
Appendix A - Buy Local, Buy Wisconsin Participants

Agricultural Innovation Center: Greg Lawless, Greg Wise

Algoma Farm Market Kitchen: Mary Pat Carlson

Blue Planet Partners: Jim Bower

Boelter & Lincoln: Diane Charno

Cranberry Discovery Center: Lorry Erickson

Crystal Infusion LLC: Mark Olson

Dairy Business Innovation Center: Laurie Greenberg

Dane County Supervisor: Kyle Richmond

Galena LLC: Mary Hasheider

Heart of Wisconsin Business & Economic Alliance: Connie Loden

Homegrown Wisconsin: Susan Rubinstein

Innovative Leadership Australia: David Beurle

justlocalfood.com: Aaron Ellringer

LakeFront Brewery: Russ Klisch

Meudt Show Lambs : Jenny Meudt

Michael Fields Agricultural Institute :Ron Doetch, Jeanne Merrill

Oconomowoc Lake Club: Jack Kaestner

Resource Conservation & Development Councils:

 Glacierland RC&D: Fred Depies

 Pri-Ru-Ta RC&D: Chris Borden

 River Country RC&D: Pam Herdrich

 SW Badger RC&D: Steve Bertjens

 Town & Country RC&D: Diane Georgetta

 Lori Horbas, RC&D, freelance writer

REAP Food Group: Miriam Grunes

Roundy's Supermarket, Inc.: Karen Francheschi

Shooting Star Farm: Rink Davee

SE WI Food & Farm Network: Deb Deacon

Spooner's Farmers Market: Connie Van Sluys

Trails Media Group: Scott Klug

Travel Green Wisconsin: Kerrie Cunningham

University of Northern Iowa: Kamyar Enshayan

USDA Natural Resources Conservation Service: Don Baloun

UW Center for Cooperatives: Anne Reynolds

UW Extension:

 Gary Green, Center for Community Economic
 Development; Jane Hansen; Mark Kopecky, Price County;
 Andrew Dane, Barron County; Rose Skora, Kenosha

Vandewalle & Associates: Brian Ellison

WestCAP: Tom Quinn

Williamson Street Grocery Co-op: Lynn Olson

WI Agricultural Tourism Assn: Anna Maenner

WI Arts Board: Rick March

WI Assn of Convention & Visitor Bureaus: Julia Hertel

WI Counties Association: Dave Dumke

WI Dept. of Agriculture: Trade & Consumer Protection:

 Amy Bruner, Lois Federman, Will Hughes, Lora Klenke,
 Kathy Schmitt, Lisa Stout

WI Dept. of Health & Family Services: Judy Allen, Amy Meinen

WI Dept. of Natural Resources: Susan Foote-Martin

WI Dept. of Tourism: Sarah Klavas

WI Farm Bureau: Tom Thieding

WI Grocers Association: Cheryl Lytle, Brandon Scholz

WI Home Grown Lunch Program: Doug Wubben

WI Home Harvest: Jay Salinas

WI Milk Marketing Board

WI Potato & Vegetable Growers Association: Angela Hemauer

WI Restaurant Association: Susan Quamm

WI Rural Partners, Inc.: Kelly Haverkamp

WI State Fair: Mary Beth Carr

Individuals:

 Terese Allen, Madison ; Susan Beitlich; Dale Secher; Stacy
 Simpson; Ann Woods, Consultant

