

Food Finance Institute

Institute for Business & Entrepreneurship



UNIVERSITIES OF
WISCONSIN

What We Do

- Financial consulting for food & farm entrepreneurs,
 - so they can make better strategic decisions
 - and raise the money they need to grow.
- Financial Management Boot Camp
 - 1-on-1 Business Consulting
 - Coaching Cohorts
 - Fellows Program



FFI Food & Farm Business Consultants



Sarah Larson

Director, Food Systems



Tera Johnson

Innovative Finance



Brad Rostowfske

Food & Bev, Fellows



Andy Larson

Farm Programs



Peter Robertson

Food Brands



Eric DeLuca

Food Systems

- Find us at <https://foodfinanceinstitute.org/>

renewing the countryside

just. sustainable. vibrant.



About Us

RTC's projects and partnerships span several main focus areas:



Farmland Access
+ Farm Transitions



Promoting Local Food
Entrepreneurs +
Local Food Access



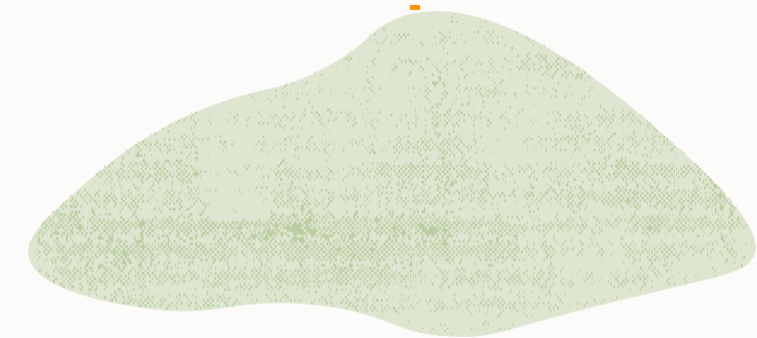
Conservation



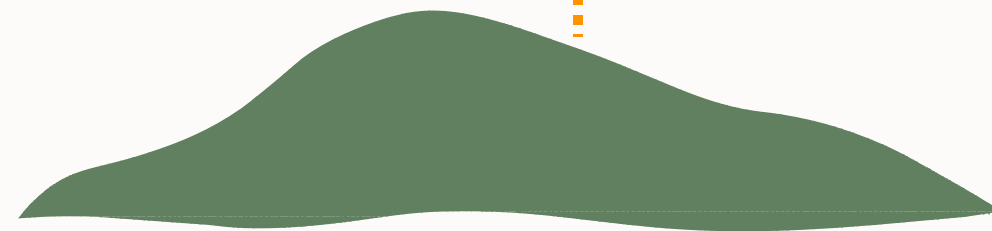
Supporting
Underserved Farmers



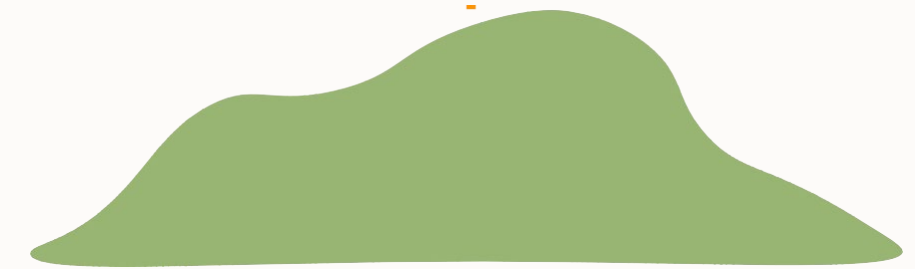
Farmland Access + Farm Transitions Projects



