A REGIONAL FOOD SYSTEM PLAN FOR SOUTHEASTERN WISCONSIN

Environmental Justice Task Force Meeting

March 16, 2022

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 increases 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 2: THE FOOD SYSTEM

Data that tells the story of the regional food system and informs plan recommendations

Growth Period
- 1850
- 1900
- 1950
- 1970
- 1980
- 1990
- 2000
- 2010

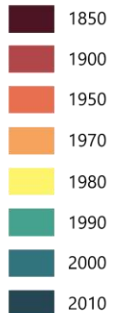0 1 2 3 4 5 6 Miles

Source: SEWRPC

AGRICULTURAL PRODUCTION HIGHLIGHTS
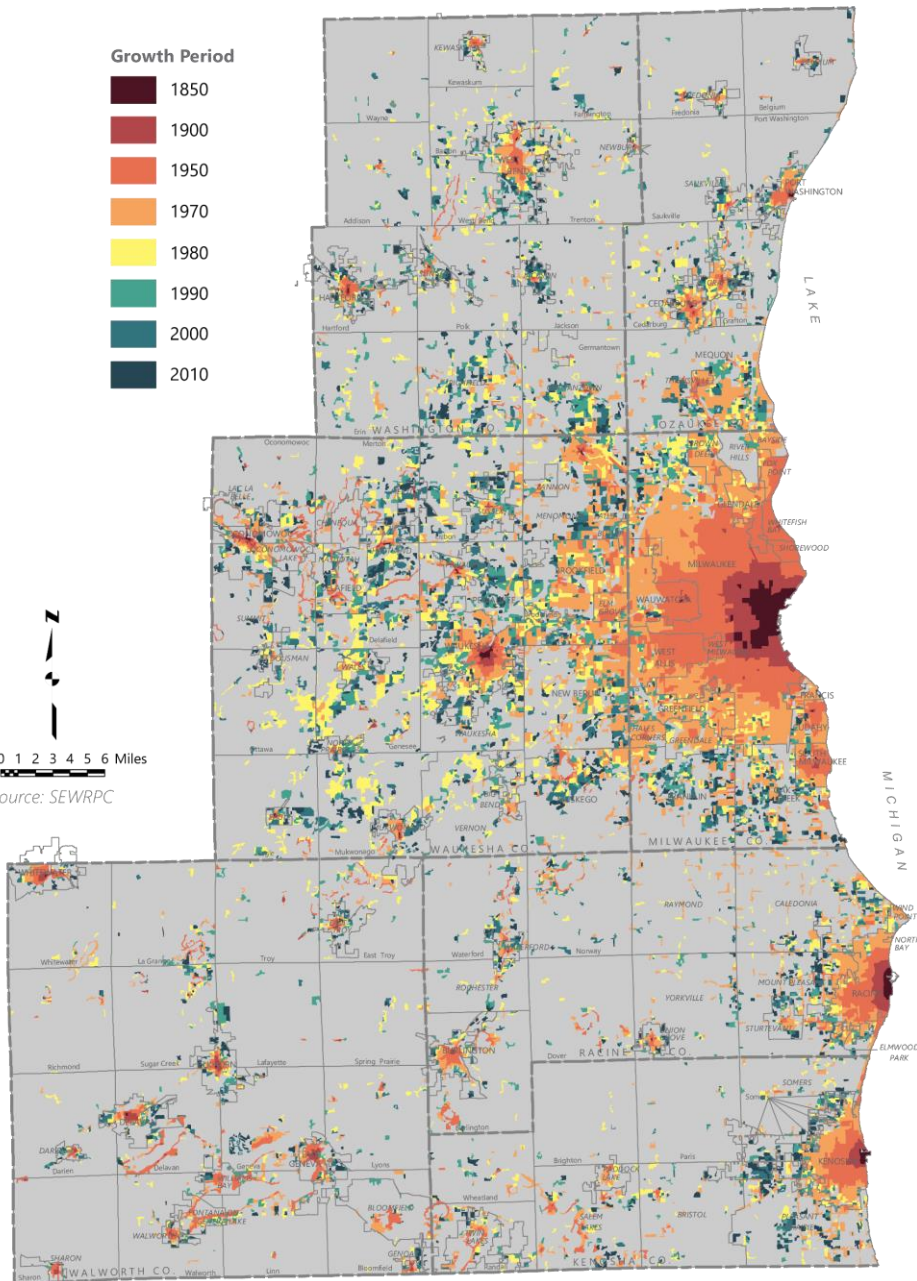
➢ Development Pressure and Farmland

