



THE BIG REAPORT

2024



REAP FOOD GROUP

FROM THE DIRECTOR

CONNECTION, COMMUNITY, AND DIGNITY WILL TAKE US

We took a journey in 2024 and one that led us to new partnerships and collaborations that are going to change our food system for years to come. We made major progress over the year: progress we can all be proud of, progress that we can point to in future years and say, **2024 was a year of connection, community, and dignity.** Those are powerful words and values that REAP lives.

Connection, community, and dignity will take us far. Whether the future looks bright or dim, if we focus on connection, community, and dignity we'll succeed. As we pause to reflect on the journey that was 2024, let's focus on just how far we've gone and how much further we can go together. This work is a beautiful journey and we're glad you are coming along.

Wishing Peace & Love,
Philip Kauth

In 2024, we were constantly reminded that our mission—to transform communities, economies and lives through the power of good food—is at its most potent when we prioritize partnerships. REAP Food Group is privileged to be in community with other organizations pursuing critical work. Instead of vying for scarce attention and dollars over our neighbors, we leverage our 25 years-and-going reputation and resources to uplift their goals, and strengthen our community as a whole. **How do we do that?**

- **WE COLLABORATE** directly with other organizations on federal and local grants to reflect the food solutions that work for the unique communities that they serve.
- **WE PROVIDE PLATFORMS** for chefs and community food & health leaders in our Uproot Food Truck, in classrooms, and during events.
- **WE SHOWCASE** hundreds of growers and food makers across Wisconsin through the Farm Fresh Atlas, both in print and online.



FARM TO SCHOOL

Through a USDA grant spanning 2023-2025, REAP collaborated with three MMSD high schools—Madison East, Shabazz, and Capital—to expand students' knowledge of the food system.

How do we do this? REAP trusted educators to design programs tailored to their unique students, then connected classrooms with chefs, health care professionals, and food system leaders. **The result:** Abstract concepts about how the food system works came alive through hands-on lessons and the voices of those who live it every day.

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WORKING WITH THE [USDA] GRANT SIMPLIFIED THE PROCESS OF FINDING TRUSTWORTHY AND KNOWLEDGEABLE COMMUNITY PARTNERS. THIS ALLOWED ME TO EASILY FIND QUALITY PARTNERS THAT MATCHED THE CONTENT I WAS TEACHING IN MY CURRICULUM.

-Nathan Vos, Shabazz High School

I WITNESSED NUMEROUS STUDENTS 'SEEING THEMSELVES' IN SPACES AND CAREERS THAT THEY MAY NOT HAVE OTHERWISE THOUGHT ABOUT.

- Brian Counselman, Shabazz High School

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GUEST SPEAKERS & FIELD TRIPS

Aida Bise, Noble Community Clinics • **Aída Inuca**, Roots4Change • **Alex Booker**, Rooted • **Angel & Leticia**, Tortilleria Los Angeles • **Chris Brockel**, FEED Kitchens • **Heidi Zepeda**, Tortilleria Zepeda • **Jack Huibregtse**, Pasture and Plenty • **Josey Chu**, Madame Chu • **Matilde Cachiguango**, Roots4Change • **Mel & Sei Kidau** • **Natasha Sullivan** • **Nisa Carter**, Sista's Chicken and Fish • **Parisi Family Farm** • **Robert Pierce**, Half the 40 Acres • **Rosalba**, Roots4Change • **Sarah Karlson**, Rooted • **Stella Buckley**, Dairy Godmother • **Will Green**, Mentoring Positives & Muriel's Place • **Yimmuj Yang**, Groundswell Conservancy • **Yusuf Bin-Rella**, Traderoots Farm

LESSONS & LIFE SKILLS

Cooking & food entrepreneurship as a viable career path • **Regenerative agriculture & soil health** • **Community focused entrepreneurship** • **Food waste management** • **Composting** • **Minimum & no till farming** • **Community gardens as a mental health approach** • **Reality of migrant workers in Wisconsin** • **Culturally relevant food, culturally oriented health during pregnancy & beyond**



COLLABORATIVE EVENTS

Events took us to over 25 sites in 2024, stretching from Dane Co., to the Driftless Region, all the way to a pasture in Osseo. Our goal remained the same: to empower chefs and community members with resources and a platform to share their voice through food. Here are a few highlights:

“TOGETHER, [REAP AND I] SET OUT TO DO SOMETHING THAT HADN'T BEEN DONE BEFORE, BRING A FULLY MOBILE KITCHEN TO FOOD DESERTS AND FARMSCAPES ACROSS THE STATE, SERVING ORGANIC, ETHICALLY HARVESTED, CULTURALLY RELEVANT FOOD. WE USED THE FOOD TRUCK AND POP-UPS TO CONNECT DIRECTLY WITH PRODUCERS IN THE FARM FRESH ATLAS AND DELIVER THAT FOOD TO COMMUNITIES HISTORICALLY LEFT OUT OF REGIONAL FOOD SYSTEMS.”

