



REAP FOOD GROUP The Big REAPort

2022-2023
25th Anniversary Edition



IN OUR WORDS

FROM THE DIRECTOR

It all started 25 years ago with conversations and dreams.

A coalition of changemakers gathered to challenge the way we think about local food and how it affects our daily lives. Open forums turned into conversations that lead to community gatherings and the desire for change. In 1997, out of those conversations, The Research Education Action and Policy in Food Group (R.E.A.P.) was formed! They thought of ways to connect farms to buyers and eaters. They dreamed of locally sourced foods in school meals and served to educate and advocate.

After 25 years, REAP still serves to connect, educate, and advocate for an equitable food system. In this report spanning 2022-2023, you will find how REAP is affecting the food system and challenging the way the food system works for all. While we face challenges with food insecurity due to rising costs, we are dedicated and committed to keep making change happen. We approach this work with openness at the speed of trust to strengthen and build new, meaningful relationships.

Imagine the food system in another 25 years. What does it look like to you? Do you see gardens, local foods, and scratch cooking in every school, hospital, restaurant, and kitchen? Are you purchasing locally sourced products from every grocery store? Are you walking through diverse community and neighborhood gardens and farms that are feeding us? Are people accessing culturally appropriate food the way they want? We are working hard to see this happen. We have accomplished much in the last two years, and this report helps us pause, celebrate, and dream of what we can do in the future!

Best wishes in the New Year,
Phil



CURRENT STAFF

Philip Kauth, Executive Director
Susan Coffin, Administrative Director
Allison Pfaff Harris, Farm to School Director
Anna Landmark, Farm to Business Director
Yolibeth Rangel, Community Partnerships Coordinator
Noah Bloedorn, Farm Fresh Atlas Manager
Samatha Kincaid, Communications Manager
Addi Faerber, Grant Writer
Aidan Coffin Ness, Farm to Business Program Assistant
Paulina Baker, Resilience Box Food Coordinator

CURRENT BOARD OF DIRECTORS

Andrew Hanson, Chair
Sarah Elliott, Secretary
Tommy Stauffer, Treasurer
Allison Crook
Evan Dannells
Kyle George
Irene Pawlisch
Marta Staple
Sarah Thomas

REAP Food Group

2023: A SNAPSHOT

5,000

Madison School Children enjoyed farm fresh, locally-grown snacks in school.

15,000

pounds of apples, carrots, cucumbers, sweet peppers, beets, sweet potatoes, and zucchini sourced from 8 local farms.

\$38,000

invested in local farms providing produce for the school snack.

132

Latinx families, including **302** young children, received biweekly Resilience Boxes with produce, dairy, meat, and tortillas.

35

local Latinx farmers grew produce and **18** local food producers contributed food for Resilience Boxes. **34%** of these farmers and producers were BIPOC and Women.

\$28k

worth of food provided in Resilience Boxes.

200+

miles traveled across Wisconsin in the UpRoot Food Truck serving fresh, locally-sourced food to community members.

35

vendors featured at the 2023 Showcase for Black, Indigenous, Hmoob and Latinx food producers.

GOOD FOOD

At REAP, we believe in the power of good food to transform communities. It starts with the simple act of breaking bread, of sharing a bountiful harvest, of savoring each bite. From those simple moments, we build community. And what a powerful community we are!

SCHOOL SNACK

Hungry kids at Madison Metropolitan Schools are served an afternoon snack. Often, that snack is fresh fruits and vegetables that are locally grown and supplied by REAP Food Group and our partner farmers.



We mean a LOT of fruits and vegetables: In 2022, REAP provided 13,500 pounds of snacks to 4,700 students.

UPROOT FOOD TRUCK

The UpRoot Food Truck traveled all over town, delivering fresh, locally-grown food to events across our community. Find us at Dane County Parks Alive! events and hosting guest chefs right on the farm.



