MISSION STATEMENT

Our mission is to transform communities, economies and lives through the power of good food.

FROM THE DIRECTOR

For over 20 years, REAP has been making the case that a just, sustainable and local food system can shape community, a local economy and an environment that benefits everyone. 2019 may feel like a million years ago, but our vision is more relevant today than ever: we envision a southern Wisconsin where good food, grown well, is accessible to all. Take a look at a few of the ways that in 2019, REAP partnered with farmers, restaurants and institutions, community groups and our public schools to make that vision a reality.

We’ve seen so much of what’s been disrupted during this 2020 pandemic that points to how our food systems clearly weren’t working for everyone before. As we begin to think about how to recover from this public health crisis, creating food systems – infrastructure, access and policies – that work for everyone must be part of the solution.

Stay safe and healthy,

Helen Sarakinos
REAP Executive Director
Building the next generation of healthy eaters through youth education

FARM TO SCHOOL
1,172 elementary students received lessons dedicated to nutrition, healthy eating, agriculture, and how local food systems support healthy citizens and economies thanks to our AmeriCorps Farm to School Educators.

Thank you so much for providing this incredible experience for my class and helping them understand how many amazing food choices come from right down the road!

Kasey Thompson
Leopold Elementary School

Strengthening and amplifying community-led solutions to food system challenges

SUMMER FOOD PARTNERSHIP
REAP partnered with Raices Para El Cambio/Roots4Changeto host summer food ambassadors and the UpRoot by REAP food truck at two free lunch sites in Madison and provide hands-on educational activities, access to culturally-relevant wellness resources and lots of taste tests of fresh, local food during summer months when children were out of school.

[REAP]’s mission of growing a healthful, just and sustainable food system, of good food, grown well and accessible to all, is part of the definition of who we are in this magnificently fertile and caring place in the world.

Neil Heinen
WISC-TV NEWS 3
Educating and connecting local and sustainable farmers and everyone from institutional to individual buyers

PILOT PROCESSING PROGRAM
In partnership with Madison College’s culinary department, we used their beautiful, state of the art kitchen facilities to source and process over 11,300 pounds of organic, WI-grown broccoli and cauliflower for anchor institutions including UW Health, UW Madison Dining and the Madison Metropolitan School District. This fresh food was used in >39,000 meals for students, hospital patients, and staff.

With the work REAP is doing to get fresh processed vegetables to institutions — it is hard work to coordinate and get enough labor, but to watch that happen, and to know we [Madison College] are helping to make that happen — that’s a pretty big deal to us.

Paul Short
Madison College

MMSD SNACK PROGRAM
in the 2018-2019 school year, we purchased over $65,000 of local fruits and vegetables from 19 sustainable farms within 100 miles of Madison to provide 5000 students in MMSD with a weekly fresh, WI-grown snack. Growers also participate in “Farmer in the Classroom” so kids can meet the people who grow their food.

It’s really fun to do a big harvest like that and imagine so many kids eating the veggies we grow! Thanks for helping kids learn about bok choy and daikon!

Eric Elderbrock
Elderberry Hill Farm
Educating consumers so they can be advocates for actions and policies that support an equitable, just and environmentally sustainable food system

FARM FRESH ATLAS
In 2019, 30,000 copies of our Farm Fresh Atlas of Southern WI went into the hands of WI residents and visitors. 94% of surveyed consumers said the Atlas increased their knowledge of where to buy local foods in WI. 80% of surveyed producers said Farm Fresh Atlas increased their sales.

