

2016 ANNUAL REPORT



Dear Friends,

2016 - what a year this was for REAP! Like any strong organization, REAP's future rests squarely on the successes of the past and serious reflections on our purpose. After a year of evaluation and reflection by staff and board, we started 2016 with a refreshed strategic vision for our role in strengthening the food system in Southern Wisconsin.



The numbers you see in this report give you a full picture of our progress. I trust that, like me, you are impressed by the story these tell. We continue to bring locally grown vegetables and fruit to kids in Madison's schools, build strong business connections for our farmers, and create opportunities for growers, producers and eaters to come together to celebrate the bounty of Southern Wisconsin.

I am proud of our work in 2016. Through a Buy Local, Buy Wisconsin grant we connected farmers and chefs in new ways. Staff secured a major USDA grant to create a statewide, mobile-friendly Farm Fresh Atlas. Imagine how easy good eating will be as you travel around Wisconsin! We partnered with the City of Madison, Madison Metropolitan School District and Madison Parks to bring healthy, locally sourced lunches where kids gather and play in the summer months. As a mom and a food activist, I know how important and challenging it is to get meals to kids in the summer months.

Finally, REAP's founding Executive Director, Miriam Grunes, stepped down. I am humbled by Miriam's accomplishments over her 13 year tenure, growing this organization from a group of dedicated volunteers to the organization you see reflected in these pages. While we will miss her steady leadership, we are excited to welcome fresh eyes and skills to lead REAP into its next 20 years. Helen Sarakinos will bring a longstanding commitment to community organizing and advocacy to REAP's work.

Building a healthful, just, and sustainable local food system is an antidote to the harms of climate change, food insecurity and health inequities. Thank you for being part of the solution!

Warmly,

A handwritten signature in black ink that reads "Jill Jacklitz". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jill Jacklitz, Board Chair



Photo by: Stacy Harbaugh

REAP STAFF

Helen Sarakinos, *Executive Director*

Sarah Larson, *Farm to Business Director*

Anna Strand, *Development Director*

Natasha Smith, *Farm to School Director*

Hannah Wentz, *Communications Director*

Emily Latham, *Farm to School Coordinator*

REAP BOARD OF DIRECTORS

Jill Jacklitz, *Chair*

Drew Howick, *Vice-Chair*

Nan Peterson, *Secretary*

Steve Stumbras, *Treasurer*

Kelly Douglas

Tracy Kuczenski

Anna Landmark

Tracey Solverson

Melissa Stiles

Susan Troller Cosgrove

WHAT WE DO

REAP Food Group connects farmers & producers, schools & students, restaurants, healthcare centers, consumers, and the community-at-large to support Southern Wisconsin's local food system. REAP's programs include Farm to School, which educates students about sustainability and agriculture, Farm to Business, which connects local farms and producers to institutional purchasers, and the Southern Wisconsin Farm Fresh Atlas, a guide to connect consumers to local food. REAP increases access to local food for everyone in the community while building a food system that is environmentally and economically sustainable.

40,000

pounds of local
food served during
summer and fall
lunches

28,725

pounds of local
produce served
as snack to kids

830 kids

in Farm to
School lessons



3,598
event attendees

306
volunteers



12 VIDEOS CREATED TO TEACH KIDS
FOOD'S PATH FROM FARM TO PLATE

32 GARDEN BARS ARE IN MADISON SCHOOLS

9 CHEFS TAUGHT CHEF IN THE CLASSROOM LESSONS

Transforming the School Environment

REAP received a City of Madison SEED Grant to transform Lindbergh Elementary School's cafeteria into an environment that supports healthy eating. The highlight of the makeover was a student-inspired mural painted by Alicia Rheal and Emida Roller from Dane Arts Mural Arts. The cafeteria makeover included a new garden bar with a garden-bar only option for kids bringing lunch from home, *Smarter Lunchroom* tactics to bring the Farm to School message into the cafeteria, and a kickoff event for the community. Lindbergh is an example of how inexpensive changes to the cafeteria can encourage healthy eating.