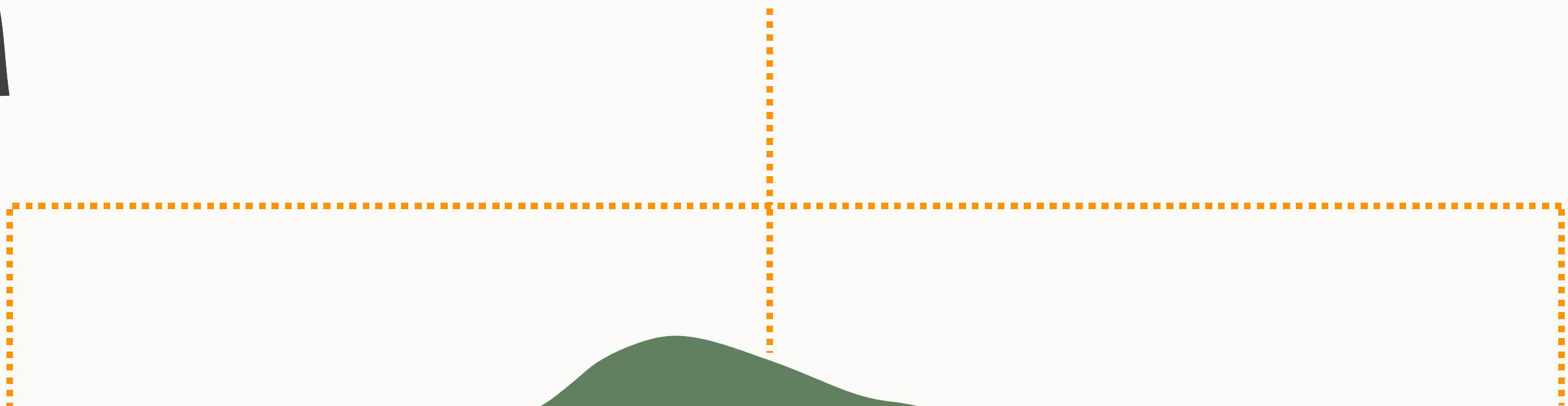
Farmland Access Hub
+ Navigators



Farm Transitions
Discussion Group



Singing Hills Farm
Transition



Farmland Access Navigators

IOWA

Hannah Breckbill, Decorah, IA

Amber Mohr, Avoca, IA

Monika Owczarski, Des Moines, IA

Corbin Scholz, Iowa City, IA



MINNESOTA

Aaron Blyth, Saint Paul, MN

Katie Kubovcik, Saint Paul, MN

Moses Momanyi, Cambridge, MN

Brett Olson, Zumbro Falls, MN

Xiong Thao, Falcon Heights, MN

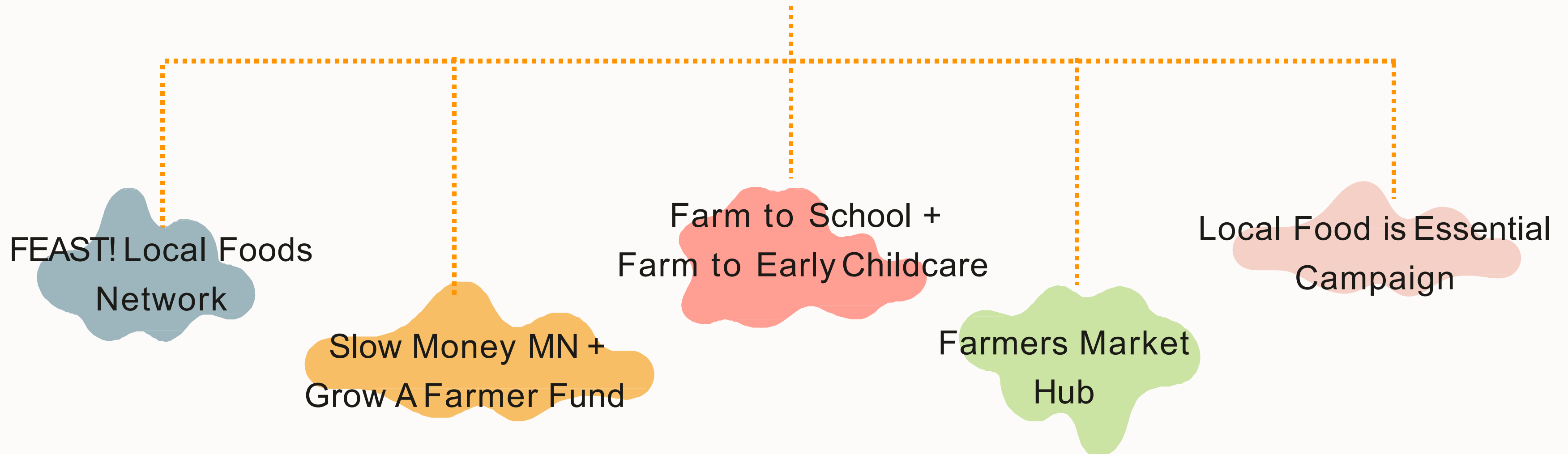
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Nicholas Leete, Madison, WI

