



# **PLANTING A SEED WORKSHOP**

**MARCH 16, 2010**

## **PARTICIPANT IDEAS AND NEXT STEPS REPORT**

**Prepared by  
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Racine/Kenosha Community Action Agency  
March 28, 2010**

## EXECUTIVE SUMMARY

### Seven Categories of Initiatives Proposed By Workshop Participants:

- Connect Growers and Consumers
- Educational Initiatives Aimed at a Broad Range Of Audiences
- Financing/Business Planning/Business & Job Development/Training Coordination
- Policy Changes by Governments and Institutions to Promote Healthy Food Production and Consumption
- Community and School Garden Creation and Expansion
- Certified Kitchen(s) Development
- New Organizations/Structures

**Participants:** Approximately 80 people from Kenosha and Racine Counties involved with and interested in promoting business and job development through local agricultural production and consumption attended the Planting a SEED Workshop on March 16, 2010. A copy of the participant list is attached to this report on pages 17-19.

**Purpose:** Build Regional Partnerships to promote a broad range of initiatives related to sustainable, edible economic development.

**Program:** There were two main elements to the program:

1. Keynote Panel consisting of David Kozlowski owner of Pinehold Gardens, a producer of local agricultural products; Peter Sandroni, owner and Head Chef at LaMerenda Restaurant, a consumer/user of local agricultural products; and, Tera Johnson, Owner and CEO of Tera's Whey, who uses local agricultural by-products in a new business she recently started. Each of the speakers did an excellent job in discussing the opportunities and challenges of starting and running businesses built around the production and consumption of local agricultural products.
2. Small Group Discussion Process was led by Professor Annie Jones of UW Extension. With the help of Table Facilitators participants discussed the following three topics related to sustainable, edible economic development:
  - a. What are your goals in the next 5 years regarding healthy and sustainable food production and consumption in our region?

- b. What do you see as current barriers and challenges regarding healthy and sustainable food production and consumption in our two counties?
- c. What are the one or two SEED/ideas you want to plant and grow for the future?

**Capturing the Input:** There are two elements which make up the input from the participants. The first is input from the small group discussions as recorded by the Table Facilitators. This information is listed on pages 4-11 of this report. The second is input from participants who placed post-it notes on the bulletin board at the front of the meeting room at the conclusion of the small group discussions. This information is listed on pages 13-16 of this report and forms the basis for the seven initiatives listed at the beginning of this Executive Summary.

**Summary of Input:**

1. The ideas of participants covered a broad range of topics related to sustainable, edible economic development.
2. There is a need to collaborate and develop partnerships to achieve the goals and overcome the barriers related to sustainable, edible economic development.
3. The energy, enthusiasm, and commitment which the participants brought to the discussion are reflected in the comments set forth on the following pages.

**Next Steps: General Approach:**

1. KEEP DOING WHAT YOU ARE DOING. It is not the intention of SEED to interfere in any way with the efforts of individuals, groups and organizations which are already pursuing the goals set forth in this report. Individuals and organizations already engaged in some of the activities set forth in this report should continue their efforts. Hopefully, the ideas which were discussed at the Workshop and the connections we all made will provide all of us with opportunities to partner with each other to achieve our common goals.
2. IF YOU THINK SEED CAN HELP. SEED is prepared to meet with any individuals or groups who wish to pursue one or more of the goals contained in this report. SEED's role would depend on what individuals and groups wish to pursue and what resources we could bring to bear to make progress toward achieving those goals.
3. DEVELOPING A STRATEGIC PLAN. Over the next 6 weeks, the Steering Committee of SEED will develop a strategic plan to determine which of the many ideas that were proposed by workshop participants can be pursued and implemented in both the short run (next 6 months) and the longer run (1 to 3 years). We will send a report to program participants when this plan is developed.