The Atlas was always on my desk for quick access whenever I wanted a local source for something.

former hospital food buyer

Celebrating with community around good food

BURGERS AND BREW  JUNE 1, 2019
850 attendees

HERITAGE ON THE HILLSIDE  SEPTEMBER 22, 2019
100 Attendees

FARMS TO SCHOOL NIGHT OUT  OCTOBER 2, 2019
6 participating restaurants

HARVEST GALA  NOVEMBER 3, 2019
120 attendees

FARM FRESH ATLAS MEET & GREET  DECEMBER 3, 2019
**FINANCES**

- **Total Revenue**: $558,508
  - Donations & sponsorships: $161,292
  - Program fees: $159,229
  - Grants & contracts: $110,873
  - Event ticket sales: $46,515
  - Membership dues: $43,762
  - Investment income: $27,627
  - Product sales: $9,210

- **Total Expenses**: $590,008
  - Farm to School: $231,215
  - Farm to Business: $119,075
  - Fundraising: $79,161
  - Education/Outreach: $67,829
  - Atlas: $49,072
  - Management: $43,656
It’s obvious REAP’s mission is important. Bringing healthy, fresh, locally grown foods to our schools and communities while supporting our local farmers is a huge part of what make Wisconsin a great place. We all benefit from keeping the farm-to-table cycle local.

Anna Stern, Tri-North Builders
$250 to $499
Mark Allen & Judy Fisher
American Online Giving Foundation
Linda Balisie
Edward & Janet Batton
Jason Batton & Amy Kasper
Kennedy Bill & Cyndi Brasserie V
Steve & Linda Brick
Michael Clark
Mark Consigny
Romeo Dais
Deja Food, LLC
Sarah Dekraay & Charlie Higley
Elizabeth Eberle
Sarah Elliott
Fuegos
Susan Glad-Anderson & Dennis Anderson
Noel & Beth Goeddel
Graduate Madison
Brenda & Claudio Gratton
Nicholas Guries
Zak Hanlon
Harvest Restaurant
Pam Heaney
Andrew & Mary Stelletello Howick
Mrill Ingram & Gates Agnew
Matthew Kalscheur
Scott & Mary Kolar
Joe Krupp & Diana Grove
Martin & Erin Mathias
Merchant Madison
Morris Ramen
Pasture & Plenty
Michael Quieto
Carrie Romant & Karl Niblink
Shelley Safer & Neil Komesar
Salvatore’s Tomato Pies
Schoenleber Family Charitable Gift Fund
Stacy Schultz & Steve Olson
Terry Sivesind
Summit Credit Union
Lara Sutherlin & Grant Sovvern
The Cooper’s Tavern
The Old Fashioned
The Statehouse
Tribe 9 Foods
UW Credit Union
Water Tower Clean & Coat, Inc.
Wegner CPAs
Amy Wurf

