



REAP FOOD GROUP

2019 ANNUAL REPORT

FROM THE DIRECTOR

For over 20 years, REAP has been making the case that a just, sustainable and local food system can shape community, a local economy and an environment that benefits everyone. 2019 may feel like a million years ago, but our vision is more relevant today than ever: we envision a southern Wisconsin where good food, grown well, is accessible to all. Take a look at a few of the ways that in 2019, REAP partnered with farmers, restaurants and institutions, community groups and our public schools to make that vision a reality.

We've seen so much of what's been disrupted during this 2020 pandemic that points to how our food systems clearly weren't working for everyone before. As we begin to think about how to recover from this public health crisis, creating food systems — infrastructure, access and policies — that work for everyone must be part of the solution.

Stay safe and healthy,

Helen Sarakinos
REAP Executive Director

MISSION STATEMENT

Our mission is to **transform** communities, economies and lives through the power of **good food**.



Building the next generation of **healthy eaters** through **youth education**

FARM TO SCHOOL

1,172 elementary students received lessons dedicated to nutrition, healthy eating, agriculture, and how local food systems support healthy citizens and economies thanks to our AmeriCorps Farm to School Educators.

Thank you so much for providing this incredible experience for my class and helping them understand how many amazing food choices come from right down the road!

Kasey Thompson
Leopold Elementary School

Strengthening and amplifying community-led **solutions** to food system challenges

SUMMER FOOD PARTNERSHIP

REAP partnered with Raices Para El Cambio/Roots4Change to host summer food ambassadors and the UpRoot by REAP food truck at two free lunch sites in Madison and provide hands-on educational activities, access to culturally-relevant wellness resources and lots of taste tests of fresh, local food during summer months when children were out of school.

[REAP]'s mission of growing a healthful, just and sustainable food system, of good food, grown well and accessible to all, is part of the definition of who we are in this magnificently fertile and caring place in the world.

Neil Heinen
WISC-TV NEWS 3



Educating and **connecting** local and sustainable **farmers** and **everyone** from institutional to individual buyers

PILOT PROCESSING PROGRAM

In partnership with Madison College's culinary department, we used their beautiful, state of the art kitchen facilities to source and process over 11,300 pounds of organic, WI-grown broccoli and cauliflower for anchor institutions including UW Health, UW Madison Dining and the Madison Metropolitan School District. This fresh food was used in >39,000 meals for students, hospital patients, and staff.

With the work REAP is doing to get fresh processed vegetables to institutions — it is hard work to coordinate and get enough labor, but to watch that happen, and to know we [Madison College] are helping to make that happen — that's a pretty big deal to us.

Paul Short
Madison College



MMSD SNACK PROGRAM

in the 2018-2019 school year, we purchased over \$65,000 of local fruits and vegetables from 19 sustainable farms within 100 miles of Madison to provide 5000 students in MMSD with a weekly fresh, WI-grown snack. Growers also participate in "Farmer in the Classroom" so kids can meet the people who grow their food.

It's really fun to do a big harvest like that and imagine so many kids eating the veggies we grow! Thanks for helping kids learn about bok choy and daikon!

Eric Elderbrock
Elderberry Hill Farm



Educating consumers so they can be **advocates** for actions and policies that support an **equitable, just** and environmentally **sustainable** food system

FARM FRESH ATLAS

In 2019, 30,000 copies of our Farm Fresh Atlas of Southern WI went into the hands of WI residents and visitors. 94% of surveyed consumers said the Atlas increased their knowledge of where to buy local foods in WI. 80% of surveyed producers said Farm Fresh Atlas increased their sales.

The Atlas was always on my desk for quick access whenever I wanted a local source for something.