If you have any comments, suggestions, and/or questions regarding the results of the Workshop or what you would like to collaborate on in the future relative to Sustainable, Edible Economic Development, please contact Robert Beezat at: [rbeezat@rkcaa.org](mailto:rbeezat@rkcaa.org) or 630-747-5028 (C)

**Thank you for your interest in and support of SEED!**

## NOTES FROM TABLE FACILITATOR SHEETS

### **Question 1. What are your goals in the next five years regarding healthy and sustainable local food production and/or consumption in our region?**

Notes from Facilitator sheets are set forth below. Since we did not ask the Facilitators to put their names on the sheets, the statements on the lists below are not designated as coming from a particular group. Notes are listed in order in which they appeared on the sheets (A, B, C, etc.). Each set of Facilitator notes are separated by asterisks and each set of statements start over with the letter "A." Also, the numbers of the groups (1, 2, 3, etc.) below do not correspond to the numbers of the groups in subsequent groupings.

1) \*\*\*\*\*

- A. Start a farmers market in WIC parking lot – WIC recipients get checks but don't make it to market.
- B. Walden School would be able to produce a good amount of their own lunch food using garden and fish from basement. RUSD would embrace fresh produce production at schools.
- C. Would like to see farmers markets in western Kenosha County – lots of poverty. Increasing commuter population – convenience, awareness, disjoint from community
- D. Join a CSA
- E. Church participate in marketing of CSA foods/farmers
- F. Would like to see more fresh food in schools – Chartwell contract
- G. Development of local, micro-lending program for farmers
- H. Would like to facilitate partnership with WHEDA, so that WHEDA can guarantee the micro loans.

2) \*\*\*\*\*

- A. Get healthy food to kids.
- B. More local food in the school lunch program.
- C. Raise standards for school lunch program.
- D. Victory gardens at schools.
- E. Liability issues for large companies/suppliers
- F. Increase number of suppliers.
- G. Get community plot garden up and running and successful and lease extended.

3) \*\*\*\*\*

- A. Have nutritional foods available for people in the community.
- B. Adequate storage and transportation for locally produced products (especially for food banks, etc.)
- C. Increased knowledge/awareness of specialty products.
- D. Local small producers able to make a living
- E. Public knowledgeable of availability and timing of locally grown products.
- F. Change/elimination of restrictive policies that limit urban production (honey, poultry, etc.).

- 4) \*\*\*\*\*
- A. To help business through awareness: educational and financial
  - B. Working towards starting sustainability in own business. Is it cost effective for restaurant? Advantage to business.
  - C. Looking for ways to use sustainability in marketing of business.
  - D. Increase training available to local communities.
- 5) \*\*\*\*\*
- A. Rather have local than organic.
  - B. To source as much local food as possible.
  - C. Expand to use local produce.
  - D. Encourage local supermarkets to source local food.
  - E. Make the time to make the local connections.
  - F. Expand our menu to incorporate local food.
  - G. Establish more financing opportunity for local farmers/local co-ops.
- 6) \*\*\*\*\*
- A. Expand beekeeping operation.
  - B. Mover from subsidized/non-sustainable to non-subsidized/sustainable production.
  - C. College food service incorporate locally grown products – breakdown rule changes (bureaucracy of purchasing).
  - D. More personal use of locally grown food.
  - E. WIC program food demonstrations/education/training.
  - F. Increase egg production, broiler, turkey and hog production (keep up with demand).
  - G. Industry specific business planning for processing, CSA; availability of GTC help.
  - H. 2 new effective markets: processing plants and connection to Chicago market.
- 7) \*\*\*\*\*
- A. Produce food year round.
  - B. Increase food production...keep up with demand...quantity and length of year demand...make living wage farming.
  - C. Utilize greenhouse space unused...in business only seasonally.
  - D. Create access to ongoing farmers market produce.
  - E. Access to capital for related projects.
  - F. Open a food co-op in Racine...give access to locally grown and produced real food.
- 8) \*\*\*\*\*
- A. Help with development of school yard gardens...Urban Food for Urban Schools/healthy foods for children and families.
  - B. Work with the WIC program to be more involved in using farmers markets.
  - C. Work with school cooks to understand the benefits of healthy foods.
  - D. Local farmers inspecting done.
  - E. Develop a kitchen incubator/use community kitchen.

