

# NW WISCONSIN REGIONAL FOOD NETWORK

<http://www.uwex.edu/ces/cty/barron/cnred/foodnetwork.html>

(Meeting information, web links)

## NWRFN YAHOO GROUPS

<http://groups.yahoo.com/group/nwrfn/>

(Discussion, documents, etc...)

### NEWSLETTER

ISSUE #7

JULY 2007

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### JULY 25<sup>TH</sup> MTG TO BE HELD AT DRAGSMITH FARMS

6PM – ?

BBQ PROVIDED (PLEASE RSVP TO MAURICE/GAIL)

BRING SIDE TO SHARE

#### **DragSmith Farms**

*Maurice and Gail Smith*

715-537-3307

[maurice@chibardun.net](mailto:maurice@chibardun.net)

[www.dragsmithfarms.com](http://www.dragsmithfarms.com)

1301 16th Ave. Barron, WI 54812

### AGENDA FOR JULY 25<sup>TH</sup> 2007 MEETING

#### Updates

Introductions - hello to new participants

Risk Management Grant update

Students activity update

Regional/Statewide Eat Local Challenge Update

Paying it Forward project

#### Presentations - start by 7:15

Feasibility study results (study will be finalized by mtg.)

#### Fundraising

Soupstock update

Local Chef dinner update

Set next meeting date/agenda

### MINUTES FROM MAY 30<sup>TH</sup>, 2007 MEETING

Northwest Wisconsin Regional Food Network

Meeting Minutes

Boyceville, WI Community Center (6-9pm)

May 30, 2007

Facilitated by: Tracey Mofle

In attendance: Ann Woods, Jerry McRoberts, Pam Herdrich, Patti Gmeiner, Andrew Dane, Paula Lugar, Gail Behr, Renne Soberg, Jenny Elliot, Mike Brenna, Stasha Marsh, Tracey Mofle, Tony Webber, Rose Bruncilik

## UPDATES:

- Stasha Marsh working on fundraiser for Luck co-op. Completed internship with Rice Lake Main Street.
- Mike Brenna ready to form plan committee for fundraiser.
- Rose Bruncilik experimenting with different agri-tourism offerings.
- Jenny Elliot feels we need to compose list of food that is packed/put together in WI/MN/Western ND. "Eating Local" doesn't have to be buying just local, fresh garden produce.
- Trace Mofle shared she is helping coordinate a statewide Eat Local Challenge along with Amy Bruner, DATCP, and Jeanne Merrill, Michael Fields Institute, among others. She is developing a research piece to accompany the challenge that will evaluate the environmental, social, and economic impacts of the challenge. The hope is to stimulate more interest in eatinglocally.
- Jenny Elliott emphasized that people need to know how to connect with local growers and food that is processed/packaged in the region.
- Renne Soberg stated that the herb/flower cluster has been looking at different names for their group. Gail Behr has been having fun and doing a lot of networking traveling around the State and meeting people involved in local food system work. She said there is also an effort underway in River Falls to get a group together meeting regularly.
- Patti Gmeiner and Jenny Elliot are at the Mill City Farmers Market and learning a lot. Patti held the scythe festival last weekend.
- Pam Herdrich stated that the River Country RC&D is doing strategic planning.
- Jerry McRoberts stated he is busy with Barron County work, including RC&D council, UW-Extension, and Land Conservation committees.
- Ann Woods has been working on the feasibility study for the marketing/distribution cooperative.
- Maurice has been planting, selling, marketing. He is running into obstacles selling into larger outlets such as Whole Foods, including testing and inspection issues.
- Tony Weber has been busy planting and working on State Master Gardener conference planning.
- Tracey Mofle, John Bruncilik, Rose Bruncilik, and Tony Weber are putting together a CSA for northern Rice Lake and rural areas.

-Ann Woods provided an update on the marketing/distribution co-op feasibility study.

-Andrew Dane reviewed the current status of the Risk Mgmt Grant funds. Tracey estimated that 3-4K would be needed to work with Stasha on promotional materials. Tracey is also looking at funding for a Pay it Forward intern this summer. There was

general discussion concerning reallocating of funds fund promotional/networking materials and all agreed it was good idea.

