



*Institutional
Food
Market
Coalition*



Midwest Value Added Conference

**Sheraton Hotel, Madison
January 28, 2011**

*Olivia Parry, IFM Director
Laura Witzling, IFM Coordinator*

Dane County Planning and Development Department



*Institutional
Food
Market
Coalition*



- **Background and mission**
- **Who are institutional food buyers?**
- **What are their obstacles to local sourcing?**
- **Opportunities to increase local sourcing**



*Institutional
Food
Market
Coalition*

IFM Mission Statement

1. Identify new market opportunities for Dane County and Wisconsin growers and value-added business
2. To facilitate the exchange of information between growers and value-added businesses and large volume buyers in order to increase local sourcing in institutional markets, and provide support related to these goals



*Institutional
Food
Market
Coalition*



Institutional Food Market (IFM) Coalition Purpose

- Connect large volume buyers with Wisconsin product and facilitate sales
- Started in 2006
- Project of Dane County



IFM Provides...

Education, outreach, and technical assistance to institutional food buyers, distributors, growers, local foods businesses

IFM Activities:

Direct mail, newsletter, email alerts, presentations, host meetings, field trips, reporting and website...

Visit - www.ifmwi.org



*Institutional
Food
Market
Coalition*



Coalition Partners

IFM/Dane County Planning and Development Department

Buyers

Institutional buyers - private & public sector
Distributors

Sellers

Auctions, Wisconsin produce growers, local foods businesses

Organizational partners

Food system professionals and organizations
Wisconsin Dept. of Agriculture, Trade and Consumer Protection
UW-Extension



*Institutional
Food
Market
Coalition*

Building Supply and Access

Supply



Farmers

Produce sales



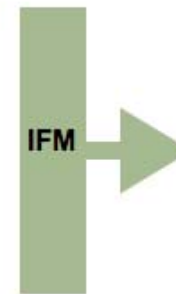
Infrastructure

Distributors

Aggregators

LocalDirt.com

Produce sales



Demand



Institutions

Infrastructure includes:

1. *Developing and disseminating critical information essential to generating sales of local produce*
2. *Creating an opportunity for new relationships between growers, distributors, and institutional buyers to be established, and facilitating their communication*
3. *Providing technical assistance that will result in capacity building and meeting the demand for local produce*



Who are institutional food buyers?

Titles include:

- Food Service Director
- Director of Restaurant Operations
- Food Purchasing Director
- Nutrition Services Director
- Executive Chef



Institutions include...

- Universities
- Hospitals
- Nursing homes
- Correctional facilities
- Retirement communities
- Private corporations
- K-12 schools
- Hotels



Why do they source local?

- High quality, fresh product
- Supporting the local economy
- Supporting family farms
- Fulfil sustainability goals
- Promote health with nutritious food
- Consumer demand
- Direction from upper management



Opportunities to Buy Local Food

- Directly from a farm
- Distributor
- Produce Auction
- Aggregators - Simply Wisconsin
- IFM Local Foods Program
- Something Special from Wisconsin
- LocalDirt.com



Barriers to local sourcing: Why not source local?

- Not interested
- Don't know where to start
- Lack of time to learn how to buy local
- Time consuming to establish new protocols for local purchasing
- Don't have supervisor or staff support
- Not in contracts



Barriers to local sourcing: Why not source local?

- Lack of staff ability to prep and process local
- Lack of staff time to prep and process local
- Lack of storage space
- Concerns about reliable supply for local produce
- Concerns about timely delivery
- Concerns about increased costs



Opportunities to Buy Local Food

- **Directly from a producer**
- Distributor
- Produce Auction
- Aggregators
- IFM Local Foods Program
- Something Special from Wisconsin
- LocalDirt.com



*Institutional
Food
Market
Coalition*





Opportunities to Buy Local Food

- Directly from a producer
- **Distributor**
- Produce Auction
- Aggregators
- IFM Local Foods Program
- Something Special from Wisconsin
- LocalDirt.com



**Institutional
Food
Market
Coalition**

BUY LOCAL THROUGH

**Something Special
from
Wisconsin**

OVER 20
LOCAL WISCONSIN
COMPANIES
FEATURED INSIDE!

Buy Local...