Appendix B - Statistical Profile of Wisconsin

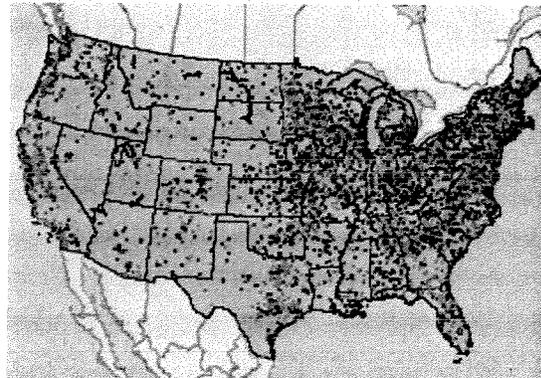
| Agriculture Sector Profile | Wisconsin | United States |
|--|--|---|
| Farm-Related Employment (2000) | 606,118 jobs (18.1% of total Wi employment) | 25,834,574 jobs (15.6% of total U.S. employment) |
| Number of Farms (2002) | 77,131 | 2,128,982 |
| Average Farm Size (2002) | 204 acres | 441 acres |
| Value of Final Agricultural Sector Output (2002) | \$5.6 billion | \$200.6 billion |
| Rank among all States in market value of agricultural products sold (2002) | #10 | |
| Value of Agricultural Products Sold Directly to Consumers (2002) | \$29.0 million | \$812.2 million |
| Farmers Markets (2004) | 168 | 3,617 |

Source: USDA Agricultural Marketing Service and Claritas Inc. © 2004.

Top 5 Agricultural Commodities (2002)

| Commodity | Value of receipts (thousand \$) | Percent of U.S. value |
|-------------------|---------------------------------|-----------------------|
| Dairy products | 2,662,650 | 13.0 |
| Cattle and calves | 656,389 | 1.7 |
| Corn | 565,059 | 3.2 |
| Soybeans | 212,891 | 4.0 |
| Potatoes | 199,535 | 6.6 |

Wisconsin has 80 CSAs. A CSA, (for Community Supported Agriculture) is a way for the food buying public to create a relationship with a farm and to receive a weekly basket of produce. By making a financial commitment to a farm, people become "members" (or "shareholders," or "subscribers") of the CSA. A CSA season typically runs from late spring through early fall. The number of CSAs in the United States was estimated at 50 in 1990, and has since grown to over 1000. Source: locaharvest.org.



At right: Location of organizations involved in community-supported agriculture, including farmers' markets. Source: foodroutes.org

Appendix B, continued - Statistical Profile of Wisconsin

| WISCONSIN FOOD EXPENDITURES | 2003 Estimated | 2008 Projected | % Change |
|--|------------------|-------------------|----------|
| TOTAL EXPENDITURES | \$86,878,369,000 | \$111,781,282,000 | 28.66% |
| FOOD AT HOME TOTAL | \$10,087,288,400 | \$11,629,915,600 | 15.29% |
| FOOD AWAY FROM HOME TOTAL | \$9,179,689,700 | \$11,645,833,100 | 26.87% |
| FOOD AS % OF TOTAL EXPENDITURES | 22.18% | 20.82% | ----- |
| FOOD AT HOME | | | |
| MEATS (ALL TYPES) | \$1,861,204,800 | \$2,157,324,000 | 15.91% |
| FISH & SEAFOOD PRODUCTS | \$184,691,300 | \$215,317,500 | 16.58% |
| FRUITS & VEGETABLES | \$1,066,740,400 | \$1,216,042,700 | 14.00% |
| DAIRY PRODUCTS | \$1,105,855,300 | \$1,270,049,600 | 14.85% |
| BAKERY PRODUCTS | \$1,112,871,600 | \$1,245,260,500 | 11.90% |
| CEREALS & PRODUCTS | \$553,862,100 | \$648,158,300 | 17.03% |
| PREPARED FOODS | \$1,714,278,900 | \$2,002,118,700 | 16.79% |
| JUICES | \$251,516,400 | \$287,576,200 | 14.34% |
| FOOD AWAY FROM HOME | | | |
| BREAKFAST & BRUNCH | \$629,276,300 | \$879,038,400 | 39.69% |
| LUNCH | \$2,242,482,400 | \$2,827,271,600 | 26.08% |
| DINNER | \$3,308,193,800 | \$4,285,919,300 | 29.55% |

Source: USDA Agricultural Marketing Service and Claritas Inc. © 2004.

Appendix C - Sample List of Local Wisconsin Initiatives

A Kingdom So Delicious (Door County, WI) A Kingdom So Delicious is a Door County Chamber of Commerce program that features local food, art and culture, presented through a map and passport itinerary promotion.