- Chef Yusuf Bin-Rella

BRIGHT SPOTS IN 2024

UpRoot Food Truck visited: three Parks Alive events, Food Cart Night in Town of Dunn, Summer Breeze at Olbrich Gardens, Burning Troll, and more. Chefs Dan Randeros, Priscah Norton, Yusuf Bin-Rella, and Josey Chu prepared signature dishes for community members.

Mosaic Dinner at Ukwakhwa, farm of Oneida seedkeeper Dr. Becky Webster, near Green Bay. The event featured performances of traditional Indigenous songs, a poetry reading, a group poetry writing session, handmade tacos and more.

American Players Theatre. Chef Bin-Rella prepared a meal inspired by August Wilson's "Ma Rainey's Black Bottom" that he says "brought together people of color and food from the African diaspora in a space that reflects how we see ourselves in this work."

Harvest Weekend at Yowela Farms. Day 1 featured workshops, including composting, corn husk doll making, and wild rice processing. Day 2 centered a dinner prepared by chefs Bin-Rella, Elena Terry, Francesca Hong, and Yowela Farms owner Dan Cornelius.

Taliesin, Spring Green. Chef Bin-Rella and Oneida farmer Dan Cornelius demonstrated corn nixtamalization and prepared a meal in a celebration of the Driftless Area land and foodways.



FARMS TO FAMILIES (F2F)

\$4K AVG. MONTHLY DOLLARS
PAID TO LOCAL GROWERS

48 AVG. NUMBER OF
RESILIENCE BAGS
DISTRIBUTED WEEKLY TO
FAMILIES

COMMUNITY PARTNERSHIPS

Spring, 2024 marked four years of collaboration with Roots4Change (R4C), the first women owned cooperative founded by immigrant Latina/ Indigenous and community-based Doulas in Wisconsin. REAP and R4C co-created Farms to Families (F2F) in 2020 and have since provided Indigenous/Latine families with Resilience Boxes, containing nutritious foods sourced from local growers, primarily women. In 2024, F2F organizers found new opportunities to share knowledge of and celebrating around food. Below is a snapshot:

F2F in Action at Governor Dodge State Park

REAP and R4C hosted a field trip for both kids of Resilience Box recipients, and the broader community. They created activities to visualize the food system from soil-to-plate, and while the games were designed for the kids, parents joined in the fun. The kids ran a simulated farmstand, processed watermelon to prepare agua fresca using bike blenders, and capped the lesson by operating a restaurant, complete with fake money.

“AS A COMMUNITY HEALTH PROVIDER, THE COLLABORATION BETWEEN R4C AND REAP THROUGH THE F2F PROGRAM HAS GIVEN ME GROWTH AND SUPPORT IN MY PERSONAL AND PROFESSIONAL LIFE

- Aleida Sevilla, R4C Doula

F2F EMPOWERS ME TO KEEP GROWING. WHEN TIMES GET TOUGH I REMEMBER I AM A PART OF THE FOOD PLAN FOR HUMANITY...REAP ALLOWS THE CIRCLE OF LIFE FROM BREAKING AND EMPOWERS PEOPLE TO MAKE BETTER CHOICES AND LEARN WHERE THEIR FOOD COMES FROM ... OUR SOULS AND THE SOIL.

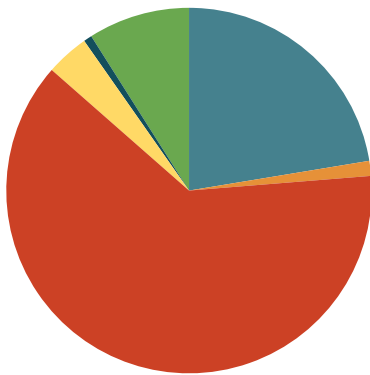
- Marita Kehl of Anu Sky Farm, supplier for Resilience Boxes

FINANCIAL SNAPSHOT

Below are our 2024 financials. The real, complete costs of our programs include both direct program expenses (represented in blues) like staff, meals, and educational supplies, and our Core Mission Support, (represented in reds), including those back-of-house functions that fuel our work like fundraising, finance, and human relations.