Neesvig's has partnered with many local suppliers. We recognize the need to support our local economy by offering high quality options to consider. We know many of our customers share our commitment to the local producer and we are prepared to be the link that connects both. Included is a listing of just some of the Wisconsin based companies that support your quality expectations while strengthening the economic foundation of our community.

Proteins

- Wisconsin Lamb - Delevan, WI
- MadFeline Pheasant - Janesville, WI
- Uphoff Farms - Madison, WI
- Uinger's - Milwaukee, WI
- Jones Dairy Farm - Fort Atkinson, WI
- Wisconsin Meadows - Black Earth, WI
- Strauss Free Raised - Hales Corners, WI

Cheese & Dairy

- Blue Mounds, WI
- Columbus, WI
- Plain, WI
- Wesby, WI
- Thorp, WI
- Dodgeville, WI
- Cleveland, WI
- Greenwood, WI
- Shullsburg, WI
- Brownville, WI
- Plymouth, WI
- Mineral Point, WI
- Monroe, WI
- Seymour, WI
- Appleton, WI
- Aroca, WI
- JR's Country Acres - Lake Mills, WI

Other

- Ochetti Foods - Menomonie Falls, WI



Opportunities to Buy Local Food

- Directly from a producer
- Distributor
- **Produce Auction**
- Aggregators
- IFM Local Foods Program
- Something Special from Wisconsin
- LocalDirt.com



*Institutional
Food
Market
Coalition*





Opportunities to Buy Local Food

- Directly from a producer
- Distributor
- Produce Auction
- **Aggregators**
- IFM Local Foods Program
- Something Special from Wisconsin
- LocalDirt.com



Opportunities to Buy Local Food

- Directly from a producer
- Distributor
- Produce Auction
- Aggregators
- **IFM Local Foods Program**
- Something Special from Wisconsin
- LocalDirt.com



Local Foods - Institutional Food Market Coalition - Windows Internet Explorer


http://ifmwi.org/local.aspx

File Edit View Favorites Tools Help

Local Foods - Institutional Food Market Coalition

Black Earth Meat Market

Black Earth Meat Market is a USDA, certified humane slaughter and processing plant located just outside of Madison, Wisconsin. Our focus is on local meats, with subspecialties in grass fed and organic agriculture. We know from personal experience that the quality of meat from animals raised on pasture and in small groups is much higher than the feedlot meats coming from the large packing houses. From our animals to our employees, we are a local operation employing 20 folks from our community. All of our animals are purchased from nearby farmers who raise them in a healthier way.



Bartlett Durand (608) 767-3940
1345 Mills Street, Black Earth, WI 53515
BlackEarthMeats@charterinternet.com
www.blackearthmeats.com

- **Delivery:** Monday through Friday
- **Lead time for orders:** 1 Day to 2 Weeks depending on size and type of order. We can handle high volume requests!
- **Liability insurance:** Information available by request
- **Processed:** Black Earth, WI
- **Meat from:** Northeast Iowa, Wisconsin

ProductList

Please call about specific cuts or requests.

- Local Roast Beef Cubes in Broth
- Local Roast Beef in Broth
- Local Ground Beef (Small Lot Grind)

Done Internet 90%



Opportunities to Buy Local Food

- Directly from a producer
- Distributor
- Produce Auction
- Aggregators
- IFM Local Foods Program
- **Something Special from Wisconsin**
- LocalDirt.com



*Institutional
Food
Market
Coalition*

2010 Grocers Buy Local
WHOLESALE CATALOG
Featuring Something Special from Wisconsin™ products for wholesale distribution.

*Something Special
from
Wisconsin*

inside

- Meat · Dairy
- Produce · Grocery
- Health and Beauty
- Bakery · Liquor
- Frozen

Download the most current version of the Wholesale Catalog at www.somethingpecialfromwisconsin.com



Opportunities to Buy Local Food

- Directly from a producer
- Distributor
- Produce Auction
- Aggregators
- IFM Local Foods Program
- Something Special *from* Wisconsin
- LocalDirt.com



IFM Opportunities:

Education, outreach, technical assistance

- **IFM Annual Meeting**
- IFM Local Food Sales Meeting
- Produce auction tours
- IFM Website, www.ifmwi.org
- Fact sheets
- IFM Local Sourcing News
- IFM Producer List
- IFM Newsletter



*Institutional
Food
Market
Coalition*





IFM Opportunities:

Education, outreach, technical assistance

- IFM Annual Meeting: Hear from institutional leaders and industry experts
- IFM Local Food Sales Meeting
- Produce auction tours
- IFM Website, www.ifmwi.org
- Fact sheets
- IFM Local Sourcing News
- IFM Producer List
- IFM Newsletter



Results

- Healthy meals served
- Pollution reduction
- SALES



IFM in 2011

- IFM 5th Annual Meeting - May 17, 2011
- Local Food Sales Meeting - value added products
- IFM and Something Special *from Wisconsin* meeting
- IFM Local Foods Program
- Grower Profiles
- Distributor Profiles
- Membership



*Institutional
Food
Market
Coalition*



Thank you!

