

# Southeastern Wisconsin **Regional Planning Commission**



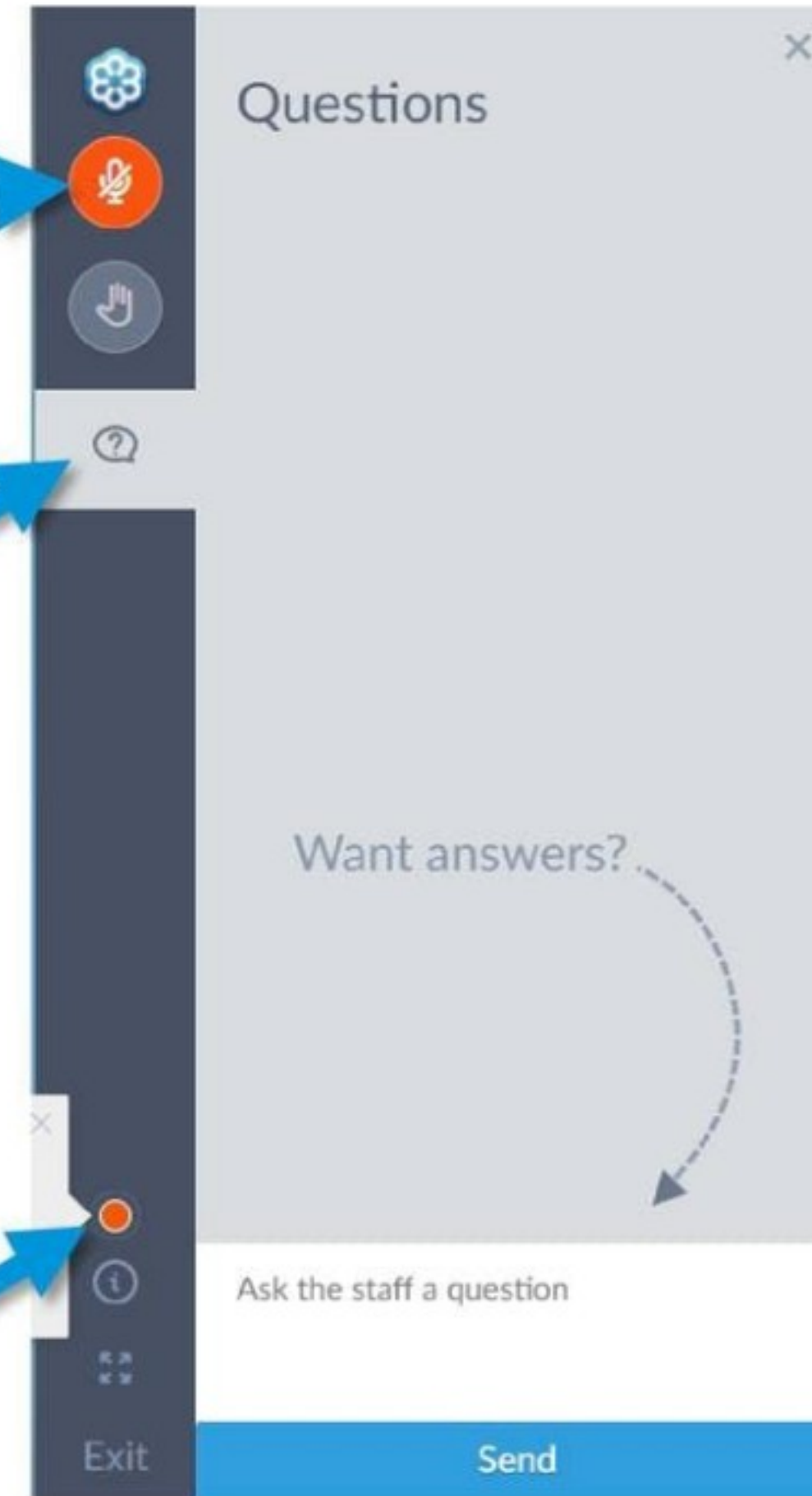
A Regional Food System Plan for Southeastern Wisconsin  
**Kick-Off Meeting**