-Jenny Elliot emphasized the importance of groups like this helping people connect with local groups. Tracey shared insights on trips to Madison and how the NWRFN is unique in its breadth/scope. Tracey stated that one of the goals of Pay it Forward is to engage students to work with NWRFN.

-Soupstock update. September 23<sup>rd</sup> is tentative date at On Twin Lakes. October is national co-op month. Planning committee mtg tentatively scheduled for June 10<sup>th</sup> at 4pm

-Co-op fundraiser (Matching dollars for feasibility study) Jenny Elliott, Andrew Dane, Rose Bruncilik, Patti Gmeiner, Gail Behr, Renne Soberg volunteered to plan one fundraiser. Idea would be to hold it at Boyceville Community center. Second fundraiser idea is to have local chefs (Maurice Smith has commitment from three of them) cook for a fundraiser dinner.

-John Ikerd coming to Big Top outside Bayfield. June 28<sup>th</sup> for Pie and Politics event. Tracey interested in possibly coordinating with FEAST for Pie and Politics.

-Decision to skip June mtg

-Next mtg July 25<sup>th</sup> 6pm at Dragsmith Farms. Maurice will BBQ but would like RSVP's so he knows how much to cook. Directions to farm at [www.wifarmfresh.org](http://www.wifarmfresh.org) website. Just few miles north of city of Barron, WI.

### **FEASIBILITY PLAN FOR CO-OP STEERING COMMITTEE**

Feasibility study will be completed by mid-July

### **NEWS TO SHARE**

**Buy Local, Buy WI update** – via Jeanne Merrill, Michael Fields Institute

As you may know, thanks the efforts of many, the State Senate included funding for Buy Local, Buy Wisconsin in their version of the state budget bill. Now the Assembly is working out the details of their budget bill and could vote next week on their budget bill. Now is the time to contact your state Assembly member and ask for their support for Buy Local, Buy Wisconsin in the Assembly version of the state budget bill.

### **Join the Learning Network**

In the recipe for creating food and farm networks, Ecotrust is proving that there may not be such a thing as “too many cooks in the kitchen.” The Portland, Ore.-based nonprofit has launched [www.localfoodnetworks.net](http://www.localfoodnetworks.net), an interactive forum designed to create and sustain a virtual, national network of individuals working to create more sustainable food systems in their own region.

Marrying the latest social networking technology with their experience in building regional food networks, Ecotrust has created an interactive learning community featuring a peer-to-peer exchange of ideas, questions, and lessons learned around the topic of building local food networks. Now, Ecotrust is inviting a national audience of chefs, farmers, food processors, food system organizers, retail grocery buyers, educators, institutional buyers or policy leaders to log on to [www.localfoodnetworks.net](http://www.localfoodnetworks.net), register and join the community.

The network was created as an interactive companion to Ecotrust's newly-published *Building Local Food Networks: A Toolkit for Organizers*. Within the beautifully designed toolkit, Ecotrust Food and Farms program leaders have distilled seven years of history and lessons learned from organizing and staging their successful Farmer-Chef Connection conference, plus 'how-tos' for publishing the annual Guide to Local and Seasonal Products. Together, the Toolkit and online learning community are designed to provide users with a springboard from which to further develop their own region-specific models for food systems change, while keeping up to date with best practices from around the country and beyond.

Joining the online community is free. The toolkit is available from [www.localfoodnetworks.net](http://www.localfoodnetworks.net) as a pdf download for \$35.

"These two resources were created in response to inquiries we receive from chefs, farmers and food activists throughout the country asking how they can replicate the robust local food network that we experience here in the Northwest," says Deborah Kane, vice president of Ecotrust's Food and Farms Program. "We wanted to demystify the process of building regional food networks of all scales, yet we know we don't hold all the answers. The online learning community provides a forum for brainstorming ideas and sharing best practices with individuals in your own region or from across the country."

