

WISCONSIN LOCAL FOOD NETWORK

WLFN Steering Committee:

Kelly Cain—UW River Falls

Gerry Campbell—Dane County Food Council, Madison

Martha Davis Kipcak—Center for Resilient Cities, Milwaukee

Teresa Engel—DATCP, Madison

Bridget Holcomb—Michael Fields Agricultural Institute, Madison

Jeff Metoxen—T'syuhn'ehkwa, Oneida

Tracey Mofle—West CAP, Rice Lake

Joy Perry—NEW Foodshed, UW Fox Valley, Menasha

Anne Pfeiffer—Ag Innovation Center, Madison

Joy Schelble—Chequamegon FEAST, Ashland

Erin Schneider—Hilltop Community Farm, LLC

Jasia Steinmetz—Central WI Farmshed, UW Stevens Pt.

<http://wisconsinlocalfood.wetpaint.com/>

Jane Hansen, coordinator
Price County UW-Extension
Normal Building, Room 240
104 S. Eyder
Phillips, WI 54555
715-339-2555
jane.hansen@ces.uwex.edu

5th Annual Wisconsin Local Food Summit coming up January 13th and 14th, 2011 in Elkhart Lake, WI

Release: December 3, 2010

Contact: Jane Hansen, jane.hansen@ces.uwex.edu, 715-339-5345

The 5th Annual Wisconsin Local Food Summit will be held at the Osthoff Resort in Elkhart Lake, WI on January 13th and 14th, 2011. A broad range of local food system development stakeholders are expected to attend, including farmers, agricultural educators, health care providers, school food service staff, USDA and WiDATCP employees, tribal representatives, community gardeners, food co-op members, chefs and more.

Events on Thursday, January 13th include a keynote address by Rich Pirog, Associate Director of the Leopold Center for Sustainable Agriculture at Iowa State University, breakout sessions on topics such as Farm-to-School, Scaling up Local Food, Kitchen Incubator programs and Diversity in Agriculture. This will be followed by a facilitated group discussion to lay the foundation for several working groups that will further local food system development beyond the annual summits and throughout the year.

Friday's focus is Regional Collaboration and this includes presentations on a number of exciting and successful regional collaborative efforts that are currently underway. Plenty of time will be devoted to strengthening regional projects all around Wisconsin and ensuring that methods are in place to continue learning about and from the fantastic local food work going on in our state.

Early bird registration rates are \$45 for students and farmers and \$65 for everyone else. This fee covers admission for both days of the summit as well as lunches prepared with locally grown food items. Early bird registration rates will end December 15th and registration fees will then be \$15 higher. Opportunities to exhibit at the summit and to receive recognition as a Wisconsin Local Food Summit sponsor are also available. A registration brochure and additional information is available at:

<http://wisconsinlocalfood.wetpaint.com/>



*Creating statewide connections for learning from the experiences of Wisconsin local food initiatives.
We foster learning for local and regional action through networking and dialogue.*

Local food system development in Wisconsin has made great strides during the time since the first Wisconsin Local Food Summit was held in January, 2007 in Stevens Point, WI. The combined efforts of growers, individuals representing grassroots and non-profit organizations, industry working groups, and government and university officials, succeeded in passing legislation to fund the statewide Buy Local, Buy Wisconsin Program.

The Buy Local, Buy Wisconsin (BLBW) program is an economic development program designed to increase the purchase of Wisconsin grown/produced food products for sale to local purchasers. In its inaugural year, the BLBW grant program generated a nearly \$1 million increase in local food sales.

The Wisconsin Local Food Network was also created during the first Wisconsin Local Food Summit. The Network has continued to organize the annual food summit and provides a forum throughout the year for networking and learning about local food system development news. The Network uses a list serve and a website to share news of events, legislation, educational and business opportunities and more.

Learn more about the Wisconsin Local Food Summit and Wisconsin Local Food Network by going to: <http://wisconsinlocalfood.wetpaint.com/> or by contacting Jane Hansen at jane.hansen@ces.uwex.edu, 715/339-5345.

The Wisconsin Local Food Network (WLFN) is embarking on a new project titled **"Collaborating to strengthen local and regional food systems in Wisconsin"**. This project will build upon current work and strengthen the statewide structure of local food system development by identifying priority topic areas, facilitating working groups, and identifying local/regional projects that WLFN can support with education, information, communication channels and small infusions of funding.

WLFN has received support from a UW-Extension Program Innovation Fund grant that will help to initiate this project. We are eager to involve a broad array of stakeholders in this exciting new project before, during and after the **5th Annual Wisconsin Local Food Summit**.

