Food Buyers & Distributors
2/21/18
How Important is agriculture to Dane County’s economy?

17,000 Jobs
$3.4 billion in sales
$117 million in taxes
70% of County’s land

-UW Extension
#1 Ag Producing County in WI
#63 Ag Producing County in the U.S. (top 2%)
Total Farms by County

Dane: 2,749
Grant: 2,436
Vernon: 2,228
Dodge: 2,012
Monroe: 1,926
Sauk: 1,665
Iowa: 1,588
Columbia: 1,564
Green: 1,545
Rock: 1,509
Richland: 1,260
Lafayette: 1,252
Jefferson: 1,225
Crawford: 1,105

Source: MadREP
Figure 1.1 – Food Manufacturing Employment by County in the Madison Region and Driftless Region (2013)

- Dane: 3,269
- Jefferson: 2,154
- Dodge: 2,096
- Rock: 1,911
- Green: 1,289
- Monroe: 727
- Richland: 651
- Lafayette: 601
- Columbia: 530
- Grant: 343
- Vernon: 305
- Sauk: 273
- Iowa: 137
- Crawford: 20

Total Employment

Source: MadREP
Number of Food Manufacturing Businesses By Size in the Madison Area

Number of Businesses

147
108
24
1

1 to 10
10 to 100
100 to 500
500+

Number of Employees per Business
Top 10 Occupations for Projected Employment Growth in Dane County (2014-2024)

- Computer Occupations: 5,768
- Food Preparation & Service: 4,543
- Personal Care & Service: 4,531
- Business & Financial Management: 3,440
- Sales Related: 2,916
- Healthcare Practitioners: 2,067
- Construction: 1,978
- Building & Grounds: 1,761
- Education: 1,624
<table>
<thead>
<tr>
<th>Year</th>
<th>African American Food Service Workforce</th>
<th>Latino Food Service Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>273</td>
<td>1,024</td>
</tr>
<tr>
<td>2015</td>
<td>580</td>
<td>4,089</td>
</tr>
<tr>
<td>Change</td>
<td>307</td>
<td>% Change</td>
</tr>
</tbody>
</table>
Dane County Hispanic/Latino Workforce By Industry
CHANGING FOOD INDUSTRY
HYPOTHETICAL: 20% shift in all Madison food buying toward local sources?

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison Households</td>
<td>101,435</td>
</tr>
<tr>
<td>“Food at Home Spending” / Household</td>
<td>$3,400</td>
</tr>
<tr>
<td>Total Food Buying</td>
<td>$344,879,891</td>
</tr>
<tr>
<td>Direct Impact of 20% of Food Buying</td>
<td>$68,975,800</td>
</tr>
<tr>
<td>Jobs Created</td>
<td>1,832</td>
</tr>
</tbody>
</table>

Sources: U.S. Census, U.S. Bureau of Economic Analysis, and Fair Food Foundation Study of Detroit
A Few Local Food Processing Businesses

- Death's Door Spirits
- Capitol Brewery
- Wisconsin Brewing Company
- Conscious Carnivore
- Pasqual's
- Potters Crackers
- Quince & Apple
- Old Sugar
- Nessalla
- Mercado
- Marimar
- Off the Block
- One Barrel
- JBC Coffee Roaster
- Schoeps
- Tribe 9
- Ale Asylum
- Yum Butter
- Madison Sourdough
- Underground meats
- True Coffee
CSA Pick Up Locations
Unique Assets/ Projects / Infrastructure
Public Market Vision:
Year-round destination featuring produce from Wisconsin farms, culturally diverse prepared food, locally-made food products, and handcrafted arts/crafts. The space celebrates our unique traditions. It includes food processing, business incubation, and workforce training to strengthen our food system. It is a cherished and inclusive community gathering space with art, music, and events that bring people together.
Project Timeline:

- **2004 - 2011**: Ideas
- **2012**: Research & outreach
- **2013**: Market Analysis
- **2014**: Site Selection
- **2015**: Business Plan
- **2016**: Implementation Strategy
- **2017**: Momentum (Market Ready, Fundraising, Events, Updated Design)
Finalize Design, Funding, Operating Plan, 2018
Staffing, Leasing, Construction, 2019
Open, 2020
160 interested Vendors

- Value-added food products: 31%
- Fresh produce: 27%
- Prepared foods: 18%
- Arts/crafts: 16%
- Other: 8%
MarketReady Program
5 Tasks

1. Design & Development
2. Vendor Development
3. Governance/Operations
4. Funding
5. Outreach & Inclusiveness
Current Efforts and Next Steps

- Fundraising
- Continue refining design and uses
- Operating agreement
- Development agreement
- Implementation of MarketReady Program
- Continue building momentum and support
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