- 9) \*\*\*\*\*
- A. Urban Ecology Center – logistics is an issue.
  - B. Bradley Tech –electric, plumbing, carpenter – rebuild houses in classroom setting.
  - C. Social marketing to kids. Partner with local high school to develop training programs.
- 10) \*\*\*\*\*
- A. Develop partnerships between schools, community organizations, WIC, etc. and bring food to people and people to CSA's.
  - B. Make a “referral” for a RUSD work session focusing on healthy food, clean food, CSA's, etc. Begin a discussion about incorporating these values into our schools.
- 11) \*\*\*\*\*
- A. Everyone should be able to grow a portion of their own food.
  - B. To expand gardening/food education in the school system.
  - C. Food coach/mentor infrastructure – heavy on outreach.
- 12) \*\*\*\*\*
- A. Educate the next generation of consumers about food, i.e., children.
  - B. Encourage and teach more consumption of and how to use vegetables.
  - C. Make more local farmers aware of the many programs that can benefit them (FSA, NRCS, Land Conservation, etc.)
  - D. Farm land preservation in SE WI – keep the farmers on the land vs. losing farmland to development.
  - E. Maintain ag businesses with economically viable farms.
- 13) \*\*\*\*\*
- A. Consumption – 10% of it should be local.
  - B. Transportation and storage is a challenge for distribution; also, consistency and continuity.
  - C. Producer – meat products, room for growth.
  - D. Non-profit distribution – can use out of date.
  - E. System to facilitate transfer of product.
- 14) \*\*\*\*\*
- A. Bring processed food – salsas – back to all natural – back to basics – only pure foods.
  - B. Teach children organic gardening: provide all supplies; Eagle Scouts building raised beds; Montessori kids.
  - C. Community bulletin board pertaining to gardening.
  - D. Better foods for young children.

15) \*\*\*\*\*

A. Poverty is a big issue – as well as education. Schools are a source for community education, but we need a central organization like an ecological education center in Racine which can direct, fund, and organize outreach into:

- What is cost for funding and running an ecological education center in Racine?
- Urban gardening would connect the poor to good food and better understanding of nutrition and the ability to have access to good food.
- Incubator kitchen as part of ecology/education center in Racine. Could offer farmers a chance to use excess product to create a shelf-stable product (and not a lot of produce going bad); products could also be donated to food pantries/homeless shelters and give tax incentive to producers.

## Question 2: What do you see as current barriers and challenges regarding healthy and sustainable local food production and consumption?

Notes from each Facilitator sheets are set forth below. Notes are listed in order in which they appeared on the sheets. Each set of Facilitator notes are separated by asterisks and start over with the letter “A.” The numbers before each group of statements do not refer to a particular table of participants but just distinguish one set of responses from another for reference purposes.

1) \*\*\*\*\*

- A. Price – farmers market higher than stores.
- B. Economy of scale – paying for individual farmer’s costs e.g., health insurance/care.
- C. Lack of education about value of healthy food, how to buy in season, and how to store in home/apartment.
- D. Commuter community – lack of time.
- E. Competition of low-cost, low-nutrition fast food in many locations.
- F. Lack of education in our schools about home economic stuff.

2) \*\*\*\*\*

- A. Liability issues for large companies/institutions as consumers.
- B. Standards based on commodities market not what is good for people.
- C. City ordinances about such things as compost, keeping chickens/bees, etc.
- D. Ignorance in general public about the issues above.
- E. Food service workers are not educated about cooking – bring it back to community.
- F. Many people used to eating junk food – lost tradition of healthy food.
- G. Bad examples at home.
- H. Lack resources to buy healthy food; buy cheap, unhealthy stuff.