About Ecotrust's Food and Farms Program [www.ecotrust.org](http://www.ecotrust.org)

**Chippewa Valley Eat Local Challenge** – Arwen Rasmussen from *A Second Opinion Magazine* is spearheading this eat local challenge for the month of September. She has started a blog to communicate to others as September draws near. Partners include Slow Food Chippewa, Just Local Food, Organic Valley, Native Bay, the Foodlums, and several other local businesses. <http://eatlocalchallengecv.blogspot.com/>

**Locally Grown Foods Niche Cooks Up at \$5 Billion as America Chows Down on Fresh! (from Specialty Food News)**

NEW YORK, June 20 /PRNewswire/ -- Food safety issues and America's awakening "green" culture are just a couple of the factors driving the

surge in fresh and locally grown food sales, with locally grown foods expected to jump from approximately \$4 billion in 2002 to \$5 billion in 2007, according to Local and Fresh Foods in the U.S., a new report from market research publisher Packaged Facts.

Based on the exponential growth of farmers' markets, as well as retail and foodservice initiatives to add more local products to their merchandise mix and menus, Packaged Facts estimates that locally grown foods could turn into a \$7 billion business by 2011.

Consumers, equating freshness with higher quality, are increasingly looking toward the perimeter departments of their local supermarkets for fresh foods, which not only include locally grown and organic fruits and vegetables, but fresh meats, seafood, dairy, and baked goods as well. According to the report, retail sales of fresh foods totaled \$230 billion in 2005 and in 2006 fresh produce surpassed fresh meat as the top-selling department in perishables.

Not surprisingly, the success of local and fresh foods is reaching far beyond the aisles of the local supermarket.

"Restaurants, value channels such as drug stores and convenience stores, and even academic foodservice venues are tuning into the fresh and local consciousness that is taking hold in America," said Don Montuori, the publisher of Packaged Facts. "New trends, including "food miles," "the Slow Food movement," and even "locavores" who eat only locally grown foods, are just beginning to take root in the U.S. and we anticipate these and other trends will swiftly drive growth of local and fresh market foods."

### **Thinking globally, eating locally in the USA**

USA TODAY

May 04, 2007

As slogans go, "eating ethically" falls easily off the tongue.

Ask what it means, however, and you're apt to get an earful, a veritable smorgasbord of definitions. Visit [http://active.com/story.cfm?story\\_id=14042](http://active.com/story.cfm?story_id=14042) to read rest of story.

### **INTERESTING STUFF**

**Farmers Markets/Hmong Farmers resources** - Farmers Legal Action Group:

<http://www.flaginc.org/> Although they are physically located in MN FLAG provides resources that are useful for other states as well. They are a nationally recognized legal advocacy group for farm related issues. This spring they published a "Understanding Farmers' Market Rules" (<http://www.flaginc.org/topics/pubs/arts/FarmersMarket.pdf>)

The information about Hmong Resources is

(<http://www.flaginc.org/topics/pubs/arts/HmongResources.pdf>)

### **UPCOMING EVENTS**

Wendell Berry is talking in St. Paul on Friday night, July 29th - \$25/person - see

[http://www.landstewardshipproject.org/pr/07/newsr\\_070529.htm](http://www.landstewardshipproject.org/pr/07/newsr_070529.htm)

#### **FUNDING OPPORTUNITIES**

The Small Minority Producer Grant Program Federal Register Announcement 2007

"The Rural Business-Cooperative Service announces the availability of approximately \$1.1 million competitive grant funds for fiscal year (FY) 2007 for cooperatives and association of cooperatives to assist small, minority agricultural producers. USDA Rural Development Cooperative Programs hereby requests proposals from eligible cooperatives and associations of cooperatives interested in a competitively awarded grant. The cooperatives and associations of cooperatives will use the grant money to fund technical assistance to small, minority agricultural producers in rural areas. The maximum award per grant is \$175,000."

"Applications for grants must be submitted on paper or electronically according to the following deadlines: **no later than July 30, 2007**, to be eligible for FY 2007 grant funding. Late applications are not eligible for FY 2007 grant funding. "

For additional information visit the [Federal Register Notice](#) posted May 30, 2007.

#### **NORTHWEST WISCONSIN REGIONAL FOOD NETWORK**

A grassroots group of local farmers, volunteers and agency staff working together to create a regional food system that connects consumers back to the land and provides locally produced, fresh and nutritious foods to all segments of our community while preserving the region's environment and sustaining the local economy for years to come