

FOOD SYSTEM



Create and support a sustainable, healthy food system through policy and environmental change.

goal 6: food system

vision 2020:

Wisconsin's food system supports and promotes healthy eating and healthy weight.

rationale:

The food system, otherwise known as the nutrition environment, includes food stores (grocery and convenience stores), restaurants, farmers' markets, farm stands, gardens, community supported

agriculture (CSAs), and food pantries. Efforts to improve the food system in Wisconsin are important, as an individual's eating habits are directly impacted by the food system that surrounds them. This includes whether one has, or perceives one has, physical access to healthy and affordable foods and beverages. Since 2005, many efforts have been underway to expand current programs, create resources for improving access, and document the food system in Wisconsin communities.

FOOD SYSTEM STRATEGIES

strategy FS1:

Increase access to and affordability of fruits and vegetables.

WILL THIS...	IMPROVE NUTRITION	REDUCE OBESITY
	Some evidence	Limited evidence, supported by expert opinion

strategy FS2:

Increase access to and promotion of healthy foods in restaurants, food stores, and vending.

WILL THIS...	IMPROVE NUTRITION	REDUCE OBESITY
	Scientifically supported	Some evidence

strategy FS3:

Promote access to and consumption of healthy beverages.

WILL THIS...	IMPROVE NUTRITION	REDUCE OBESITY
	Some evidence	Some Evidence

strategy FS4:

Increase access to education and programs that support breastfeeding initiation, exclusivity, and duration.

WILL THIS...	INCREASE BREASTFEEDING	REDUCE OBESITY
	Scientifically supported	Scientifically supported

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strategy FS1

Increase access to and affordability of fruits and vegetables.

Objective FS1.1:

By 2018, increase the number of Wisconsin communities with farmers' markets from 213 to 224 and CSA farms from 199 to 210, and community gardens in Wisconsin from 106 to 117 with an emphasis on reducing disparities in access to fresh fruits and vegetables.

Objective FS1.2:

By 2018, increase purchasing of fresh fruits and vegetables through electronic benefit transfers (EBT) for SNAP and WIC participants in a variety of settings (e.g., farmers' markets, CSAs) from 1% to 10%.

Objective FS1.3:

By 2018, increase the number of local governments that encourage the production, distribution, and procurement of food from local farms within the local jurisdiction by 5%. (Baseline will be established in 2013)

suggested actions:

supportive policies

- Support the Buy Local, Buy Wisconsin Program at DATCP
- Reduce barriers to specialty crop farming (fruits, vegetables, nuts) in urban and rural settings
- Reduce restrictions on community gardens, hoop houses and greenhouses for fruit and vegetable production
- Encourage the production, distribution, and procurement of foods from local farms into government procurement practices
- Support state and local efforts to decrease barriers to farm-to-institution and farm-to-retailer produce delivery
- Support Senior and WIC Farmers' Market Nutrition Programs



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infrastructure

- Conduct formative assessment of the Wisconsin food system, including the current distribution system and local food environments
- Encourage food distributors to explore ways to use existing distribution systems to bring fresh and healthy foods to underserved communities, including distribution of smaller shipments of fresh fruits and vegetables to convenience and corner stores
- Establish regional food hubs to support storage, product aggregation and distribution of locally grown foods
- Establish innovation and commercial kitchens that allow growers/producers to minimally process product for distribution
- Support mobile market programs among populations with low access to fresh fruits and vegetables
- Support community gardens
- Decrease barriers to fresh fruit and vegetable producer sales, storage, and distribution
- Develop and increase the number of low finance loans and capital sources for beginning specialty crop producers
- Support infrastructure, equipment, staff, and training to allow more food preparation on site at institutions
- Package farm-to-school methods for other institutions
- Use social marketing to understand barriers to use of Farmers' Market Nutrition Program vouchers, WIC fruit and vegetable vouchers, and SNAP benefits used for fruits and vegetables

- Partner to develop and implement low-income CSA cost-share programs
- Promote the development of a pilot program to encourage purchase of healthy alternatives and reduce the purchase of unhealthy options among SNAP participants. Pursue funding options with the Fresh Food Financing Initiative for full-scale supermarkets in underserved areas
- Convene HMO/health insurance companies to discuss rebates in a statewide meeting, partnering with MACSAC and worksite wellness programs

resources and training

- Disseminate the *Got Access? Improving Fruit and Vegetable Access in Wisconsin Communities* resource and train coalitions, community organizations, and academic partners on resources/strategies for improving fruit and vegetable access
- Educate and train farmers on direct marketing to the end user (instead of through distributors)
- Promote farming as a vocation in rural and urban centers (especially farming of specialty crops); develop relationships with organizations that may help (Future Farmers of America, 4H, urban farming organizations, and UW-Extension)
- Provide training in schools and the community on fresh fruit and vegetable preparation, storage, and preservation
- Explore use of SNAP-ED funding to support environmental and policy strategies for increasing access to fruits and vegetables

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strategy FS2

Increase access to and promotion of healthy foods in restaurants, food stores, and vending.

