

# Southeastern Wisconsin **Regional Planning Commission**



A Regional Food System Plan for Southeastern Wisconsin  
**Kick-Off Meeting**

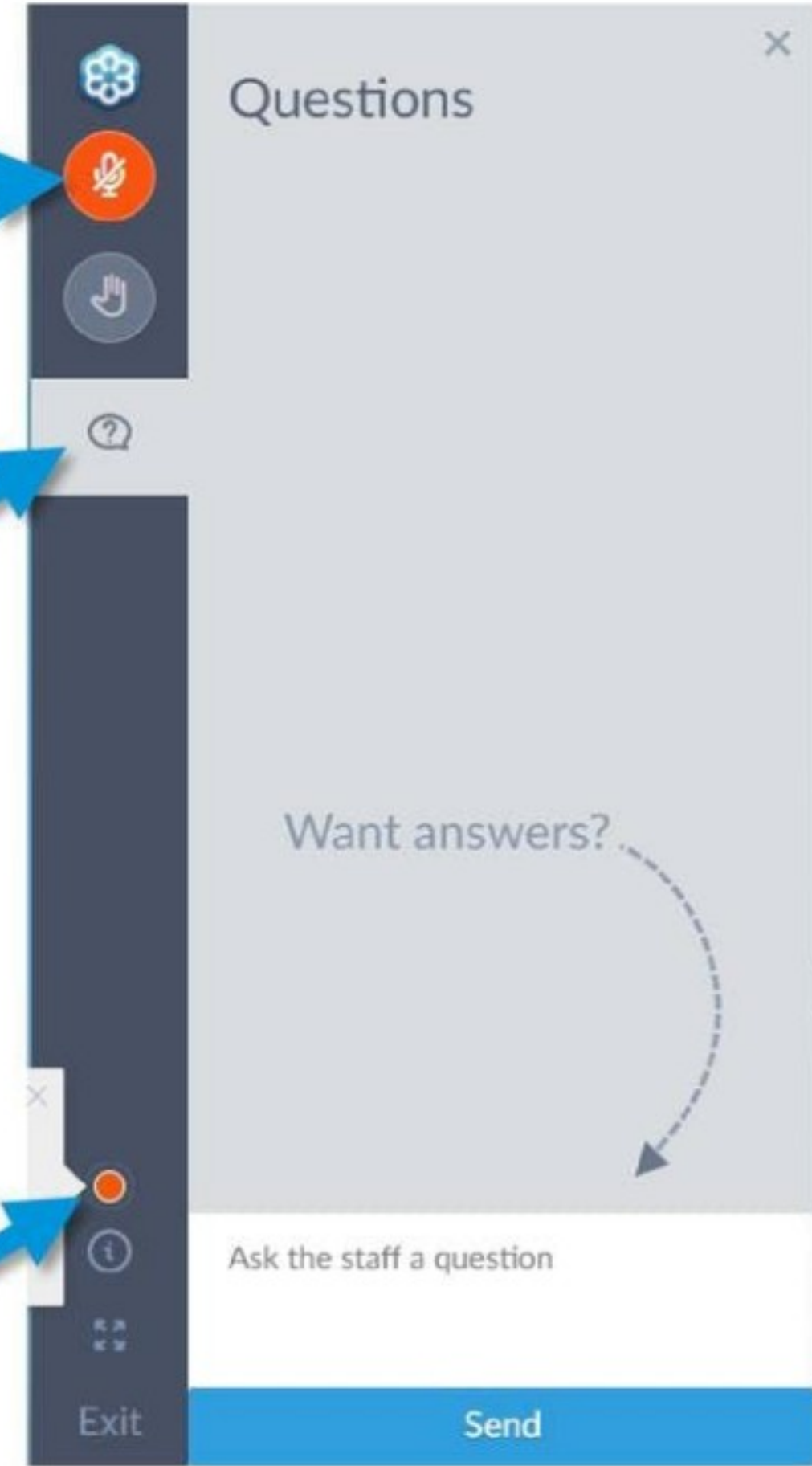


# ●●●● Meeting Logistics

Participants are all in 'Listen Only' mode.

Use the 'Questions' pane to ask staff questions or submit a written comment.

Meeting is being recorded. Recording will be shared via email after the meeting.





# ●●●●● Agenda

- The Region
- What is a Food System?
- What is a Sustainable Food System?
- Food Systems Planning
- The Need for Food Systems Planning
- Project Purpose
- Report Outline
- Where We Are in the Planning Process
- Community Input Activities



*Credit: Flickr User MPCA Photos*





# ●●●●● The Region

➤ **2.05** Million People

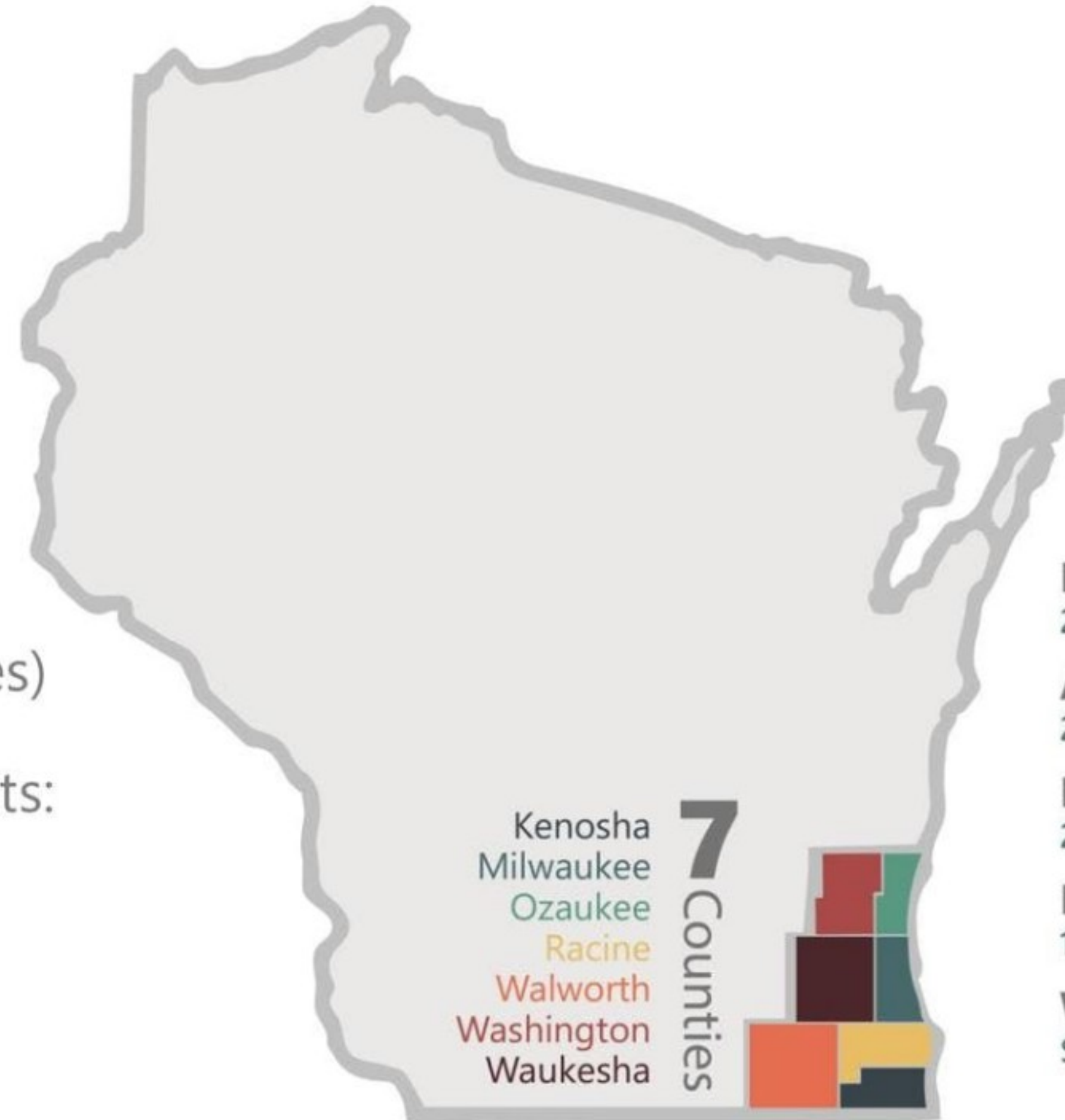
➤ **1.30** Million Jobs

➤ Strong Agriculture Industry

- **3,521** Farms
- **739,840** acres of Farmland (1063 sq. miles)
- Total Market Value of Agricultural Products:  
**\$604,186,000**
- **52%** Crops | **48%** Animal Products

➤ Strong FaB Industry

- 300+ firms employing approximately 17,000 people.



