

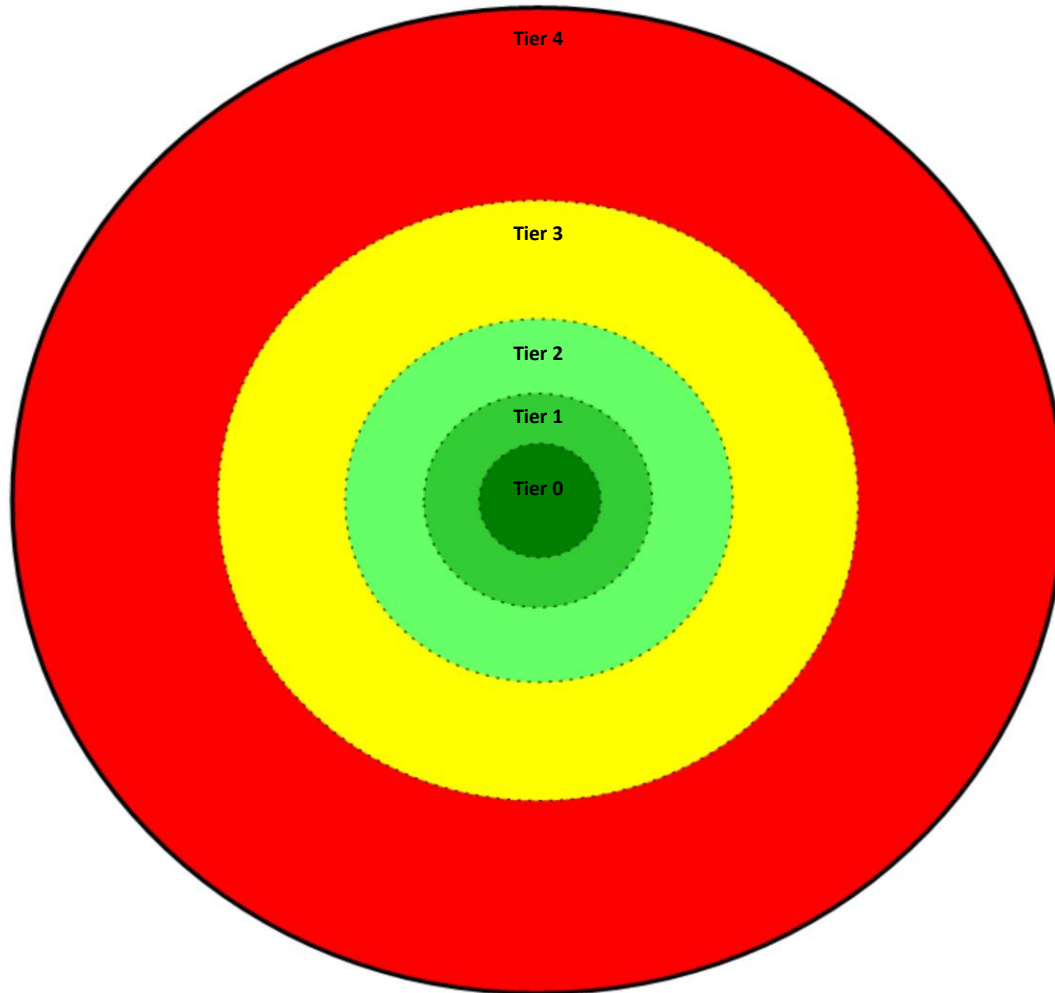
Remaking the food system for farmers, eaters, and community

