A top-down view of a basket filled with fresh produce. The basket is overflowing with vibrant green leafy vegetables, including large-leafed greens and delicate herbs like cilantro. In the center, a cluster of bright red strawberries with green stems is prominent. A single, long, white vegetable, possibly a radish or turnip, lies diagonally across the lower-left portion of the basket. The lighting is soft, highlighting the textures and colors of the fresh ingredients.

REAP FOOD GROUP

2018 Annual Report

Farm to School ♦ Farm to Business ♦ Farm Fresh Atlas

Since 1997, REAP Food Group has been working to build a strong local food system in Southern Wisconsin. We envision a thriving local economy where all people have access to good food, grown well.

To learn more about our programs, visit reapfoodgroup.org

FROM THE DIRECTOR

Dear friends of REAP,

2018 was a year in which we at REAP were reminded that our mission and work is not just valuable, but timely and urgent. In 2018 alone, Wisconsin lost over 600 family farms. Reversing the frightening impacts of climate change will necessarily include changes in agricultural practices, and Wisconsin's deep history of sustainable farming is well placed to be a model. At the national level, hard-won advancements in healthier school lunches and food security for children were targeted for rollback and weakening, and yet 1 child in 5 in Dane County does not know when their next meal will come. Evidence has shown that if you connect kids to healthy fresh food, they will grow to love it. More than ever, our vision for a food system that strengthens communities, economies and the health of our planet is timely and necessary.

Wisconsin is a state where farmers are committed to growing food that is healthy for us and healthy for our planet. We commit to helping those farmers grow the market for their good food. REAP continues to be the only group in Southern Wisconsin that connects the dots between growing good food and making it accessible to all.

We have the privilege of working with effective and passionate partners across the state and from the private, public and non-profit sectors to promote good food farmers, cultivate buyers who vote with their dollars for food grown well, and connect kids to good food in school and empower them to make good choices that will benefit them for a lifetime.

This annual plan not only highlights some of our biggest impacts in 2018, but also celebrates those who are working, dreaming and endeavoring alongside us to build a better food future for Wisconsin.

Thank you for believing in this vision with us.

Sincerely,



Helen Sarakinos
Executive Director

2018 BOARD OF DIRECTORS

Drew Howick (Chair), Jill Jacklitz (Vice-Chair), Tracy Kuczenski (Secretary),
Craig Dreikosen (Treasurer), Heather Clefisch, Susan Troller Cosgrove, Nan Fey,
Devon Hamilton, Anna Landmark, Russ Lemmon, Sharon Lezberg, Nan Peterson, Steve
Stumbras, Kathy Trudell (in memoriam)



3,000

more free summer meals were accessed by children in 2018 than in 2016

1,399

students received hands-on lessons about local food and sustainability

During the past two years, REAP Food Group has partnered with the City of Madison, Madison Parks, Public Health Madison and Dane County, and Madison schools (MMSD) to increase children's participation in the Summer Food Service Program.

100%

of Madison's public elementary and middle schools have garden bars serving local produce



In 2018, REAP partnered with MMSD Food and Nutrition Service to launch a seasonal Farm to School food truck menu in Madison area high schools - one of a handful of districts in the nation to pilot this innovative lunch option.

A photograph of two men in a field. The man on the left is seen from the side, wearing a grey t-shirt. The man on the right is smiling and wearing a patterned headband. He is holding a large green plastic crate filled with fresh green leafy vegetables. The background shows a lush green field under a clear blue sky.

100,000

unique visits to the Farm Fresh Atlas website since its launch in 2017

\$3.6 mil.

spent by Buy Fresh Buy Local partners on sustainable, local farm products in 2018

With projects like the Farm Fresh Atlas of Southern Wisconsin, and the statewide Farm Fresh Atlas™ web portal, we're strengthening markets for farmers growing food that's good for us and good for our planet.

DONORS

Grants

American Family Insurance Dreams Foundation
Caritas Foundation
City of Madison
Evjue Foundation, Inc.
Steve Stricker American Family Insurance Foundation
United States Department of Agriculture
Wisconsin Department of Agriculture, Trade, and Consumer Protection
Wisconsin Partnership Program

\$5,000 and Above

Community Shares of Wisconsin
Roth Cheese
Anonymous
NessAlla Kombucha
Heartland Credit Union
Healthy Dane Funders: Group Health Cooperative, SSM Health, UnityPoint Health-Meriter and UW Health
Dale Leibowitz Legacy Foundation
The Madison Gas and Electric Foundation

\$2,500 to \$4,999

Vivek & Robin Swaminathan
Perkins Coie LLP
National Guardian Life Insurance
Tri-North Builders
Tito's Vodka - Fifth Generation, Inc
Susan Troller & Howard Cosgrove