## Local Governments

29 Cities | 66 Villages | 52 Towns

## Area

2,689 Square Miles | 5% of State

## Population

2.05 Million | 35% of State

## Employment

1.30 Million Jobs | 35% of State

## Wealth

\$204.9 Billion Equalized Valuation | 35% of State





# What is a Food System?

The **food system** is every step your food takes from farm to fork:

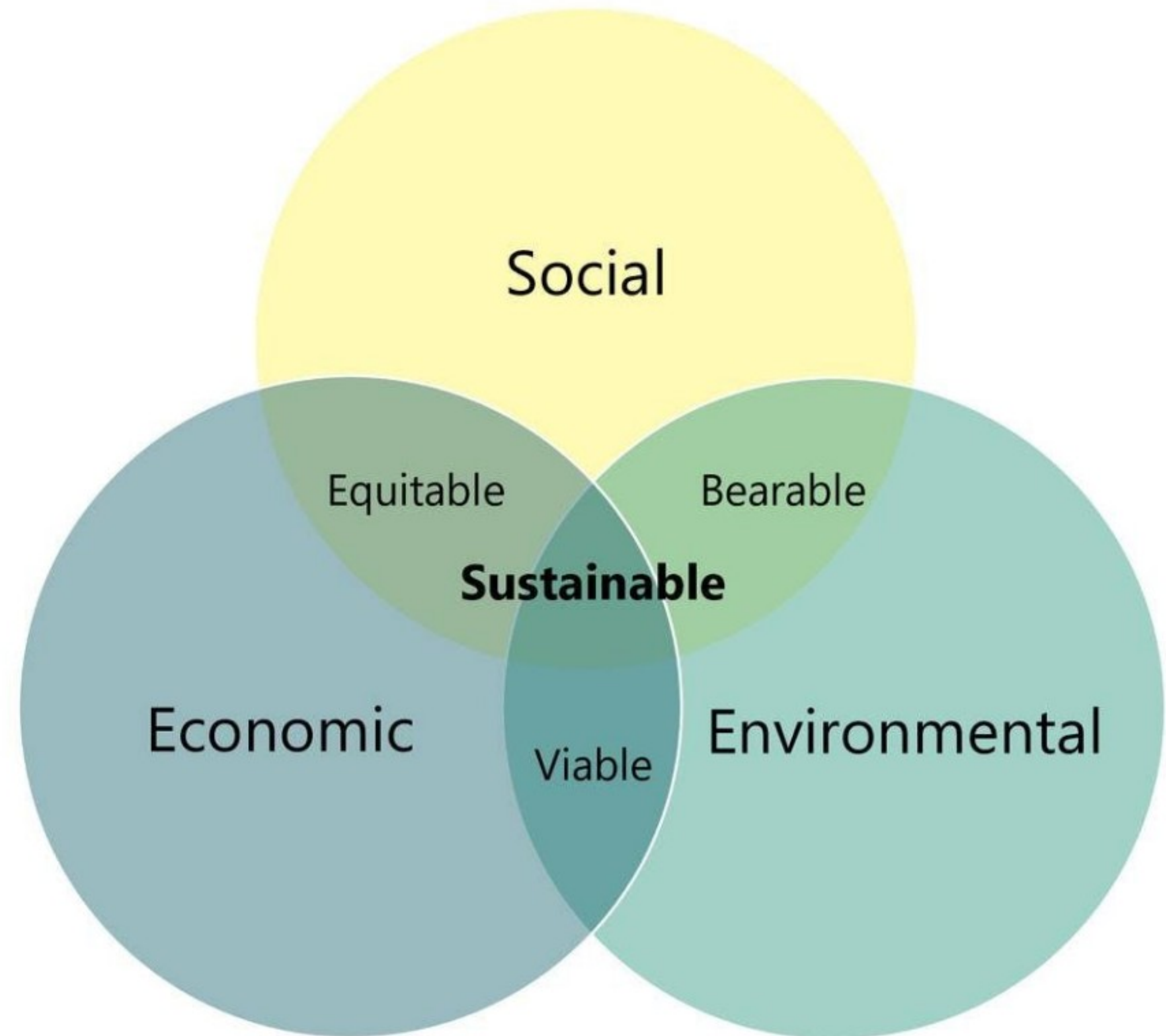
- Production
- Processing & Manufacturing
- Distribution
- Point-of-Sale
- Consumption
- Food Waste





# What is a Sustainable Food System?

A **sustainable food system** ensures enough nutrition for all in a way that protects economic, social, and environmental interests for the future.



*"The collaborative planning process of developing and implementing local and regional land use, economic development, public health, and environmental goals, programs, and policies . . . to enhance the overall public, social, ecological, and economic health of communities."*

(American Planning Association)





# ●●●●● The Need for Regional Food System Planning

## ➤ Recommended in VISION 2050

- Urban Centers and Agricultural Resources
- Need to Make Healthy Foods Accessible in All Areas of the Region
- RFSP a Step in Supporting the Regional Food System

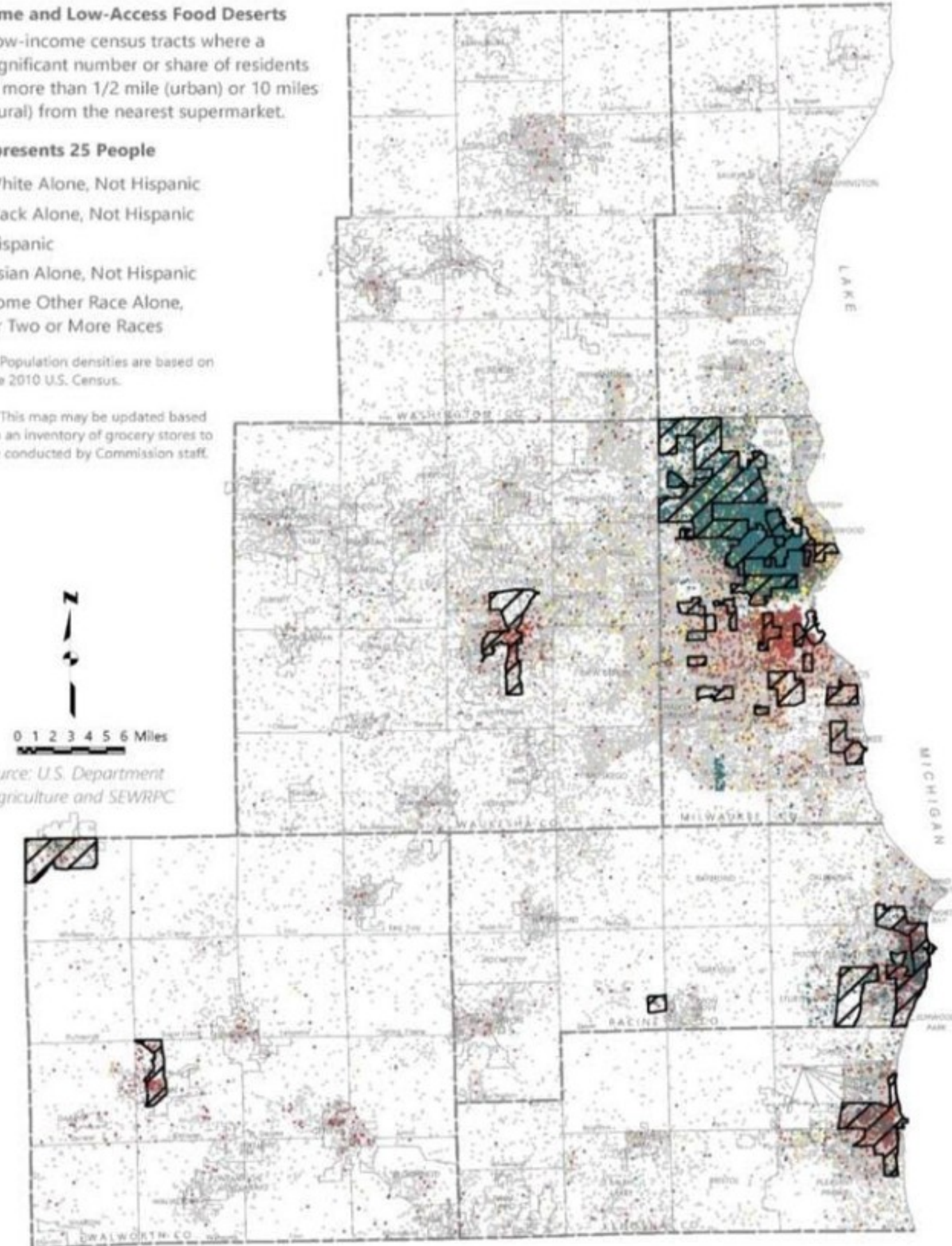
**Low-Income and Low-Access Food Deserts**  
[Hatched box symbol] Low-income census tracts where a significant number or share of residents is more than 1/2 mile (urban) or 10 miles (rural) from the nearest supermarket.