- Population density has declined from almost 11,000 people per square mile in 1940 to just over 3,000 in 2010

- 1,156 square miles in agricultural use, most of it cultivated land (32 percent in Walworth County)

- 77 percent of agricultural lands is considered "Prime Farmland"

- Implementing VISION 2050 would help reverse population density decline and preserve farmland

- Since 2010: Most new residential development within sewer service areas and a focus on multifamily housing, but most new development at lower than recommended densities
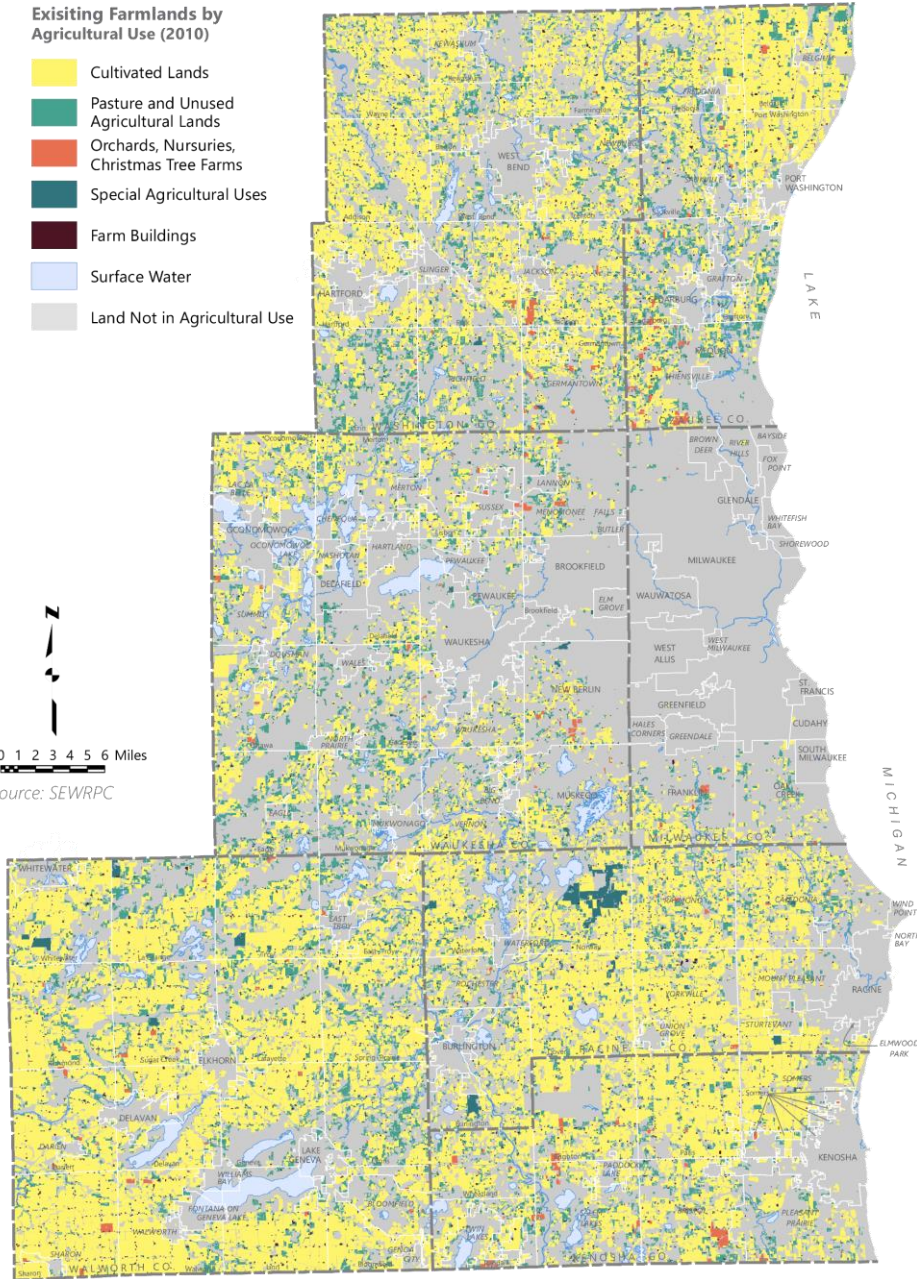
Exisiting Farmlands by Agricultural Use (2010)

