



THE BIG REAPORT 2025



REAP FOOD GROUP



FROM THE DIRECTOR

BECAUSE OF YOU, OUR FUTURE IS ROOTED IN HOPE

As I sit down to write this, I am struck by how much can change in a year. 2025 brought profound challenges for both our organization and our community. Navigating these challenges brought us clarity. Not only did we work to align our programs, but we took the time to rewrite our Mission, Vision, and Values - debating every word to ensure that our work is rooted in our purpose and aspirational enough to make meaningful change:

MISSION

Cultivating connections with communities to build a resilient local food system.

VISION

We honor and share the abundance of Mother Earth to sustain one another.

VALUES

Reciprocity, Justice, and Celebration

Our work is no longer defined by scarcity but by **abundance**. We have realized that between our passionate staff, our generous supporters, and the bounty of Mother Earth, we already have everything we need to thrive.

Moving forward we are leaning in to **Resilience, Interconnectedness, and Joy**. We aren't just navigating the food system; we are cultivating a world where access to nutritious local food is not a luxury for some, **but a right for all**. Thank you for standing with us. Because of you, we are still here. Because of you, our future is rooted in hope.

Noah Bloedorn
Interim Executive Director





FARM TO SCHOOL

There is no denying that the start of 2025 was tough for Farm to School throughout the state and country. With the review of federal grant applications abruptly halted and the cancellation of over \$11 million that Wisconsin was set to receive in local purchasing support for schools and child care centers, many folks were unsure what the future had in store.

In reflection, these cuts started a strengthening of partnerships with school districts, technical colleges, farmers, fellow nonprofits, and communities - all with the shared goal of continuing and growing together. These relationships and partnerships, combined with systems-level advocacy and on-the-ground efforts, helped uplift REAP's programming and move Wisconsin Farm to School forward as a whole.

At the advocacy level, REAP continued to champion **Healthy School Meals for All Wisconsin**. School Nutrition programs, "the largest restaurants in town," are cornerstones of community health. With increased funding, school nutrition programs can support regional farmers and strengthen local economies, all while providing students with fresh, nutritious meals.

On the ground, our partnership work continued. REAP is a leading member of a cross-regional collaboration

connecting culinary students with school nutrition programs via paid school food internships. These internships strengthen capacity of the school kitchens, while showcasing the meaningful career opportunities in school nutrition available to students.

We also wrapped up a grant which focused on food systems and food justice education for high school students through guest speakers, field trips, and a pilot internship program. The grant culminated in the **Nourishing Minds, Sustaining Futures Summit**.

While 2025 brought its share of shake-ups, the relationships and shared work at the heart of REAP Farm to School leave us optimistic about what's ahead.

SPOTLIGHT ON: NOURISHING MINDS, SUSTAINING FUTURES

Nourishing Minds, Sustaining Futures Summit; East High School, June 18, 2025

In partnership with ECO Madison, *150+ leaders and members of the community* gathered to discuss food, nature, and wellness for a resilient world.



FARM TO BUSINESS

The core of REAP Farm to Business has always been our strong network, and our work this year has re-centered around that value. From growing programs through farmer feedback, to launching new statewide partnerships - every relationship we foster ensures that we are able to be better support for the farms and local food businesses in our orbit.

The **2025 Farm Fresh Atlas of Wisconsin™** was our largest publication to date, highlighting over **500 local food & farm businesses and farmers markets** across the state. We also distributed nearly **50,000 Atlases throughout Wisconsin's 72 counties** with the help of volunteers and our library system. In December 2025 we launched our partnership with **Wisconsin Farmers Union**, working together to make the publication the most robust local food guide for Wisconsin consumers.