# 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

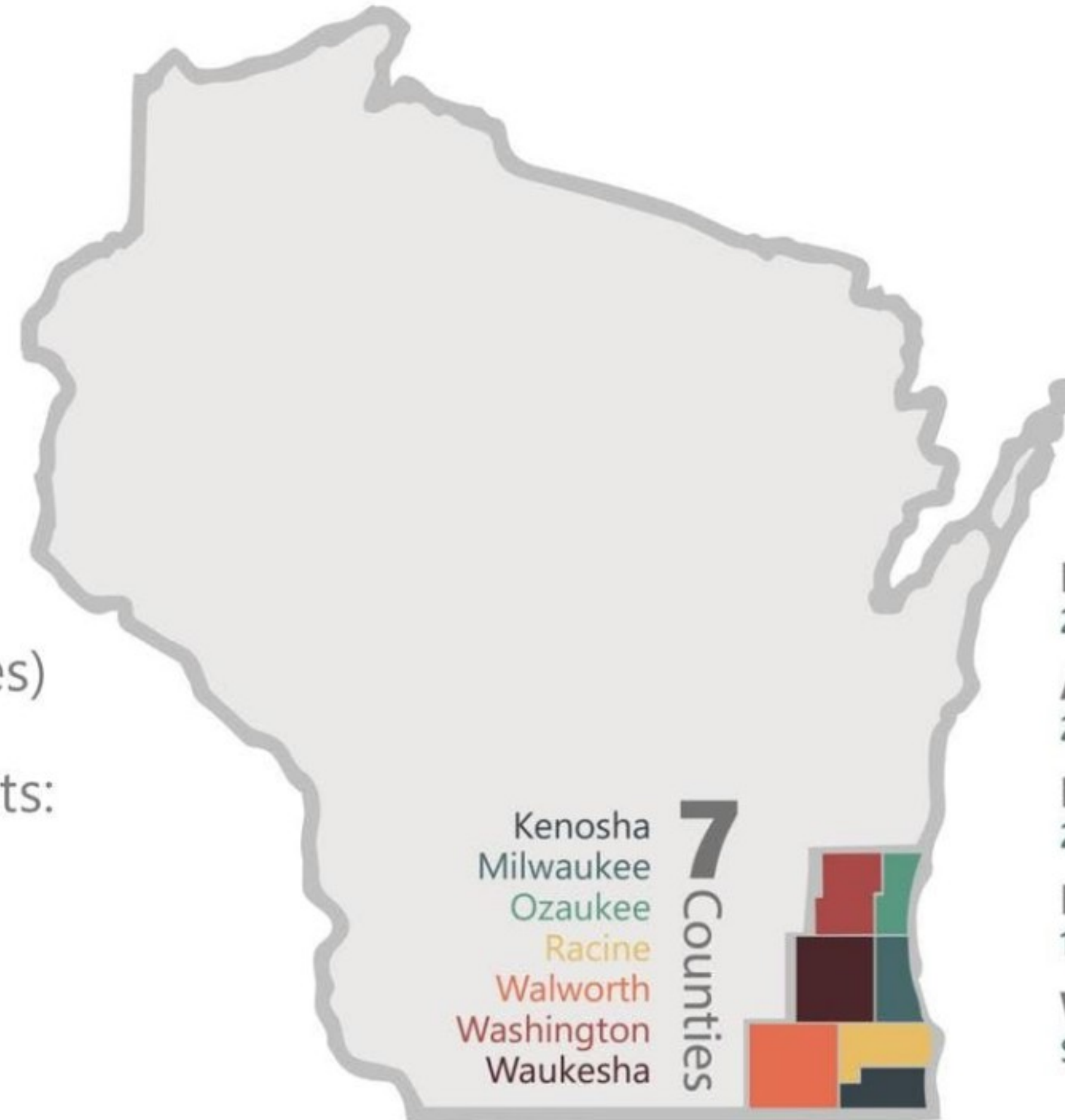
➤ **1.30** Million Jobs

➤ 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?

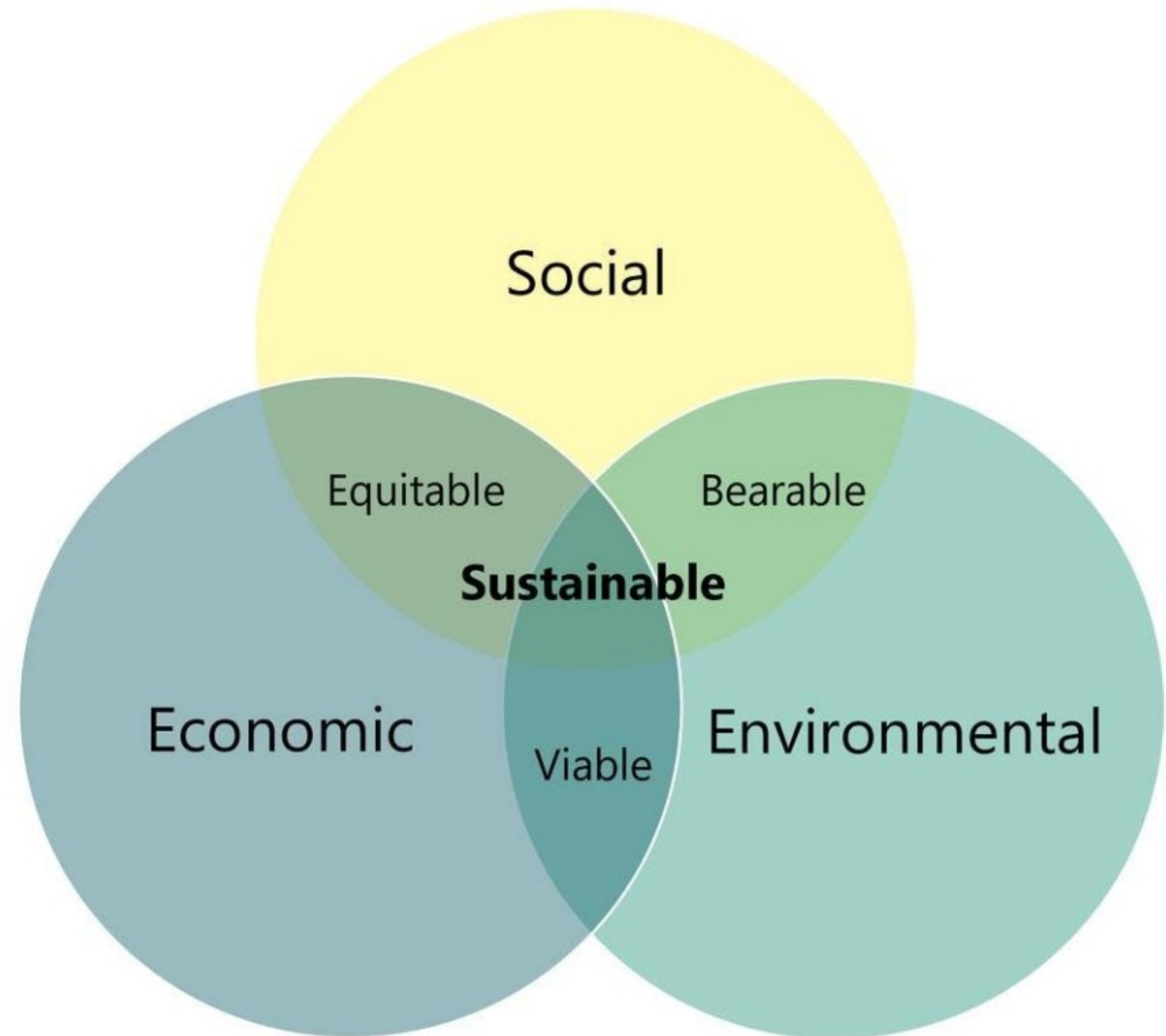
The **food system** is every step your food takes from farm to fork:

- 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.