- Cultivated Lands
- Pasture and Unused Agricultural Lands
- Orchards, Nursuries, Christmas Tree Farms
- Special Agricultural Uses
- Farm Buildings
- Surface Water
- Land Not in Agricultural Use

0 1 2 3 4 5 6 Miles

Source: SEWRPC

AGRICULTURAL PRODUCTION HIGHLIGHTS

➤ Farm Revenue and Production

- Over 3,500 farms in the Region

- Average size of farm in the region is 196 acres, 55 percent under 50 acres

- Annual Sales:
  o 88% under $250,000 (small)
  o 5% $250,000 - $499,999 (large)
  o 7% $500,000 or more (very large)

- Total annual market value of ag products is over $600,000,000

- 52% crops (mostly commodity crops)

- 48% animal products (dairy, poultry/eggs, livestock)

AGRICULTURAL PRODUCTION HIGHLIGHTS

➢ Producers
- 23% have been farming for less than 10 years
- 92% over the age of 35
- 32% percent over the age of 65

➢ Urban Agriculture
- Over 200 sites and counting, many are community gardens
- Land use regulations can be a barrier
- Vertical farming starting to take root in the Region
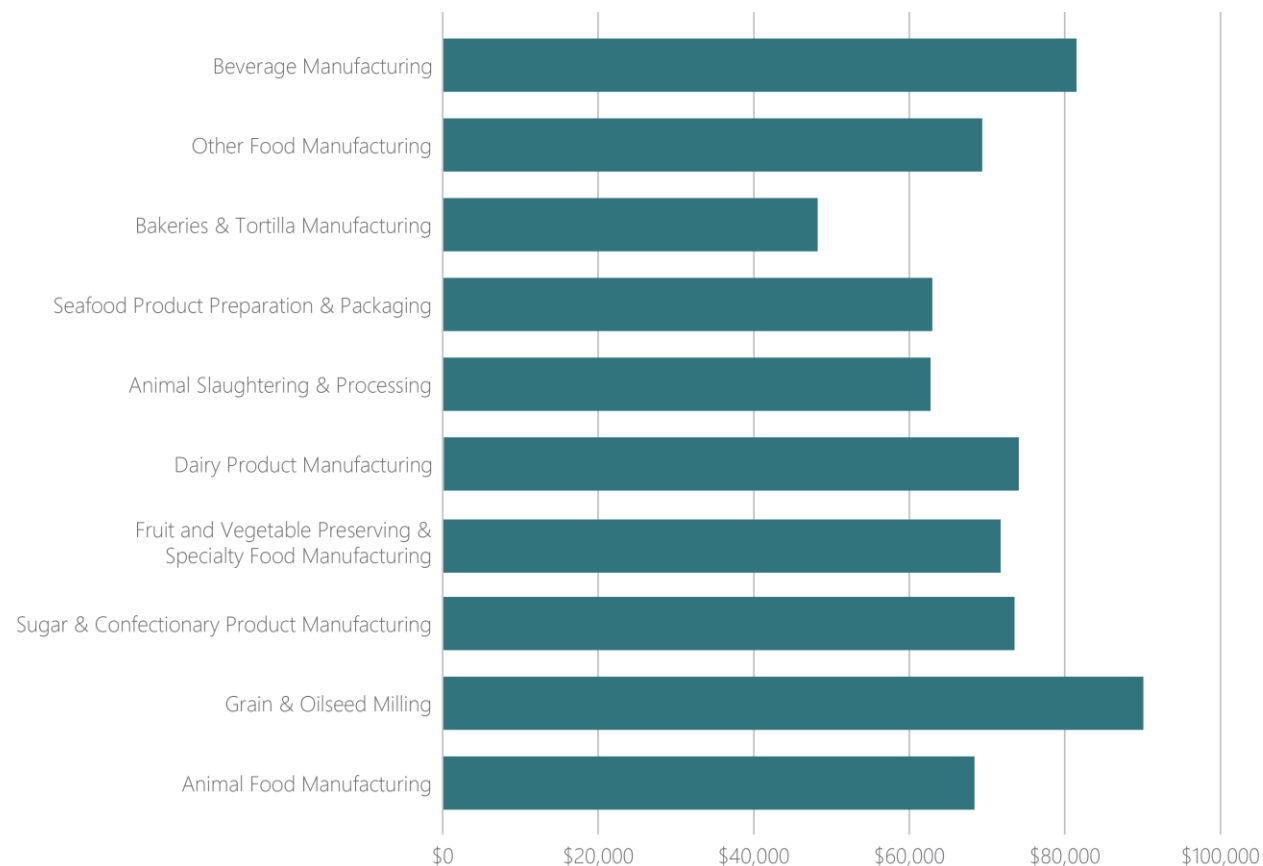
53212
24