GROWN WELL

At REAP, the way that food is grown and produced is essential to the transformation of our food system. Farmers and food producers are at the heart of the work we do at REAP. We have created a [Wholesale Ready Marketplace](#) for local farmers to sell produce to institutional buyers and provide on-farm education on how to successfully navigate wholesale purchasing. New in 2023 was our first REAP Vendor Showcase, an event at Garver Feed Mill to feature local farmers and food producers from the Black, Latino, and Indigenous communities.



FARM FRESH ATLAS

In 2002, REAP published the first Farm Fresh Atlas, a newsprint map of southern Wisconsin listing 50 farms, 4 restaurants, 20 farmers markets and 7 retail locations where people can buy local food. In that year, Alice Waters was coming to Madison for the Food for Thought Festival, and the Williamson Street Grocery Cooperative had one small location on Williamson Street. Twenty years later, REAP Food Group is expanding the Farm Fresh Atlas to include listings from the whole state of Wisconsin and updating our website [FarmFreshAtlas.org](#) with new search features and detailed listings.

FOR ALL

A just food system provides good food for everyone. As the 2020 COVID pandemic recedes, we address the startling inequality that was exposed, and feel encouraged by the outpouring of support and innovation that emerged. There is so much more that we can do: In 2023, we joined the Healthy School Meals for All campaign to serve school breakfast and lunch meals to all K-12 Wisconsin students at no charge. When we have strong school nutrition programs, we can build strong farm to school programs. REAP Food Group is also growing our efforts to advocate for a more just and equitable food system in southern Wisconsin by supporting the schools and the broader community to have conversations about food justice.



FARMS TO FAMILIES

Our partnership with [Roots4Change](#), a cooperative supporting maternal and family health in the Dane County Latinx community, has been providing Resilience Boxes with locally-made meat, dairy, produce, and tortillas to over 100 families, and will be substantially growing in the next two years as we grow our network of farmers and connect with more families and communities that want to create their own food security.

DANE CO FOOD COLLECTIVE

The Dane County Food Collective is an organization of leaders working together to create a better food system in and around Dane County. The collective brings together stakeholders from throughout the local community and food industry including chefs, food business owners, value added producers, farmers, and leaders in food to tackle the difficult challenges facing our local food system and to innovate for a more sustainable food system of tomorrow.

Meetings are public and all are welcome to participate. Learn more at danecountyfoodcollective.com.