The FoodShed Partnership, a combined effort between REAP, **Community Action Coalition of South Central Wisconsin**, **Pasture & Plenty**, and **FairShare CSA Coalition** to build a processing and aggregation hub for area farmers, started to take shape. We also deepened our working relationship with **Maize**, a local farm-to-table platform, to help shape their online wholesale marketplace. And in November, we hosted the first **Nourishing Wisconsin** conference



SPOTLIGHT ON: NOURISHING WISCONSIN

Madison College, Truax Campus - Nov 10 & 11, 2025
90+ growers, buyers, and food systems support organizers joined us for a two-day event featuring sessions on production planning and pricing, relationship building, and the different business pathways of selling wholesale. The mission of the event is to foster connections and knowledge to increase the sales of locally-grown products into Wisconsin institutions.

“IT WAS A WONDERFUL EVENT AND A VERY WELCOMING AND INTELLECTUALLY STIMULATING EXPERIENCE. [...] I AM IMPRESSED BY EVERYTHING I'VE SEEN FROM [REAP] AND YOUR COLLABORATORS THE LAST FEW MONTHS.”

- Tyler Dvorak, Fifth Season Cooperative

in collaboration with **FairShare CSA Coalition**. Each of these projects gives us more tools to support our network of farmers and small food businesses to help increase their sales.

As 2026 starts to pick up, we're excited to see what collaborations lie ahead. With lots of exciting events on the horizon (like celebrating the 25th anniversary publication of the **Farm Fresh Atlas of Wisconsin™**), we're gearing up for another great year!



FARM TO COMMUNITY

Farm to Community at REAP operates at the intersection of immediate care and systemic change. By blending direct community programming with large-scale policy initiatives, we ensure that the lived experiences of our community directly inform the policies shaping Dane County's food system.

A Bowl of Soul believes in food as medicine, addressing maternal health disparities in Black communities. This year the program transitioned from a celebratory launch in August to active service. Led by **Qwantèse Winters**, it provides nourishing and culturally relevant meals to postpartum mothers. Beyond nutrition, the program offers holistic care to reduce isolation, providing a blueprint for how healthcare systems can integrate nutrition into maternal wellness.

In its fifth year, **Farms to Families** programming felt more vital than ever. In a time of escalating federal anti-immigration attacks, **Roots4Change**, **Second Harvest**, and REAP continued our work to nurture, educate, and build community as acts of care and resistance. From empowering immigrant farmers and doulas to lead in spaces where they were once excluded, to creating safe, welcoming spaces to gather, learn, and celebrate, we didn't just distribute food—we built community power.



SPOTLIGHT ON: FARMS TO FAMILIES

Ortega's Garden, Oregon, WI - June 7, 2025

Farms to Families program participants gathered at Ortega's Garden for a day of education and fun. The farm is one of our suppliers for the fresh produce that goes into the resilience bags.

“WE WERE PLANNING TO RETIRE THIS YEAR, BUT WHEN WE SAW THAT WE HAD FOUND A MARKET FOR OUR PRODUCTS, WHICH PREVIOUSLY WENT UNSOLD, WE DECIDED TO STAY FOR ANOTHER SEASON AND WE ARE VERY GRATEFUL FOR THAT.”

- José Ortega, Ortega's Garden

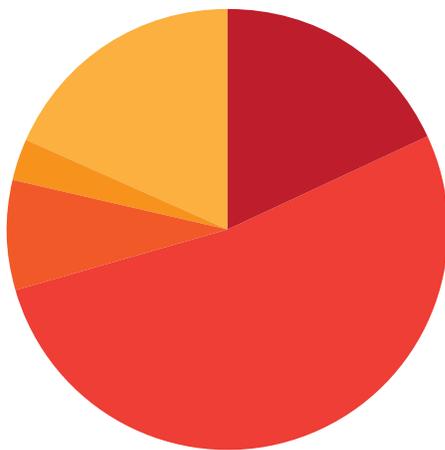
Dane County Food Action Plan successfully executed the community engagement phase of the project. Our goal was to listen deeply to the residents, farmers, business owners, and organizations who power our food system. The response was overwhelming. We traveled to **15 municipalities**, hosted and attended **63 events**, and engaged with **over 3,200 people** throughout Dane County. Whether through our 12 town halls and presentations, **800+ survey responses**, or the **1,500+ individual insights** shared via post-it notes, your voices have provided a comprehensive look at the state of our local food system—from agricultural production to waste streams and everything in between.