3) \*\*\*\*\*

- A. Lack of education about healthy food.
- B. Real estate tax laws – have tax breaks for urban growers.
- C. Include large chain grocery stores.
- D. Land preservation.

4) \*\*\*\*\*

- A. Consumers don’t understand actual costs to produce food.
- B. Competition from “hobby” farmers and mass retailers – unrealistic prices.
- C. Public does not know how to cook in-season products (or any products) and how to use everything.
- D. Learning how to use markets daily not the same as weekly grocery trip.
- E. Transportation, storage, ability of pantries to get products directly from farmer; collaboration of agencies.
- F. Labor, work ethics of young.
- G. Wholesale vs. retail prices when production costs don’t change.

5) \*\*\*\*\*

- A. Resources – are there enough in the counties to support the growing need, i.e.,
  - Incubator development (small business)
  - Financing
  - Partnerships
- B. Cost for both businesses and consumers.
- C. Reality of today’s environment vs. the “right” thing to do.
- D. Keeping the people in the community who have the expectations of good local food.

6) \*\*\*\*\*

- A. Quantity of available food needs to be greater.
- B. Time to invest in extra work.
- C. Dependable supply, availability, practicality.
- D. Concerned that it’s too trendy.
- E. Are people willing to make change in lifestyle?
- F. \$ per product
- G. Need more compelling economic case.
- H. Need strategies of addressing issue at various degrees.
- I. Need an Outpost or Whole Foods in Kenosha/Racine.

7) \*\*\*\*\*

- A. Education - Where does local food come from?
- B. How to implement urban land into agricultural land? Especially converting a food desert.
- C. Change the way people think:
  - Can’t get food year round, no strawberries in winter, emphasize seasonal.
  - Preservation
  - Planning menus that can adapt quickly.

8) \*\*\*\*\*

- A. Big farms that are under-utilized (set a side).
- B. Political bureaucracy of local sustainability – local rules that prohibit urban production of bees and chickens.
- C. Institutional barriers to purchasing (educational, medical, etc.)
- D. Uneducated population to whole foods at every level (whole food vs. food-lite).
- E. No urban farming program.
- F. Lack of mechanism that connects farmer/producer to the buyer (institutions).

9) \*\*\*\*\*

- A. Knowledge increased demand; now lack supply.
- B. Time, demand exceeds supply, but not enough community demand for this supply to tip scale to change.
- C. Train young farmers – not enough knowledgeable people to farm successfully (Co-op large farms – 250 acres split into ten parcels). Lose farms to debt if not done right.
- D. Educate the public to appropriate expectations of what to eat when, i.e., no strawberries in January.
- E. No access to grocery store too easily and affordable access to good food.

10) \*\*\*\*\*

- A. Lack of inspectors to inspect. And, how do they fit into the overall area of food storage and food distribution.
- B. Very unique ideas and opportunities in farming but not enough support and innovation regarding cost management.
- C. Food deserts within urban communities:
  - Contaminated soil
  - Political policies that prevent school farms
  - Buying from certain farmers
  - Poverty/Lack of finances
- D. Transportation – local/smaller farmers markets to accommodate possible consumers.

11) \*\*\*\*\*

- A. Farm subsidies.
- B. Putting all of the pieces together (this is like a web, not connected).
- C. Need to educate farmers and consumers about the value of local food.
- D. Need economically viable options for buying/renting land in an area where land prices are so high it makes it hard to enter into farming.
- E. Food service – trying to balance the costs, employment, labor costs.
- F. Lack of infrastructure to get food to schools/hospitals/processing, etc.
- G. Not an even playing field for local farmers vs. commodity food. Need to figure out how to create a competitive advantage in economically depressed economy.