Midwest Organic and Sustainable Education Service, Inc. (MOSES) (Spring Valley, WI) MOSES is a 501(c)(3) non-profit education-outreach organization, located on an organic farm, working to promote sustainable organic agriculture. MOSES assists farmers, extension agents, organizations and others requesting information. They organize events and provide resources and referrals to help people learn more about the growing opportunities in organic agriculture.

Madison Area CSA Coalition (Madison, WI) The Madison Area Community Supported Agriculture Coalition is a non-profit educational organization working for a just and locally based food system by promoting CSA Farms serving south and southwest Wisconsin. The annual CSA Open House and farm list help fresh food enthusiasts in this region find a CSA farm they like. Their recently updated Food Book, 'From Asparagus to Zucchini: A Guide to Farm-Fresh, Seasonal Produce,' is an indispensable tool for all fresh produce lovers.

Family Farm Defenders (Madison, WI) Family Farm Defenders is committed to building a farmer-controlled and consumer-oriented food system. They developed their own cheese label: Family Farmer Cheese. Milk for their cheese comes from small dairy farms in south-central Wisconsin that use no artificial hormones. Cedar Grove Cheese Co. makes their cheese and pays farmers "the cost-of-production plus profit price."

Crossroads Kitchen (Menomonie, WI) Crossroads Kitchen is a shared-use commercial kitchen located in downtown Menomonie, WI. Crossroads provides local farmers and food businesses with access to space, food processing and packaging equipment and cold and frozen storage. The Kitchen is rented on a per hour or weekly basis. Crossroads Kitchen leases space in its building to the Menomonie Market Food Cooperative, and manages the Menomonie Farmers Market on Wednesdays and Saturdays during the growing season.

Just Local Food Cooperative (Eau Claire, WI) Just Local Food is a worker-owned cooperative with a delivery service and warehouse store featuring fresh, local organic milk, in-season vegetables and fruits, eggs, cheese, butter, fish, chocolates, coffee, honey, maple syrup, water, pizzas, frozen fruits & veggies, and frozen meats (beef, pork, chicken, turkey, bison & lamb). These local foods are available in their retail store or can be delivered weekly.

Rainbow Farmers Cooperative (Milwaukee, WI) The Rainbow Farmers Cooperative is dedicated to the viability of small family farms, connecting consumers and producers through a sustainable community controlled distribution system. This partnership provides much needed fresh, safe, and healthy food choices for families in urban communities. By securing markets for specialty crops and other farm products, the RFC strives to keep these farms operating and to secure a healthy food stream for consumers.

Slow Food Wisconsin (Madison and Milwaukee, WI) Brings together people interested in experiencing, celebrating and preserving our food traditions. They support artisan producers committed to sustaining the land and who develop products of excellent taste—Wisconsin farmers, cheesemakers, sausage makers, winemakers and brewers. They offer taste education programs for school children and community members.

Wisconsin Homegrown Lunch Program (Farm to School) (Madison, WI) Pioneering farm to school efforts exist as part of the Wisconsin Homegrown Lunch (WHL), a community-based initiative working with the Madison Metropolitan School District Food Service to enhance the existing meal programs by introducing fresh, nutritious, locally produced foods to students.

Appendix D - Other States' Strategies

Many states are exploring strategies that develop and promote regional food systems to benefit their agricultural economy. Examples include:

Michigan: An executive directive from the Michigan governor reformed state procurement policy to increase purchases from Michigan farmers and businesses. The result was an 85% increase in Michigan purchases by state agencies in the first year of the program.

California: Proposed legislation to establish the California Fresh Start Pilot Program that encourages public K-12 schools to promote the consumption of nutritious fruits and vegetables. The law also states that priority should be given to California producers when purchasing produce.

Washington: Created a direct marketing assistance program for small farms. The program helps farms comply with direct marketing regulations; assists in developing infrastructure and informational resources to increase direct marketing opportunities; promotes localized food production systems; increases access to information for farmers pursuing direct sales to consumers; and assists in developing and submitting proposals for grant programs.

