Soybeans for beans	Soybeans for beans	Soybeans for beans	Soybeans for beans	Corn for grain

Wisconsin	Wood	Waupaca	Marathon	Portage
Broilers and meat chickens	Cattle and calves	Cattle and calves	Cattle and calves	Cattles and calves
Layers	Layers	Layers	Layers	Pheasants
Cattle and calves	Colonies of bees	Broilers and meat chickens	Broilers and meat chickens	Broilers and meat chickens



Highlighted Crops

- Wood County ranked 1st for fruits, tree nuts, and berries
- Marathon County ranked 3rd for milk from cows
- Portage County ranked 1st for vegetables, potatoes, melons and sweet potatoes



Discussion

- Are there differences in food production among the four counties?
- How does Central Wisconsin food production differ from other parts of the state?
- What is the culture and history of food production in Central Wisconsin?

