



**\$30,000 Match:
Double Your Impact!**

November 21, 2022

Dear Friends,

It has been seven months since I stepped into the role of Executive Director at REAP Food Group. It has been such an honor and joy to join the team at REAP and learn about our mission, vision, and programs. **Throughout these months, one major truth emerges over and over again: we cannot build a strong, resilient, equitable, and local food system without you.**

Wisconsin is an incredible agricultural hub. Right in your backyard are local farmers growing and selling delicious, healthy food. In order to support farmers, we need to create more opportunities for farmers to bring locally-grown food to their communities. When we create the infrastructure and policies for local farms to thrive, then families can buy local foods at their local grocery stores, students will have access to healthy school meals, and communities can have a say in what foods they want to grow and eat. At the heart of this, is building transformational relationships that will create a more equitable food system for all.

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By supporting a local food system, you can:

- Create opportunities for local farmers that stimulate the local economy;
- Allow communities to decide what foods they eat and grow; and
- Provide fresh, local foods for school meals to feed our community's children.

That is why I am asking you to join REAP in building a local food system: so that everyone in our community can have access to fresh, sustainable food. **We are aiming to raise \$80,000 to further our mission and programs.** Your support of REAP has the power to transform our food system to make it more reflective of our community, sustainable for our environment, and equitable for our people.

Here are some of the ways that REAP supporters - like yourself - have made good food, grown well accessible to all over the past year:

Over the summer, we piloted our multi-week Teens in the Food System curriculum at Bayview Community Center and Lussier Community Education Center with middle- and high-school students. The goal of the program is to co-create awareness about food justice, food sovereignty, and culturally-relevant food with historically marginalized teens.

In September, we relaunched the Farms to Families program in partnership with Roots4Change. This program allows REAP and Roots4Change to purchase local food and distribute that food in “resilience boxes” to Latinx and Indigenous families in our community who have been hard-hit by the pandemic’s lasting effects. These weekly resilience boxes have included beets, tortillas, peppers, beans, eggs, tomatillos, cilantro, eggplant, onions, bread, and more - all of which were purchased from or donated by local farmers and food producers!

On September 25th, REAP and Dan Cornelius hosted the 2nd annual Harvest Dinner at Yowela?talih^ Farms! Local chefs Elena Terry of WildBearies, Yusuf Bin-Rella of TradeRoots Culinary Collective, and Francesca Hong of Morris Ramen collaborated on an incredible meal to celebrate the harvest season and Wisconsin’s diverse foodways.

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This summer, REAP joined Mobile Madison at three of their community events. We brought out our UpRoot by REAP food truck and partnered with local chefs and food businesses to serve free meals to event attendees. The three chefs/businesses that REAP partnered with were Donale Richards of MadTown Food Services, Off the Block Pizza by Mentoring Positives, and Tortillas Los Angeles.

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students the tastes, sights, and smells of local farms. In the spring, we explored mushrooms and greens production with Farmer Tommy of Vitruvian Farms and no-till agriculture at Wonka's Harvest with Farmers Patty and Ky. This fall, we toured a beautiful CSA and market farm with Farmer Sarah of Squashington Farm, learned about the many different varieties of peppers with Farmer Josh of Driftless Organics, and saw how to properly pick an apple with Farmer Liz at Door Creek Orchard! We are thrilled that roughly 1,000 students have tuned in for each tour.

We cannot build a local food system without you! I hope you will consider joining us by supporting REAP this holiday season.

I am excited to see what 2023 brings for REAP. I am particularly thrilled with the relationships REAP staff are building with school districts and farmers to provide healthier meals to our children. As our programs shift and evolve to best meet the needs of our community, we need your help. Every dollar you give toward our \$80,000 goal matters. By making a gift to REAP, you will help us:

- Expand procurement assistance to help Madison Metropolitan and other school districts' Food and Nutrition staffs purchase more local foods for school meals.
- Help farmers sell wholesale to Madison institutions through REAP's brand-new wholesale readiness platform which connects farmers to institutions looking to buy wholesale in Dane County.
- Support policy initiatives like the Healthy School Meals for All Coalition to bring free school meals to all Wisconsin students.
- Promote local Latinx farmers and producers at our first Vendor Showcase which will connect Latinx farmers, business owners, and entrepreneurs to institutional buyers in Dane County – including restaurants, grocery stores, markets, and more.

Support REAP and let's build a thriving local food economy together!

Gratefully,



Philip Kauth
Executive Director

P.S. - Did you see the good news? Your gift will automatically be doubled, thanks to a generous \$30,000 match from our sustaining donors.

Save a stamp and scan the QR code to make a gift now!