former hospital food buyer



Celebrating with community around **good food**

BURGERS AND BREW JUNE 1, 2019

850 attendees

HERITAGE ON THE HILLSIDE SEPTEMBER 22, 2019

100 Attendees

FARMS TO SCHOOL NIGHT OUT OCTOBER 2, 2019

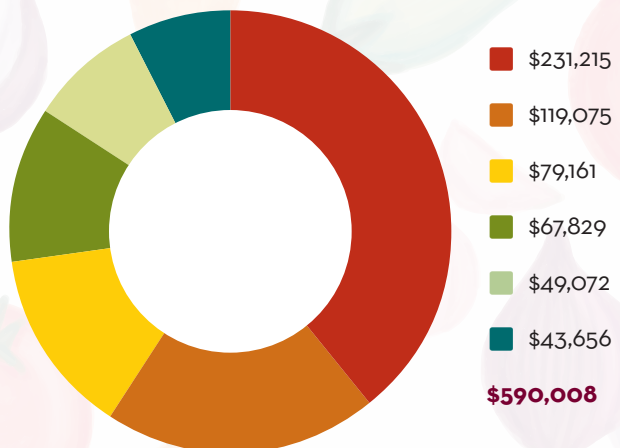
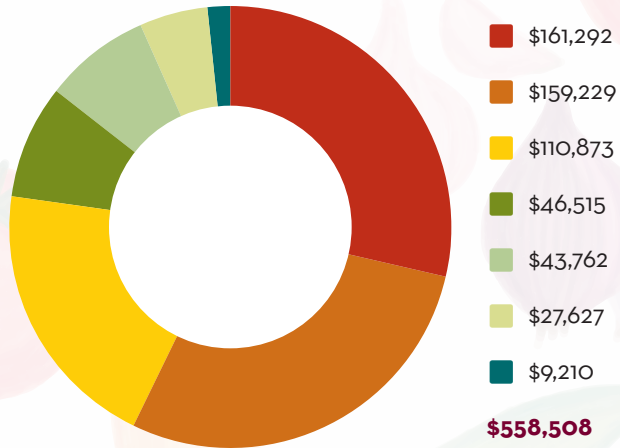
6 participating restaurants

HARVEST GALA NOVEMBER 3, 2019

120 attendees

FARM FRESH ATLAS MEET & GREET DECEMBER 3, 2019

FINANCES



DONORS

Grants

Blooming Prairie Foundation
City of Madison
Madison Rotary Foundation
Steve Stricker American Family Insurance Foundation
The Evjue Foundation, Inc.
United States Department of Agriculture
University of Minnesota (NCR-SARE Grant)
Wisconsin Partnership Program

\$5,000 and Above

Anonymous
Brooks Point Foundation
Community Shares of Wisconsin
David S. Bourne Foundation
Healthy Dane Funders: Group Health Cooperative, SSM Health, UnityPoint Health-Meriter and UW Health
Heartland Credit Union
Madison Community Foundation
NessAlla Kombucha
Roth Cheese
Vivek & Robin Swaminathan
The Madison Gas and Electric Foundation

\$2,500 to \$4,999

Give Back Foundation
Great Dane Pub and Brewing Company
Sitka Salmon Shares
Susan Troller Cosgrove & Howard Cosgrove
TASC
Tri-North Builders
Wollershiem Winery, Inc

\$1,000 to \$2,499

Terese Allen & Jim Block
Alliant Energy Foundation
Anonymous
Heather Clefisch & Nate Zolik
CUNA Mutual Group Foundation
Phyllis Davis
Carla & Mike Di Iorio
Food Fight Restaurant Group
Godfrey & Kahn, S.C.
Andrew & Anne Hanson
Lorne Hillier

Hoyos Consulting, LLC

International Foodservice Editorial Council
Jane & Joel Kohlwey
Perkins Coie Foundation
Perkins Coie LLP
Prime Urban Properties
Helen Sarakinos & Jake Vander Zanden
Joe & Mary Ellyn Sensenbrenner
Sub-Zero Wolf Foundation
Nick & Judith Topitzes
Wisconsin Grass-fed Beef Cooperative

\$250 to \$499

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Stacy Schultz & Steve Olson

Terry Sivesind
Summit Credit Union
Lara Sutherlin & Grant Sovern
The Cooper's Tavern
The Old Fashioned
The Statehouse
Tribe 9 Foods
UW Credit Union
Water Tower Clean & Coat, Inc.
Wegner CPAs
Amy Wurf

\$100 to \$249

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Agrace Hospice and Palliative Care
Ann Albert
Todd Ambs & Beth Wentzel
Jerry & Ruth Apps
Jacob & Kristin Barnes
Sandy Bell & Brian Duffy
Alyssa & Brad Beno
Andra Berns
Bleu Mont Dairy
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Joan Braune
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Working Draft Beer Company
Joan & Steven Ziegler

\$45 to \$99

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Shelby Connell
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Jill Watson
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Sansun Yeh
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Jim & Nancy Youngerman
Mike & Laura Zach
Shawynn Zarembo

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Alan Levitt
Sartori Company

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