$100 to $249
Grant Abert
Betsy Abramson & David Seligman
Julius & Hilde Adler
Agrace Hospice and Palliative Care
Ann Albert
Todd Ambs & Beth Wentzel
Jerry & Ruth Apps
Jacob & Kristin Barnes
Sandy Bell & Brian Duffy
Alyssa & Brad Beno
Andra Berns
Bleu Mont Dairy
Karen Boettner
Jim & Elizabeth Bradley
Joan Braune
Sam Breidenbach & Jeannine Ramsey
Lynn Brown
Julie Butler
Kathryn & Bryan Cahill
Elizabeth Campbell
Cris Carusi and Larry Cutforth
Erin Ceillo & Aaron Olver
Brett Christensen
Christina Clancy
Jolene Clark
Pam Clinkenbeard
Karen & Alan Crossley
Mary Czynszak-Lyne
Nancy & Peter Daly
Matt D’Amour
Mike Davis
Ross & Penny DePaola
Lorie Docken
Door Creek Orchard
Craig Dreikosen
Charlene Drumm & Loren Denlinger
Thomas & Joan Dunn
Heidi Eimermann
Marc Eisen & Connie Kinsella
Nan Enstad
Nan Fey
Sara Finger
Anya Firszt
David & Barbara Flesch
Belle & Clayton Frink
Carol Froistad
Lynn Gardner
Claire Gervais & David Blouin
Sue Goldwomon
Grampa’s Pizzeria
Kristin Groth & Ed Jepsen
Miriam Grunes & Daniel Einstein
Lori Grzenia
Colette Harbort
Neil Heinen & Nancy Christy
Dana Hellgren
Zachary Henkel
Karen & Donald Hester
Brian Hullinger
Jill Jacklitz & Barbara Chusid
Rand Jackson
Neal & Paige Janquart
Graham & Erin Jonaitis
Lee & Rosemary Jones
Madeline Kallgren
David Kiefer
Rochelle Klaskin
Heidi Konkel
Earl Kori & Robbie
Andrew Kotila &
Heather Foreman
Kelly Lagman
Leslie & Tim Lazarcik
Katherine & Andrew Leaf
Sharon Lezberg & Brian Yandell
Rachel & John Lohr
Lee Maddox
Madison Food Explorers
Julie Mares & Gary Schlichting
Mary McKenzie
Julia McMurry & Mark Trewartha
Brenda & Cary McNatt
Dan Melanz & Hannah Wente
Carolyn Meyer
Lauri Morris & James Cole
Anja & Andy Mueller
Susan O’Brien
Barb & Dave Okonski
Osteria Papavero
Peter Ostlind
Bobbi Peckarsky & Steve Horn
Jillana Peterson
Carol Philipps
Pilch & Barnett, Inc
Eric Ptasnik
Buck Rhyme
Ann & Joel Rivlin
Heather Rizzo
Lauren and Kyle Rudersdorf
Jennifer Rutherford
Anne Saracino
Christine Schelshorn & James Danky
David Schram
Kerry Schumann
Tasha Scott
Michale Shaw
Sean Size
Michael Steele
Amy Stella
Melissa Stiles
Steve Stroyny
Bill Studtmann & Ashley Dobbs
Steve & Julie Stumbras
Neela & Swami Swaminathan
Bill & Cheryl Tesnow
Nancy Troller
Bethany Turke
Gail Van Haren
Teresa Vilmain
Andrew Wallman
Sally Weidemann & Chuck Mitchell
Allison Werner
Sharon White
Roger & Kristi Williams
Jane & Gary Woodward
Forrest & Sarah Woolworth
Working Draft Beer Company
Joan & Steven Ziegler

$45 to $99
Jim Adney & Melissa Kepuer
Sue Allen & Bruce Dethlefsen
Anne Altshuler & David Sulman
Brian Andersen
Alice Anderson
Brian Arndt
Adam Barr
Wendy Beck
Jessica Becker
Katie & Richard Beilfuss
Michael Bell & Diane Mayerfeld
Harold Bergan & Susan Hundt-Bergan
Michael Betlach
Noah Bloedorn
Dianne & Charles Boardman
Mark Bradley
June Brooks
Laura Bub
Kathryn & Dennis Burke
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Amber Fiene
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Sharon & Warren Gaskill
Gentle Breeze Honey
Genevieve Gibbs-Benesh
Robin & John Greenler
Rod & Nancy Hagan
Jessica & Kendall Harrison
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Jane Henning
Ronnie Hess
Aaron Heugle
Tom & Lynn Hirsch
Susan & Les Hoffman
Allison Hudack
Cheryl Hytry-Weisensel
Delinda Johnson
Michelle & Craig Jolly
Andrew & Erinn Jones
Jenny Jones
Salvor Jonsdottir & Jon Arnason
Mary Karau
Wells Katherine
Sandra & Harold Klabunde
Sharon Klatwitter
Susan Knoedel
Donations in Memory of Kathy Trudell
Dan and Ro Bartel
Eric Hans Bauman
Jim Block and Therese Allen
Anne Bosch
Jessica Calkins
Phyllis Davis
David Eskinazi
Virginia Evangelist
Susan Greenler
Mary Hamel
Mary Jo Harris
Michael Heikens
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Barb and Arnold Jansen
Holly Jorgenson
Patrick Kirasop
Sharon Klawitter
Kathy Lipp
Kris McKinney
Montgomery Associates: Resource Solutions LLC
Lori Peterson

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