Increasing Sales for Local Farmers

In 2016, REAP and Madison Metropolitan School District Food and Nutrition Services set up a system to get produce from local farms into school lunches. MMSD collects information from farmers, including pricing, products and quantities available, food safety information, farm philosophy, and references and identifies farm partners for the year. Farm partners are then able to plan far in advance for MMSD's needs. In Fall 2016, apples, sweet potatoes, carrots, cherry tomatoes, squash/zucchini, broccoli, cauliflower, cucumbers and kohlrabi from farms within 150 miles of schools were served in MMSD lunches.



"It's hard for me to cook for my kids in the summer, there's always so much to do. Thank you so much for this program. I think it's great and really helped me this summer."

*-Mom,
Elver Park site*

Local, Fresh Food All Year Round REAP began a partnership with MMS Dane County to expand the Summer Food Service Program (SFSP) in Madison under 18 when school is not in session, but it is underutilized in Madison. In programming throughout the summer. Nearly ninety percent of families surveyed at the program site. REAP received a two-year \$50,000 Wisconsin Partnership Program grant in 2017 and 2018.



SD, City of Madison, Madison Parks Division, and Public Health Madison and
lison. The SFSP is a USDA program that provides free meals to all children
Summer 2016, REAP opened a site at Elver Park, providing Farm to School
veyed at Elver Park said it was their first experience eating at a Summer Food
ogram grant to continue expansion, evaluation, and outreach efforts in 2017

51 RESTAURANT **6** INSTITUTION
2 RETAILER **1** ORGANIZATION PARTNERS

\$4 MILLION IN LOCAL FOOD PURCHASES

CREATED **14** LONG-TERM FARMER-RESTAURANT
RELATIONSHIPS

More Local Options Every Day, Every Meal

REAP is increasing farm and producer sales through Farm to Business solutions. A grant led to the development of a wholesale database of over 50 wholesale producer profiles. Producer profiles enable farmers to connect to local buyers, like an online dating service for farmers and chefs. REAP provided producer updates about crop availability to Buy Fresh Buy Local (BFBL) partners.

In 2016, we provided consulting services to 50 buyers and 20 producers. REAP continues to provide high-level technical support to ensure more local food is placed on more plates in our community.



“

I really appreciated that you sent out our farm's available produce to so many (businesses). It definitely had an excellent outcome for us! We sold out of potatoes and carrots, and also sold some beauty hearts and kohlrabi.

”

*-Becky Breda & Tim Zander,
Emerald Meadows Family
Farm/Two Good Farms CSA*

CONNECT SOCIALLY, EAT LOCALLY

Emmi Roth USA
Madison Children's Museum
Roman Candle

FAMILY FOOD FEST

Edible Madison
Emmi Roth USA
Isthmus
M3 Insurance
Madison Gas & Electric Foundation
Madison Magazine
Madison Water Utility
Monty's Blue Plate Diner
Organic Valley
TASC
UW Credit Union
UW Health & Unity Health Insurance
Whole Foods Market
Williamson Street Grocery Co-op

BURGERS & BREW

AmeriGas
Bloom Bake Shop
Bob's Copy Shop
Capital Brewery

Emmi Roth USA
Isthmus
Johnson Block and Company
Kickapoo Coffee Roasters
Madison Magazine
Metcalfe's Market
National Guardian Life Insurance Company
Sassy Cow Creamery
Spencer Real Estate Group
Summit Credit Union
T. Wall Enterprises
Whole Foods Market
Wisco Pop!
Wisconsin Cheese
Wisconsin Grass-fed Beef Cooperative

PIE PALOOZA

Emmi Roth USA
Just Coffee Co-op
Kessenich's
Lauer Realty Group
Mini of Madison
Sassy Cow Creamery
Wegner CPAs

HARVEST GALA

Bruzzi Wines
Death's Door Spirits
Emmi Roth USA
Food Fight
Information Technology Professionals
National Guardian Life Insurance Company
RP's Pasta
Tri-North Builders
UnityPoint Health - Meriter
UW Health & Unity Health Insurance and American Family Children's Hospital

SOUTHERN WISCONSIN FARM FRESH ATLAS

Heartland Credit Union

WHERE THE LOCAVORES GO COUPON BOOK

Heartland Credit Union

“ It is an absolute privilege to collaborate with an organization that provides such an immense value to our local community. Roth’s partnership with REAP is a reflection of our corresponding ideologies to support local family farms, businesses and sustainable practices, and we look forward to continuing these efforts.”