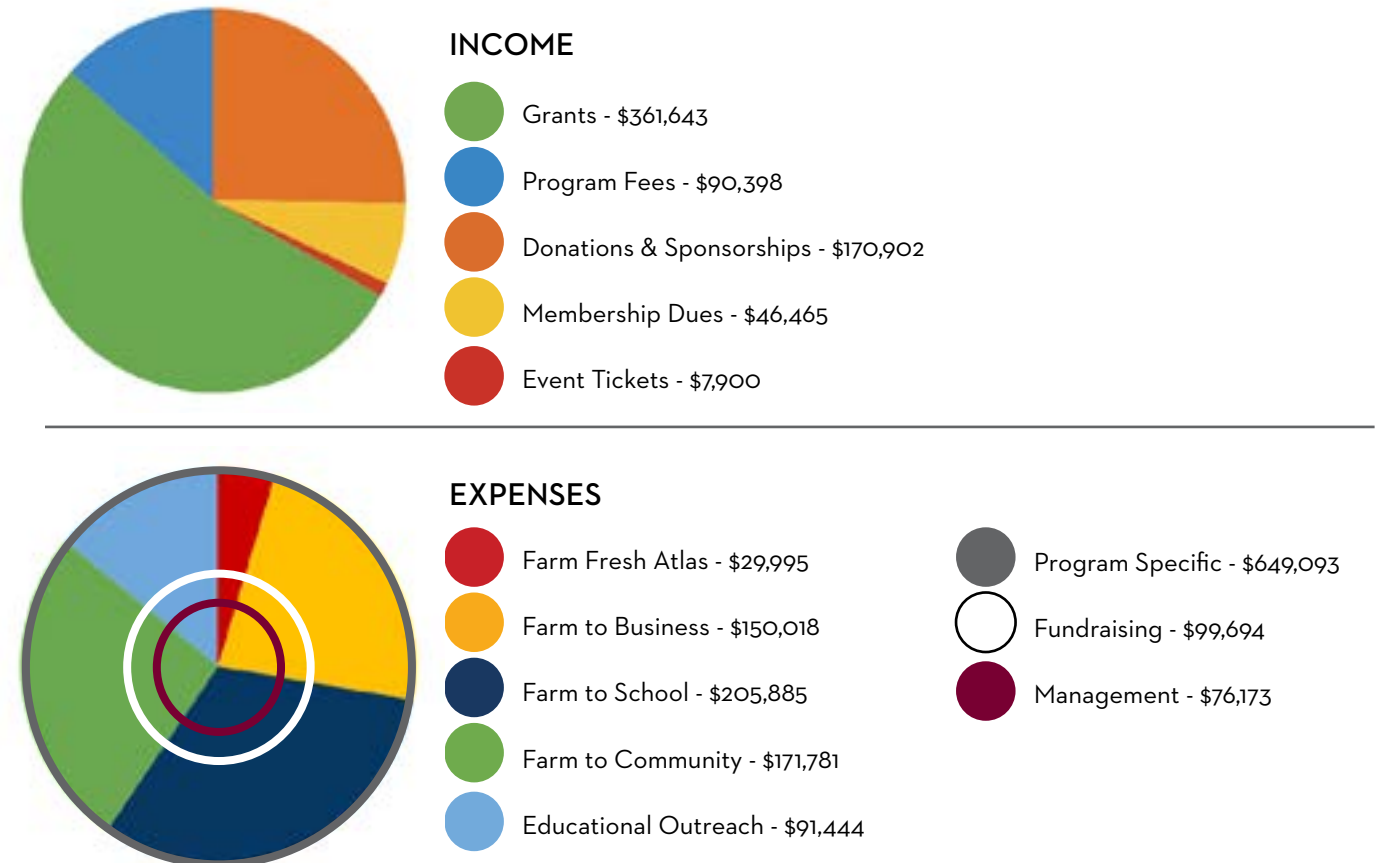
FINANCIALS

Borrowing a forward thinking model from [Propel Nonprofits](#), we want to share with you what it takes to fuel a non-profit: As opposed to a standard pie chart, where it's possible to interpret the slices representing management and fundraising expenses as a distraction from the mission, this model shows the value of the activities and expenses that, in fact, power our mission from the back-of-house.

Below are our 2022 financials. The real, complete costs of our programs include both direct program expenses like staff, meals, and educational supplies, and back-of-house support like fundraising, finance, HR, and Board.

Consider the Farm Fresh Atlas: Its slice of the pie shows that along with Atlas staff, designers, and printing costs, we also need to include a portion of the costs of the rest of our staff doing work like fundraising, accounting, and governing the organization, to actually accomplish our program goals. We couldn't run our programs without the core of the organization backing up those projects.

We want to show you that the true costs of providing our programming includes all the resources we need to run a strong and stable organization. REAP has been strengthening the local food system for 25 years - it takes a strong back-of-house to keep doing this work year after year.



GRATITUDE

Thank you for the unwavering commitment from our community. From our supporters of all types – longterm donors, new donors, in-kind donors, corporate sponsors, volunteers, community partners – to our dedicated staff, each has played a critical role in our ability to carry our mission to transform communities through the power of good food. Many invested in the good work REAP does year round to connect, educate, and advocate for an equitable and just food system. With these investments, we’ve been able to design innovative solutions to expand programming into new corners of our community. So, THANK YOU for your generosity and for allowing us to make meaningful real progress in 2022, 2023, and beyond!

REAP continues to advance the principles of community centric fundraising – a model grounded in equity and social justice. Therefore, we have moved away from listing donors in the annual report because we equally value all REAP donors. To learn more about community centric fundraising visit communitycentricfundraising.org.



Copies of the most recent annual report are available to the public on our website.