**1 Dot Represents 25 People**

- White Alone, Not Hispanic
- Black Alone, Not Hispanic
- Hispanic
- Asian Alone, Not Hispanic
- Some Other Race Alone, or Two or More Races

Notes: 1. Population densities are based on the 2010 U.S. Census.  
2. This map may be updated based on an inventory of grocery stores to be conducted by Commission staff.

0 1 2 3 4 5 6 Miles  
Source: U.S. Department of Agriculture and SEWRPC





# ●●●●● Project Purpose

- To connect food system stakeholders (e.g., producers, distributors, consumers)
- To improve access to affordable, healthy, fresh, and desirable food options for all residents
- To address long-standing economic and health disparities
- To increase locally owned and sustainable farms
- To preserve productive agricultural land and natural resources
- To increase educational efforts on nutrition and food literacy





# ●●●●● Report Outline



*Credit: SEWRPC Staff*

- Chapter 1: Introduction
- Chapter 2: The Food System
- Chapter 3: Consumers
- Chapter 4: Environmental Stewardship
- Chapter 5: Recommendations
- Appendix: Case Studies & Glossary





# Where We Are in the Planning Process

## ➤ Research:

- Background Research
- Data Inventory

## ➤ Drafting:

- Chapter 1: Introduction - Drafted
- Chapter 2: The Food System - In Progress

## ➤ Public Outreach:

- Listening Tour
- AC Meeting #1 – June 2021
- Public Meeting #1 – August 2021



*Credit: Flickr User Dogscribe*





# ●●●●● Community Participation Overview

- **Introduction Survey**
- **Food System Topics Activity**
- **Strengths/Weaknesses Activity**
- **End of Meeting Survey**







## MULTIPLE CHOICE EXAMPLE

Choose All That Apply:

Option 1

Option 2

Option 3

Option 4

Submit

Please select your general purpose(s) for joining the meeting:

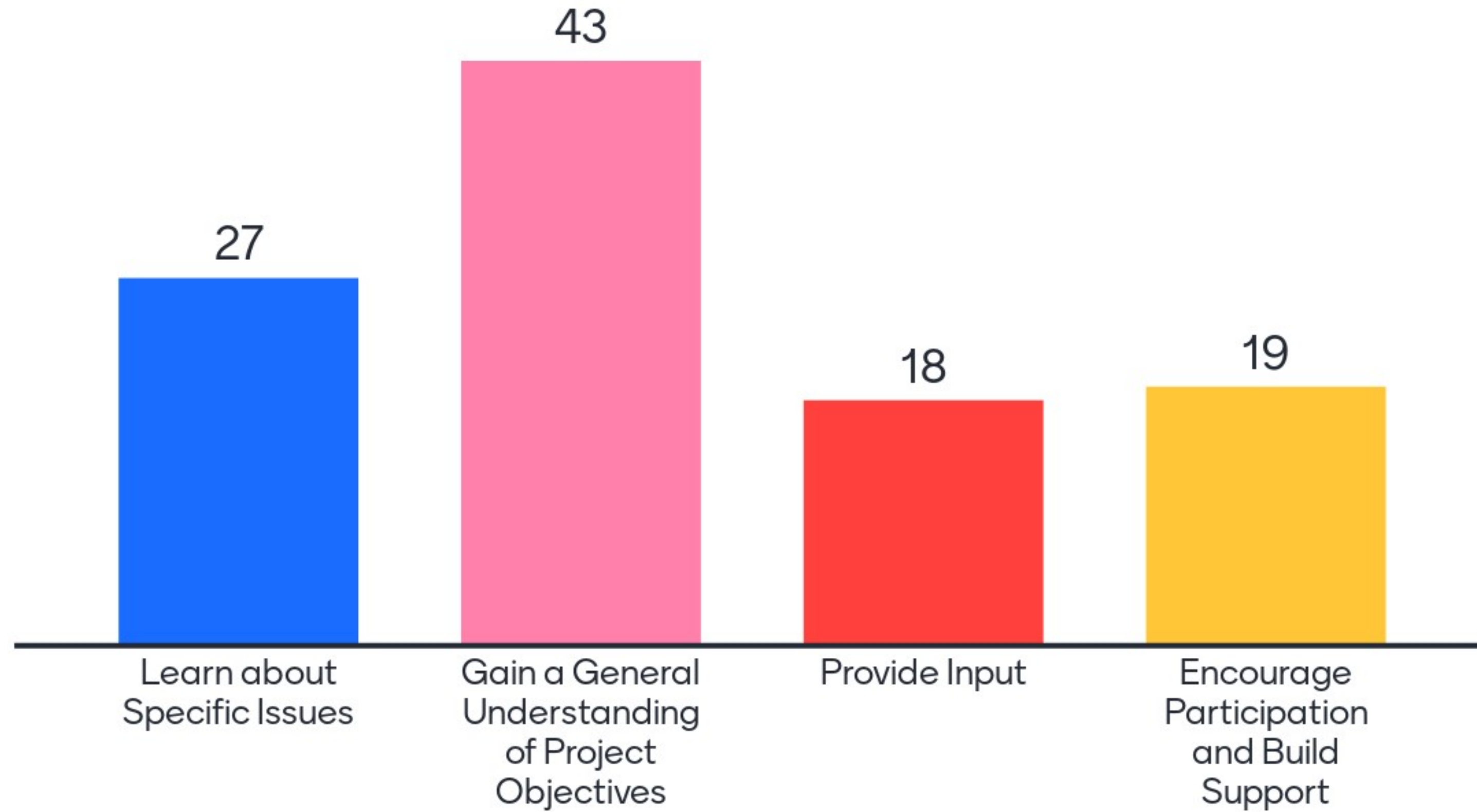
(Choose All that Apply)

- Learn about Specific Issues
- Gain a General Understanding of Project Objectives
- Provide Input
- Encourage Participation and Build Support





Please select your general purpose(s) for joining this meeting. Choose all that apply:







## SLIDER BAR EXAMPLE

Statement 1

Skip

1 Not at all important



Statement 2

Skip

1 Not at all important



Statement 3

Skip

1 Not at all important



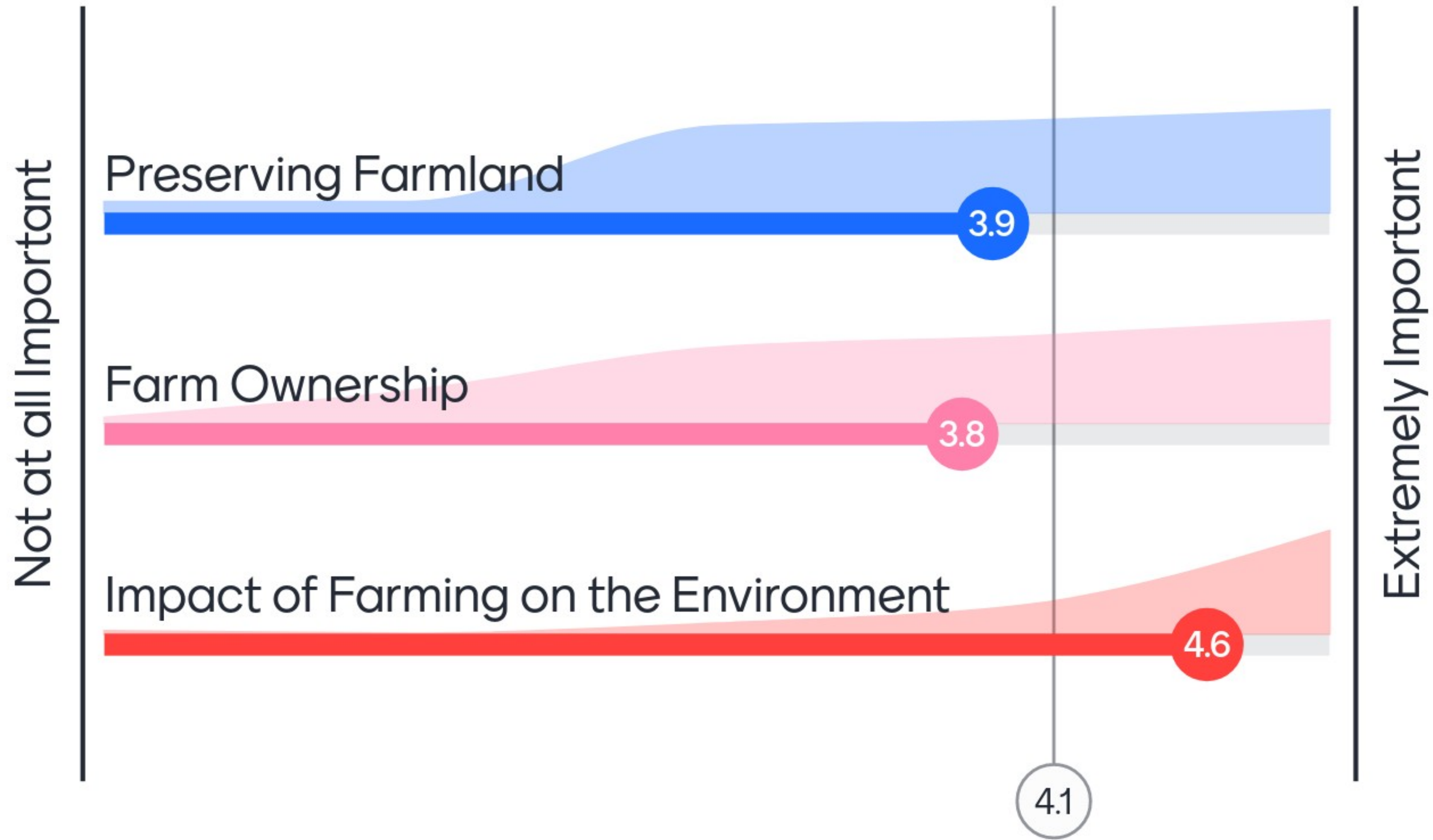
Submit

Using the slider bars, please indicate the degree to which you find the following food-related topics important to address in this Plan.



