



Local Foods Cluster

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Local Foods Cluster Meeting February 17, 2014

Conference Call Line 1-712-432-0490 Conf code 298546#

Attendees: Sam Pearlman, Peter Thillman, Toni Sorensen, Chris Lilek, Jeremy Paszczak-County Ovens, Diane Lupke, Mary Pat Carlson, Connie Loden, Claire Thompson, Amanda Kleiber

1. Hops Workshop – Claire was following up
 - a. Date – Saturday, March 29 – can do the workshop Need \$400 grant to cover speaker costs. Hosted at the Farm Market Kitchen
Would like to do field walk in the afternoon.
Hosted by LICI and UW-Extension -
 - b. Target Audience – Aimed at Growers, but will invite breweries as well
Send out through UW-Ag Educators, UW Ag Research Station, Brewing supply stores (House and Home Brew – Grape and Bean), Brewing Clubs (Peter will talk to people in the Home Brewing Clubs), Local Foods Network, Roar on the Shore-in March (Amy-United Way Door County), Farmer’s Market managers, Distribute info through EDCs, etc. Chris can send out through the DNR Farm contacts.
 - c. Marketing – Claire will get the information for a flyer to Connie and the EDCMC will work on a flyer.

Breweries to invite to our workshop however clearly indicate that the :

- Titledown Brewing
- Three Sheeps
- Door County Brewing
- Hinterland Brewing
- Shipwrecked brewery
- House of Home Brew (sell and retail beer making items)
- Sturgeon Bay Nano Brewery
- Anapee Brewing (Von Steihl)
- Fabre’s (Sp) (take out)

2. Grant Applications – Hops
 - a. SARE Grant – Mary Pat was following up / She looked into this and looked into a Specialty Block Grant for Growers. The SARE Grant (Andrew Burnhart ?) Have much of the ground work. Next Deadline – one month before the workshop. Need to get this in ASAP.
Claire – will submit application for grant for workshop on March 29.

The further larger application for SARE would be for the

- b. DATCP – Specialty Crops Grant – Block Grant Workshop – Feb 26 - 2:30-4PM at DATCP in Madison Julie Specks / Due Date March 31. Peter indicated he could possibly attend.
 - c. USDA
3. Local Foods Aggregator –
- a. Web based aggregation tool being build – looking for investor members (for profit cooperative model) 50 farmers 10 institutional buyers, could start this spring in the Appleton/FondDuLac area, free market
 - b. Slow foods cooperative – 15 active farmers – focused on farm to school effort
 - c. Local Foods Network - Claire
 - d. Survey ?

Conversation on the above / local food aggregator

Seems the Appleton/Fond du Lac area is on hold waiting to see where the Wisconsin Local Food Hub goes.

Doesn't appear to be enough production of local foods to make this cost effective – nor a strong champion at this time.

Brown County put together a large database for on-line aggregator – particularly. This could be a potential tool . Claire's comments, and Amanda's were that they still needed a person who help build the relationships and provided quality control.

Standard of delivery for the institutions and then the challenge is meeting their qualifications for standard of delivery. So education needs to happen on both levels to meet the requirements of the system. Is there room between the price the institution needs and the grower price needs for adding the value adding standards required --- this needs to happen on a larger scale – such as an aggregator. The success of these projects tends to rely on the commitment of the Institution and the Grower to meet each other on expectations and standards.

To really do this up right – you need real estate – commercial Kitchen – freezer – refrigerator – refrigerator trucks – etc. Basically, \$1.5 Million in cost.

Local Food hubs – have done the smaller on-line route first to build some demand --- and now after having some momentum- they are working on acquiring some equipment.

Seemed to be the best route for the cluster – to consider helping to educate growers and institutions – as to how to meet on the expectations both need. WMEP may be an entity that might be able to help in this conversation.

A way to think about this, may be as a way to set up the opportunity for the dating to go on.

This kind of work is really working towards 2015 season.

It was agreed for the cluster to think about this

Might be worth considering a grant application for funding a Farm to cafeteria coordinator person. It was agreed to keep looking for the opportunity for a grant on this order.

4. Other Business or Opportunities
5. Next Meeting – Connie will send out a Doodle Poll for the first week of March.
<http://doodle.com/k3mrkdx6h49vzgg>
6. Adjourned at 12:26