Nou Thao, Madison, WI

Bonnie Warndahl, Colfax, WI

Promoting Local Food Entrepreneurs + Local Food Access





Farmland Access + Farm Transitions Projects

Farmland Access Hub + Navigators

Farm Transitions Discussion Group

Singing Hills Farm Transition



Promoting Local Food Entrepreneurs + Local Food Access



FEAST! Local Foods Network

Slow Money MN + Grow A Farmer Fund

Farm to School + Farm to Early Childcare

Farmers Market Hub

Local Food is Essential Campaign



Conservation Projects

Wisconsin Women in Conservation (WiWiC)

Artisan Grain Collaborative

Conservation Connections



Projects Supporting Underserved Farmers

Women in Agriculture

Emerging Farmers Conference

Soil Sisters

Kilimo Minnesota (fiscal sponsorship)



Renewing the Countryside

Brett Olson

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The Economics of Local Foods

Steven Deller

Economic Development Administration University Center
Department of Agricultural and Applied Economics
Division of Extension
University of Wisconsin-Madison

Connecting Entrepreneurial Communities
Platteville, WI May 30-31, 2024

What do we mean by “local foods”?

USDA Agricultural Marketing Service (AMS) often uses a definition for local and regional foods where the distance between product origin and point of sale **is at most 400 miles**, or both the final market and the product origin are within the same State, US territory, or Tribal land.

For Wisconsin's Consumers, 'Local' Food Means Produced Within The State

Survey Finds Political Differences Over Benefits Of Homegrown Produce

[Bret Shaw, UW-Madison](#) | [Laura Witzling, UW-Madison](#) | [David Trechter, UW-Extension](#)

WisCONTEXT 



What do we mean by “local foods”?

From the 2022 Census of Agriculture.....

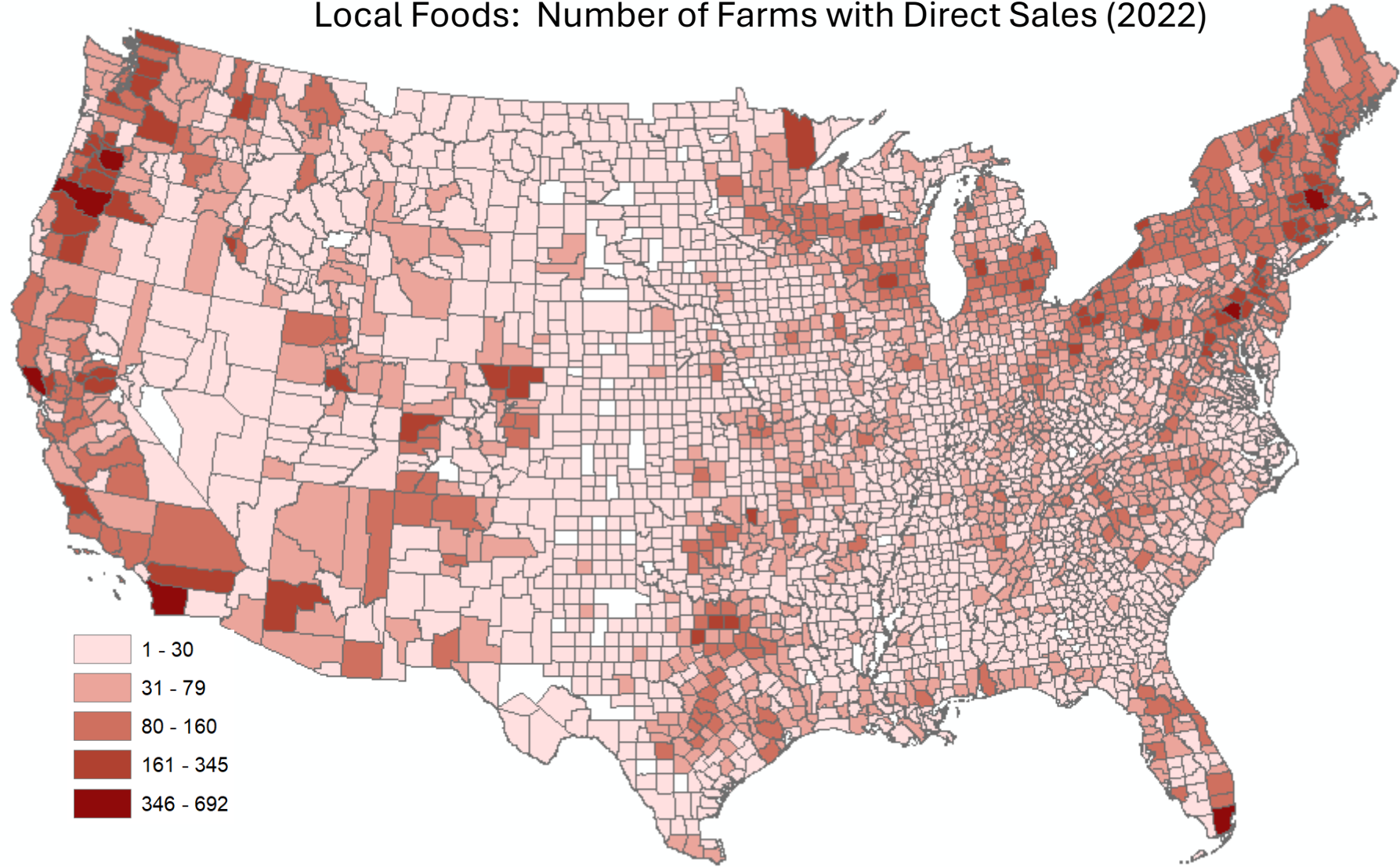
- Value of food sold directly to consumers: Number of farms and sales.
- Value of food sold directly to retail markets, institutions, and food hubs for local or regionally branded products: Number of farms and sales.



