



# REAP FOOD GROUP

## 2019 ANNUAL REPORT




## 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

## MISSION STATEMENT

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



## 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/ Roots4Change to 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*



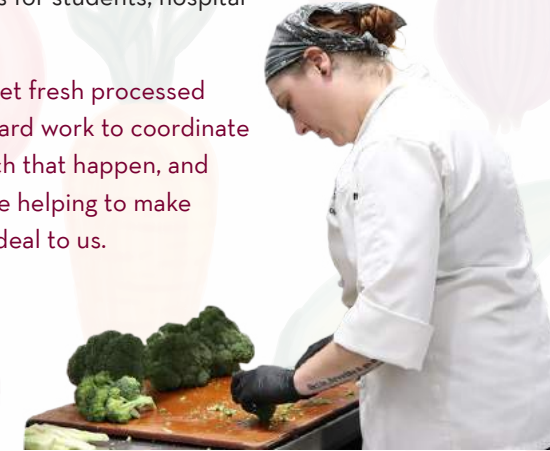
## Educating and connecting local and sustainable farmers and everyone from institutional to individual buyers

### 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*



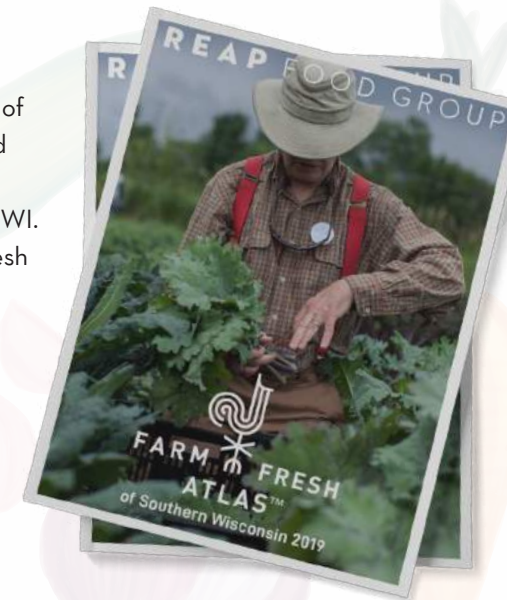
## Educating consumers so they can be advocates for actions and policies that support an equitable, just and environmentally sustainable food system

### 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

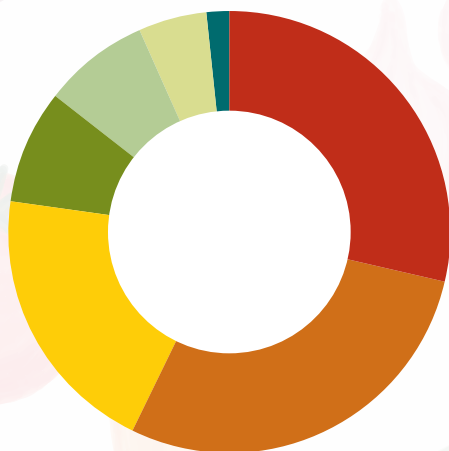
**HARVEST GALA** NOVEMBER 3, 2019

120 attendees

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



# FINANCES



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



\$231,215	Farm to School
\$119,075	Farm to Business
\$79,161	Fundraising
\$67,829	Education/Outreach
\$49,072	Atlas
\$43,656	Management
<b>\$590,008</b>	<b>Total Expenses</b>