\$1,000 to \$2,499

Madison Mallards
Food Fight Restaurant Group
Godfrey & Kahn, S.C.
MaSa Partners
Sitka Salmon Shares
WEA Trust
Gerald Dryer
Heather Clefisch & Nate Zolik
Tribe 9 Foods
M3 Insurance
Madison Emergency Physicians
Robert & Dorothy Troller Fund
Sub-Zero Wolf Foundation
Nick & Judith Topitzes
Wisconsin Grass-fed Beef Cooperative
Terese Allen & Jim Block
Jim & Elizabeth Bradley
Phyllis Davis
Elizabeth Frautschi
Kirsten and Rick Friedman
Jane Kohlwey
Melissa & Phil Lindemann
Michael Wolkomir

\$500 to \$999

Kay and Bruce Bloedorn
Cummings Christensen Family Foundation
Deja Food, LLC
Great Dane Pub and Brewing Company
Andrew & Anne Hanson
Harvest Restaurant
Jean Haughwout & Jon Keevil
Pam & Craig Heilman
Drew Howick & Jan Lottig
Hoyos Consulting LLC

Lara & Josh Ligocki
Lombardino's Restaurant
Erin Luken & Jason Beren
Madison Community Foundation
Madison Homebrewers Guild
Music Makes a Difference
Odessa Piper
Pizza Brutta
Claire Rynders
Salvatore's Tomato Pies
Joan Schmit & Damon Bourne
Spencer Schumacher
Spencer Real Estate Group
Summit Credit Union
The Coopers Tavern
Kathryn Trudell & Lorne Hillier
Union Cab of Madison Cooperative
Untitled Art

\$250 to \$499

Mark Allen & Judy Fisher
American Family Insurance
Banzo
Bloom Bake Shop
Troy Brown
Michael Clark
Bonnie Cosgrove & Bruce Nilles
Sarah Dekraay & Charlie Higley
Heidi Eimermann
Sarah Elliott
Forage Kitchen
Forward Community Investments
Noel & Beth Goeddel
Alicia & Jerry Goehring
Nicholas Guries
HotelRED

Allison Hudack
Iari's Pizza
Thomas Jones
Mary Knapp
Raymond & Carol Krizmanic
Tracy Kuczenski
Kristin & Russell Lemmon
Chris Lewis
Sharon Lezberg & Brian Yandell
Juan Losada & Maria Ruiz
Lucille Madison
Steven Luecke
Brenda & Cary McNatt
Merchant Madison
Morris Ramen
Mary O'Leary & Kenneth Buelow
Nan Peterson & Jim Stangel
Promega Corporation
Michael Quieto
Anne Readell
Carrie Romant & Karl Nibblink
Leah & Bill Sandholm
Stacy Schultz & Steve Olson
R. Martin Smith
Social Media Breakfast
Catherine Solecki
Steve & Julie Stumbras
LeeAnn Sumner Ziegler & Benjamin Ziegler
Lara Sutherland & Grant Sovern
The Old Fashioned
Underground Meats
UW Credit Union

DONORS

\$100 to \$249

Betsy Abramson & David Seligman
Catrina Albach
Alliant Energy Foundation
Linda Balislie
Wendy Beck
Sandy Bell & Brian Duffy
Alesia Bock
Karen Boettner
Ann Boyer
Mark Bradley
Michael & Janet Brandt
Stephen & Linda Brick
Laura Bustard
Elizabeth Campbell
Cris Carusi & Larry Cutforth
Brett Christensen
Pam Clinkenbeard
Karen & Alan Crossley
Mike Davis
Nancy Deaton & Hiam Garner
Carla and Mike Di Iorio
Lorie Docken
Door Creek Orchard
Tracy Drexler
Driftless Organics
Charlene Drumm & Loren Denlinger
Brian Duffy & Sandy Bell
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Marc Eisen & Connie Kinsella
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David Falk & JoAnne Robbins
Nan Fey
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Lori Grzenia
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Bazur-Leidy
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Anthony Sarakinos
Helen Sarakinos & Jake Vander Zanden
Christine Schelshorn & James Danky
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Travis Schreiber
Ann Shea
Short Stack Eatery
Terry Sivesind
Melissa & El Smith
Hannah Spaul & Mike Engel
Steven Sullivan
Bill & Cheryl Tesnow

Gof & Mary Thomson
Karen & John Tolle
Gail Van Haren
Meg & Mark Vander Zanden
Vantage Financial
Sally Weidemann & Chuck Mitchell
Allison Weiss
Sharon White
Jeanne & Mark Whitish
WI Dept. of Public Instruction Sunshine Fund
Roger & Kristi Williams
Jane & Gary Woodward
Sansun Yeh
Joan & Steven Ziegler