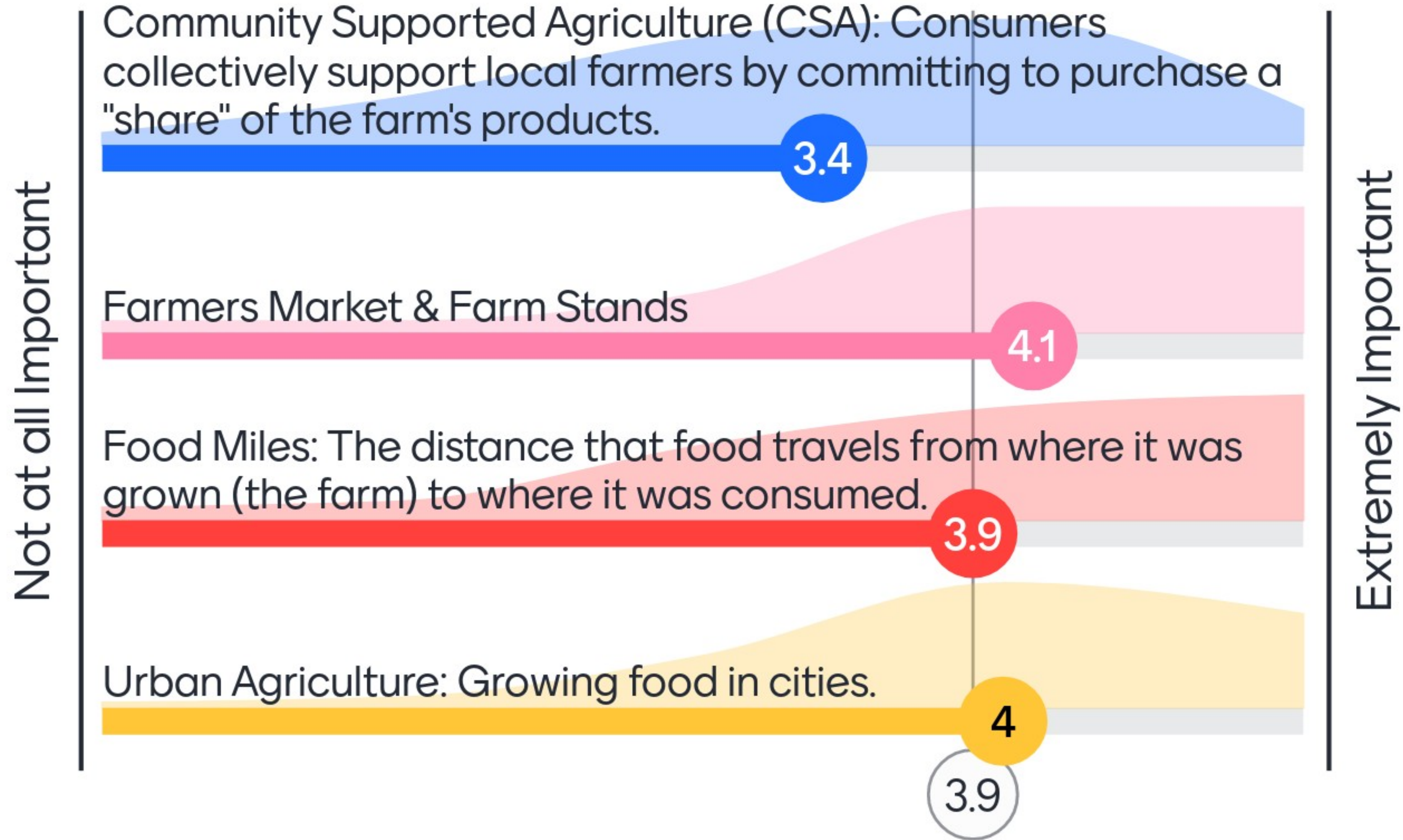


# Farming



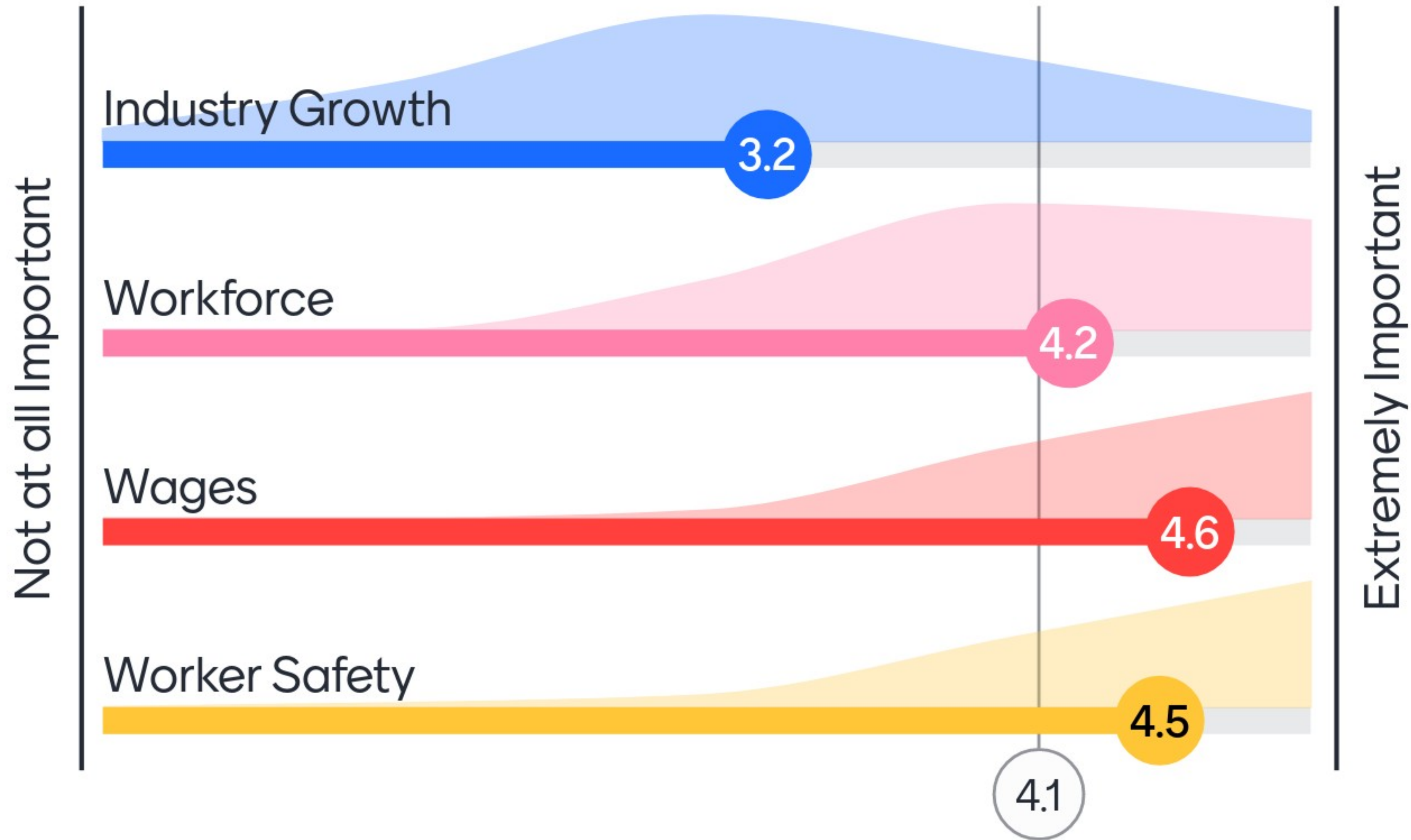


# Local Food



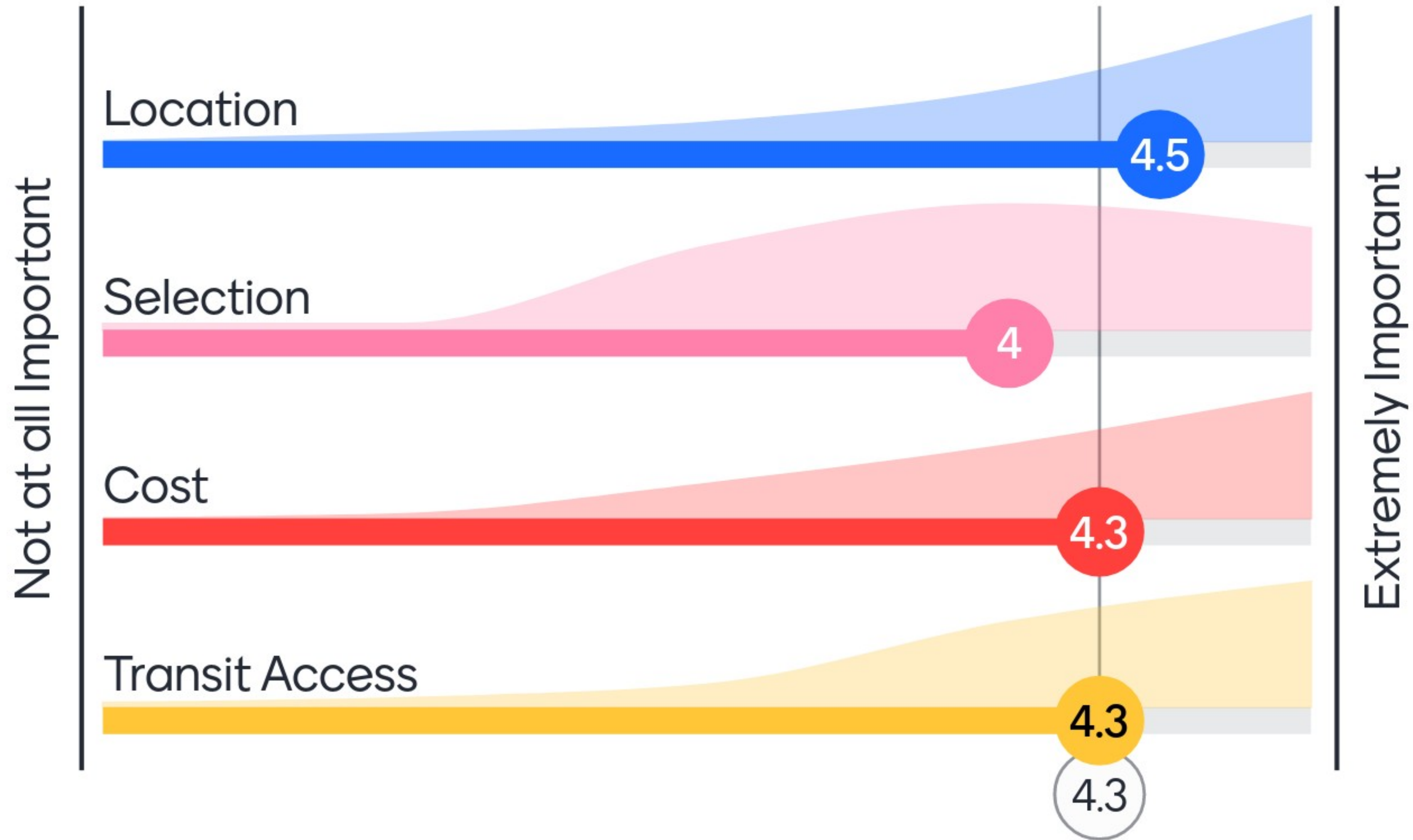


# Food & Beverage Manufacturing (FaB)



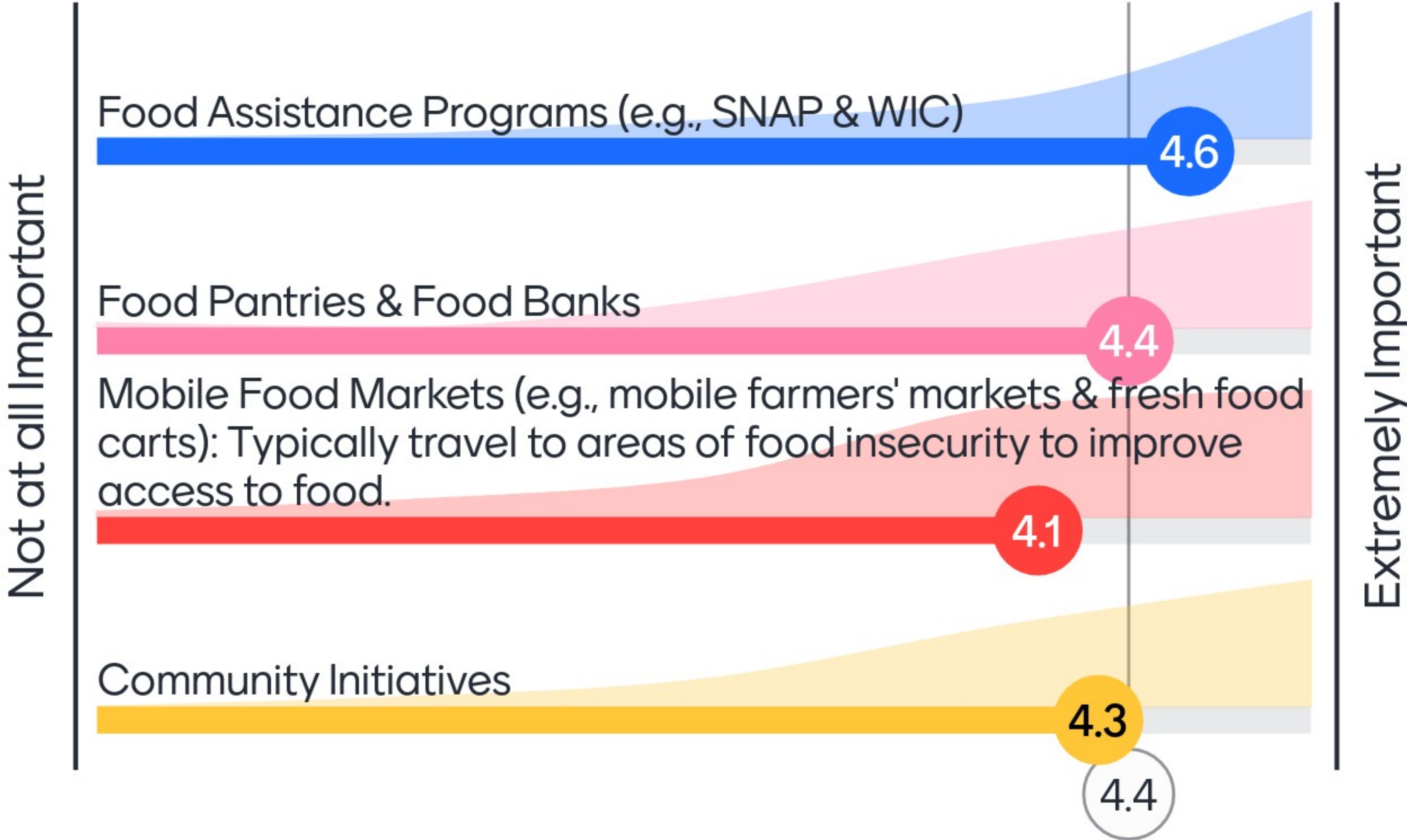


# Grocery Stores & Restaurants



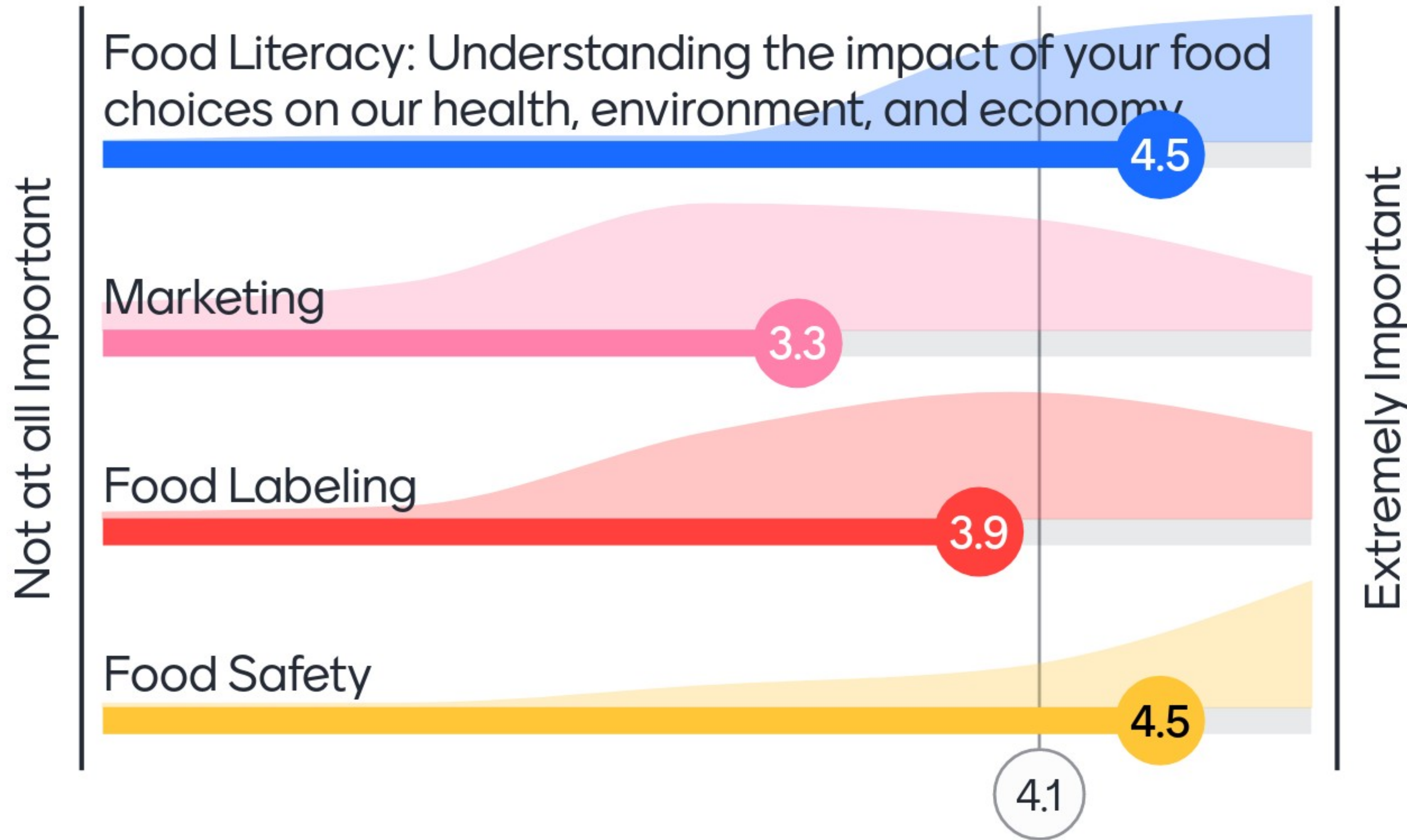


# Assistance for Those in Need



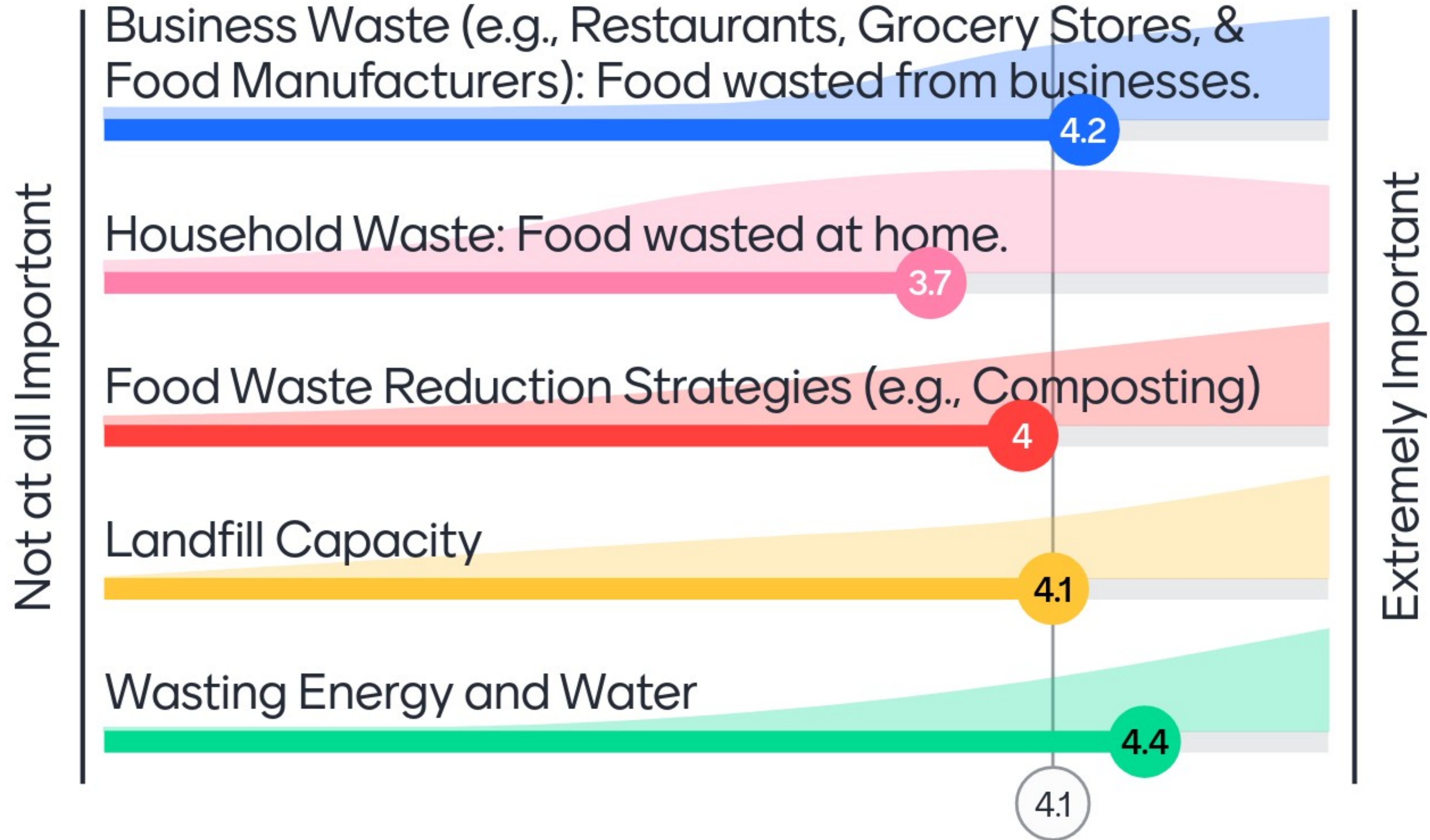


# Health & Nutrition





# Food Waste







Are there any other topics that we should be researching, discussing, or learning about in this process?

## OPEN ENDED EXAMPLE

Short answers are recommended. You have 250 characters left.

250

You can submit multiple answers

Submit





# Are there any other topics that we should be researching, discussing, or learning about in this process?

Focus on EPA Food Recovery Hierarchy

The ability to share information about food to neighbors or community.

Teaching food preparation at home

None

How to attract grocers to food desert areas that are also in lower income areas.

None

Soil Health, Healthy Soils - Healthy Food - Healthy People - Better Environment

The connection and collaboration opportunities between sectors and counties, plus the resources needed to support connection and collaboration.

# of organizations engaged in food systems work in the region and their respective staff capacities



# Are there any other topics that we should be researching, discussing, or learning about in this process?

The connection between food and health and the ability of healthcare to help support that connection.

Pandemic effects. We need to be ready for the next - and likely worse- pandemic.

Cultural relevance of available food, impact of marketing of unhealthy foods

Centering health equity in this plan - how can our food system support everyone in our community? How can we make local, fresh food accessible to all?

can training be offered for job seekers in these areas this will not only create jobs but educate the community

Good desserts-

Fertilizers/harmful chemicals used in local farming

List of best practices or examples from other communities.

Environmentally healthy fertilizers



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Transitioning family farms within the family, or to others interested in continuing sustainable farming practices

food policies within local municipalities (city, town, county level)

farmer succession and business sustainability

Grass based farming verses row crops. Upcycling food.

N/A

List of possible zoning ordinance amendments to make the code more food friendly.

Encouraging farmers/producers to focus on nutritious foods, making it easier for consumers to access.

The ability to provide information to the communities in need and to get involved

global warming impacts



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Decentralized end-to-end distribution. Sustainability labels (eg. Allbirds Labels)

