

Southeastern Wisconsin  
**Regional Planning Commission**



**A Regional Food System Plan  
for Southeastern Wisconsin**

Environmental Justice Task Force Meeting

October 13, 2021



## Project Purpose

- To connect food system stakeholders (e.g., producers, distributors, consumers)
- To improve access to affordable, healthy, fresh, and desirable food options for all residents
- To address long-standing economic and health disparities
- To increase locally owned and sustainable farms
- To preserve productive agricultural land and natural resources
- To increase educational efforts on nutrition and food literacy



## Report Outline



- Chapter 1: Introduction
- Chapter 2: The Food System
- Chapter 3: Consumers
- Chapter 4: Environmental Stewardship
- Chapter 5: Recommendations
- Appendix: Case Studies & Glossary



# ●●●●● Chapter 1: Introduction

## ➤ 1.1 Purpose Statement

- The Region & Need for Regional Planning
- Building on Existing Initiatives & Assets
- Equity & Inclusion in the Planning Process
- Food Access
- Agricultural & Natural Resources
- Urban-Rural Link

## ➤ 1.2 Organizational Structure

## ➤ 1.3 Public Involvement & Outreach

## ➤ 1.4 Report Outline



Credit: Flickr User Dogscribe



# ●●●● Kick-Off Public Meeting Agenda

## ➤ Background Information Presentation

- The Region
- What is a Food System? What is a Sustainable Food System?
- The Need for Food Systems Planning
- Project Purpose
- Report Outline
- Where We Are in the Planning Process

## ➤ Community Input Activities

- Introduction Survey
- Food System Topics Activity
- Strengths & Weaknesses Activity
- End of Meeting Survey



Credit: SEWRPC Staff



## ● ● ● ● Introduction Survey



### MULTIPLE CHOICE EXAMPLE

Choose All That Apply:

Option 1

Option 2

Option 3

Option 4

Submit

Participants selected their general purpose(s) for joining the meeting:  
**(All that Apply)**

- Learn about Specific Issues **(49%)**
- Gain a General Understanding of Project Objectives **(85%)**
- Provide Input **(36%)**
- Encourage Participation and Build Support **(36%)**

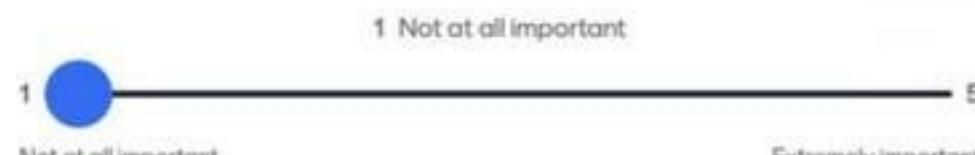


## Food System Topics Activity



### SLIDER BAR EXAMPLE

Statement 1



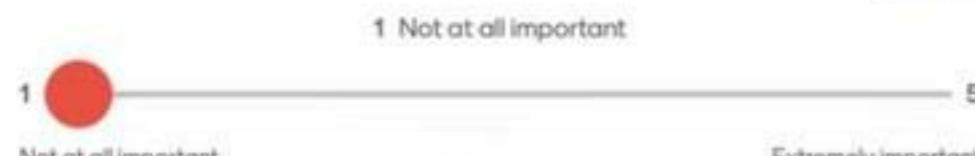
Skip

Statement 2



Skip

Statement 3



Skip

Submit

Using the slider bars, participants were asked to indicate the degree to which they found the following food-related topics important to address in this Plan.

Results are as a weighted average, with 1 being not at all important and 5 being extremely important to address.





