



Your gift will
make **DOUBLE**
the impact:
\$3,500 Match!

Dear REAP Supporter,

June 6, 2022

Twenty years ago I moved from Wisconsin and hoped one day to be back home working for an organization that makes a difference and impact in my community. I am thrilled to have the opportunity to join the REAP team as the new Executive Director. After working in the nonprofit seed world for nine years and connecting people to the seeds of their ancestors and cultures, I have learned how food is able to transform people and communities.

Food has a remarkable way of bringing people together. Whether you grow your own, buy locally, or share a meal with family or friends – you find ways to celebrate each other and the food itself.

Over the last 25 years, REAP Food Group has worked to connect people to fresh, locally grown food with your generous support.

Here's what you've helped make possible so far this year:

• **In April, the second installment of our Youth for Food Justice cooking series in partnership with Centro Hispano's Juventud program took place.** Guest chef Sujhey Beisser of Five Senses Palate shared the story of her journey from childhood in Venezuela to establishing herself as a private chef and blogger in Madison. She shared tips for elevating food photography and students put their new skills to work by taking social media-worthy photos of esquites prepared by Chef Sujhey. The series aims to bring culinary and entrepreneurial education to Latinx and immigrant middle schoolers featuring local, Latinx chefs and entrepreneurs.



Photo by Laura
Zastrow Photography



• **With the Madison Metropolitan School District's (MMSD) Food and Nutrition team, we hosted two virtual farm tours!** On May 5th, we toured Vitruvian Farms with Farmer Tommy and a whopping 67 classrooms tuned in to learn about the various types of mushrooms that Vitruvian grows and see a behind-the-scenes lion's mane mushroom harvest.

On May 24th, we toured Wonka's Harvest with Farmers Patty and Ky. Another 1,300 students learned about the life cycle of a beet and watched a live experiment about the benefits of no-till gardening.



• **We've started building out our Wholesale Farm Fresh Atlas and Readiness Program website!** When the website is complete, it will serve small-to medium-scale farmers who want to engage wholesale customers, including aggregators, food hubs, grocery stores, restaurants, and anchor institutions such as hospitals and schools.

• **We provided a fresh, local snack to MMSD students each week during the school year!** This spring, we worked with Little John's Kitchens to process these local delights which included spinach, purple daikon radishes, sweet potatoes, and red beets.



We are so proud of the work we've been able to accomplish together but there is so much more work to be done to create a vibrant and just food system that is accessible to everyone in our community. **By supporting REAP's mission to make good food, grown well accessible to all - we can be sure that communities will have agency over their own foodways.**

Your investment will allow REAP's mission to flourish and shape our future with incredible opportunities this year.

Here's what you will help us do in 2022:

- **Launch our Teens in the Food System mobile farm-to-school program.** We've created this program to encourage high school students to become food leaders in their communities who promote the importance of growing and eating culturally relevant, local foods. We are piloting the program with Bayview Community Center and Lussier Community Center this month!
- **Host three *Verano en Familia* wellness nights at various Dane County parks with Roots4Change.** These events will share the importance of local food and healthy eating while honoring attendees' cultural backgrounds.
- **Bring our UpRoot by REAP Food Truck to events hosted by Mobile Madison, a collaborative group of organizations that bring free, mobile activities to Madison neighborhoods, prioritizing areas of limited access to resources.** We are rolling out our food truck to bring fresh, local foods to these fun events! In July, we will partner with Mentoring Positives to serve their Off the Block pizza and increase participation of BIPOC youth in the food system!

Our work is far from done. We truly believe that Dane County can have a local food system that is vibrant and just for all people. But to make that a reality, we need your help!



By making a gift to REAP this summer, you will ensure that we can continue to expand our work to every corner of our community. Your generosity will help us provide fresh, local, culturally-relevant food to children in schools, prepare local farmers to sell their products to businesses and institutions in Madison, and build the next generation of healthy eaters through youth education.

We are so excited about these opportunities to build community centering culturally-relevant foodways, engaging with youth, and celebrating all that Wisconsin's harvest has to offer. These programs are just the tip of the iceberg, and there is so much more to discover below the surface. **To help REAP transform our local food system, please consider making a gift at reapfoodgroup.org/give.**

With gratitude,



A handwritten signature in black ink, appearing to read 'Philip Kauth'.

Philip Kauth
Executive Director

P.S. - Thanks to a generous \$3,500 match from REAP's Board of Directors, your gift will make 2x the difference!

Make a gift to REAP at
[reapfoodgroup.org/give!](https://reapfoodgroup.org/give)