\$45 to \$99

Julius & Hilde Adler
Anne Altshuler & David Sulman
AmazonSmile Foundation
Todd Ambs & Beth Wentzel
Brian Andersen
Jerry & Ruth Apps
Winniw Bade
Katie and Donald Bally
Ken Baun & Efrat Livny
Jessica Becker
Sujhey Beisser
Michael Bell & Diane Mayerfeld
Kelly Bender
Isabel Berkson
Michael Betlach
Maureen and David Birchfield
Phillip & Carrie Bower
Joan Braune
Sam Breidenbach
Jennifer Brey
Caroline & Joan Brock

DONORS

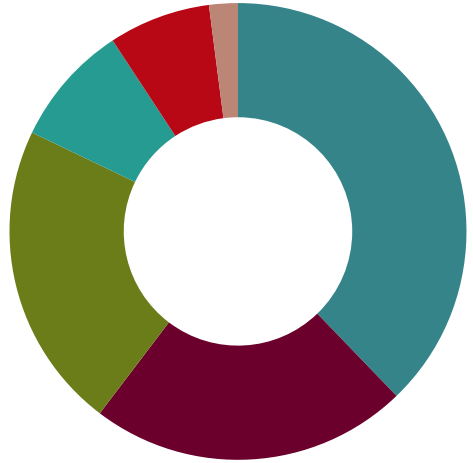
Rachael Brunk	Anne Habel	Daniel O'Brien	Cindy Torstveit
Laura Bub	Kerri Hall	Erin O'Brien	Tim & LaVina Twohill
Kurt & Ginger Buehner	Linda Handel	Mark Olinger	Cindy Van Pelt
Jennifer Bulleit	Brian Harris	Amy Olson	Michelle Violi
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Kathryn & Dennis Burke	Jacki & John Hershberger	Allen & Judy Pincus	Laura Ward Good & James Good
Denny Caneff	Loretta Himmelsbach	Beth Porter	Jason Watling
Peter & Marsha Cannon	Susan & Les Hoffman	Pam Porter	Bonnie Watson
Ellen Carlson	Andrew Howick	Nancy Potter's Fine Foods	Amanda Wegner
Emma Caspar	Jeremy Hurraw	Corbin Pozar	Carol Weidel
Shirley Cherkasky	Cheryl Hytry-Weisense	Jennifer Pressman	Allison Werner
Cara Coburn Faris	Cathie & John Imes	Margaret Rasch & David Stute	Shahla Werner
Michael and Susan Cohen	Jill Jacklitz & Barbara Chusid	Raven Software	Kimberlee Wright
Mary Czyszczak-Lyne	Jewish Federation of Madison	Michelle Reinen & Doug Brown	Jim & Nancy Youngerman
Brandon Day	Michelle & Craig Jolly	Steve & Rita Reischel	Jim & Susan Zerwick
Ross & Penny DePaola	Andrew & Erinn Jones	Anne Reynolds & Thomas Liebl	Karen Zweizig
Charles Dill	Madeline Kallgren	Sarah Roach	
Melissa Donlin	Kathleen Kelly & Ron Shanovich	Courtney & Bryan Rooker	
Althea & Bryan Dotzour	Cassie Kight	Susan Roquitte	
Laura Dresser	M.B. King	Greg Rosenberg	
Ela Orchard	Erica Koepsel	Lauren Rudersdorf	
Heidi Espino	Kevin Korth	Leah Samson	
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Patricia & Randy Farney	Paul Leuthe	Renie Schapiro	
Hildy Feen	Leon Lindberg	Joy & Jeff Schleusner	
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Robin & John Greenler	Samar Nijim		
Kristin Groth & Ed Jepsen			
Peggy Haack			

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

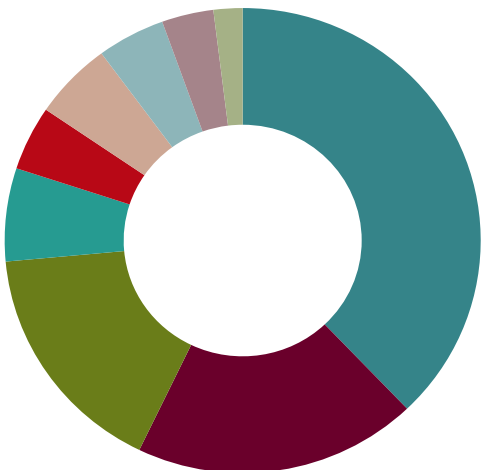
FINANCES

TOTAL REVENUE: \$598,336

- Grants & contracts: \$226,147
- Donations & sponsorship: \$134,879
- Program fees: \$130,369
- Event ticket sales: \$51,655
- Membership dues: \$43,119
- Product sales: \$12,167



TOTAL EXPENSES: \$629,412



- Wages: \$238,151
- Consultants/contracts: \$121,714
- Supplies/food: \$103,139
- Payroll taxes/benefits: \$40,582
- Meetings/events/travel: \$28,163
- Rent/utilities: \$33,841
- Administrative expenses: \$29,146
- Printing/postage: \$22,223
- Donations/regrants: \$12,453