Wisconsin Local Food Summit

Thursday JANUARY 13th— 9am-5pm

Friday JANUARY 14th—8am-4pm

On Thursday we are offering breakout sessions on a wide range of topics of interest to those who are concerned about local food issues followed by a facilitated summit session that will strive to determine through consensus the 3 highest priority topics currently for local food system development in Wisconsin. Due in part to support from the Program Innovation Fund, WLFN now has resources available to form statewide working groups around these topics. On Friday we will again be offering breakout sessions as well as a facilitated summit session focused on regional connection building and collaboration. As always, networking opportunities will abound during the summit. And, of course, we will be serving delicious local food prepared by Chef Chad Kornetzke throughout the summit.

The 5th Annual Wisconsin Local Food Summit is brought to you with support from the following:



Wisconsin Local Food Network

Realizing the potential for local food in Wisconsin.

Cultivating a network of Farmers, Communities, Educators and Government.

Creating statewide connections with local action.

Coordinator: Jane Hansen
 (715) 339-2555
 Jane.Hansen@ces.uwex.edu
<http://wisconsinlocalfood.wetpaint.com/>



Location: *The Osthoff Resort*

101 Osthoff Avenue, Elkhart Lake, WI 53020
<http://osthoff.com/>
 920/876-3366, Reservations: 800/876-3399

A block of rooms is available at The Osthoff Resort for the Wisconsin Local Food Summit.
 Reserve by Dec. 15th, 2010.

Go to: <http://wisconsinlocalfood.wetpaint.com/> for summit carpooling, exhibitor and sponsorship information and much more!



5th Annual Wisconsin Local Food Summit

Help develop local
food systems across
Wisconsin
Learn, network and
share ideas

January 13th and 14th, 2011
Elkhart Lake, WI



<http://wisconsinlocalfood.wetpaint.com/>

Keynote Speaker

Rich Pirog



Rich Pirog joined the Leopold Center for Sustainable Agriculture at Iowa State University in 1990. He is the Program Leader for the Center's Marketing and Food Systems Initiative, and became associate director in February 2007. Pirog directs the Value Chain Partnerships (VCP) project, <http://www.valuechains.org/>, an Iowa-based network of food and agriculture working groups that provides technical assistance to farmer-led food businesses in Iowa. Through VCP, Pirog leads the Regional Food Systems Working Group, which focuses on making the case for investment in local and regional food businesses and networks. There currently are 14 local food groups representing more than 70 Iowa counties that participate in the Regional Food Systems Working Group. Pirog currently is leading the development of Iowa's Local Food and Farm Plan, which is due to the Iowa legislature in January 2011. The plan will include funding and policy recommendations to develop a stronger local food economy in Iowa. Pirog's research and collaborations on local and place-based foods, building food networks, food value chains, and eco-labels has been publicized in magazines and media outlets across the globe, used by local food practitioners, and are often cited in books and college courses. In 2003, he received the Iowa Sustainable Agriculture Achievement Award from Practical Farmers of Iowa, and in 2004, he received the Iowa State University College of Agriculture Award for Outstanding Achievement and Service.



Agenda

Thursday

- 9:00 Welcome/Keynote—Rich Pirog, Leopold Center/Value Chain Partnership
- 10:15 Breakout Session I
- 11:30 Breakout Session II
- 12:30 Lunch - *Featuring locally grown foods* (included w/ registration)
- 2:00 *Determining Local Food Priorities Summit*

Friday

- 8:00 Review/General Session
- 9:15 Breakout Session I
- 10:30 Education Session - Rich Pirog: How Iowa Regional groups got started
- 11:30 Lunch - *Featuring locally grown foods* (included w/ registration)
- 1:00 *Regional Collaboration Summit*

<http://wisconsinlocalfood.wetpaint.com>

Summit Registration Form

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

County: _____

Occupation: _____

Special dietary and/or Access. needs

Local Food Initiative Affiliation

Summit Registration Fees

	<u>Early Bird</u> (by Dec. 15th)	<u>Final</u> (after Dec. 15th)	<u>No.</u>	<u>Total \$</u>
General	\$65	\$80	___*	_____
Student/ Farmer	\$45	\$60	___*	_____

Total Enclosed: _____

Make Checks Payable to:
Price County Treasurer/WLFN

Return registration form and payment to:

Wisconsin Local Food Network
Price County UW-Extension
104 S. Eyder Avenue, Room 240
Phillips, WI 54555
715-339-2555

*Presenters: Your registration is complimentary, however, please do fill out the registration form.

Questions?
Or for scholarship/volunteer info. contact:
Jane Hansen—715-339-2555,
jane.hansen@ces.uwex.edu

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5th ANNUAL WISCONSIN LOCAL FOOD SUMMIT

January 13th and 14th, 2011 at the Osthoff Resort in Elkhart Lake, Wisconsin

The Wisconsin Local Food Summit brings together community organizers, agency advocates, educators, local food producers, businesses and others to learn, network, dialogue, and have impact on the shape that our local food systems take.