New York: The New York Regional Agriculture Development Act of 2005 established a \$250,000 regional direct marketing program, regional agriculture centers, and a value added grant program. The act established a patriotic history promotion program, a fishing promotion program, a cycling promotion program and an agri-tourism grant program.

A \$1 million agri-tourism initiative has been funded by the New York legislature, allowing food and farm related businesses a chance to attract tourists and generate income. The program is geared for businesses such as produce stands, farmer's markets, cider mills, maple sugar processors, cheese makers and wineries. The program provides up to \$50,000 in matching funds to conduct ag-related tourism projects across the state.

Pennsylvania: Introduced legislation to establish the Healthy Farms and Healthy Schools program. This program would train teachers and other educational staff on nutrition and agriculture education. A list of Pennsylvania farmers who have agreed to supply food products from Pennsylvania farms would also be established. Grants would be awarded to individual schools to procure local produce and implement the educational aspects of this program.

Vermont: Proposed a bill to establish a mini-grant program to help schools obtain resources to increase their use of local foods and to educate school children about nutrition and farming. This program also aims to help farmers find local markets for their products and to fund a project that will help Vermont farmers to process their products.

Vermont launched the Buy Local, 10% Difference campaign in an effort to shift 10% of consumer food dollars from imported foods to foods produced in Vermont. This program is linked to the state's "Vermont Seal" branded program and the online Vermont producer listings.

Appendix E – 10% by 2010 Goal

Data on the total amount of locally grown food purchased by Wisconsin consumers, businesses and institutions has not been captured to date. Through the Buy Local, Buy Wisconsin program benchmarks will be established for measurable tracking against the 10/10 Goal. The following information was used to establish our goals and analysis.

1.

| | |
|--|----------------|
| Total Annual WI Food Expenditures ¹ | \$19.2 Billion |
| 10% Opportunity | \$1.9 Billion |

1. USDA and Claritas Inc. © 2004
 2. New Economics Foundation-London, www.pluggingtheleaks.org

2. Vermont is using a similar model – Buy Local, 10% Difference. Vermont established the 10% \$100 million dollar goal to encourage consumers to support their state and local communities by eating locally produced foods.

“When the economy slumps and money gets tight, people put off purchases for new items like furniture, cars, electronics and vacations. No matter how tough things get however, people still have to eat. Vermont citizens spend approximately 13.5% of their annual income on food. The median family income in Vermont (all households) is about \$40,856 which translates into about \$5,515 spent annually on food. With 240,000 households in Vermont, it translates into about \$1.3 billion spent on food by Vermonters each year. If Vermonters were to shift just 10% of their food purchases to buying locally grown food products that could potentially add an additional \$130 million to Vermont’s economy.”

Source: <http://www.vermontagriculture.com/buyvermont3.htm>

3. Currently less than 1% of all Wisconsin agricultural products are sold directly to consumers.

| | |
|---|----------------|
| Value of Agricultural Products Sold Direct to Consumers | \$29.0 million |
| Total Annual WI Food Expenditures | \$19.2 billion |
| % of sold directly to consumers | 0.15% |

It is assumed that the total number of dollars spent on Wisconsin local purchases will be larger than the 0.15% above due to the following:

- This does not include restaurant and institutional purchases.
- The number of direct selling producers and the Farmers’ Markets are increasing steadily.

Source: USDA Agricultural Marketing Service and Claritas Inc. 2004; Data from 2002.

4. “...locally grown food makes up less than 1 percent of the \$900-billion (US) food industry.”

Source: *Newsday.com*. “Local Farms Delivering Freshness”, Becky Aikman.

AN Act to amend 93.44 (title), (1) and (2); to repeal 93.44 (3); and to create 20.115 (4) (jm) and 93.48 of the statutes relating to; "Something Special from Wisconsin", marketing agricultural products and providing grants to promote the sale and purchase of local agricultural products.

Analysis

The bill increases the appropriation in 20.115 (3) (a) by \$225,000 for FY 07-08 and by \$225,000 for FY 08-09 to provide funding for 2.0 FTE positions in the department of agriculture, trade and consumer protection (DATCP) and related operating expenses for product promotion and administration of a buy local grant program.