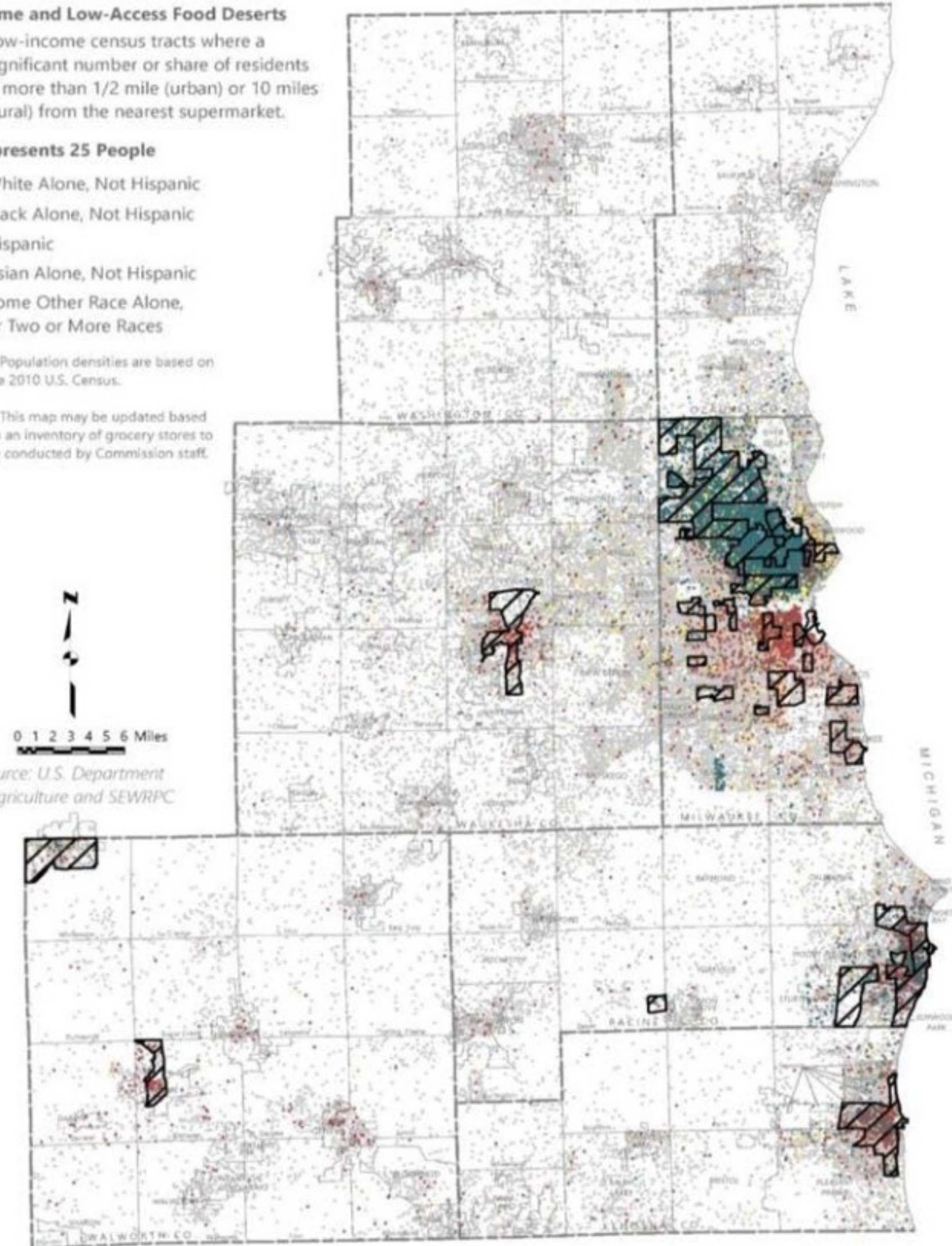
**1 Dot Represents 25 People**

- 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.



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





*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

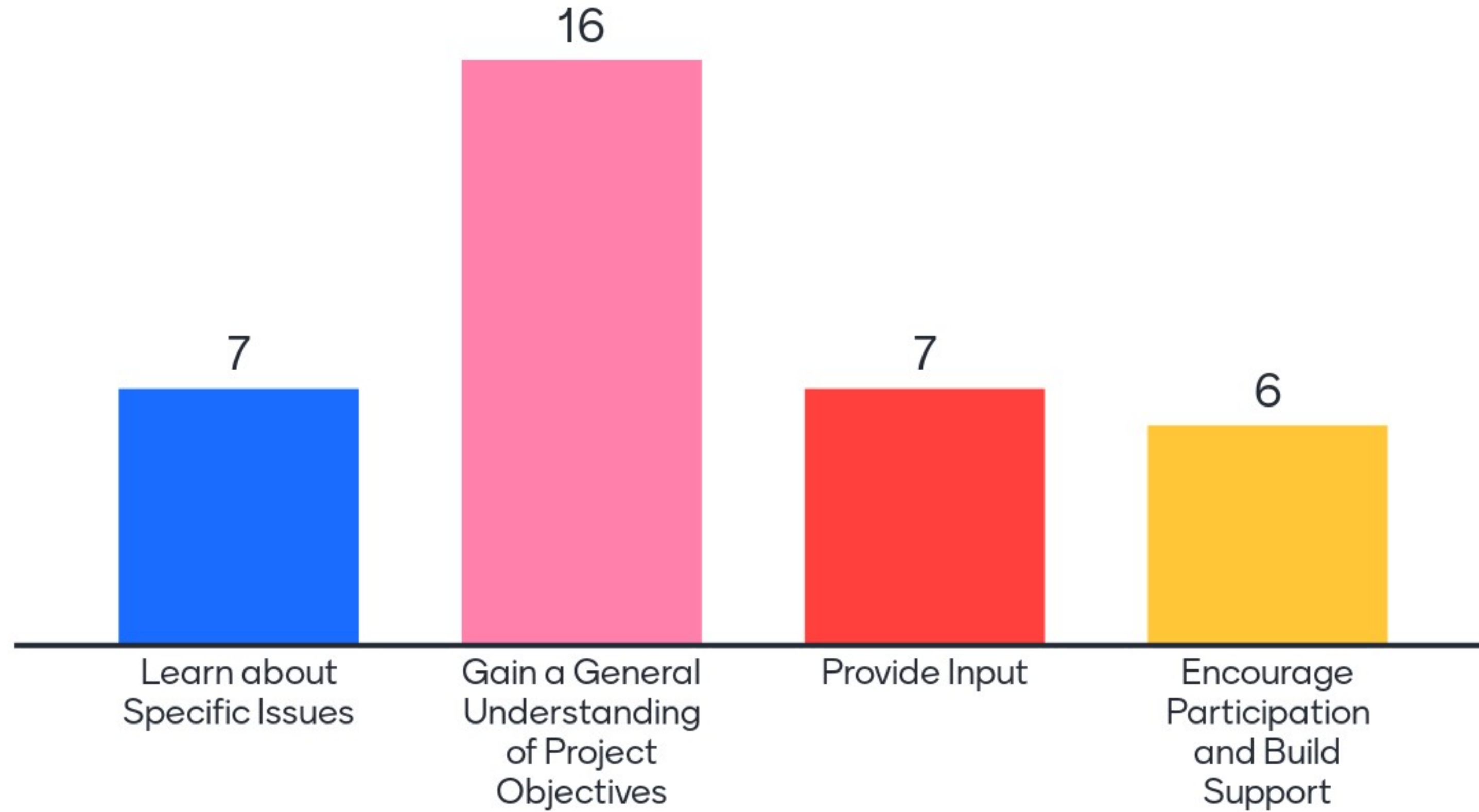
Please select your general purpose(s) for joining the meeting:

(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

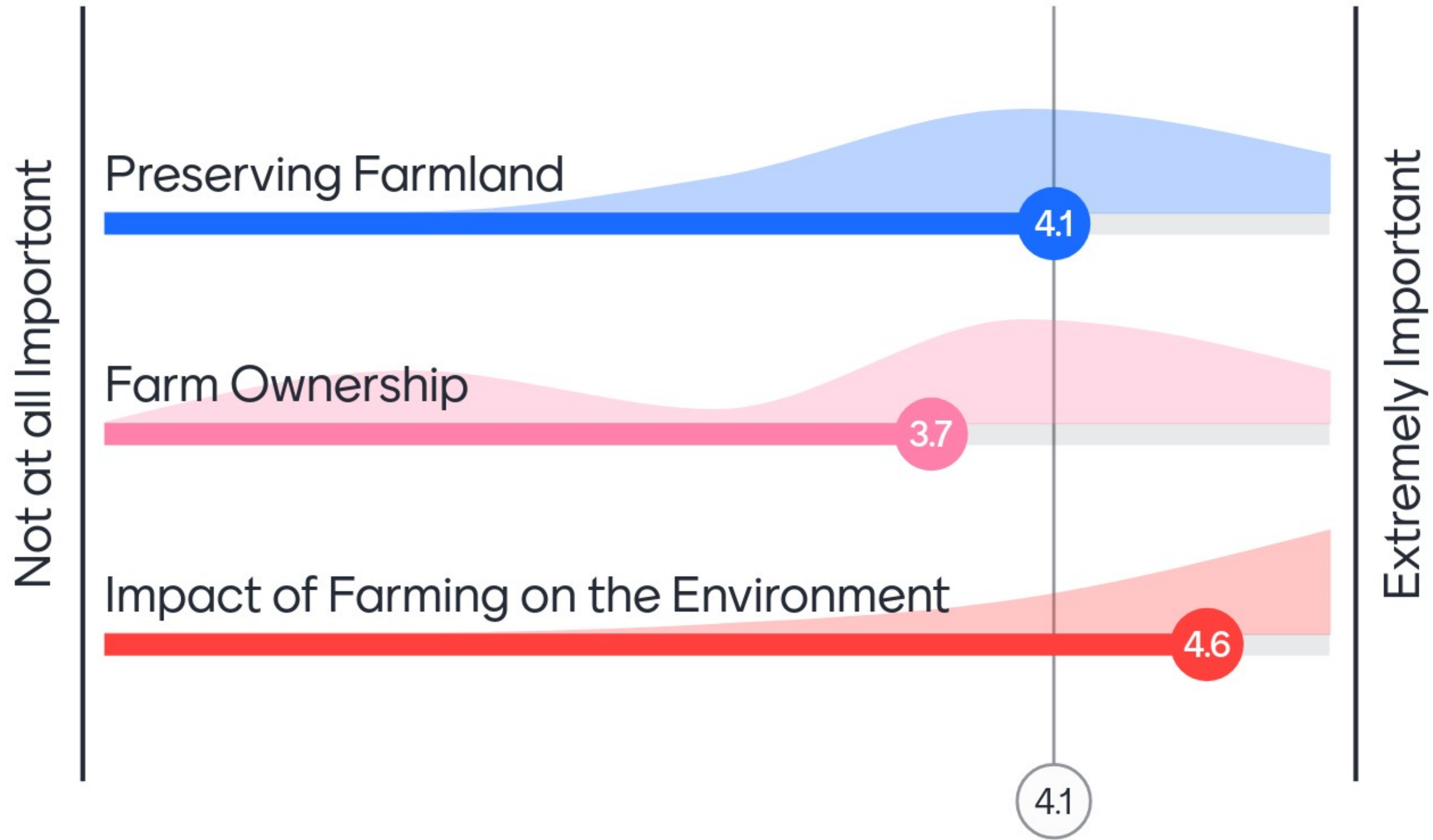


Submit

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