Contact information:

Olivia Parry, IFM Director
Dane County Planning & Development Dept.
(608)266-4270, parry@co.dane.wi.us

Laura Witzling, IFM Coordinator
Dane County Planning & Development Dept.
(608)266-6389, witzling@countyofdane.com

www.ifmwi.org



IFM FACT SHEET

IFM Background

IFM is a program of the Dane County Planning and Development Department. IFM was started in 2006 in an effort to:

- Develop new market institutional markets and sales opportunities for Dane County and regional growers
- Increase the sourcing of local Wisconsin food throughout the supply chain
- Connect large volume institutional buyers, such as hospitals, hotels, universities, nursing homes, prisons, k-12 schools, office parks and large businesses with Wisconsin product
- Identify and resolve obstacles to local sourcing

Who is part of the IFM Coalition?

Large volume buyers including hospitals, hotels, universities, private corporations, prisons, conference centers, nursing homes, etc. As well, produce aggregators, produce auctions and distributors, and Wisconsin growers, government agencies, non-profits, and food systems professionals.

What Does IFM Do?

IFM works to bring local product to institutions by connecting Wisconsin producers and institutions directly, or connecting them through distributors, produce auctions, and local foods programs such as the IFM Local Foods Program and LocalDirt.com or Something Special from WI. IFM activities help to identify and build local food supply and develop new markets.

IFM Technical Assistance

IFM conducts systematic outreach, education and technical assistance to 1) large volume institutional buyers, 2) Wisconsin growers and local foods businesses, and 3) distributors to identify obstacles and reduce barriers to local sourcing.

1. Large Volume Institutional Buyers

IFM provides programming, educational resources and technical assistance to institutional buyers to help facilitate local food sales through the:

- **IFM Website**, www.ifmwi.org, which offers fact sheets and other resources for buyers about how to source and use local food
- **IFM Local Sourcing E- News** – emails about local sourcing opportunities and events
- **IFM Annual Meeting**, where institutional buyers meet and network with distributors, local foods businesses and growers
- **IFM Fact Sheets** such as Local Sourcing 101, a checklist to help food service directors learn how to start sourcing local food



Mark Olson, Renaissance Farm, discusses his products with Angie Erickson, UW-Madison, at the IFM Annual Meeting in 2010.

IFM Advisory Committee

Co-chair: Joie Schoonover, Director of Dining and Culinary Services, Division of University Housing, UW-Madison

Co-chair: Todd Landfried, Director of Sales, Neesvig Purveyors

Bartlett Durand, CEO, Black Earth Meat Market

Carrie Edgar, Department Head, UW-Extension Dane County

Lois Federman, Marketing Consultant, Department of Agriculture, Trade, and Consumer Protection

David Fischer, Agricultural Agent, UW-Extension Dane County

Jesse Gillett, Vice President, Indianhead Foodservice

Scott Hoffland, Director of Restaurant Operations, UW-Milwaukee

Joe Johnson, Regional Sales Manager, Maglio & Co.

Kathryn Lederhause, Food Management Coordinator, Wisconsin Department of Health Services

Chuck Malkowski, Branch Manager, Loffredo Fresh Produce Co.

Anne Reynolds, Assistant Director, UW Center for Cooperatives

Kyle Richmond, Dane County Board Supervisor, District 27

Bill Rizzo, Community and Economic Development Educator, UW-Extension Dane County

Keith Vander Velde, Department Head, UW-Extension Marquette County

Doug Wubben, Farm to School Specialist, Center for Integrated Agricultural Systems

- **IFM Local Food Sales Meetings** – bringing together growers, institutional buyers and distributors to help facilitate new relationships and local food sales

2. Wisconsin growers and local foods businesses

To help facilitate local food and produce sales for Wisconsin producers, IFM provides technical assistance, educational resources, and opportunities for producers to connect with large volume institutional buyers and distributors. IFM hosts grower outreach meetings, where growers meet and hear from large volume buyers. IFM also promotes Wisconsin growers through the IFM Local Foods Program, the IFM Website (www.ifmwi.org), grower contact lists, IFM Grower Profiles, and the IFM Local Sourcing News.