Sarah Lloyd

Wisconsin Farmers Union and
Wisconsin Food Hub Cooperative



Tiers of Food Systems

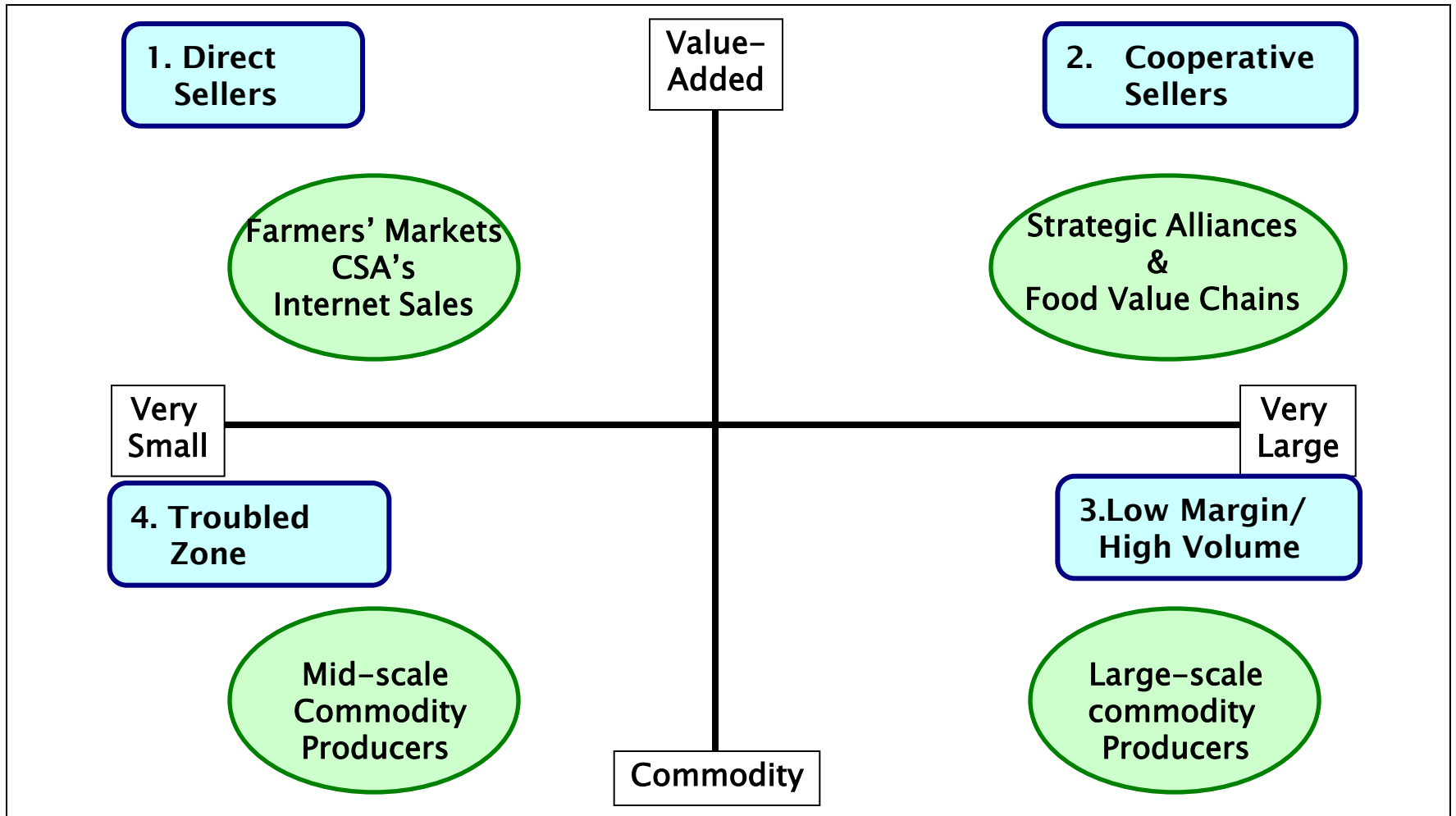


- Tier 0** Personal Production of Food
- Tier 1** Direct Producer to Consumer
- Tier 2** Strategic Partners Embedded in Supply Chain Relationships (multiple scales)
- Tier 3** Large Volume Aggregation and Distribution
- Tier 4** Global Anonymous Aggregation and Distribution

Source: Jim Bower, Blue Planet Partners, Ron Doetch, Michael Fields Agricultural Institute, Steve Stevenson, Center for Integrated Agricultural Systems, University of Wisconsin



Business & Marketing Options





The Wisconsin Food Hub Cooperative (WFHC) is a farmer-led cooperative owned by the producers and the Wisconsin Farmers Union.

www.wifoodhub.com

What Does the Wisconsin Food Hub Do?

The WFHC is dedicated to securing the most profitable markets for our producer-members.

The hub makes it easy for the retail, institutional, and foodservice sectors to buy locally.

The WFHC helps local farmers by providing them with the opportunity, through marketing, sales, aggregation, and logistics, to access wholesale markets they could not access easily before.