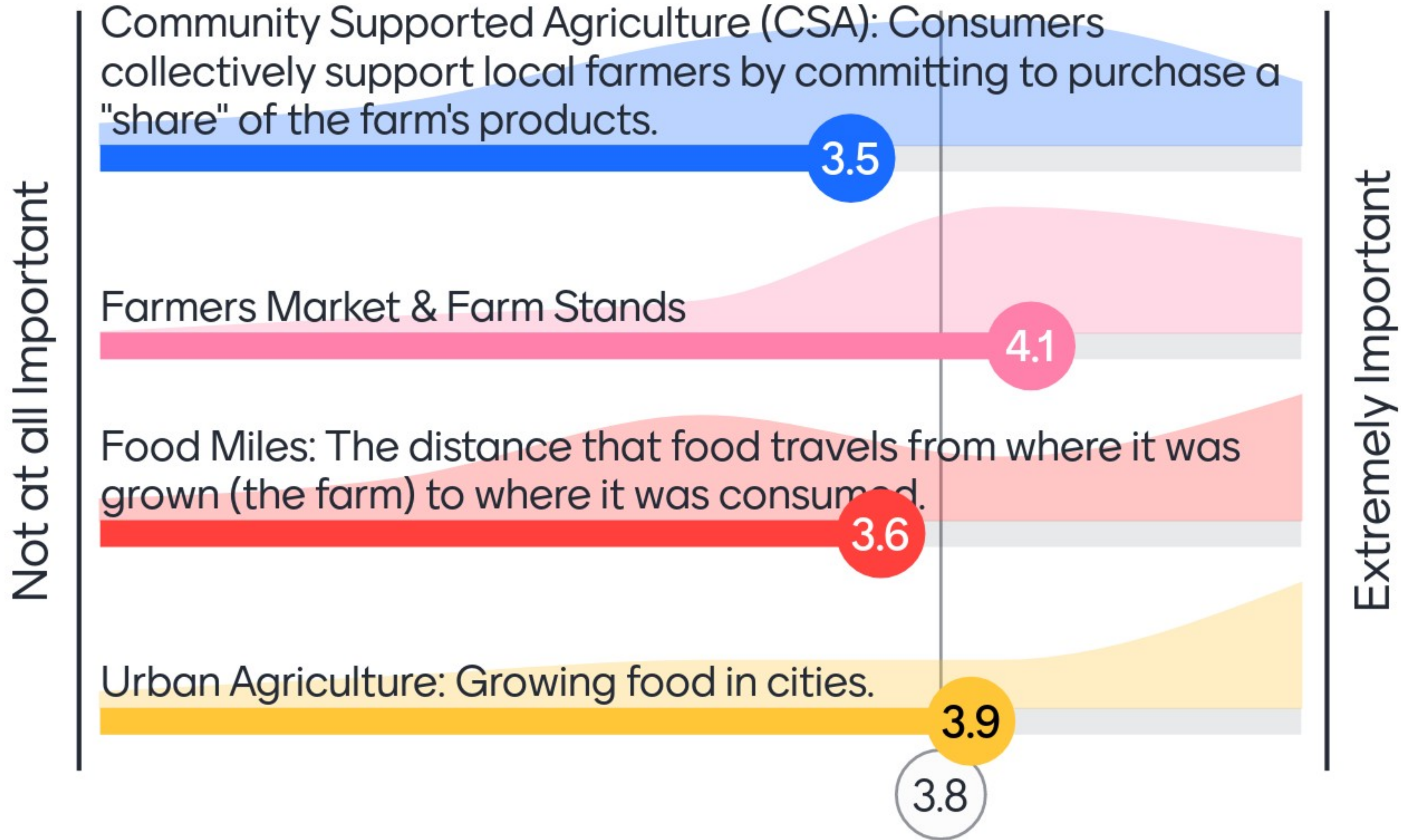


# Farming

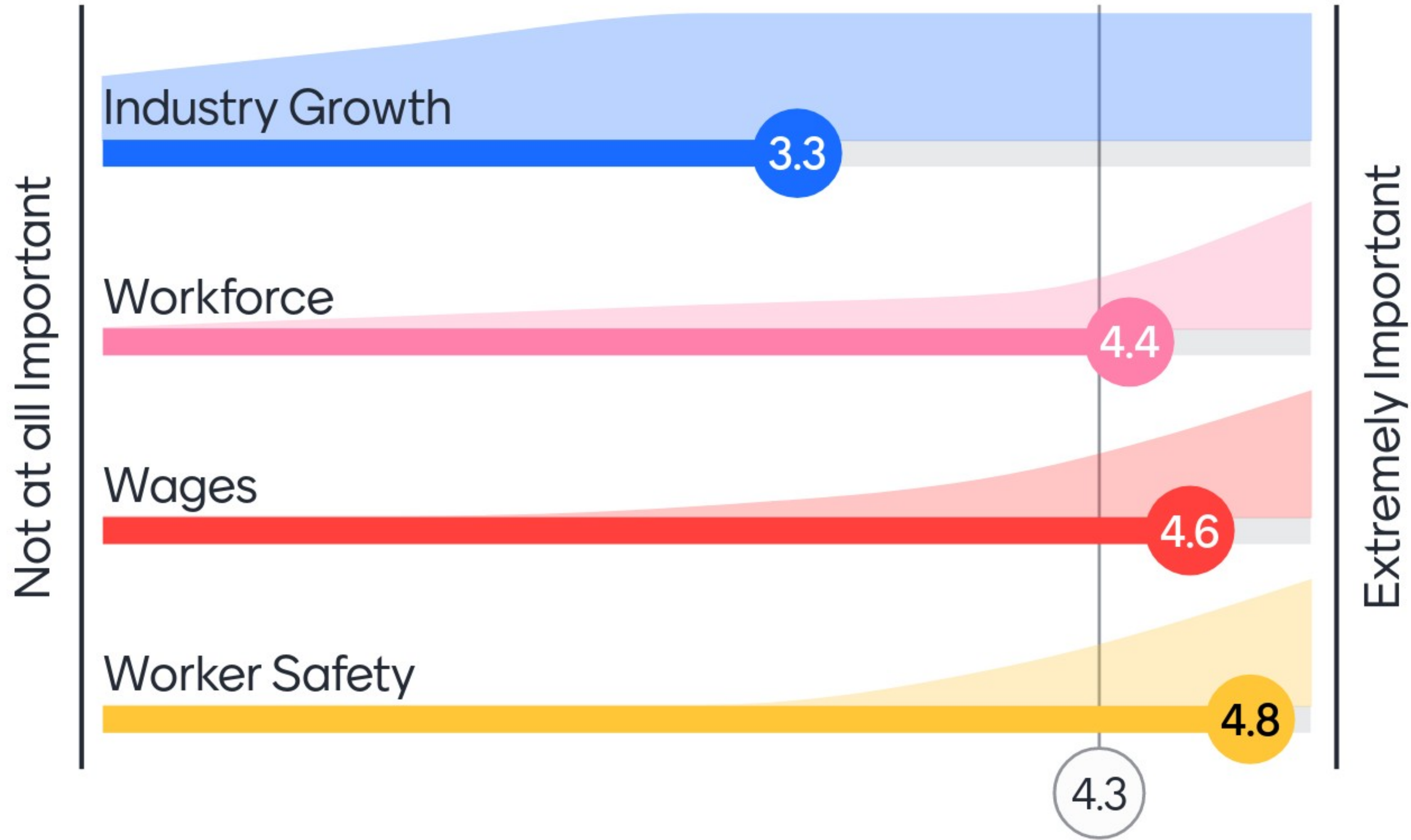




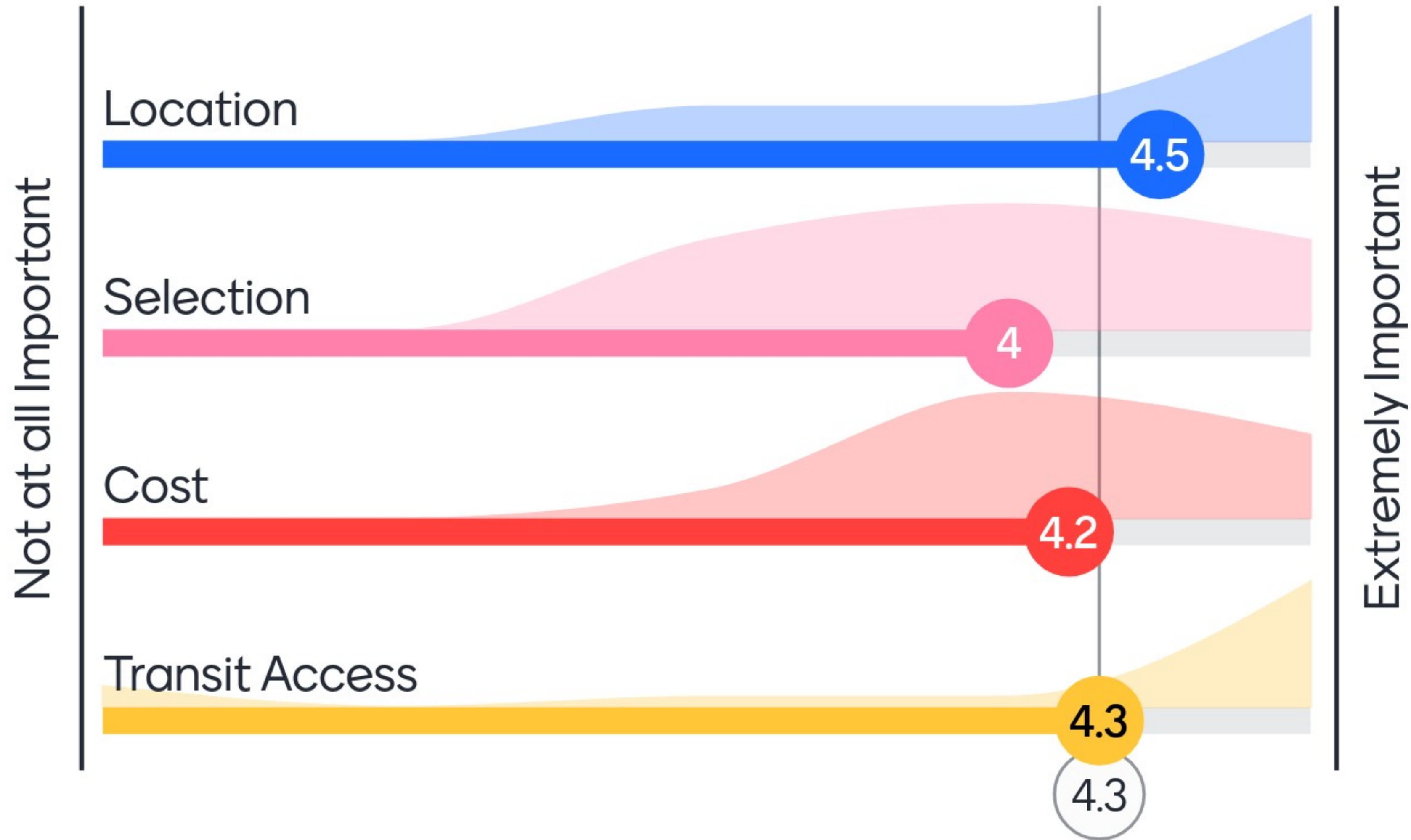
