



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 underserved 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 in underserved communities.


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

Administered by Marbleseed



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

COMMUNITY PARTNER

Administered by DATCP

HOW IT WORKS

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 is working 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 is providing producer education and grants to farmers to produce food for underserved communities.

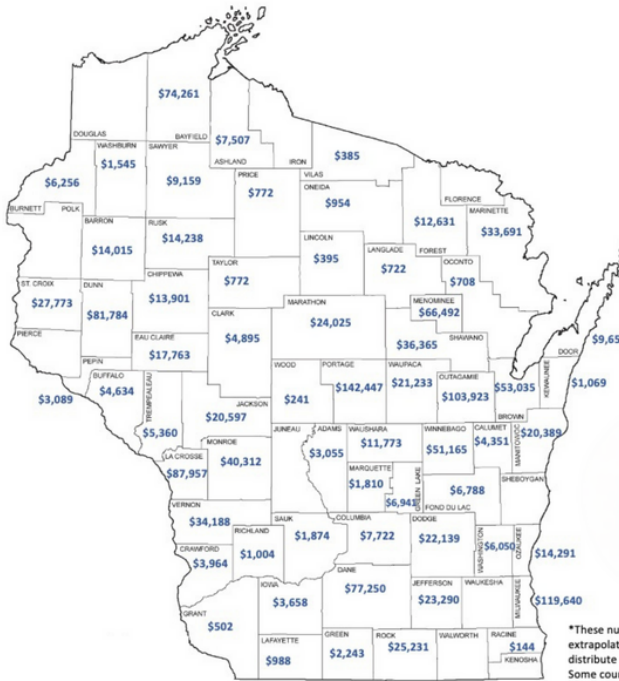
Wisconsin Food Hub Cooperative is providing logistics, storage, and transportation services, ensuring products get to communities in need.

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



2023 IMPACTS

Wisconsin's LFPA program set out to strengthen food and agricultural supply chain resiliency, support Wisconsin farmers, and distribute fresh nutritious foods to underserved communities.



DISTRIBUTION

THRU 12/31/23

62 Counties served



206 Types of products delivered



134 Growers participating



64 Hunger relief sites receiving deliveries



\$1,397,094

Of food delivered



EVENTS

- **Activate to Relate** - Philadelphia Community Farm (Polk County)
- **Diversified Enterprises for Community Food Access** - Full Circle Community Farm (Outagamie County)
- **From Seed to Box: Learning the Ropes of Supplying for Farm to Food Access Programs** - Long Cheng Marketplace (Outagamie County)
- **Urban Farm to Food Access: Partnership Development** - Hundred Acre Farm (Milwaukee County)
- **WI LFPA Meet-Up** - Central Rivers Farmshed (Portage County)
- **Wholesaling to Food Distribution Programs** - Hermit Creek Farm (Ashland County)



LOCAL FOOD DIRECTORY

Connecting farmers with food security programs and community members who care about good food.

Number of producers by category:

- 7 - Dairy
- 40 - Egg
- 40 - Fruit
- 38 - Herb
- 77 - Meat and Poultry
- 6 - Specialty Grain
- 42 - Value Added Products
- 67 - Vegetables

Learn more:
<https://business.wilocalfood.org/directory>

FOR MORE INFORMATION VISIT: WILocalFOOD.ORG



“This new innovative approach- connecting the farmer and the food pantries directly- is helping thousands of families in one county as well as underserved farmers who can provide delicious, nutritious food.”

- Nina Much, WI LFPA Producer

2023 IMPACTS

Producers	# in Program	% of Program	Total Value Sold	% of Total Value Sold
Black, Indigenous, People of Color	72	53.7%	\$644,667.24	46.1%
Beginning	36	26.9%	\$378,671.85	27.1%
Women-Owned	8	6.0%	\$130,703.50	9.4%
Not in Socially Disadvantaged Category	7	5.2%	\$99,154.21	7.1%
Veteran	9	6.7%	\$98,070.29	7.0%
Limited Resource	2	1.5%	\$46,227.22	3.3%
Total	134	100%	\$1,397,094.31	100%

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

“

We hope the community enjoys our produce as much as we enjoy growing it. Through the WI LFPA program, we hope to keep the community happy and healthy.

*Vang and Vang Thao
JL Produce*

“

We have a tremendous passion to grow healthy vegetables to provide to others using organic practices. This program will be a huge asset in helping us do that.

*Michael and Angie Lundgren
Rocky Run Farm*

STORIES FROM THE FIELD

wilocalfood.org/our-stories

TELL US YOURS!

READ ABOUT
WISCONSIN PROJECTS
AND FARMS



We want to hear your WI LFPA stories and celebrate the incredible journeys that bring fresh, local food to our tables!

Whether you're a farmer cultivating the land, a passionate advocate for local food systems, or someone who has experienced the impact of farm-to-food access initiatives firsthand, we invite you to share your narrative with our growing community.

Why Share Your Story?

- **Inspire Others**
Ignite passion and motivate others to champion BIPOC and historically underserved farmers, fostering enthusiasm for farm-to-food access practices.
- **Garner Understanding**
Help people learn how this program assists farmers in improving and expanding their ability to meet buyer expectations and to sell into wholesale markets
- **Foster Connection**
Connect with individuals who share a passion for locally sourced, delicious food and are eager to see these initiatives flourish throughout Wisconsin.
- **Showcase Community Impact**
Showcase the positive impact of network building and connections formed with aggregation partners and food access programs in your Wisconsin community.
- **Build for the Future**
Share how WI LFPA has expanded your businesses, created resilient supply chains, and connected you with partners addressing food security. What aspects of your project could be replicated by others? How will you sustain the efforts after WI LFPA?

Your stories will help us communicate the breadth of work happening through WI LFPA. THANK YOU!



SUBMIT YOUR STORY!

SPREAD THE WORD

Please like and follow the [WI LFPA Facebook page](#). Find "FEATURED" posts to share and tag partners.



PARTNER TAGS:

@WisconsinLFPA

@widadtcp

@marbleseedorg

@wifoodhubcoop

@wifarmersunion



Wisconsin LFPA | From Farm to Food Access



WISCONSIN LFPA From Farm to Food Access

Watch on YouTube

Video by [Ivy Media](#)

CONNECT WITH US



wilocalfood.org



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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 underserved communities.