Richard Schroeder, farmer, and Olivia Parry, IFM Director, at Schroeder Produce in Cambridge.

3. Distributors

IFM introduces distributors to new institutional customers and connects distributors with local Wisconsin producers. IFM promotes distributors with local product through the IFM Local Sourcing News, the IFM Website, and IFM Distributor Profiles.



Distributors discuss their local foods programs in front of institutional buyers at the IFM Annual Meeting in 2010.

Results

- **Economic development** – IFM has facilitated the sales of more than 1,000,000 pounds of Wisconsin produce since the program's beginning.
- **Breathing cleaner** – IFM has helped reduce CO₂ emissions by more than 183,00 lbs due to less vehicle miles traveled from farm to plate
- **Eating healthier** - Customers at institutions have increased access to fresh, healthy food
- **Farmland preservation** - Demand for local products makes agriculture more economically viable

Visit www.ifmwi.org for more information!

Local Sourcing 101

A Checklist for Food Service Directors

New to local sourcing? Understanding the right questions to ask, and having basic information, will enable you to communicate effectively with co-workers, supervisors and staff about why you want to source local food. It will also help you understand your own preferences and capabilities, and the best place for your institution to start.

This checklist will ask some basic questions about local sourcing so you can identify realistic goals and next steps. Change is often difficult, but sourcing local can be rewarding for you, your customers, your staff, and the local producers that you support.

WHY SOURCE LOCAL?

1. I want to source local for these reasons:

- | | |
|---|---|
| <input type="checkbox"/> Serve fresher, tastier food | <input type="checkbox"/> Customer demand |
| <input type="checkbox"/> Support the local economy | <input type="checkbox"/> Cleaner air – help cut the miles our food travels from farm to table, reducing CO ₂ emissions. The food we eat often travels 1,500 miles or more to reach us. |
| <input type="checkbox"/> Support Wisconsin family farms | <input type="checkbox"/> Required by supervisor |
| <input type="checkbox"/> Help preserve farmland | |
| <input type="checkbox"/> Serve more nutritious food | |

2. I define local food as... *Know your preference because everyone defines "local food" differently. If you purchase local food from a distributor, you should be clear about what to ask.*

- Product grown or raised in Wisconsin
- Product with most or all ingredients grown or raised in Wisconsin
- Product with half or less of the ingredients from Wisconsin
- Product grown or raised within 100 miles of my institution
- Product processed in Wisconsin
- Product made by a Wisconsin-owned company
- Other: _____

3. How would I like to use local food?

- Offering a single local item or dish such as apples, potatoes, burgers, chicken, salad...
- Replacing several menu ingredients with local fruit, cheese, meat, broccoli...
- Using local food for one special event
- Using mostly local food for regularly scheduled events
- Other: _____

4. I am interested in buying local Wisconsin:

- Fresh fruit
- Pre-cut fruit
- Fresh vegetables
- Pre-cut vegetables
- Milk
- Cheese
- Beef
- Poultry
- Eggs
- Other: _____

LOCAL SOURCING CHALLENGES

Thinking through challenges to local sourcing can help you discover solutions. It is typical for new buyers to have concerns. Anticipating roadblocks can help make local sourcing easier. Feel free to call IFM for help or technical assistance!

5. General concerns:

- I am not sure what is in season when
- Can I source outside of my primary vendor contract? If so, what, and what is my spending limit?
- Can I put local foods in my next RFP bid?
- What is the level of staff interest?
- Do I have supervisor support?

6. Specific concerns:

- Where do I buy local?
- Do I have recipes for local, seasonal produce?
- How much time will it take to prep local menu items?
- Do I need additional storage space?
- Is staff trained for knife use and safety?
- Is staff trained for the food prep needed for local menu items?

COMMUNICATING LOCAL

Keep your staff, supervisors, and colleagues informed about potential changes and opportunities. You might be surprised at the support they will provide. When issues come up, you will be better able to communicate and work together to find solutions. Don't forget to use your colleagues in food service for help, or contact IFM for names.