-Emily King, Roth Cheese

1ST FARM TO SCHOOL NIGHT OUT

Twenty-one restaurants across greater Madison donated 10% of proceeds to the Farm to School program in the Madison Metropolitan School District.



2,000 BURGERS & BREW ATTENDEES

16 BAKERIES + RESTAURANTS IN PIE PALOOZA

Grants

American Family Insurance
 Dreams Foundation
 Blooming Prairie Foundation
 Brooks Point Foundation
 Caritas Foundation
 City of Madison
 David S. Bourne Foundation
 Evjue Foundation
 North Central Region SARE
 United States Department
 of Agriculture
 Wisconsin Comprehensive
 Cancer Control Program
 Wisconsin Department
 of Agriculture, Trade, and
 Consumer Protection
 Wisconsin Partnership
 Program
 Youth Service America

\$5,000 and above

Anonymous
 Anonymous
 Community Shares of
 Wisconsin
 Emmi Roth USA
 Heartland Credit Union
 Organic Valley
 UnityPoint Health-
 Meriter

\$2,500 to \$4,999

Bruzzi Wines
 Death's Door Spirits
 First Business
 Johnson Block and Co.
 Magnet
 National Guardian Life
 Insurance
 RP's Pasta
 SSM Health

Tri-North Builders
 Susan Troller Cosgrove &
 Howard Cosgrove
 Whole Foods Market
 Williamson Street
 Grocery Co-op
 Wisconsin Cheese

\$1,000 to \$2,499

Terese Allen & Jim Block
 American Family
 Children's Hospital
 Heidi Eimermann
 Food Fight
 Kirsten Friedman
 Information Technology
 Professionals
 Insperity
 Melissa & Phil Lindemann
 M3 Insurance
 The Madison Gas and
 Electric Foundation
 Monty's Blue Plate Diner
 Summit Credit Union
 Vivek & Robin
 Swaminathan
 Robert & Dorothy Troller
 Fund
 UW Credit Union
 UW Health & Unity
 Health Insurance

\$500 to \$999

Mark Allen & Judy Fisher
 American Family
 Insurance
 Anonymous
 Tim & Janice Bartholow
 The Coopers Tavern
 Cummings Christensen
 Family Foundation
 Phyllis Davis

Elizabeth Frautschi
 Karen Grimmer
 Miriam Grunes & Daniel
 Einstein
 Pam & Craig Heilman
 Karben4 Brewing
 Lauer Realty Group
 MINI of Madison
 Vikash Patel
 Restoration Cider Works
 Spencer Real Estate
 Group
 Anna Strand & Nathan
 DauSchmidt
 T. Wall Enterprises
 TASC
 Kathy Trudell & Lorne
 Hillier
 Wisconsin Grass-fed
 Beef Cooperative
 Mike Wittenwyler

\$250 to \$499

Kristine & Paul Ashe
 Christie Balch
 Banzo
 Sean & Amy Bina
 Steve & Linda Brick
 Lisa Bright
 Marilyn Chohaney &
 David Lonsdorf
 Colectivo Coffee
 Hannah Copp
 Mimi Dane
 Deja Food Group
 Dotty Dumpling's Dowry
 Kelly Douglas
 Elizabeth Eberle
 Ronelle Escher
 Field Table
 Deanne Funkhouser

\$250 to \$499 cont.

Deanne Funkhouser
 Group Health
 Cooperative of South
 Central Wisconsin
 Nicholas Guries
 Harvest Restaurant
 Karen & Donald Hester
 Ian's Pizza
 Brill Ingram & Gates
 Agnew
 Isthmus Partners
 Jill Jacklitz & Barbara
 Chusid
 Henry & Terri Jasen
 Millard & Mary Johnson
 Michelle & Craig Jolly
 Andrew & Erinn Jones
 James Knight, Jr. & Renee
 Miller
 Jane Kohlwey
 Joe Krupp & Diana Grove
 Tracy Kuczenski
 Lara & Josh Ligocki
 Marge & Greg Larson
 Erin Luken & Jason Beren
 Morgan Machina
 Robin Marohn
 Brenda & Cary McNatt
 Paula O'Leary
 Old Fashioned
 Osteria Papavero
 Nan Peterson & Jim
 Stangel
 Susan & Hans Pigorsch
 Jeffrey Poltawsky
 Brad Pottinger & Bethany
 Jorenby
 Tom & Judy Priske
 Michael Quieto
 Salvatore's Tomato Pies