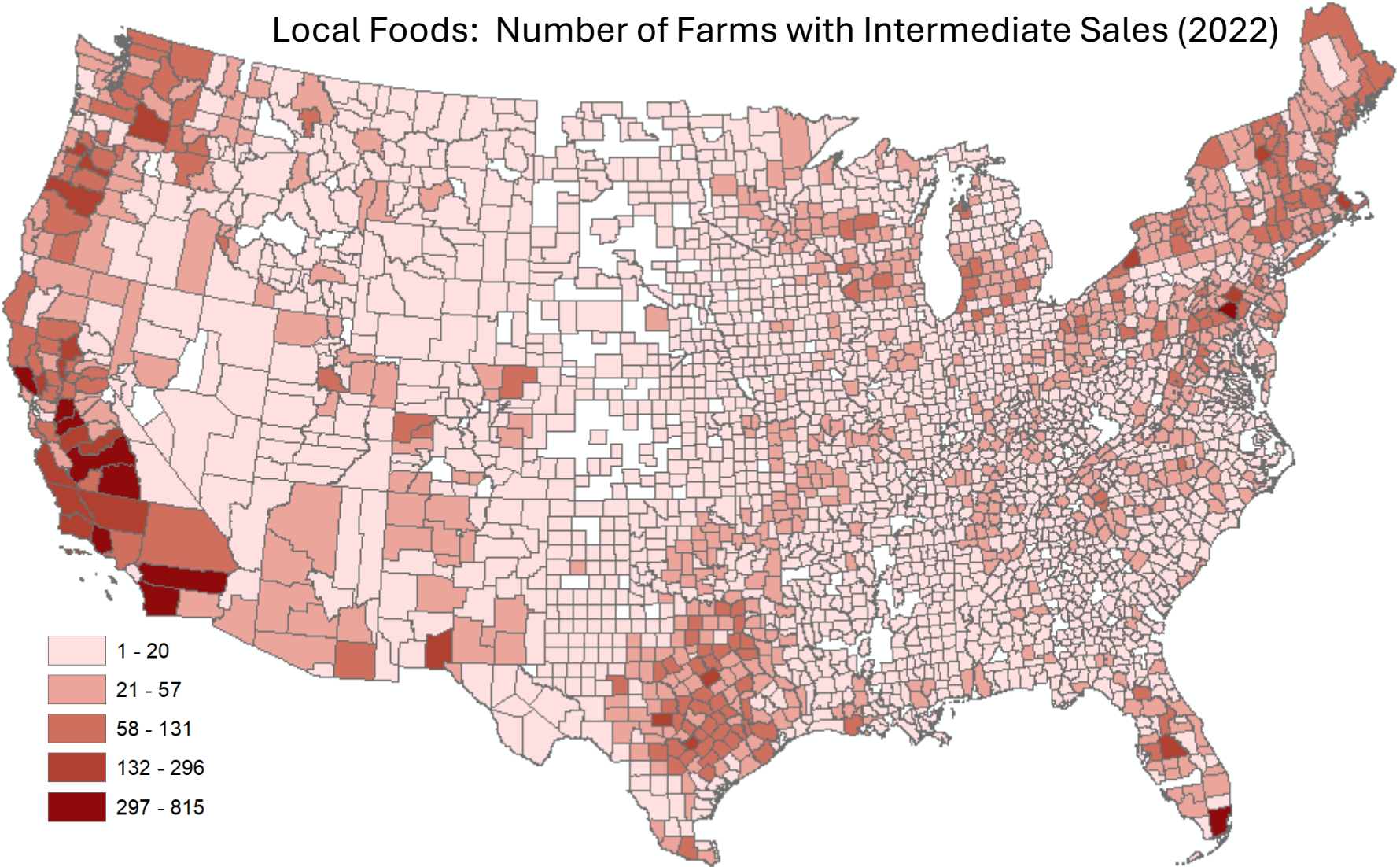
Wisconsin	2017	2022
Direct Sales		
Number of Farms	5,088	4,848
Sales	\$ 58,576,000	\$ 81,758,000
Sales per Farm	\$ 11,513	\$ 16,864
Intermediate Sales		
Number of Farms	1,153	1,750
Sales	\$ 124,835,000	\$ 221,082,000
Sales per Farm	\$ 108,270	\$ 126,333



