



FTC Alliance  
Where We've Been  
2007-2010

## 2007

- Group started meeting to discuss local foods in the fall

## 2008

- AmeriCorps Farm to School Grant 9/08-8/09
  - Food Procurement position: Facilitated purchasing relationships between local farms and school food services in Osceola and St. Croix Falls school districts
  - Food/Nutrition Educator position: Helped promote local foods and farms through lunchroom and classroom activities, flyers, and communications to families
- Formed Steering Committee in the Fall
- Completed a Key Stakeholders Survey

## 2009

- Steering Committee met 5x and completed a comprehensive strategic plan that includes mission statement, core values, key stakeholder analysis, issues identification, goals and action plan
- Draft bylaws written
- Created marketing materials  
(logo, brochure, business card, website, members directory)
- First membership kick-off in April  
35 total - 17 producers, 4 buyers, 6 local food advocates, 8 partner organizations
- Obtained an Employee Identification Number (EIN#) in May
- Started a checking account in April at Eagle Valley Bank
- Got a PO Box
- Quarterly newsletter
- Networking Dinner in July at Greco's Restaurant
- Booth at Polk County Fair
- St. Croix Falls and Eureka Farmer's Market Grant
  - o The average number of vendors participating at the two markets more than doubled from 2009 to 2010;
  - o More than 35 educational, promotional, and entertainment events were held between the two markets;
  - o \$1,380.26 in debit and EBT sales were made by vendors at both markets;
  - o WIC and Senior FMNP Vouchers redeemed at the markets increased by an average of 60%\*;
  - o Both markets gained increased visibility through sign and banner infrastructure and word of mouth recognition and built relationships with the local press;
  - o Both markets strengthened relationships among their own committees and vendors, and with low-income consumers, Polk County WIC, Aging, and Economic Support staff, West CAP, and the City of St. Croix Falls;
  - o Active volunteer bases of more than ten people for each market were developed and maintained, with well over 1,600 volunteer hours logged throughout the season; and
  - o The customer base for each market was increased, including new low-income customers.
  - o Farmers' Market Barrier Survey of low-income population revealed:
    - Top 2 barriers were time/place inconvenient (14%) and too high price (11.1%)
    - Top 3 suggestions for increasing attendance were nutrition incentive coupons (18.6%), increase vendor acceptance of vouchers (13.7%), increase vendors (12.5%)

## 2010

- Surveyed producers to measure interest in specific markets  
More producers interested in direct markets (CSAs, farmers markets, farm stands) vs. intermediate markets (institutions, food retailers, distributors)
- Started Buying Club  
Members of the Alliance were involved in local foods "buying clubs" offered by the Northwest Wisconsin Regional Food Network (NWRFN) as a local food ordering and delivery service for employees at workplace drop sites. NWRFN and West CAP received a grant from the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP)'s Buy Local, Buy Wisconsin program that will help build and expand this model in Polk, Barron, and Sawyer Counties.
- Created free list-serve through Google Groups
- Formed Transition Committee that met 2x and created 10 Task Positions to serve as future leadership