The bill modifies the promotion program contained in s. 93.44, Stats. in the following ways:

1. It provides that the DATCP market development activities conducted under the section will be for products grown and produced in the state of Wisconsin.
2. It provides that DATCP may seek federal trademark registration of the phrase "Something Special from Wisconsin" and authorizes DATCP to limit use of the phrase "Something Special from Wisconsin".
3. It eliminates the requirement that DATCP develop a slogan or logo for the promotion of agricultural products to display on signs placed by the department of transportation.

The bill creates a "buy local" grant program in DATCP to promote the local sale and purchase of agricultural products. \$360,000 is provided each biennium to make grants under the program.

SECTION 1. The amount in the schedule under s. 20.115 (3) (a) is increased by \$225,000 each year of the biennium.

SECTION 2. 20.115 (4) (jm) of the statutes is created to read:

20.115 (4) (jm) **Buy local grants.** Biennially, the amounts in the schedule for buy local grants under s. 93.48.

(Note: The appropriation in 20.115 (4) (jm) is \$360,000 for the biennium.)

SECTION 3. 93.44 (title), (1) and (2) of the statutes are amended to read:

93.44 (title) ~~Commodity promotion~~ **Agricultural Market Development.**

(1) The department shall initiate and support market development projects to that promote commodities agricultural products grown and produced in this state.

(2) The department shall allow all products ~~and commodities~~ produced and manufactured in this state that meet the standards established by the department to be included in the department's promotional campaign that uses the phrase "Something Special from Wisconsin" ~~for which phrase is a certified mark that is registered~~ the department may seek trademark registration under federal law. The department may establish standards to be used to prohibit or limit the use of the ~~certified mark~~ phrase "Something Special from Wisconsin" to preserve its marketing value and significance. The standards may prohibit or limit the use of the ~~certified mark~~ phrase "Something Special from Wisconsin" based upon the ~~grade or~~ quality of a product ~~or commodity~~ and the standard may prohibit or limit the use of the ~~certified mark~~ phrase "Something Special from Wisconsin" by a product ~~or commodity~~ which imitates a product ~~or commodity~~ for which there is a standard of identity established under federal law.

SECTION 4. 93.44 (3) of the statutes is repealed.

SECTION 5. 93.48 of the statutes is created to read:

93.48 Buy local grant program. (1) In this section “buy local” means an agricultural method, practice or system that serves to increase the sale of Wisconsin grown food that is produced in closest proximity to where it is consumed.

(2) The department may award grants from the appropriation under s. 20.115 (4) (jm) to individuals or organizations to fund projects designed to encourage the practice of buy local.

SECTION 5. Nonstatutory provisions.

(1) **POSITION AUTHORIZATION.** The authorized FTE positions for the department of agriculture, trade and consumer protection are increased by 2.0 GPR positions to be funded from the appropriation under s. 20.115 (3) (a) of the statutes.

SECTION 6. Effective date. This act takes effect on the day after publication.



State of Wisconsin
2007 - 2008 LEGISLATURE

LRB-1160/P1

RCT:....

wanted today or tomorrow

JLD

PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION

Note

Gen

1 AN ACT ...; relating to: marketing agricultural products, a grant program to
2 promote purchase of food produced locally, and making appropriations. ✓

Analysis by the Legislative Reference Bureau

This is a preliminary draft. An analysis will be provided in a later version.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 SECTION 1. 20.005 (3) (schedule) of the statutes: at the appropriate place, insert
4 the following amounts for the purposes indicated:

5 ✓ 2007-08 2008-09 ✓

6 20.115 Agriculture, trade and consumer
7 protection, department of

8 (4) AGRICULTURAL ASSISTANCE ✓
9 (am) Buy local grants ✓ GPR ✓ B ✓ 180,000 180,000

10 SECTION 2. 20.115 (4) (am) of the statutes is created to read:

1 20.115 (4) (am) *Buy local grants*.[✓] Biennially, the amounts in the schedule for
2 buy local grants under s. 93.48.[✓]

3 **SECTION 3.** 93.44 (title),[✓] (1) and (2) of the statutes are amended to read:

4 **93.44** (title) ~~Commodity promotion~~ Agricultural market development.[✓]

5 (1) The department shall initiate and support market development projects ~~to that~~
6 promote ~~commodities~~ agricultural products that are grown and[✓] produced in this
7 state.