53206
22

53208
15

FOOD AND BEVERAGE MANUFACTURING HIGHLIGHTS

➢ Industry cluster identified by M7 as significant to the Region's economic success

- 300+ firms employing about 17,000 people

- Average earnings are over $65,000 per year

- Strong regional industry compared to the nation (1.36 LQ)

- 8,000 additional workers in supporting industry segments such as food products machinery manufacturing and food and beverage distribution

Average Earnings per Industry Group: 2020

Bar chart showing average earnings per industry group:
- Beverage Manufacturing
- Other Food Manufacturing
- Bakeries & Tortilla Manufacturing
- Seafood Product Preparation & Packaging
- Animal Slaughtering & Processing
- Dairy Product Manufacturing
- Fruit and Vegetable Preserving & Specialty Food Manufacturing
- Sugar & Confectionary Product Manufacturing
- Grain & Oilseed Milling
- Animal Food Manufacturing

Earnings axis: $0, $20,000, $40,000, $60,000, $80,000, $100,000

FOOD ESTABLISHMENT DATABASE

➤ Full-Service Supermarkets

➤ Convenience Stores

➤ Fast Food Restaurants

➤ Restaurants, Bars, and Catering

➤ Breweries, Wineries, Distilleries

➤ Farmers Markets

➤ CSA and On-Farm Sales

➤ Manufacturers
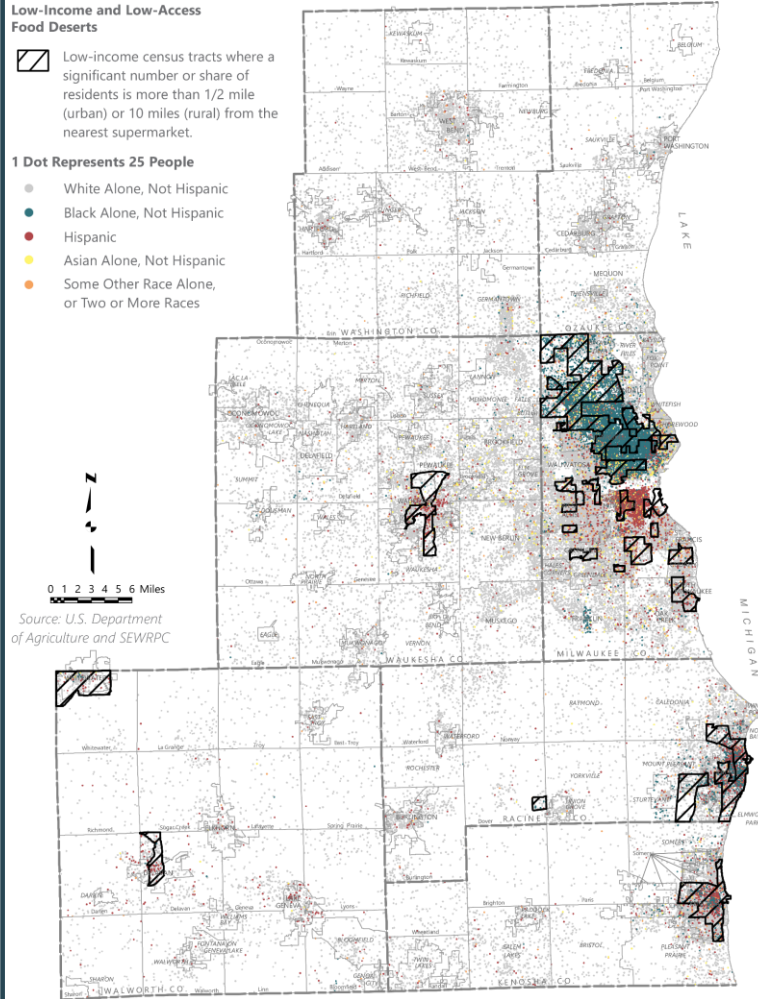
➤ Distributors

➤ Urban Agriculture

USDA Food Deserts

Low-Income and Low-Access Food Deserts

▨ Low-income census tracts where a significant number or share of residents is more than 1/2 mile (urban) or 10 miles (rural) from the nearest supermarket.

1 Dot Represents 25 People
- ● White Alone, Not Hispanic
- ● Black Alone, Not Hispanic
- ● Hispanic
- ● Asian Alone, Not Hispanic
- ● Some Other Race Alone, or Two or More Races
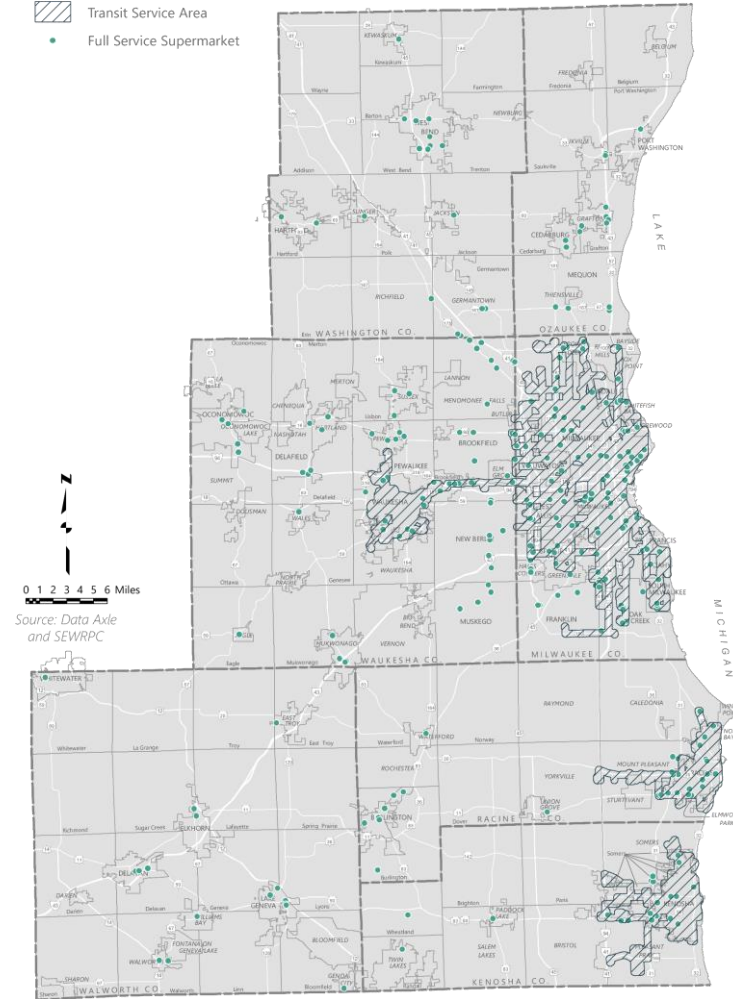
N

0 1 2 3 4 5 6 Miles

Source: U.S. Department of Agriculture and SEWRPC

Note: Population densities are based on the 2010 U.S. Census. This map may be updated based on an inventory of grocery stores to be conducted by Commission staff.