# Local Food



# Food & Beverage Manufacturing (FaB)



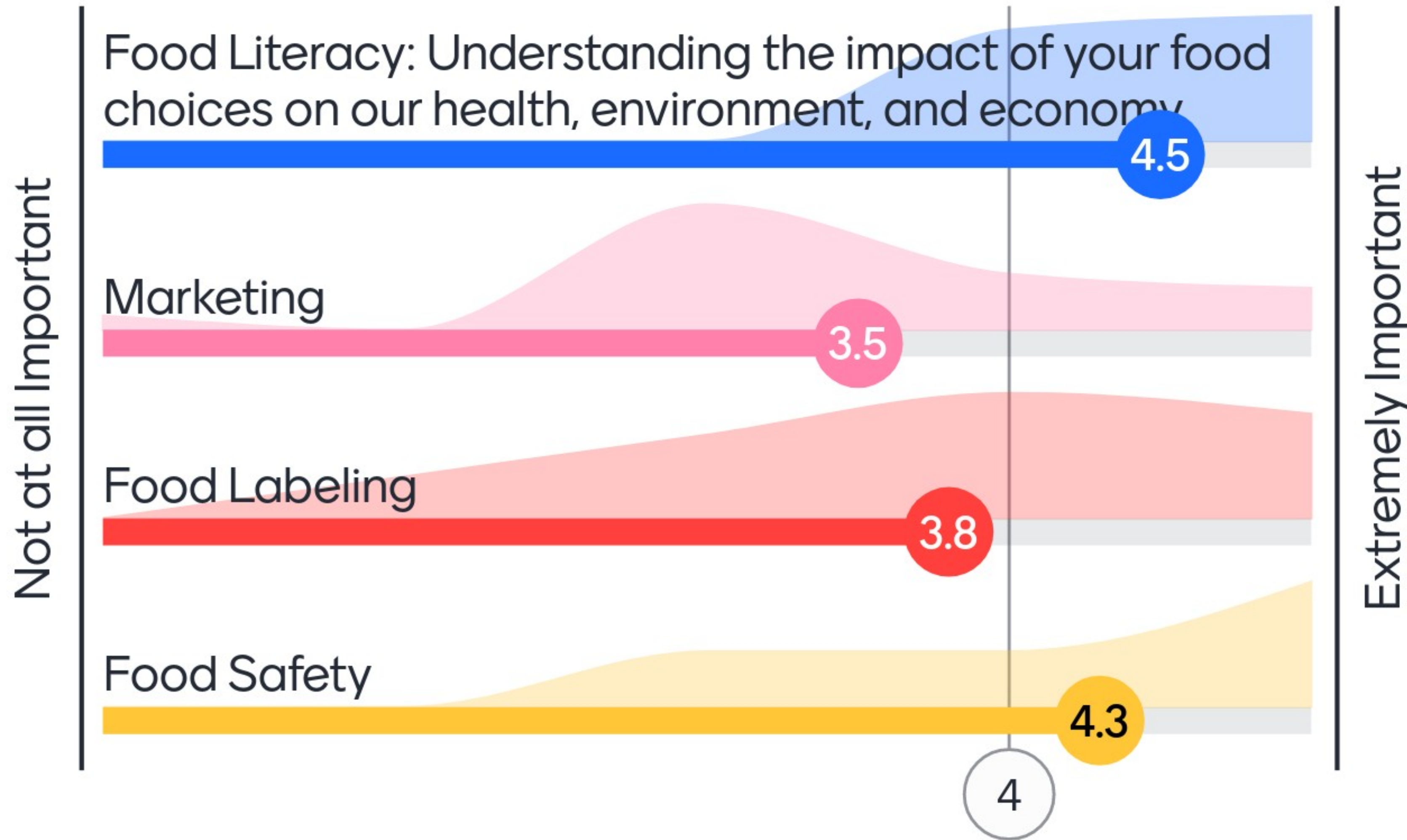
# Grocery Stores & Restaurants



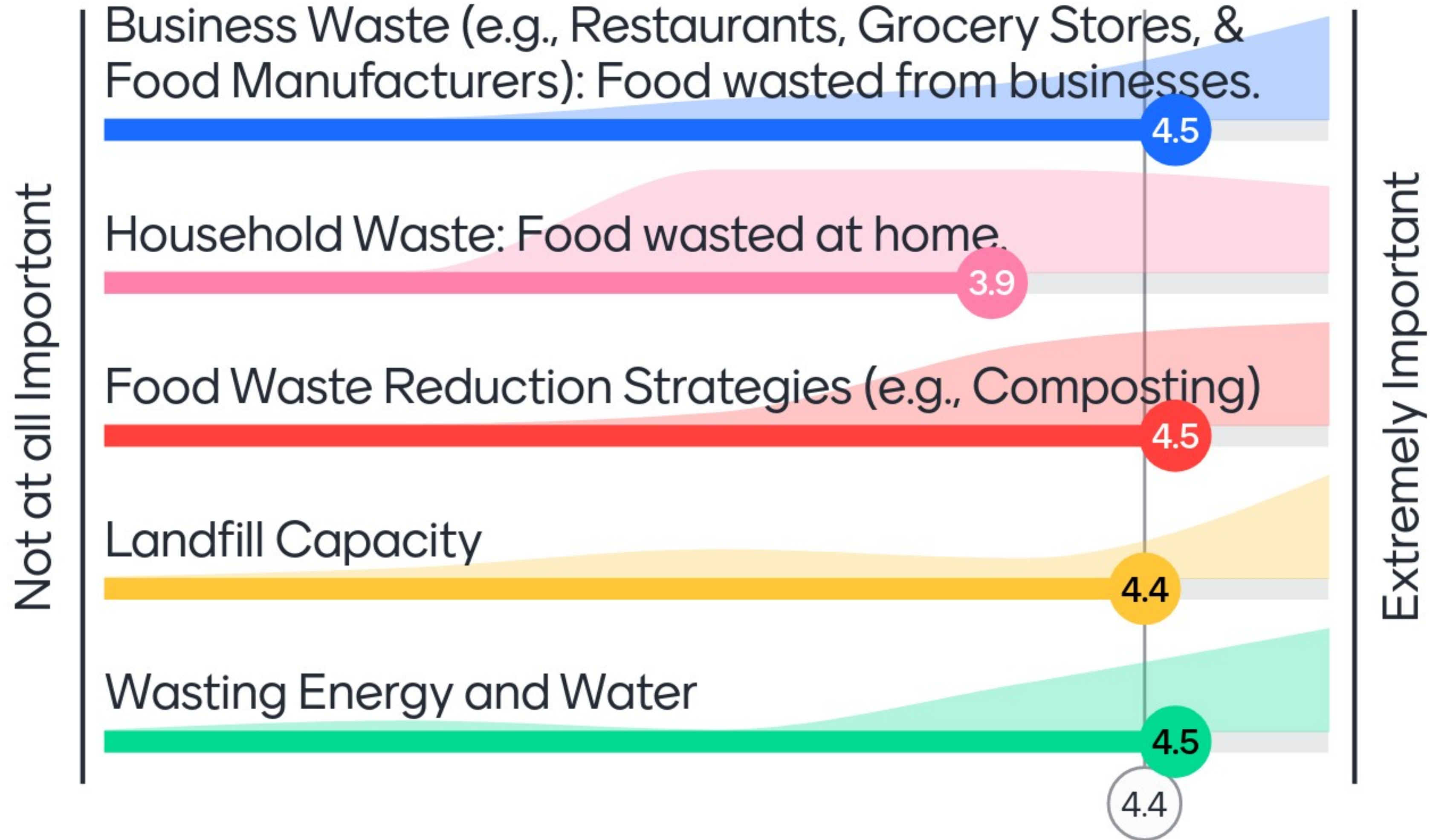
# Assistance for Those in Need



# 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?

Protecting smaller farms from large industries that buy out local farmers.