12) \*\*\*\*\*

- A. Meat production – state inspected- cannot sell across state lines.
- B. Current farm subsidies favor production of “non-food” crops.
- C. Regulations that limit commerce.
- D. Distrust by consumers of food industry.

13) \*\*\*\*\*

- A. Costly - non-profits have few staff to prepare food – so have to use processed food.
- B. Kids – restricted menu; plan month ahead; give them food products that are not so different than home.

14) \*\*\*\*\*

- A. Access to people who need it most. When we talk about an urban population we are talking about a large percentage of lower income.
- B. Access means:
  - Transportation
  - Affordable production facilities
  - Lack of urban gardens
  - Bringing local food to one distribution center
  - How can we accomplish these goals and still allow producers to earn a living?
  - Smart growth plan for urban ecology center that connects urban/low income populations with local, healthy foods, and sustainable ways to produce it.

### **Question 3: What are the one or two SEEDs or ideas that you would like to plant or grow for the future?**

Notes from each Facilitator sheets are set forth below. Notes are listed in order in which they appeared on the sheets. Each set of Facilitator notes are separated by asterisks and start over with the letter “A.” The numbers before each group of statements do not refer to a particular table of participants but just distinguish one set of responses from another for reference purposes.

1) \*\*\*\*\*

- A. Education of consumers – production costs, what is involved in farming, how to use products.
- B. Adequate facilities and transportation.
- C. Policy changes – ordinances, school and institutional purchasing.

2) \*\*\*\*\*

- A. Education/marketing of local food – health and economic development.
- B. Development of a restaurant co-op to assist with costs for local business – local wholesale market for restaurants for weekly visits.
- C. SEED becoming a resource so that those that want to begin in the local food arena can do so.

3) \*\*\*\*\*

- A. What would a financial model look like to grow local food for pre-school Head Start? Make it a demonstration model – educational tool. Connect to food at home.
- B. Have RECDC be connected to micro-lending to local food producers and businesses.
- C. Re-design the logic model that takes us from this SEED group today to outcomes – how to connect.
- D. Get potential finance resources together: RCEDC, WWIBC, IFF, Vista, etc.; Wingspread can support; make the connection to water.

4) \*\*\*\*\*

- A. Need a producer/buyer connection.
- B. Central access point of product and price availability.
- C. Catalog.
- D. Re-education as to “whole food.”
- E. Distribution system that connects supplier to buyer:
  - Local catalog based on the calendar
  - Warehouse/distribution center
- F. Community wide program to educate the community about healthy food.

5) \*\*\*\*\*

- A. Increase supply and accessibility:
  - Educate public – will increase demand (supply will follow if seen as profitable)
  - Train successful farmers to meet growing demand
  - Create ways that are community based to get access –buying clubs, co-op, etc.

- 6) \*\*\*\*\*
- A. Working with WIC program to bring healthy foods to the community.
  - B. Increase the number of quality farmers markets so that available food can be consumed.
  - C. Educate farmers and assist them in becoming certified.
- 7) \*\*\*\*\*
- A. Children K-12: “How to make pizza,” reintroduce food.
- 8) \*\*\*\*\*
- A. Need to create a demand for healthy, local products.
  - B. Agriculture education to farmers and consumers (parents and kids).
  - C. Need to build a network of farmer and consumers and the infrastructure to help make food products more available.
  - D. Schools need safe and cost-effective options.
- 9) \*\*\*\*\*
- A. Families on small plots, containers – start with kids.
  - B. Close the loop between producer – consumer – resource people – education.
- 10) \*\*\*\*\*
- A. Urban ecology education center becomes an extension of city-county economic development plan, at the core of its urban planning strategy.
  - B. An umbrella for urban ecology center, public market bringing together local growers, food business incubator, distribution center for ONE STOP SHOPPING & EDUCATION.
- 11) \*\*\*\*\*
- A. Deregulation & encouragement of free enterprise.
  - B. Open, free market (farmers market) in every city available every day.
- 12) \*\*\*\*\*
- A. Everyone would be able to grow a portion of their own food.
  - B. To expand gardening/food education in the school system.
  - C. Food coach/mentor infrastructure – heavy on outreach.
- 13) \*\*\*\*\*
- D. Everyone should be able to grow a portion of their own food.
  - E. To expand gardening/food education in the school system.
  - F. Food coach/mentor infrastructure – heavy on outreach.
- 14) \*\*\*\*\*
- A. Develop partnerships between schools, community organizations, WIC, etc. and bring food to people and people to CSA’s.
  - B. PTA’s, fundraising for schools, similar to Market Day.
  - C. Make a “Referral” for a RUSD work session focusing on healthy food, clean food, CSA’s, etc. Begin a discussion about incorporating these values in our schools.

