



5th Annual Wisconsin Local Food Summit

Thursday, January 13th

Breakout Session II

<h2>OBSTACLES SUMMARY</h2>	<h2>MARKET DEVELOPMENT: DIRECT (Farmers Market, CSAs, Roadside Stands)</h2> <p>Facilitator: Erin Schneider</p>
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Obstacle #1: Seasonality of markets and produce

Recommendations

- Find facilities that will host year-round markets
- Build and finance buildings that can handle year-round markets
- Extend growing season through greenhouses and high tunnels
- Consumer education about seasonal product availability to change eating habits
- Staffing for farmers' market
- Green cart-small

Comments

Alsum Produce, a marketing and distribution company out of Friesland, cited seasonality as a significant barrier to the expansion of local food markets (Scaling Up 2009)

Obstacle #2: Lack of markets in rural areas/Difficult to get into urban markets

Recommendations

- Expand communication capabilities in rural areas
- Provide and publicize resources such as workshops available to develop these skills
- Expand and publicize list of available marketing consultants
- UW-Extension— help to educate consumer
- Expand vendor product offerings
- Non-produce items
- Events— cooking demonstrations, food preservation education

Comments

To increase markets in rural areas we need to “inform and educate the local community and county boards about sustainable small scale agriculture as a part of every day life” (Topic 2010).

Obstacle #3: Scaling up with CSAs in number and size

Recommendations

- Encourage local units of government to appreciate the benefits of CSAs
- More recipes, simple
- Explore model for cost—small growers to access data
- Work with faith communities in rural areas
- Payment plans – local currencies – use of WIC vouchers/quest card
- Expand use and change policies for farmers – WIC accessibility
- Public meetings – CSA open houses – grower exchange
- Nourish model – farm/farmer/chef/customer connections

Comments

“We need professional training for farmers market managers” (Topic 2010).

We need “to identify and provide basic market research on local foods regions that new business groups could tap into to develop feasibility studies and business plans for new business ideas around local food production, distribution and sale” (SARE 2009).

Additional Recommendations

<ul style="list-style-type: none"> • Enhance Farm Fresh Atlas • Create a statewide searchable database • Provide more networking opportunities • Connect farmers with small food businesses • Brokerage services (ex. Local Dirt) • Community events—table marketing 	<ul style="list-style-type: none"> • Community volunteers for gleaning at farmer’s markets for pantries • Provide infrastructure for community participation across all stakeholder groups in local foods • Make markets a “destination” to increase vibrancy/culture
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- Resources/Stakeholders/Partners**
- WIC program
 - Public Health Nurses
 - Farm Fresh Atlas/ Foodsheds
 - School lunch programs
 - Hospital cafeterias
 - Nursing homes
 - Elected officials/policy makers
 - PTA
 - Faith communities
 - Community-based organizations
 - Farmers
 - Local economic development teams
 - Extension offices
 - 4H clubs/FFA

- Additional Obstacles**
- Problem of transporting produce to the farmer’s market
 - Over-regulation of local foods, under-regulation of USDA, Monsanto
 - Need more transparency in all food products
 - Green-washing by corporations
 - Need separate topic/ working group for beef producers

Information gathered from:
 “Scaling Up: Meeting the Demand for Local Food.” CIAS & Agricultural Innovation Center. December 2009.
 “Topic Based Statewide Wisconsin Planning Survey.” WLFN. November 2010.
 “Wisconsin SARE Local Food Survey.” 2010.
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OBSTACLES SUMMARY	MARKET DEVELOPMENT: WHOLESALE (Wholesale, Restaurant, Institutional, Farm to School, Hospitals, etc.) Facilitator: Martha Davis Kipcak
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Obstacle #1: Cost and time of developing specialized packaging for smaller growers

Recommendations

- Provide assistance/training/educational materials to cover the following topic areas:
 - Logistics
 - Packaging
 - Delivery
 - Storage
 - Transportation
 - Marketing/Sales

Comments

“Signs and packaging are crucial to product differentiation, but costly packaging is required for wholesale markets, while it is not required at farmer's markets. As a result, many smaller growers use generic packaging- not showcasing their social, ecological, and local production” (Scaling Up 2009).

Obstacle #2: Buyer and producer unfamiliarity with wholesale market

Recommendations

- Conferences that facilitate communication between parties
- Tool-kit
- State and interstate- Chicago & Minneapolis

Comments

“Suppliers have a range of backgrounds and varying degrees of knowledge about pricing, growing, packaging, and post-harvest handling for a wholesale market. Have to work hard with all of them so they are aware of industry requirements.”

“We need to have the grower understand the obstacles of the marketer understand the obstacles of the consumer etc., and visa -versa.”

“How can we enable greater local purchasing from institutional food purveyors (hospitals, schools, etc.)- get beyond the few case studies to encourage widespread adoption of best practices?” (Topic 2010).

Obstacle #3: Need for Education in farm to school markets

Recommendations

- Training kitchen staff and kitchen facilities to handle fresh product
- Simplifying the process of getting started
- No go-to for information
- Restricted to Ag bankers
- Ag investors needed

Comments

“Grocery store buyers are accustomed to relatively stable prices and plan their produce budgets accordingly. Significant price fluctuations at the auction can make it difficult to attract and retain wholesale buyers” (Scaling Up 2009).”

Resources, Stakeholders, Partners

- Neesvig’s – Madison, WI and Iowa
- 5th Season C-op – 7 rivers region
- Small business development centers – all 4 year campuses, 3 specialty research centers
- Local dirt
- THRIVE- Madison
- Regional planning commissions

Additional Obstacles

- Government regulations- school food policies
- Delivery system – lack of infrastructure
- Marketing know how
- Certifications – all levels
- Logistics management – one stop shop – recreating Sysco’s system
- Technical assistance – complicated permitting system
- Scaling issues

Additional Recommendations

- List of distributors
- Simplifying permitting systems – provide assistance
- Statewide working groups
- Networking from producers and from buyers
- Priority from regional economic development groups
- Ag (small/med) needs to be at the table for economic development
- Info to wiki page

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