Local Foods: Number of Farms with Direct Sales (2022)

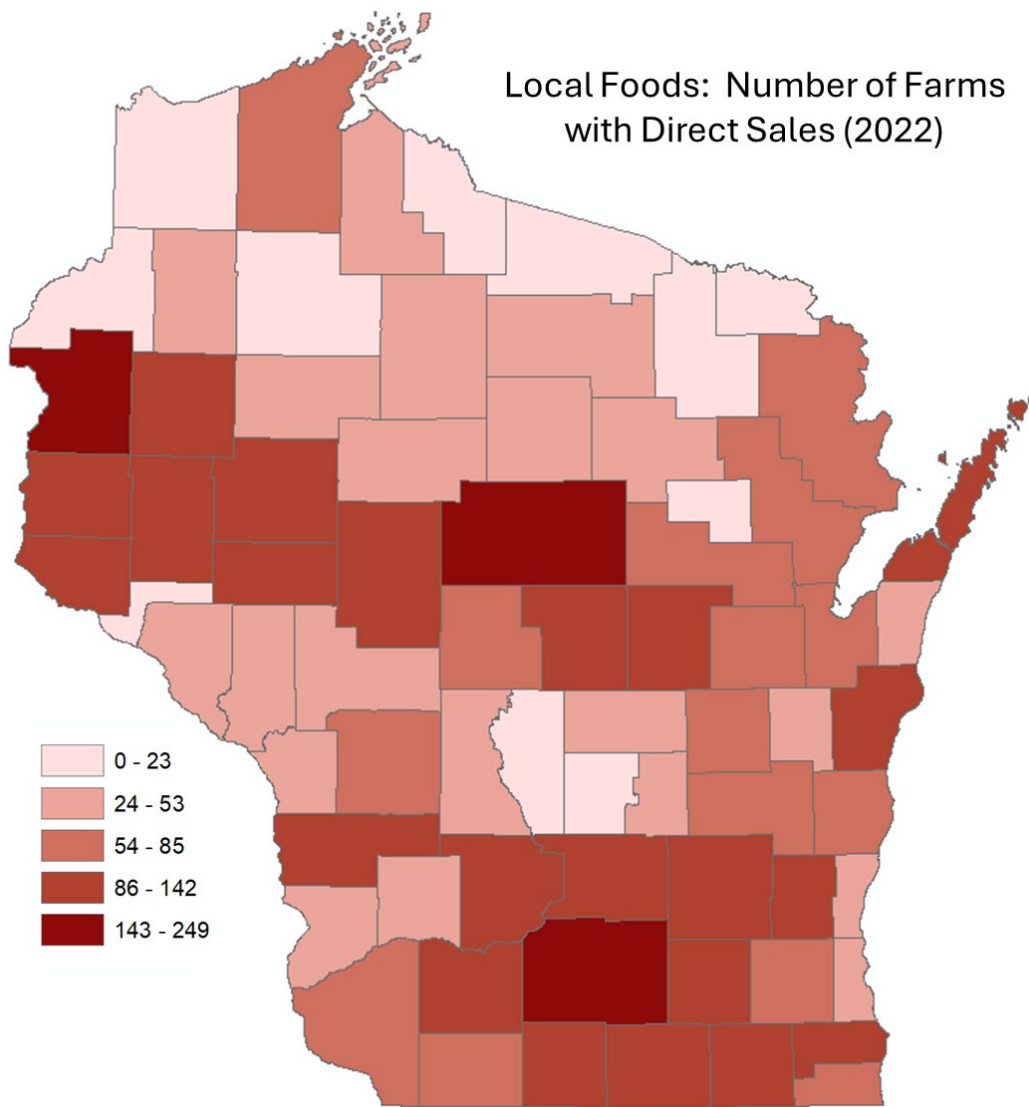


Local Foods: Number of Farms with Intermediate Sales (2022)