## **POST-IT NOTES PLACED ON WALL**

### **Question 3: What are one or two SEEDS or ideas that you would like to plant or grow for the future?**

There were a total of 67 post-its representing participant responses to the question above. These were attached to the white board at the front of the meeting room. We grouped the SEEDS and ideas together under the following general categories. They could be grouped differently, but this is a place to begin discussions on what SEEDs and ideas should be considered further. In some instances, there is quite a bit of overlap in some of the statements and categories below.

#### **Connect Growers and Consumers: 24 SEEDS**

1. Food Bank – connect with growers and select products for shelf life.
2. Increase accessibility by connecting farmers/producers with communities, institutions, etc.
3. Increase the number of community markets with an education component to it.
4. Distribution system that connects the supplier to the buyer.
  - Initially as a catalog by season available to institutions and direct consumers.
  - Warehouse/distribution center to coordinate availability.
5. One Stop Shopping – an Urban Ecology Center that also
  - Has a public market
  - Distribution center
  - Incubator for small food businesses
  - Demonstration areas re: hoop house, hydroponic gardening, straw bale gardening
  - Teaching facility to show urban people how they fit into the Whole Food Movement and create jobs for them in farming and restaurant businesses
  - Bring people together from cities with farmers
6. Have an organization help the local restaurant/business identify those local producers and give you the tools and ideas to get started.
7. Have a closed loop food system providing children within educational institutions with and eco-educator with consumer processor.
8. Adequate facilities and transportation to link food producers with food banks/pantries.
9. Establish a farmers market in Rapids Plaza in Racine which is the location of a large WIC program.
10. Make it easier for the main stream person to get local food in a store front or local coop.
11. Make it easier for people to get a small amount of local food produce – most people don't need a case of "whatever."
12. Open, free market (farmers market) in every community – available everyday – needs a physical structure – "Free Commercial Zone" – no fee.
13. Make local foods available in schools.
14. Want to help educate the community as to what is available and provide a place that offers a variety of good fruits, vegetables, eggs, meat, etc. to the public that's easily accessible, meaning that it's a convenient location, with parking, and protected.

15. Development of a local food wholesale market for community restaurants. This may be a weekly visit for restaurants to ensure fresh food/meals.
16. Create a website/forum that allows many producers to post weekly what their supply is (type of product, quantity) in one place. There is a reason the “one-stop shop” (Walmart) has worked – at least this forum could allow the consumer (who has concerns about time, risk, etc.) can get the information they need to start seeing this as a viable alternative to supermarket.
17. Transfer system for producers and consumers to access easily – on-line.
18. One place where local farmers could sell their products (warehouse) products are stamped with inspection, where local restaurants could go and buy products.
19. Collaborating local farmers markets to increase revenue streams.
20. Put in place a network to link together resources from production, consumption, business (a way to bring these people together).
21. Create a “guide” for schools, nursing homes, shelters explaining the life style of eating healthy and what they should look for and why and how to shop and plan meals accordingly.
22. Website for chat capability to inform of local products available and people or buyers who need amounts and they can get together.
23. Work with farmers to help them get certified so they can sell directly to schools, nursing homes, etc.
24. Provide food that is in a form that will not increase large scale food providers’ labor costs.