Supermarkets

▨ Transit Service Area
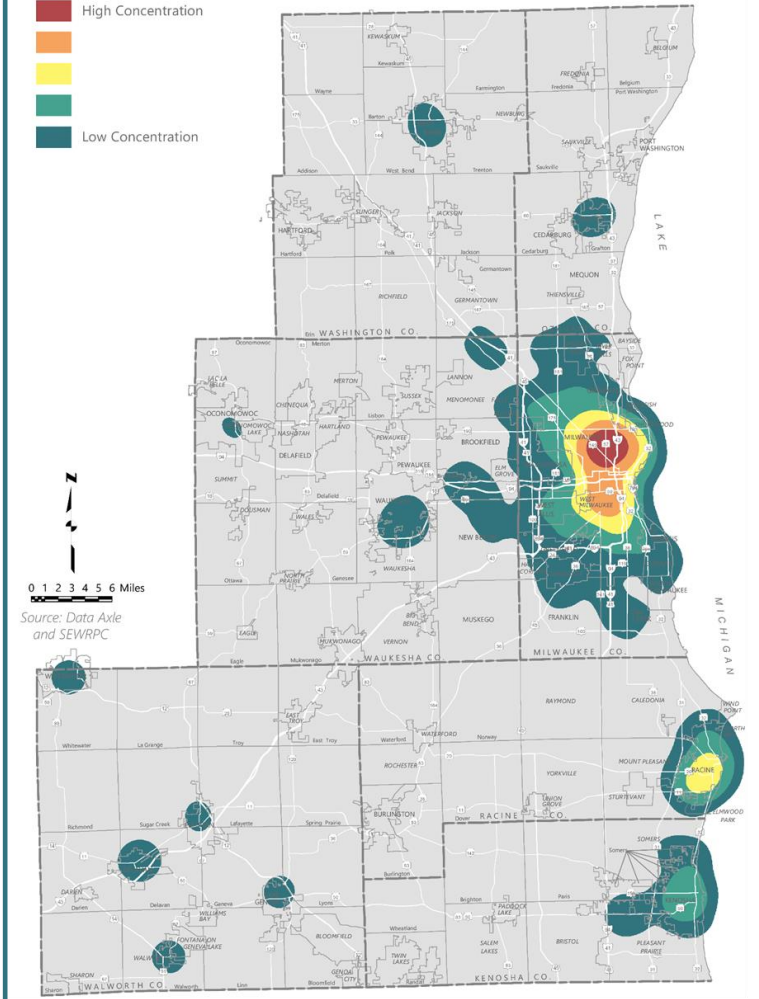● Full Service Supermarket

N

0 1 2 3 4 5 6 Miles

Source: Data Axle and SEWRPC

Note: Includes full-service supermarkets and "super centers" that stock general merchandise with full-service supermarkets. Transit service is based on transit services active at the end year 2020.

Convenience Stores (no gas)

■ High Concentration

■
■
■
■ Low Concentration

N

0 1 2 3 4 5 6 Miles
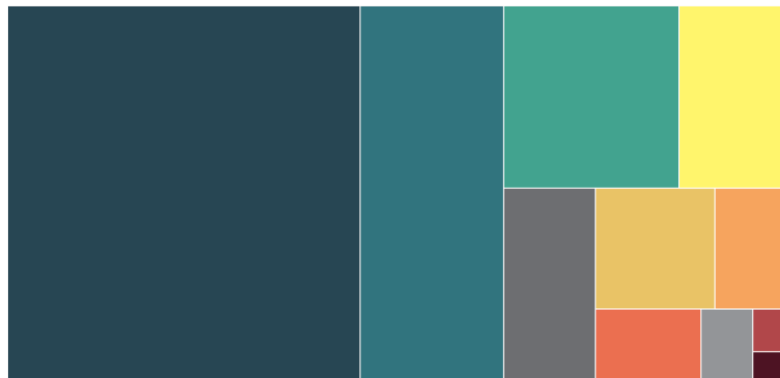
Source: Data Axle and SEWRPC

Note: Convenience store categorization does not include gas stations that sell groceries or food items.

FOOD WASTE HIGHLIGHTS

➤ Where is it going?
➤ What is the cause?
➤ Who is wasting it?
➤ What can be done?