Chris & Brad Schmidt
 Sarina Schrager & Ken
 Loving
 Stacy Schultz & Steve
 Olson
 Sh*tty Barn
 R. Martin Smith
 Steve & Julie Stumbras
 Lara Sutherlin & Grant
 Sovern
 Wegner CPAs
 Rosemary Zurlo-Cuva &
 Frank Cuva

\$100 to \$249

Betsy Abramson & David
 Seligman
 Alliant Energy Foundation
 American Endowment
 Foundation
 Jim & Ann Allen
 Pamela Alsum
 Todd Ambs & Beth
 Wentzel
 Jerry & Ruth Apps
 Salli Ball
 Sandy Bell & Brian Duffy
 Kelly Bender
 Harold Bergan & Susan
 Hundt-Bergan
 Paul Bethke & Natsuyo
 Aoyama
 Bleu Mont Dairy
 Jim Block
 Alesia Bock
 Sam Breidenbach &
 Jeannine Ramsey
 Liz Brierley
 Emily & Colin Bugg
 Julie Butler
 Elizabeth Campbell
 Robin Carre & Beth

Potter
 Michael Clark
 Heather Clefisch & Nate
 Zolik
 Pam Clinkenbeard
 Cluck: The Chicken Store
 Stephanie & Nic Conwell
 Mary Czyszczak-Lyne
 Julie D'Angelo
 Nancy & Peter Daly
 Nancy Deaton & Hiam
 Garner
 Nancy Darian
 Jennifer Devine
 Daryl Devorkin
 Sarah Dekraay & Charlie
 Higley
 Mary Dibble
 Sally Dischler
 Lorie Docken
 Tracy Drexler
 Driftless Organics
 Charlene Drumm & Loren
 Denlinger
 Thomas & Joan Dunn
 Marc Eisen & Connie
 Kinsella
 Sarah Elliott
 David Falk & JoAnne
 Robbins
 Mike & Jen Farley
 First Weber Foundation,
 Inc.
 Anya Firszt
 David & Barbara Flesch
 James Friedman &
 Jessica Carrier
 Belle & Clayton Frink
 Lynn Gardner
 Gentle Breeze Honey
 Daniel Glover

\$100 to \$249 cont.

Sue Goldwomon
 Lori Grzenia
 Darcy Haber & David Fawcett
 Tim Hacker & Carol Chen
 Colette Harbort
 Jessica Harrison
 Zachary Henkel
 Steven & Vicki Hill
 Loretta Himmelsbach
 Drew Howick & Jan Lottig
 James Hudson & Diane Martin
 Jennifer Hughley
 Neal & Paige Janquart
 Graham & Erin Jonaitis
 Lee & Rosemary Jones
 Karisa Johnson
 Niranjana Kale
 David Kiefer
 Scott & Mary Kolar
 Kollath & Associates
 Heidi Konkell
 Michael & Linda Kosovec
 Raymond & Carol Krizmanic
 Margaret Krome & Steve Ventura
 Michael & Maggie Lamson
 Anna Landmark & Steve Elliott
 Gina Landucci
 Lapaceks Orchard
 Matt Larson
 Katherine & Andrew Leaf
 Suzanne Lee & Tom Bozzo
 Peter Leidy & Betsy Bazur-Leidy