### **Educational Initiatives Aimed at a Broad Range of Audiences: 18 SEEDS**

25. Encourage/teach children and families to grow some part of their own food organically. Children will learn to taste natural vegetables such as tomatoes, radishes, beans, etc. at home in containers and/or garden plots.
26. Education on and exposure to whole, raw foods is essential
27. Educate consumers regarding the costs of production and use local products (i.e., cook in-season food).
28. Educating consumers about the nutritional enhancement of my local products.
29. Educate families and children as a cost reducer and cost effective.
30. Getting children involved in the food decision process of the family in such a way that they understand who, what, where, when, and why of their food.
31. Exposing school children to healthy local foods. Many have never sampled or even know how to prepare fresh, whole, slow foods. Education will be the key.
32. Provide education and access to healthy food for children and their families.
33. Whole food and nutrition education for K-12 and parents.
34. Educate children – must be integral in lives – nutrition, stewardship of soil sustainability – an education model for schools
35. Infrastructure piece: sustainability coach (or food coach or nutrition coach) – whatever we want to happen, we will be more successful if it is “coached into practice.”
36. Community-wide educational program for understanding of healthy, fresh, real, whole food versus food lite products.

37. Networking group that is “hands on” educators to educate consumers on what to do – how to start eating raw/fresh produce, etc. from farmers markets.
38. Need to train adults who cook to establish new mindset for families and future generations.
39. Cooking classes that showcase one thing in season (e.g., “All things Beets!”) – nutritional info, what does this provide/what to avoid – how to prepare – how to preserve.
40. Local food is healthy but is also economic development opportunity.
41. Education of consumers – costs, how to use local products
42. Racine Unified School District – referral on whole foods and Chartwells focusing on educations, CSA’s, etc. Develop a discussion and plan for incorporating these ideas into our schools.

### **Financing/Business Planning/Business & Job Development/Job Training: 8 SEEDS**

43. Development of micro lending for farmers as an investment.
44. Look into sustainable land trusts.
45. Create an economic model to connect social capital here today and purposely channel into economic development.
46. Launching Green Business at UW Parkside and Racine Workforce Development.
47. Customized and industry specific business planning/training for small farmers/CSAs.
48. Youth workforce development programs – put the kids to work to help farmers/gardeners.
49. Locally grown certified stamp that you buy. The money goes to a revolving, low or no interest micro-loan fund.
50. Legal information for starting a business in Wisconsin.

### **Policy Changes By Governments And Institutions To Promote Healthy Food Production And Marketing: 5 SEEDS**

51. Enact policy changes which promote urban farming and local food in schools.
52. Deregulation and encouragement of free enterprise.
53. Get policy and ordinance changes.
54. Changing policies and ordinances to support local production and use of local products by institutions.
55. Connect Urban Planning to Urban Ecology and, more specifically, urban gardening. Poor health issues and lack of understanding/access to healthy lifestyles is chronic in the culture of poverty.

### **Community and School Garden Creation and Expansion: 5 SEEDS**

56. Expand community plot gardens throughout the city.
57. Growth of produce by schools to be used in schools (lunches, education in horticulture and nutrition, etc.) addressed in a referral to RUSD to hold a discussion meeting that would hopefully bring about reform in the local education system.

58. Create an educational and business model that allows schools to grow or produce food that can be sold to external consumers. Basically, social entrepreneurship that is student based in classes at school.
59. Focus on kids. Have all schools grow gardens.
60. Create partnerships between schools and CSAs or local producers to engender business and understanding:
  - Children take field trips to farms
  - Growing vegetables can be a class project
  - Schools can market CSA shares as a fund raiser and serve as distribution center in target areas (food deserts, urban centers, suburban and rural areas)
  - Cooking skills and food selection classes offered for curriculum

### **Certified Kitchen(s) Development: 4 SEEDS**

61. Access to local certified kitchen for small run production.
62. Incubator kitchens available and for teachers to teach in.
63. Large incubator kitchen that would help with marketing.
64. HALO has a facility space that includes two industrial kitchens and a warehouse of 40,000 sq. ft. that can be a central incubator, market, and healthy food distribution site and will also sustain the poverty stricken.