Community involvement in improving healthy food in a food desert

Entrepreneurship through food and beverage

The impact of these activities on the climate.

I previously ranked urban agriculture as moderately important, but I don't remember gardening/home produce being discussed. I think it's important to educate people how to grow their own food. Also, zoning issues impacting chicken, etc.

This survey was a little tricky because the topics were not relative to each other, but relative to the questions within each category. I'd just flag that in terms of process as you identify priorities. One of the things that seems of paramount

The role faith communities can play in supporting these initiatives

Zoning laws need to be examined because it impacts selling family farms. Please study the impact of agri-businesses and how they gobble up small family farms.

The health, safety, and migratory patterns of the migrant workforce that comes to SE WI each year for growing/ canning/ milking/ etc.



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

Urban gardening in a food desert

How food pantries perpetuate food inequities and poor nutrition (need for systemic change).

I am also wondering about how we can ensure regional and cross-regional coordination.

It would be great to have an even greater emphasis on the positive impact of healthy food on the immune system

How can you target the criticality of organic (to preserve environment, and provide safety for humans and protect ecosystems ?

Are there youth/summer programs involving farming, groves, etc.? That may be a fun program to connect youth.

I think that all of the "components" you listed throughout the survey are important to consider as a plan is created. I also think it is critical to involve as many people - stakeholders - in this process as possible.

...of paramount importance, which I just was learning about at a webinar called "Examining Whiteness in the Food System," is the need to look at radical transformative solutions. Rather than framing around food access, framing around food sovereignty

Changing social norms around food and health to reduce the consumption of junk foods.

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

How to influence sustainable farming by all

The role of urban gardens in reducing land use.

Wondering about how to enhance co-benefits by partnering with other efforts that share end goals, like around housing (eg agricultural land trusts of various models). Also wondering about the importance of LOCAL development in terms of biz developmen

Regenerative farming, soil improvement

Teaching how to use healthy foods in lower income areas

Glad you also attended that webinar, Miranda! That seems like it could be a helpful framing guide for action.

# ●●●●● 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



# Please list 3 of the most important food related assets (strengths) in the Region...



# Please list 3 of the most important food related concerns (weaknesses) in the Region...



# ●●●●● 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

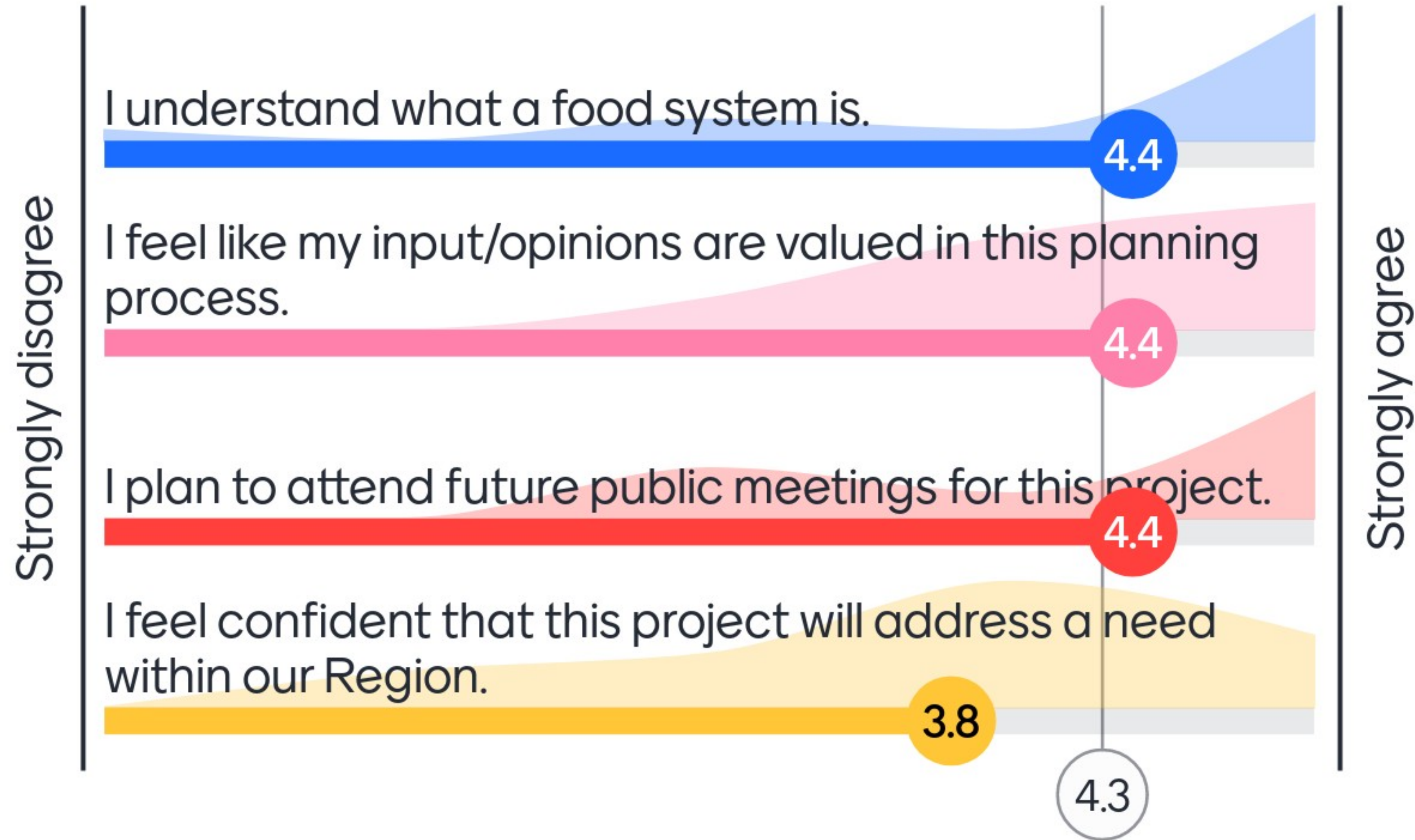
Statement 3 Skip

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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