Grocery access within residential neighborhoods reducing the need to travel by automobile to a shopping center

How food-based policies and system-level infrastructure are being contemplated regionally. If there is such a disconnect across counties/communities, we should be driving after that in the recommendations portion

Resources available to the food system - public and private funding

How to get grocers to be more involved in social/food justice through placement of their stores and donation of health food items to emergency food distribution networks

Supporting funding for research for food/agriculture research, clean water, etc.

None

healthy school lunches

Ensuring rural communities have equitable access to food



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Food supply emergency planning

Emergency supply chain in food system

what is required to start transitioning farms to provide food locally instead of corn and soybeans that is sent elsewhere?

regenerative agriculture; issues with CAFOs, if applicable; humane treatment of livestock

Attracting grocery stores to rural areas

Food deserts and how it impacts the health and well being of those who are effected!

Engagement with the community. How are community members part of helping create solutions.

Inclusion of Indigenous stakeholders in committee and drafting of plan.

Research on african diaspora and indigenous cropping systems - ability to grow here in the midwest and developing the market for sales



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Interview people or communities with high levels of food insecurity. What is the need there -- poverty, access, or what? And what do those people want to address food insecurity?

How can a Food Focused Economy Approach can be utilized to help revitalize underserved communities and neighborhoods ??? Also how can Urban Farming techniques be really implemented ??

Indigenous and traditional food systems. Agroecology. Biodiversity health. Climate resilience. Intersection between agriculture, nutrition and health.

Effects of weather/ climate change etc on sources of food from other areas.

Land available for community solar

zoning changes needed to accomplish change

Ensuring safety for the communities that need food

Is there a disparity between whites and BIPOC regarding the impact of food insecurity issues? What are the historical and current factors that affect this disparity?

Collaboration among different stakeholders for efficiency



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Providing opportunities and support for new/inexperienced persons in all areas of the food system - producers, processors, distributors, marketing, waste handling, composting, and educators about the various parts of the food system. Also organic.

Tools, resources and accessibility to personal growing power

Emphasize that food insecurity is not only an urban phenomena

Supporting family farms