8 History: 1981 c. 357; 1983 a. 92; 1991 a. 39.

8 (2) The department shall allow all products ~~and commodities~~ produced or
9 manufactured in this state that meet the standards established by the department
10 to be included in the department's promotional campaign that uses the phrase
11 "Something Special from Wisconsin", for which phrase is ~~a certified mark that is~~
12 ~~registered~~ the department may seek trademark registration[✓] under federal law. The
13 department may establish standards to be used to prohibit or limit the use of the
14 ~~certified mark phrase~~ phrase to preserve its marketing value and significance. The
15 standards may prohibit or limit the use of the ~~certified mark phrase~~ phrase "Something
16 Special from Wisconsin" based upon the ~~grade or~~[✓] quality of a product ~~or commodity~~
17 and the standards may prohibit the use of the ~~certified mark phrase~~ phrase by a product ~~or~~
18 ~~commodity which~~[✓] that imitates a product ~~or commodity~~ for which there is a standard
19 of identity established under state or federal law.

20 History: 1981 c. 357; 1983 a. 92; 1991 a. 39.

20 **SECTION 4.** 93.44 (3)[✓] of the statutes is repealed.

21 **SECTION 5.** 93.48[✓] of the statutes is created to read:

22 **93.48 Buy local grant program.** The department may award grants from
23 the appropriation under s. 20.115 (4) (am)[✓] to individuals or organizations for projects

1 that are designed to increase the sale of food grown in this state that is produced in
2 close proximity to where it is consumed.

3 **SECTION 6. Fiscal changes. ✓**

4 (1) In the schedule under section 20.005 (3) of the statutes for the appropriation
5 to the department of agriculture, trade and consumer protection under section
6 20.115 (3) (a) ✓ of the statutes, as affected by the acts of 2007, the dollar amount is
7 decreased by \$225,000 for fiscal year ✓ 2007-08 and the dollar amount is decreased by
8 ✓ \$225,000 for fiscal year 2008-09 ✓ to ✓ increase ✓ the authorized FTE positions for the
9 department by 2.0 ✓ GPR positions and for related costs for agricultural product
10 promotion and administering a buy local grant program.

11 **SECTION 7. Effective date.**

12 (1) This act takes effect on the day after publication or on the day after
13 publication of the 2007-09 ✓ biennial budget act, whichever is later.

14 (END)

ONdate

DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-1160/P1dn

RCT,.....

date

JLD

David Weinglass:

This is a preliminary version of the draft establishing a buy local grant program, based on the language from DATCP.

There are a number of provisions in current law related to DATCP and the promotion of Wisconsin agriculture. See, for example, ss. 93.07 (3) and (17), 93.40, and 93.46 (1) (a) and (b). You might want to look these over and consider their relationship to this proposal.

Until the biennial budget act takes effect there will be no chapter 20 appropriation schedule for the new biennium. The budget repeals and recreates the appropriation schedule. The effective date provision in this draft is intended to ensure that the appropriation increase and amounts for the new appropriation in the draft will actually take effect in case the draft is enacted before the budget bill is enacted.

Please let me know if you have any questions or redraft instructions.

Rebecca C. Tradewell
Managing Attorney
Phone: (608) 266-7290
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DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-1160/P1dn
RCT:jld:pg

December 21, 2006

David Weinglass:

This is a preliminary version of the draft establishing a buy local grant program, based on the language from DATCP.

There are a number of provisions in current law related to DATCP and the promotion of Wisconsin agriculture. See, for example, ss. 93.07 (3) and (17), 93.40, and 93.46 (1) (a) and (b). You might want to look these over and consider their relationship to this proposal.

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