In 2013 the Wisconsin Food Hub Cooperative provided primarily:

- sales
- marketing and
- logistics coordination

In 2014 we have a refrigerated aggregation facility in Waupaca and are working on a Madison-area site. This will allow us to scale up and better handle member product and get it to market.

Business Strategy

Market channels

- Retail – grocery stores
- Institutional – food service, hospitals, schools, etc
- Restaurant
- Distributors

Matching the farmer to the buyer:

- scale,
- quality,
- location,
- logistics.



*We are your source for
Local Food!*

2013 Sales Accomplishments

The co-op sold 64 different fresh fruit and vegetable items. Some highlights are:

Over **49,500** dozen ears of sweet corn

More than **72,000** pounds of green beans

And **67,000** pounds of winter squash

Almost **30,000** pumpkins (boo!)


19,584 bunches of certified organic kale

Telling the farmer story
to the consumer

WISCONSIN
FOOD HUB
COOPERATIVE

- GROWING LOCAL -

FRESH
Potatoes



HARVESTED LOCALLY
FOR YOU BY
*The Diercks Family of
Coloma Farms*

Coloma, WI

WE GROW A VARIETY
OF POTATOES:

- RED
- WHITE
- YELLOW
- RUSSET

WISCONSIN
FOOD HUB
COOPERATIVE

The Wisconsin Food Hub Cooperative is a farmer-led cooperative dedicated to growing a vibrant local and regional food system that provides good food and supports everyone in the food chain: farmers, businesses, and consumers.

Please join us at the table. WIFOODHUB.COM

Roundy's proudly partners with the Wisconsin Food Hub Cooperative to bring you the fresh local produce you deserve!

Quality is a state of mind at **ROUNDY'S**.

WISCONSIN FOOD HUB COOPERATIVE

GROWING LOCAL

WINTER *Squash*

WISCONSIN FOOD HUB COOPERATIVE

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WIFOODHUB.COM

Alsum Family

HARVESTED LOCALLY FOR YOU BY
Alsum Family of Alsum Sweet Corn Farm
 Randolph, WI

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Quality is a state of mind at **ROUNDY'S.**

WISCONSIN FOOD HUB COOPERATIVE

- GROWING LOCAL -

FRESH *Tomatoes*

HARVESTED LOCALLY FOR YOU BY
Don & Mary Uselman
 OF
Don's Produce
 Arena, WI

WISCONSIN FOOD HUB COOPERATIVE

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WIFOODHUB.COM

“Moving from convenience to commitment”

...the challenge is to change the relationships in the food systems and in the value-chains. Moving away from “a series of independent transactions, conducted at arm’s length on the basis of convenience, to a long-run interdependence based on commitment.”

Gwin, Lauren, Arion Thiboumery, and Richard Stillman. *Local Meat and Poultry Processing: The Importance of Business Commitments for Long-Term Viability*, ERR-150, U.S. Department of Agriculture, Economic Research Service, June 2013.







Every magnificent meal begins with a great farmer.



LET US HELP YOU SOURCE LOCAL FOOD!

LET US HELP YOU SOURCE LOCAL FOOD!



What did we need to get started?

- Dane County Feasibility Study and Business Planning process.
- Process. Process. Process.
- Pre-development funds from WFU to finish the business plan, start the sales leads, create a space in the market.
- Business launch equity from co-op members.
- Line of credit from Forward Community Investment. (WFU acting as a guarantor on the line of credit.)
- Support from a USDA Value-Added Producer Grant

The Wisconsin Food Hub Cooperative was incorporated as in October 2012 and adopted bylaws at its first annual meeting in April 2013.

The Food Hub started with 11 farmer members and the Wisconsin Farmers Union, as a founder member. Now at 15 farmer members.

The co-op is structured as a multi-stakeholder co-op with 4 membership classes:

- Farmers make a one-time \$1100 equity investment
- Wisconsin Farmers Union is a Founder member with \$100,000+ equity in the business with additional equity invested in 2014.
- Institutional members will make a \$10,100 investment and
- Community members will make a \$2,600 investment

- Balancing the vision with a pragmatic implementation.
- How do we create “conditions of possibility”?
- There is a constant need for reevaluation and reconstruction. Material interests and values interact and these interaction must be recognized.