How food access (and access to healthy foods) is impacted by household income levels, equity issues, poverty, transportation/transit access.

Exec summary of plan to share with elected officials

school gardens, educational programming, and jobs

teaching how to compost and use in sink grinder for food waste

How to bring healthcare providers into the realm of "marketing" healthy food via food prescriptions and health screenings



# Are there any other topics that we should be researching, discussing, or learning about in this process?

The connection between food and health.

None at this time.

What shared commercial kitchen spaces are available in the region for food processors?

low-till or no-till farming practices

Keeping old growth forests and land.

Grocery stores donating excess produce before it spoils

what food crops can be grown for in 20 years with climate change? How do we prepare our farms and our local food system to sustain ourselves versus relying on other regions and countries?

Equitable access

Including voices of farmworkers in development of plan



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Animal based versus produce based farming and environmental effects

Connect the economy of rural areas and farms with urban areas. This is a unique opportunity for the region, which is often split by differences rather than common interest. This study can emphasize common interests!! :-)

Factors that impact disparity regarding food insecurity issues between whites and BIPOC.

How to centralize information that share about technical assistance services as well as financial assistance - theres so many organizations doing this, but it's really hard to track online!

environmental impacts of diet choices

How can we transition to a more regional food system for ALL consumers, not just consumers who can afford to spend more money on local products.

early education and hands-on experience on food systems and production (for school-aged children)

Collecting excess from personal garxens

how much food is needed for the population of 2050 and where are we getting it?



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Collaborative efforts and communication between hunger fighting agencies throughout the region.

Getting healthy food into corner stores.

Nutritional content of products provided by emergency food providers.

options for smaller garbage cans/other benefits for residents who opt to compost (through a service or otherwise)

Engaging school districts to increase participation in free/reduced breakfast and lunch

what legislative work is needed now to prepare for 20 years from now?

Nonprofit/community food recovery connections to commercial processing for increased free/affordable food options

Coordination with County Land and Resource Planning updates

growing herbs and spices at home in small containers



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Systems thinking. The SDGs. Programs for edible landscapes and food forests.