Kristin & Russell Lemmon
 Sharon Lezberg & Brian Yandell
 Marsha Lindsay & Rick Stone
 Kathy & Mike Lipp
 Allan & Susan Luskin
 Marr Family Farm
 McCluskey Brothers
 Denise & Dennis McCulley
 Joan McGrath
 Josh & Amy Meinen
 Dan Melanz & Hannah Wentz
 Mermaid Café
 Jennifer Mook
 Marianne Morton
 Sarah Murray
 Linda & Doug Nelson
 Nessalla Kombucha
 Michelle Oglivie
 Peter Ostlund
 Potter's Fine Foods
 Kathryn Prehn
 Carol Philipps & Rod Rynes
 Erik & Catherine Ranheim
 Christine & Richard Reeb
 Don & Carol Reeder
 Michelle Reinen & Doug Brown
 Matthew & Jean Rothschild
 Mary & Kendall Rouse
 Shelley Safer & Neil Komesar
 Julie & Jim Sampson
 Leah & Bill Sandholm
 Stacy Sandler
 Christine Schelshorn &

James Danky
 Joy & Jeff Schleusner
 Ann Shea
 Judy Siegfried
 Terry Sivesind
 Peter & Erin Soman
 Hannah Spaul & Mike Engel
 Michael Steele
 Jonathan Strong
 LeeAnn Sumner Ziegler & Benjamin Ziegler
 Matthew & Susan Smith
 Ten Eyck Orchards
 Gof & Mary Thomson
 Cindy Torstveit
 UW Health: The American Center
 Gail Van Haren
 Matthew & Andrea Van Nest
 Cindy Van Pelt
 Don Waller & Caitilyn Allen
 Sharon & Jediah White
 Jeanne & Mark Whitish
 Laura Whitmore
 Travis Wilkinson
 Roger & Kristi Williams
 Jim & Nancy Youngerman
 Shawynn Zaremba
 Lydia Zepeda & Steve Bartholow
 Joan & Steven Ziegler

\$45 to \$99

Jerry Adkins
 Julius & Hilde Adler
 Jim Adney & Melissa Kueper
 Beverly Allen

\$45 to \$99 cont.

Anne Altshuler & David Sulman

Amazon Smile Foundation

Brian Andersen

Alice Anderson

Mark Angevine

Tracy Ashfield & Tom Burton

Jean Ashmore & Tom Block

RJ Auner & Lois Bergerson

Michael Bernius

Charlie Bernstein

Theresa Berrie

Deirdre Birmingham & John Biondi

Lori Blahnik

Phillip & Carrie Bower

Stephanie Brassler

Joan Braune

Kurt & Ginger Buehner

Kathryn & Dennis Burke

Peter & Marsha Cannon

Jeanne Carpenter

Jo Carter

Cates Family Farm

Shirley Cherkasky

Brett Christensen

Jeffrey Clark

Shelby & Tim Connell

Erin Courtenay

Trisha Crinkley & Rich Hayes

Bill Cronon

Mike Davis

Melanie Dawe

Linda Dawson

Fran Degraff

Martine Delannay

Ross & Penny DePaola

Lynn Diener

Althea & Bryan Dotzour

Sheryl Dwinell

Ela Orchard

Cheri Farha

Patricia & Randy Farney

Flyte Family Farm

Gail & Douglas Fox

Dan & Erin Freiberg

Jim & Barb Funk

Steve Gaffield & Heather Curnutt

Julie Garret

Sharon Gaskill

James Genske

Kyle George

Genevieve Gibbs-Benesh

Susan Glad-Anderson & Dennis Anderson

David Glowacki

Alison & Leonard Gomez

Joy Stieglitz Gottschalk & Rob Gottschalk

Julie Graf

Peggy Haack

Carolyn Haack

Suzanne Harmelink

Cate & John Harrington

Terence Hart

Jackie & Paul Hass

Brian & Peggy Hayman

Mary Jeanne Hecht

Neil Heinen & Nancy Christy

Bobette Heller

Ian & Wendy Henderson

Jane Henning

Kay Hong

Jeremy Hurraw

Jane & Greg Hyer

Cathie & John Imes

Colleen Johnson

Larry & Pamela Johnson

Casey Jones

Mary Karau

Alyssa Kenney

Aleta Kieler

April Kigeya

Cassie Kight

Eric Kindschi

M.B. King

Sandra & Harold Klabunde

Daniel Kleinman & Susan Bernstein

Lora Klenke

Sharon Kopenski

Kevin Korth

Andrew Kotila & Heather Foreman

Julie Kreunen

Krusen Grass Farm

Thomas Kuhaupt

Gina LaMense

Anna Lamp

Brian Lancor

Julie & Jerry Landmark

Andy Larson & Laura Bauer

Sarah Larson

Ann Lattin

Layla's Persian Food

Paul Leuthe

Leon Lindberg

Julie Luke

Gary & Sarah Lukes

Kevin Mahaney

Donna & Joseph Marsik

Julie & Jason Mascitti

Darcy McCann

Tom & Miri McDonald



“I choose to support REAP because of the important work they do improving access to both healthy and locally sourced food for ALL area children both during the school year and summer!”

