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

Cover photo: Patricia Espedal
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

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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.  

- 1,399 students received hands-on lessons about local food and sustainability.
- 3,000 more free summer meals were accessed by children in 2018 than in 2016.
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.
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.
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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

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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