FINANCIAL SNAPSHOT

Below are our 2025 financials. The real and complete costs of our programs include both direct program expenses like staff, supplies, and food purchasing, and our Core Mission Support - which includes the administrative expenses that enable our work like fundraising, management, and communications.

Administrative support is vital to our ability to carry out programmatic work. 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. We couldn't run our programs without the core of the organization backing up those projects.

INCOME

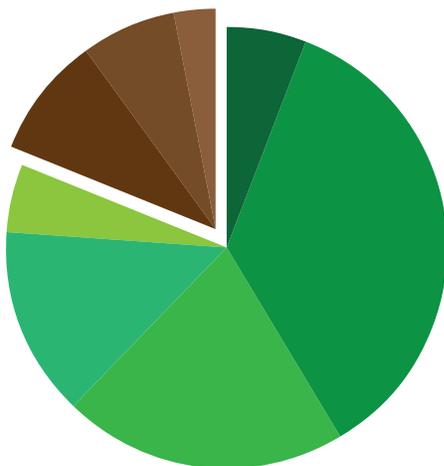


- Donations & Sponsorships - \$222,788
- Grants & Contracts - \$629,001
- Program Fees - \$95,961
- Product & Ticket Sales - \$37,113
- Released from Restriction* - \$216,569
- Misc. Income (negligible for graph) - \$3,561

** The income category "Released from Restriction" encompasses all money that REAP already had in the bank but could not spend until certain conditions were met. Sometimes a restriction is time-based (must be spent on 2025 expenses), and sometimes a restriction is purpose-based (must be spent on Farm to School programming).*

EXPENSES

*Programmatic Expenses (81% of total) are in green.
Core Mission Support Expenses (19% of total) are in brown.*



- Farm to Business - \$77,013
- Farm to Community - \$475,060
- Farm to School - \$274,697
- Farm Fresh Atlas - \$184,434
- Other Programming - \$66,823
- Fundraising - \$125,704
- Management - \$95,039
- Overhead - \$38,179



GRATITUDE

At REAP, we believe that cultivating a resilient local food system is not the work of a single organization. It is the work of a community. As we look toward the year ahead, we are filled with **deep gratitude** for everyone—volunteers, donors, staff, board members, partners, farmers, chefs, and everyone involved in our work who continues to show up with strength, compassion, and commitment.

Each of you is part of something bigger: a shared movement for a thriving local food system that nourishes us all. Your support reminds us that our work is about more than logistics; it is about **transformation**. We all deserve to live in a world where food systems nourish both people and the earth, and where belonging and dignity are at the center of everything we do.

We take strength in knowing that we have the collective power to create the food system that serves all of us. We are not operating from a place of “not enough,” but from the realization that **together, we have everything we need**.

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.



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 2025

REAP Food Group's Annual Report

STAFF & BOARD

CURRENT STAFF

Paulina Baker, Farm to Community Coordinator

Noah Bloedorn, Interim Executive Director

Aidan Coffin Ness, Farm Fresh Atlas Director

Katie Hassemer, Local Foods Coordinator

Elijah Hipke, Chef Ambassador

Elizabeth Mirabella, Administrative 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

Allison Crook

Jess D'Souza

Evan Dannells

Dan Marek

Jamila Siddiqui

*Back cover and inside back cover
photos by Whitney Wells*

Look for a copy of the 2026 Farm Fresh Atlas of Wisconsin™ coming this May to a public library, local food business, farmers market, or tourism office near you. Also available online at farmfreshatlas.org.

FIND US



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@EatLocalFood



/reap-food-group



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