## Farming

### Online & Mail-in Surveys

- Farming **(4.0)**

### Combined Public Meetings

- Preserving Farmland **(4.0)**
- Farm Ownership **(3.8)**
- Impact of Farming on the Environment **(4.6)**





## Local Food

### Combined Public Meetings

- Community Supported Agriculture (CSA) **(3.5)**
- Farmers Markets & Farm Stands **(4.1)**
- Food Miles **(3.8)**
- Urban Agriculture **(4)**





## Food & Beverage Manufacturing

### Online & Mail-in Surveys

- Food & Beverage Manufacturing **(3.7)**

### Combined Public Meetings

- Industry Growth **(3.3)**
- Workforce **(4.3)**
- Wages **(4.6)**
- Worker Safety **(4.7)**





## Grocery Stores & Restaurants

### Online & Mail-in Surveys

- Grocery Stores & Restaurants **(4.2)**

### Combined Public Meetings

- Location **(4.5)**
- Selection **(4)**
- Cost **(4.3)**
- Transit Access **(4.3)**





## ● ● ● ● Assistance for Those in Need

### Online & Mail-in Surveys

- Assistance for Those in Need **(4.4)**

### Combined Public Meetings

- Food Assistance Programs (e.g., SNAP & WIC) **(4.7)**
- Food Pantries & Food Banks **(4.4)**
- Mobile Food Markets **(4.1)**
- Community Initiatives **(4.4)**





## Food Waste

### Online & Mail-in Surveys

- Food Waste **(4.0)**

### Combined Public Meetings

- Business Waste **(4.4)**
- Household Waste **(3.8)**
- Food Waste Reduction Strategies (e.g., Composting) **(4.3)**
- Landfill Capacity **(4.3)**
- Wasting Energy & Water **(4.5)**





## Health & Nutrition

### Online & Mail-in Surveys

- Health & Nutrition **(4.6)**

### Combined Public Meetings

- Food Literacy **(4.5)**
- Marketing **(3.4)**
- Food Labeling **(3.9)**
- Food Safety **(4.4)**



 Food System Topics Activity

Are there any other topics that we should be researching, discussing, or learning about in this process?



# Mentimeter

## OPEN ENDED EXAMPLE

Short answers are recommended. You have 250 characters left.

250

You can submit multiple answers

Submit



## Strengths vs. Weaknesses Activity

1. In your opinion, please list 3 of the most important food related assets (strengths) in the Region...

2. In your opinion, please list 3 of the most important food related concerns (weaknesses) in the Region...



### WORD CLOUD EXAMPLE

Please use 1-2 word(s) responses.