This study MUST address climate change -- our society's biggest challenge. Whether through food miles or GHG emissions through industrial farming. Who in the region is doing regenerative agriculture? Who is carrying the banner to spread this good news?

The co-occurring lack of food access and housing or other basic needs.

How can we devote more agriculture to produce?

policy effects and financial support for smaller local farmers

Help for homeowners to start backyard gardens. Help for libraries, churches, schools, hospitals.

As part of the educational side - research on pesticide residues in the foods we are consuming. Also pesticides and nutrient levels in farm run off, soils, wastes, etc. Tough, but the impacts of food/environmental pesticides/chemicals on human health.

How food is inequitably marketed in certain areas. Are there policies that can address where fast food chains can be for example

Effect of superweeds on agriculture



# Are there any other topics that we should be researching, discussing, or learning about in this process?

How to handle urban farming from a zoning code perspective. What districts to allow it in and what type of restrictions are appropriate.

How to incentivize prepared food businesses who incorporate collection system of produce scraps that can be used for composting (connecting with local farmers) - thinking about tax credit systems or even offering a small grant program

How to best leverage efficiencies. Policies that include various stakeholders and community members as part of developing. A Genuine inclusion of all stakeholders rather than just sharing information of what has been put together

Provide jobs for collecting foods from farms and gardens

Community member knowledge of where to get food access support (pantries, banks, etc)

how many farm land owners and farmers are BIPOC in the region

Better labor protections for farm/agriculture workers

Safety of migrant workers in the food system.

interview farmers. What are their biggest challenges? What would it take for them to get off the industrial food treadmill, which is not sustainable?



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Community composting area at least one in every county

Connection between climate change and sustainable food systems. Connect to MMSD Resilience Plan-Action 5

Changing feed for cows to decrease methane

Are these presentations available in various languages or shared with diverse groups?

determine acreage needs of active farmland to support food requirements for the population of 2050 and where is the best farmland

interview operators of the emergency food system (Pantries, etc.) What are their needs and challenges?

Evaluation of gaps and overlaps in resources

Workable solutions to food desert situations. Follow ways to support solutions to food deserts.

Home composting services



# Are there any other topics that we should be researching, discussing, or learning about in this process?

Connection between transportation and nutrition

How to prepare for the effects of climate change in relation to food security

benefits of organic agriculture; increasing availability of locally grown organics

Renewable energy for farms

address equity

Schoolyard redevelopment projects and opportunities for school gardens

excellent water supply



# ●●●●● Strengths vs. Weaknesses Activity

1. In your opinion, please list 3 of the most important food related assets (strengths) in the Region...
2. In your opinion, please list 3 of the most important food related concerns (weaknesses) in the Region...



## WORD CLOUD EXAMPLE

Please use 1-2 word(s) responses.

Enter a word	25
Enter another word	25
Enter another word	25

Submit













# ●●●●● End of Meeting Survey

Using the slider bars, please indicate the level to which you agree or disagree with the following statements:

1. I understand what a food system is.
2. I feel like my input/opinions are valued in this planning process.
3. I plan to attend future public meetings for this project.
4. I feel confident that this project will address a need within our Region.



## SLIDER BAR EXAMPLE

Statement 1 Skip

1 Not at all important 5  
Extremely important

Statement 2 Skip

1 Not at all important 5  
Extremely important

Statement 3 Skip

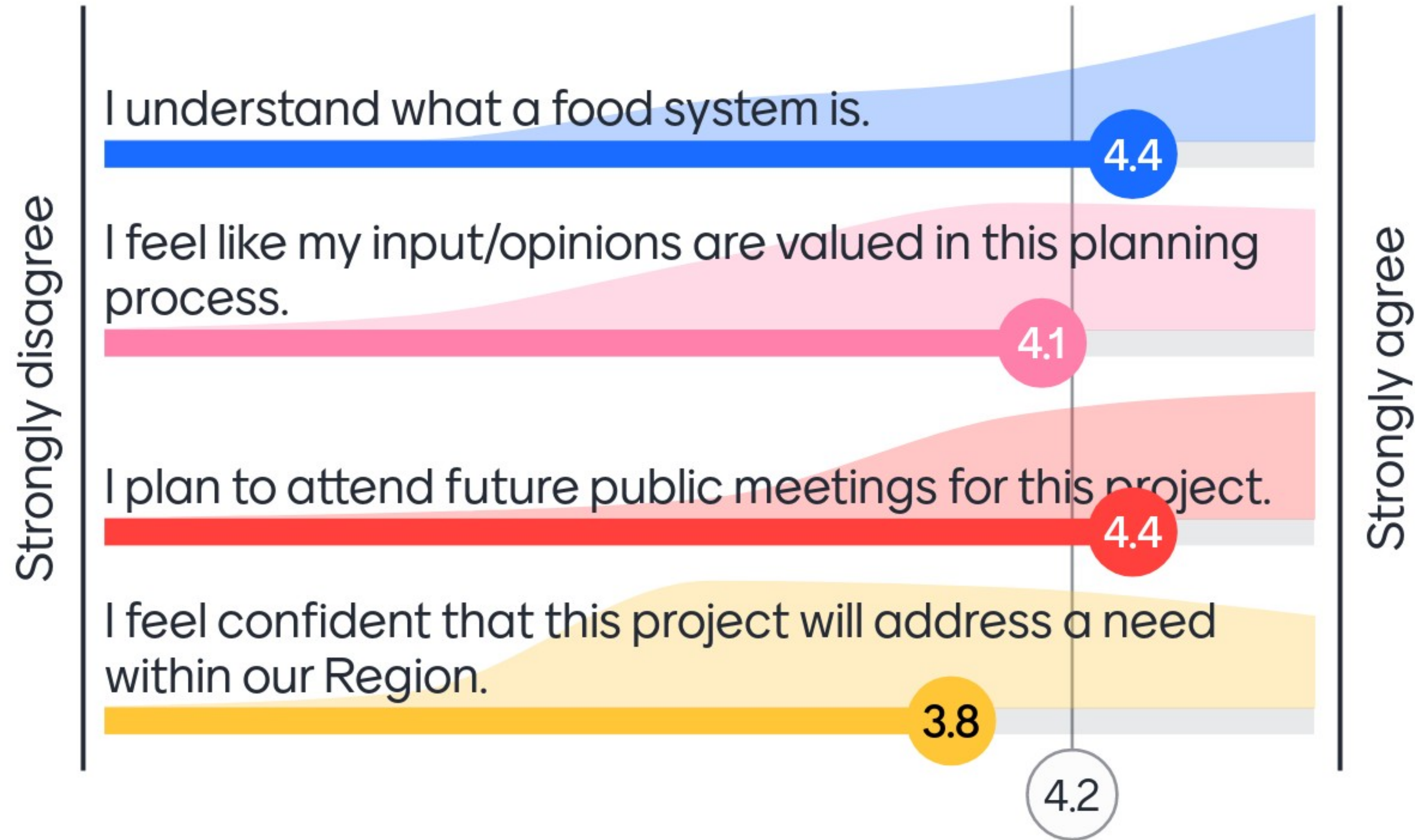
1 Not at all important 5  
Extremely important

Submit





# Please indicate the degree to which you agree or disagree with the following statements:





# ●●●●● Other Public Input Options

➤ **Online:** [www.sewrpc.org/RFSP](http://www.sewrpc.org/RFSP)

➤ **U.S. Mail**

Southeastern Wisconsin Regional Planning Commission  
P.O. Box 1607  
Waukesha, WI 53187-1607

➤ **Email:** [RFSP@sewrpc.org](mailto:RFSP@sewrpc.org)

➤ **Phone:** (262) 953-3252

➤ **Fax:** 262-547-1103





# ●●●●● Next Steps

- Continue Research
- Continue Drafting:
  - Chapter 2: The Food System – In Progress
- Public Outreach:
  - Public Meeting #2 – Winter 2021/2022
  - Incorporating Feedback & Input

**Stay up to date on all things RFSP on our webpage:**  
**[www.sewrpc.org/RFSP](http://www.sewrpc.org/RFSP)**





# Thank You

**Please reach out with any questions, comments, or insight!**

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