Help us support and develop local food systems and programs across the state by sponsoring the 2011 Wisconsin Local Food Summit. Your sponsorship helps us achieve our goals of building sustainable food systems and fostering connections critical to promoting a home grown local food economy.

There are Many Opportunities to Sponsor this Event and Support our Programs!!

Please indicate your choice of sponsorship level below:

- | | |
|---|---|
| <input type="checkbox"/> Champion (\$5,000) | <input type="checkbox"/> Benefactor (\$2,500) |
| <input type="checkbox"/> Advocate (\$1,000) | <input type="checkbox"/> Supporter (\$500) |
| <input type="checkbox"/> Friend (\$250) | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Business / Agency Exhibit Space \$100 (\$115 after Dec. 15) | |
| <input type="checkbox"/> Educational Exhibit Space \$25 (\$40 after Dec. 15) | |
| <input type="checkbox"/> Individual Registration Sponsor _____ | |
| <input type="checkbox"/> Sponsor/provide van transport for attendees from your region | |

Business/Organization: _____

Name and Title: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment Method:

- Check/Money order* Bill me

*Please make Check/Money order payable to Price County Treasurer / WLFN and mail to:

Wisconsin Local Food Network
Price County UW-Extension
104 South Eyder Avenue, Phillips, WI 54555
Phone 715-339-2555 Fax 715-339-3824

The Wisconsin Local Food Network has received support from:



See reverse side for more sponsorship details



Creating statewide connections for learning from the experiences of Wisconsin local food initiatives.
We foster learning for local and regional action through networking and dialogue.

2011 Wisconsin Local Food Summit Sponsor Opportunities

Champion = \$5000 or more

- Your Banner Hung in a Prime Location (provided by you)**
- Your name listed on program, newspaper and website**
- Prime Exhibit space in exhibit area**
- One promotional piece in all summit packets (sponsor supplied)**
- Opportunity for organization representative to introduce main speaker**
- 8 complimentary summit registrations for your guests**

Benefactor = \$2500 sponsorship

- Your name and logo on a poster highlighting Benefactor level sponsors in a prime location**
- Your name listed on program, newspaper and website**
- Prime Exhibit space in exhibit area**
- One promotional piece in all summit packets (sponsor supplied)**
- 4 complimentary summit registrations**

Advocate = \$1000 sponsorship

- Your name listed on program, newspaper and website**
- Exhibit space in exhibit area**
- One promotional piece in all summit packets (sponsor supplied)**
- 2 complimentary summit registrations**

Supporter = \$500 Sponsorship

- Your name listed on program, newspaper and website**
- 1 complimentary summit registration**

Friend = \$250 and lower Sponsorship

- Your name listed on program, newspaper and website**

Agency or Business Exhibit Space = \$100 (\$115 after Dec. 15)

- Exhibit space for duration of the summit**
- Exhibit staff must register for summit**

Educational Exhibit Space = \$25 (\$40 after Dec. 15)**

- Provides exhibit space for duration of the summit**
- Exhibit Staff must register for summit**
- **Note this is only open to Non-Profits and Farms**

Sponsorship of Individual(s)

- You may designate attendees and pay for their summit registration (or donate towards registration scholarships) General admission—\$65/(\$80 after 12/15/10), Student/Farmer—\$45/(\$60 after 12/15/10)**

Sponsor/provide van transport for attendees from your region

- We hope to have broad participation from all regions of the state, and, we strongly encourage carpooling.**
- Your sponsorship of a van from your region will help us meet both these goals. We will help to promote it's availability.**

The 5th Annual Wisconsin Local Food Summit is scheduled for January 13th and 14th, 2011 at the Osthoff Resort in Elkhart Lake, WI. On Thursday, January 13th we are offering breakout sessions on a wide range of topics of interest to those who are concerned about local food issues followed by a summit session that will strive to determine through consensus the 3 highest priority topics currently for local food system development in Wisconsin. Due in part to support from the Program Innovation Fund, WLFN now has resources available to form statewide working groups around these topics. On Friday, January 14th, we will again be offering breakout sessions as well as a summit session focused on regional connection building and collaboration. As always, networking opportunities will abound during the summit. And, of course, we will be serving delicious local food prepared by Chef Chad Kornetzke throughout the summit.

Check back at www.wisconsinlocalfood.wetpaint.com for more details. Or, contact Jane Hansen, WLFN Coordinator, Price County UW—Extension, jane.hansen@ces.uwex.edu, 715/339-2555.