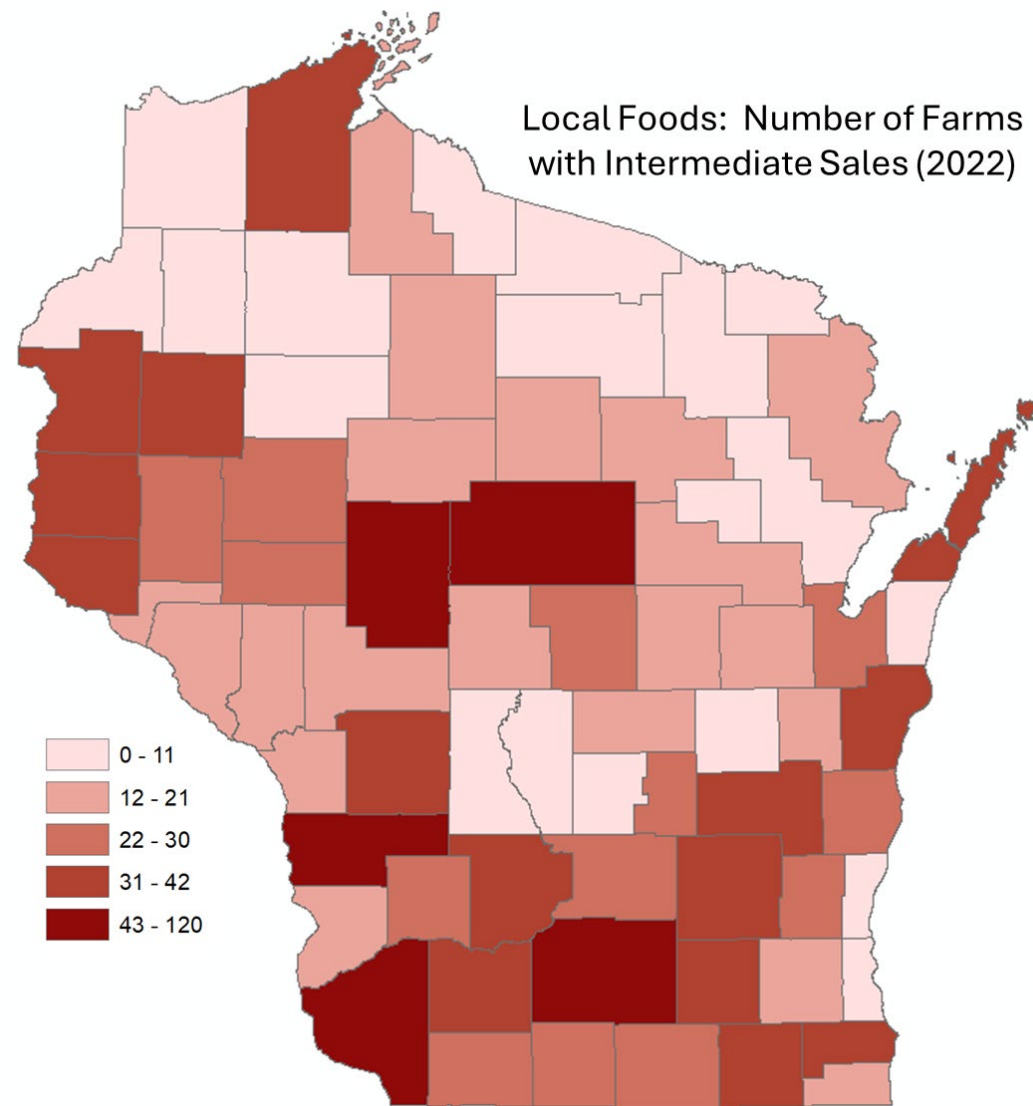




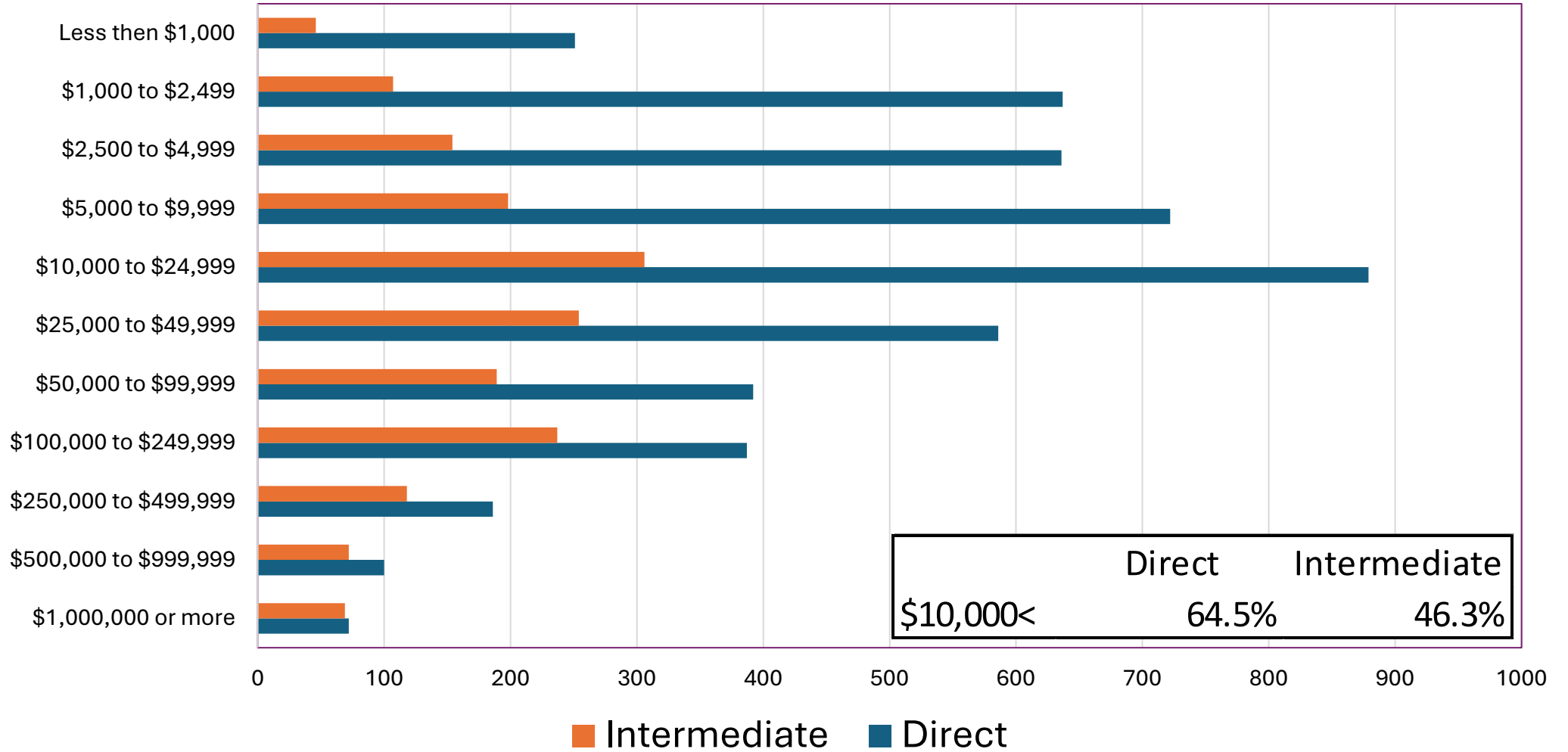
Local Foods: Number of Farms
with Direct Sales (2022)