### **New Organizations and Structures: 3 SEEDS**

65. Create an urban ecology education center that:
  - Becomes an extension of the city/county economic plan
  - Becomes an umbrella urban ecology, a public market, a food business incubator
  - Has satellites that extend to all areas of the counties when public transit is a problem
  - Would provide incentive for local growers and producers to participate
66. Get more information and networking opportunities – form an association of sorts
67. Create accessible, locally grown meat, produce, and dairy through a food cooperative. A physical location for easy access to products, education, and collaboration for community.

## **PARTICIPANT LIST & CONTACT INFORMATION**

Green = Producers of local agricultural products

Pink = Consumers/marketers/end-sellers of local agricultural products

Blue = Resources (educational, financial, business planning, job training, etc.)

<u>Category</u>	<u>First</u>	<u>Last</u>	<u>Company/Organization</u>	<u>Phone</u>	<u>Email</u>
Resource	Waleed	Ahmad	R/K Community Action Agency	262-637-8377	wahmad@rkcaa.org
Producer	Nikki	Aiello	Racine Urban Garden Network	262-634-0528	
Resource	Essie	Allen	R/K Community Action Agency	262-637-8377	eallen@rkcaa.org
Resource	Jennifer	Anderson	Kenosha/Racine Wellness Guide	262-945-1263	jamie@theguide2wellness.com m
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Producer	Kathy	Baumeister	Baumeister's Blue Ridge	262-763-3441	kathybaumeister@gmail.com
Resource	Robert	Beezat	R/K Community Action Agency	630-747-5028	rbeezat@rkcaa.org
Producer	Jack	Braun	Pine Hill Farm	262-554-6058	
Producer	Curzio	Caravati	Kenosha Potato Project	262-553-1305	seedsaver@curzio.com
Consumer	Margie	Carrington	Health & Nutrition Service	262-637-7750	mcarrin723@aol.com
Consumer	Dennis	Casey	UW-Parkside - Student Center	262-595-2027	dennis.casey@uwp.edu
Consumer	Peggy	Clark	Brookside Care Center	262-653-3804	pclark@co.kenosha.wi.us
Producer	Wayne	Clingman	Urban Gardener	262-687-4011	wclingman@wi.rr.com
Consumer	Keven	Cookman	HALO Inc.	262-633-3235	kcookman@haloinc.org
Consumer	David	Diedrich	Johnson Fdn. @ Wingspread	262-639-3329	ddiedrich@johnsonfdn.org
Consumer	Heidi	Fannin	Eat Right Racine	262-497-2228	hfannin@wi.rr.com
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Producer	Tim & Lois	Fulton	Old Corbett Road Apiary	262-553-5510	tfulton.whpa@sbcglobal.net
Producer	Luanne	Gall	Gall's Garden Produce Farm	262-886-6197	louie2364@yahoo.com
Resource	Mark	Gesner	UWP Ctr. for Comm. Partnerships	262-595-2635	mark.gesner@uwp.edu
Resource	Susan	Gould	United Way of Racine	262-898-2243	sgould@unitedwayracine.org
Consumer	Michael	Grieve	Chartwells (Case High School)	262-619-4247	kitchen.case@racine.k12.wi.us
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Resource	Mary	Henry	Center for Sustainablilty	414-461-2500	mhenry@mteconline.org
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Producer	Barry	Jones	Jones Family Farm	262-878-4876	<a href="mailto:btjones@execpc.com">btjones@execpc.com</a>
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