-Dr. Pam Heilman, GHC

\$45 to \$99 cont.

Emily Meier

Ruth Meier

Curt Meine

Joseph Mercurio

Meyer & Tony Fernandez

Miller & Jo Oyama-Miller

Myrland

Myrland & Kelli Murphy

Maxine & Shawn Nehmer

Sarah Nelson

Margaret Nelson

Rebecca and Paul Nitsche

Margaret Noffke

Ann Parkes

Ronald Parsley

Sherrie & Paul Sondel

Michaela Petersen

Sandy & Dick Pfahler

Beth Porter

Seth Pourciau

Sally Probasco & Topf
Wells

Margaret Rasch & David
Stute

Steve & Rita Reischel

Sue & Tony Renger

Sara & Karl Rohe

Lorraine Rondon

Courtney & Bryan Rooker

Susan Roquette

Allen Roscoe

Samantha Russo

Claire Rynders

Paul Sager

Janaan Sampson

Anne Saracino

Christina Schmidt

David Schram

Molly Schuman

Judy Seymour & Mary
Sykes

Gail & Dan Shea

Jim Shropshire

Erik Simonson

Riki Sjachrani

Tracey Solverson & Alev
Wilk

Kevin Spitler

Shawn Stauske

Aaron Steffenhagen

Jim Stiener

Bert & Linda Stitt

Jodi & James Streicher-
Bremer

Rob Summerbell & Laura
Zirngible

Margaret Tennessen

Alyssa Tesar

Sara Tetzloff

Nancy & Patrick Thome

Don & Joanna Thompson

Burt Tower

The Tree Farm

Rob Trefz

Tim & LaVina Twohill

Chris Valitchka

Scott Voss

Ann Waidelich

Laura Ward Good &
James Good

Jason Watling

Joshua Weber

Sally Weidemann &
Chuck Mitchell

Shahla Werner & Andrew
Weidert

Lindsay Williams

Tracey Wood

Mark Xistris

Sansun Yeh

James & Susan Zerwick

Sally Zirbel-Donisch

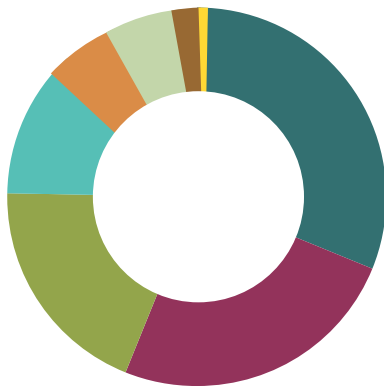
Karen Zweig

*Donations less than \$45
and in-kind donations are
not listed here.*

2016 REVENUE & EXPENSES

TOTAL REVENUE: \$601,850

- Grants & contracts: \$184,984
- Program fees: \$146,801
- Donations & sponsorship: \$128,183
- Event ticket sales: \$73,302
- Membership dues: \$34,201
- Product sales: \$16,390
- Interest income: \$15,000
- Raffles: \$2,988



TOTAL EXPENSES: \$610,290



- Wages \$280,038
- Supplies \$112,717
- Payroll taxes/benefits \$39,921
- Donations/re-grants \$28,929
- Rent/utilities \$27,407
- Meetings/events/travel \$25,407
- Consultants/contracts \$24,215
- Printing/publications \$24,158
- Administrative expenses \$18,860
- Telephone/internet \$6,148
- Postage \$5,734



306 E. Wilson St. Suite 2W
Madison, WI 53703

reapfoodgroup.org

SHARE YOUR LOVE OF REAP:

 REAP FOOD GROUP  @REAPMADISON 

FARM TO SCHOOL • FARM TO TABLE • BUY LOCAL