7. I discussed local sourcing with:

- Upper management
- Food service colleagues
- Executive Chef and kitchen staff
- Administrative and billing staff

8. I discussed the following topics with my staff and colleagues:

- The benefits of local sourcing
- How to define local food
- The challenges of local sourcing
- Preliminary goals and objectives
- Initial steps to take
- Options for purchasing local

9. Need information about local sourcing? *There are many resources that offer information about how institutions use local food, and its benefits.*

The IFM website, www.ifmwi.org

- IFM Local Foods Program
- Why Local factsheet
- Where to buy local?
- Wisconsin seasonal produce chart

Other

- IFM E-news (Local Sourcing News)
- IFM Annual Meeting (every Spring)
- Something Special *from* Wisconsin, www.somethingspecialwi.com
- Wisconsin Dept. of Public Instruction Farm to School, <http://dpi.state.wi.us/fns/f2s.html>

DETERMINING WHERE TO BEGIN...

After reviewing the previous information, you may have a sense of where you would like to start. Please consider the following options, and realize that each of them will require research and communication with a potential supplier. (This could be a great roll for an interested staff member.)

10. Where to source local? Visit the IFM website, www.ifmwi.org, for more detailed info.

- My primary vendor
- A produce distributor
- Directly from a farm
- Direct from a Wisconsin produce auction (large aggregator of local produce)
- IFM Local Foods Program, www.ifmwi.org
- Something Special *from* Wisconsin, www.somethingspecialwi.com (50% or more of their products' value is from Wisconsin ingredients, production or processing)
- Online through Local Dirt, www.localdirt.com

11. Questions for your primary vendor:

- Do you have Wisconsin produce?
- Can I have a list of your Wisconsin products and prices?
- How do you define local? (see question 2)
- Can you get local products for me that you do not currently carry?
- Traceability is important – how do I know this product is from Wisconsin?
- Is your local produce picked ripe, or picked early and gassed to expedite ripening?
- Can you send me information about the local producers for my marketing materials?

12. Questions to ask when sourcing direct from a farmer or local foods business:

- Do you have a product list with pricing information?
- What are the maximum and minimum quantities I can order?
- Can you sell the product in a unit familiar to me (by the pound)? If not, how?
- If you deliver, when and how?
- Can you include the cost of delivery in the product price?
- Will your staff or mine unload the delivery truck?
- Will your delivery driver take a background check? (required by some state and public institutions)
- What kind of product liability insurance do you have? Can you send me a copy?
- I use net 30, 45, etc. with my accounts, will that work for you?

12. cont'd - Produce specific questions:

- How soon after harvest is the produce typically delivered?
- Do you have GAP certification? (required by some institutions)
- Do you use USDA grading standards?
- Do you use standard packaging?

CONCLUSION

You can use the answers to these questions to help you define and plan your next steps, and make your “to do” list. Managing your and others’ expectations by thinking through each step and communicating is critical. In order to become comfortable with a supplier and the process you may need to ask a lot of questions – this dialogue will help to educate both you and your supplier and help to clarify your needs. Feel free to contact IFM Coordinator, Laura Witzling, at (608) 266-6389 or Olivia Parry, IFM Director, at (608) 266-4270, to help find solutions.

Your responses can help to inform IFM’s future programming and resource development. Please fax your completed checklist with your name included to IFM (608) 266-9117.

TO DO LIST

IFM website resources for foodservice directors:

- How to source local
- IFM Local Foods Program product info
- Why local? factsheet
- Wisconsin seasonal produce chart
- How food service directors use local food
- Wisconsin produce auctions Q&A
- Guide to calculating serving sizes for fresh produce
- Writing a food purchasing policy factsheet
- Food miles factsheet
- Wisconsin local food initiatives links
- Testimony from food service directors

What is IFM? Dane County’s Institutional Food Market Coalition (IFM) was established in 2006 in an effort to:

- Develop new market opportunities for Dane County and regional growers
- Increase the sales of local Wisconsin food into institutional markets
- Connect large volume institutional buyers with local Wisconsin product
- Identify and resolve obstacles to local sourcing
- Conduct outreach and education through programming and technical assistance to food service directors, distributors and local growers

Visit www.ifmwi.org for more information!