Enter a word 25

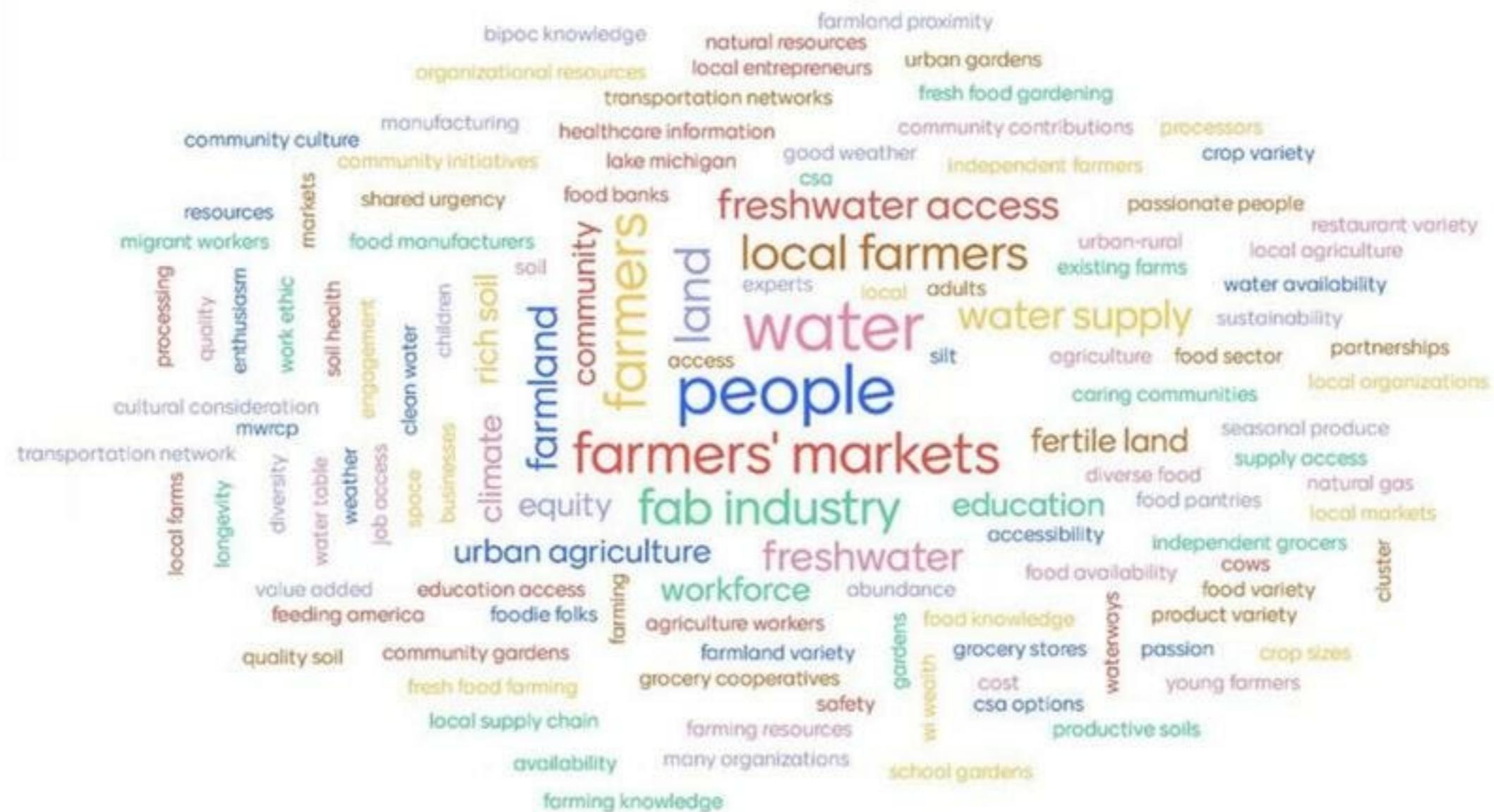
Enter another word 25

Enter another word 25

**Submit**



# **Food-Related Assets (Strengths)**



## Food-Related Concerns (Weaknesses)



## End of Meeting Survey

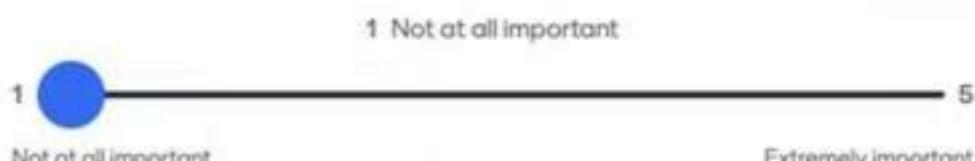
Using the slider bars, please indicate the level to which you agree or disagree with the following statements (Scale 1-5):

- I understand what a food system is. **(4.4)**
- I feel like my input/opinions are valued in this planning process. **(4.3)**
- I plan to attend future public meetings for this project. **(4.4)**
- I feel confident that this project will address a need within our Region. **(3.8)**



### SLIDER BAR EXAMPLE

#### Statement 1



#### Statement 2



#### Statement 3



**Submit**





## Other Public Input Options

➤ **Online:** [www.sewrpc.org/RFSP](http://www.sewrpc.org/RFSP)

➤ **U.S. Mail**

Southeastern Wisconsin Regional Planning Commission  
P.O. Box 1607  
Waukesha, WI 53187-1607

➤ **Email:** [RFSP@sewrpc.org](mailto:RFSP@sewrpc.org)

➤ **Phone:** (262) 953-3252

➤ **Fax:** 262-547-1103





## Next Steps

- Continue Research
- Continue Drafting:
  - Chapter 2: The Food System – In Progress
  - Chapter 3: Consumers – In Progress
- Public Outreach:
  - Public Meeting #2 – Winter 2022
  - Incorporating Feedback & Input

**Stay up to date on all things RFSP on our webpage:**  
**[www.sewrpc.org/RFSP](http://www.sewrpc.org/RFSP)**



# Thank You

**Please reach out with any questions, comments, or insight!**

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