2020 pandemic that points to how our food systems clearly aren’t working for everyone before. As we begin to think about how to recover from this public health crisis, creating a local economy and an environment that benefits everyone. For over 20 years, REAP has been making the case that a just, sustainable and local food system can shape community, economies and lives.

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 is 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. To 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

Strengthening and amplifying community-led solutions to food system challenges

SUMMER FOOD PARTNERSHIP
REAP partnered with Bovee Pera Di Cambio/RootsChange to host summer food ambassadors and the UpRoot by REAP food truck at two free lunch sites at 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.

Nic 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 Shier
Madison College

MMSD SNACK PROGRAM
In the 2018-2019 school year, we purchased over $65,000 of local fruits and vegetables from 18 sustainable farms within 100 miles of Madison to provide 5000 students in MMSD with a weekly fresh, WI-grown snack. Growers also participate in “Career 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 local and healthy food.

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:

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Building the next generation of healthy eaters through youth education

FARM TO SCHOOL
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Kassy Thompson
Leopold Elementary School

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Celebrating with community around good food

BURGERS AND BREW
JUNE 1, 2019
850 attendees

HERITAGE ON THE HILLSIDE
SEPTEMBER 22, 2019
100 attendees

FARM 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

120 attendees
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 SEAPH’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 farmers is a huge part of what make Wisconsin a great place. We all benefit from keeping the farmers a part of who we are.

Note: A list of donors is at the following link:
https://www.seaph.org/donors/