Surplus Food Tons Generated by All Sectors in Wisconsin (2019)

By Destinations

- Land Application
- Landfill
- Anaerobic Digestion
- Composting
- Animal Feed
- Not Harvested
- Sewer
- Donations
- Industrial Uses
- Dumping
- Incineration

By Causes

- Trimmings & Byproducts
- Excess
- Spoiled
- Not Harvested
- Date Label Concerns
- Buyer Rejections
- Mistakes & Malfunctions
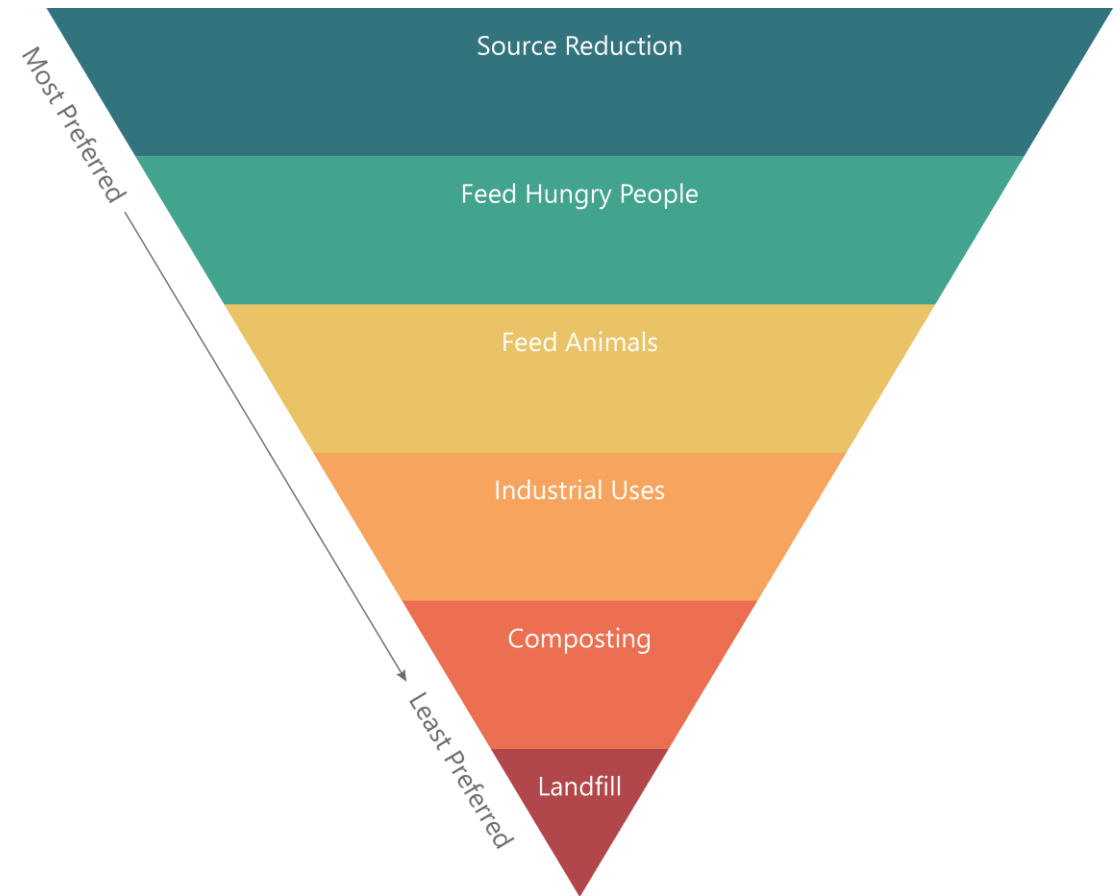- Food Safety
- Other

By Food System Sector

- Manufacturing
- Residential
- Farm (Produce Only)
- Food Service
- Retail

Source: Modified from ReFED, Food Waste Monitor, *2021, insights-engine.refed.com/food-waste-monitor?view=overview&year=2019, and SEWRPC*

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U.S. EPA Food Recovery Hierarchy

Most Preferred

Source Reduction

Feed Hungry People

Feed Animals

Industrial Uses

Composting

Landfill

Least Preferred

NEXT STEPS

Continue Research

Continue Drafting the Report

Advisory Committee and EJTF Meetings

Public Meeting #2

- Present background data
- Obtain initial input on plan recommendations