We couldn't run our programs without the core of the organization backing up those projects. We want to show you that the true costs of providing our programming includes all the resources we need to run a strong and stable organization. REAP has been strengthening the local food system for over 25 years, and it takes a strong back-of-house to keep doing this work year after year.

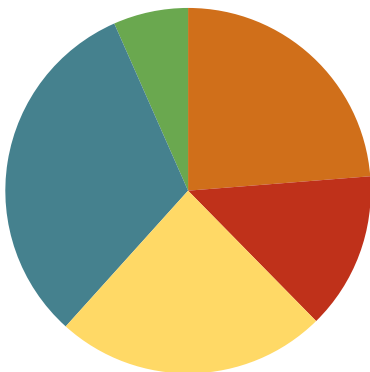
INCOME



- Grants & Contracts - \$635,009
- Investment Income - \$38,495
- Misc. Income - \$7,471
- Program Fees - \$90,970
- Donations & Sponsorships - \$226,636
- Event Tickets - \$13,389

EXPENSES

Direct Expenses - 78.7% of Total Expenses



- Farm to Business - \$118,695
- Farm to School - \$205,237
- Farm to Community - \$270,733
- Other Incl. Education & Outreach - \$56,537
- Farm Fresh Atlas - \$202,758

Core Mission Support - 21.3% of Total Expenses

- Overhead - \$23,354
- Fundraising - \$94,132
- Management - \$113,709



GRATITUDE

At REAP, we believe that building a just food system is not the work of a single organization. It is the work of a community. And in 2024, that community showed up with strength, compassion, and deep commitment.

We are filled with gratitude for everyone who made our work possible this year: volunteers, donors, staff, board members, partners, farmers, and families. Each of you is part of something bigger: a shared movement for equity, justice, and good food for all.

Your support reminds us that the work of social justice is not just about charity. It's about transformation. Everyone who engages in this work benefits from it. We all deserve to live in a world where food systems nourish people and planet, and where belonging and dignity are at the center of everything we do.

This has been a time of challenge and of progress, of learning and of leaning in. It's also been a time of coming together, of finding hope in each other, and of building the future we know is possible. As we look ahead to an uncertain future, we take strength knowing we have the power to create the food system that serves all of us. We can do it ourselves, and we will do it, together.

Thank you for being part of this community. We are so glad you're here.

In alignment with our values and the principles of community-centric fundraising, we do not list individual donors in this report. We know that time, money, energy, and advocacy are all valuable forms of support, and all are absolutely essential. You can learn more at communitycentricfundraising.org.

“ WE ALL DESERVE TO LIVE IN A WORLD WHERE FOOD SYSTEMS NOURISH PEOPLE AND PLANET, WHERE BELONGING AND DIGNITY ARE AT THE CENTER OF EVERYTHING WE DO. ”

- Efrat Koppel, Development Director



Tell your friends and family about REAP Food Group.

Copies of the most recent annual report are available on our website at reapfoodgroup.org.

WHAT'S INSIDE

The Big REAPort 2024

REAP Food Group Annual Report

STAFF & BOARD

CURRENT STAFF

Philip Kauth, Executive Director

Paulina Baker, Procurement & Events Coordinator

Noah Bloedorn, Food Plan Partnership Coordinator

Aidan Coffin Ness, Local Foods Coordinator

Elizabeth Mirabella, Administrative Coordinator

Addi Faerber, Farm Fresh Atlas Director

Samantha Kincaid, Communications Manager

Efrat Koppel, Development Director

Nealy Petrick, Local Foods Coordinator

Allison Pfaff Harris, Farm to School Director

Yolibeth Rangel, Community Partnerships
Coordinator

CURRENT BOARD OF DIRECTORS

Marta Staple, Chair

Nancy Cruz, Vice Chair

Kyle George, Treasurer

Irene Pawlisch, Secretary

Peter Benson

Jess D'Souza

Allison Crook

Evan Dannells

Dan Marek

Jamila Saddiqui

FARM FRESH ATLAS 2024

47,800

FARM FRESH ATLAS COPIES
DISTRIBUTED ACROSS ALL 72
COUNTIES IN WISCONSIN

450

FARM FRESH ATLAS FARMERS,
FOOD BUSINESSES, &
ORGANIZATIONS REPRESENTED



Look for your copy of the
2025 Farm Fresh Atlas at a
public library food business,
farmers' market, or tourism
office near you. Also online
at farmfreshatlas.org.

FIND US



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