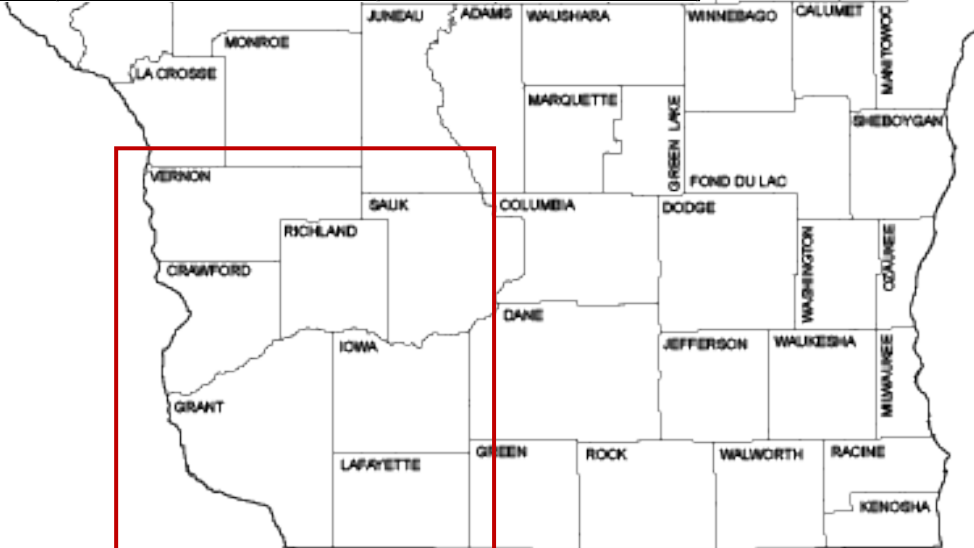
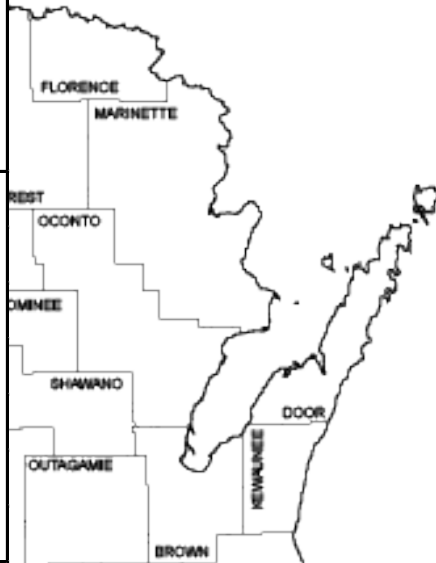
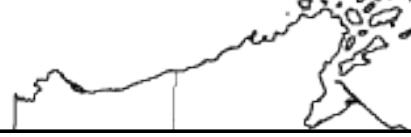
Local Foods: Number of Farms
with Intermediate Sales (2022)



Wisconsin Local Food Farms (2022)



	Number of Farms with Direct Sales	Number of Farms with Intermediate Sales	Direct Sales	Intermediate Sales	Direct Sales per Farm	Intermediate Sales per Farm
Crawford	53	16	\$ 3,921,000	\$ 1,445,403	\$ 73,981	\$ 90,338
Grant	67	65	\$ 1,048,000	\$ 5,948,000	\$ 15,642	\$ 91,508
Iowa	105	38	\$ 1,030,000	\$ 768,000	\$ 9,810	\$ 20,211
Lafayette	55	26	\$ 544,000	\$ 1,410,000	\$ 9,891	\$ 54,231
Richland	48	25	\$ 547,000	\$ 17,730,000	\$ 11,396	\$ 709,200
Sauk	112	32	\$ 2,737,000	\$ 264,000	\$ 24,438	\$ 8,250
Vernon	142	120	\$ 968,000	\$ 5,717,000	\$ 6,817	\$ 47,642



Contribution of Farm Agriculture to the Southwest Wisconsin Economy

	Employment	Labor Income (MM\$)	Total Income (MM\$)	Industry Revenues (MM\$)
Farm Level Local Foods	342	\$ 12.84	\$ 29.77	\$ 62.91
Dairy On Farm	4,346	\$ 185.58	\$ 396.47	\$ 1,327.13
All On Farm	17,116	\$ 611.53	\$ 1,419.18	\$ 3,134.77
Farm Level Local Foods	0.3%	0.2%	0.2%	0.2%
Dairy On Farm	3.3%	2.6%	3.2%	4.9%
All On Farm	12.8%	8.4%	11.5%	11.6%



- Can the expansion of farm activity associated with local foods enhance the “quality of life” or “livability” of local communities? Yes
- Does the expansion of farm operations into local foods markets make sense for individuals? Perhaps, particularly if they are looking beyond direct sales.
- Will local foods become a driver of the local economy? Unlikely, the aggregate market is simply too thin.





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