Objective FS2.1:

By 2018, increase the number of Wisconsin restaurants and food stores that have implemented strategies to support healthy eating by 10%. (Baseline will be established in 2013)

Objective FS2.2:

By 2018, increase the number of Wisconsin communities with access to full-scale supermarkets and other healthy food outlets, with an emphasis on reducing disparities in access to affordable, healthful foods from 60% to 65%.

suggested actions:

supportive policies

- Support local and state policies to offer full-scale supermarket owners incentives to locate in underserved areas, balanced with requirements to devote a certain amount of shelf space to healthy foods
- Support healthy food retail during municipal planning and zoning processes
- Consider healthy food retail when making zoning/land use decisions

infrastructure

- Assist currently operating retail stores in providing transportation options to their customers (involve transportation officials/city planners)
- Pursue funding options with the federal Healthy Food Financing Initiative to promote the location of full-scale grocery stores in underserved areas
- Support the establishment and growth of local food policy councils
- Develop nutrition standards for healthy food and beverages that could be adopted voluntarily by restaurants with 19 or fewer sites that is consistent with the Federal Menu Labeling rule

resources and training

- Complete, distribute, and train coalitions and food store owners on resources for improving access to affordable, healthy foods and beverages in food stores and restaurants using *Check Out Healthy* and *Order Up Healthy*

local implementation

- Implement local initiatives within restaurants
- Implement local initiatives within food stores
- Implement local initiatives with vending companies

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strategy FS3

Promote access to and consumption of healthful beverages and food.

Objective FS3.1:

By 2018, increase the number of eight-ounce servings of safe, potable drinking water (from a municipal water supply or private well) consumed daily by Wisconsin adults from 6.4 to 8.

Objective FS3.2:

By 2018, increase the number of local governments that have nutrition standards for foods and beverages sold within local government facilities from 0 to 10.

suggested actions:

supportive policies

- Support implementation of the Federal Menu Labeling Law
- Provide guidance to schools regarding acceptable marketing concepts in current and future pouring rights contracts
- Support and implement marketing targeted at children and adolescents that encourages consumption of healthy alternatives
- Provide incentives to food retailers to offer healthier food and beverage choices in underserved areas

infrastructure

- Support the establishment and growth of local food policy councils

resources and training

- Complete, distribute, and provide training on Order Up Healthy that includes recommendations to offer and promote healthful beverage alternatives
- Complete, distribute, and provide training on Check Out Healthy that includes recommendations to sell and promote healthful beverage alternatives

local implementation

- Implement local initiatives within restaurants, including efforts to:
 - Increase the number of healthful alternatives and smaller portion sizes offered and promoted by restaurants
 - Create a demand for these items within the community
 - Offer affordably priced healthy beverages
 - Price different portion sizes as proportionally as possible
- Implement local initiatives within food stores, including efforts to:
 - Increase the number of healthful alternatives promoted in all food stores, and offered in small food stores
 - Create a demand for these items within the community
 - Offer affordably priced healthy beverages
 - Price different portion sizes as proportionally as possible

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- Implement local initiatives with vending companies, including efforts to:
 - Increase the number of healthful alternatives and smaller portion sizes offered
 - Create a demand for these items within the community
 - Price different portion sizes as proportionally as possible
- Incorporate counseling about decreasing energy dense beverage consumption into health care visits

strategy FS4

Increase access to education and programs that support breastfeeding initiation, exclusivity, and duration.

Objective FS4.1:

By 2018, increase the number of local health departments that have adopted the Ten Steps to Breastfeeding-Friendly Health Departments from 5 to 10.

Objective FS4.2:

By 2018, increase the number of volunteer community-based groups that support and promote breastfeeding (e.g., La Leche League) from 36 to 42.

Objective FS4.3:

By 2018, increase the number of WIC agencies with a peer-counseling program from 55 to 70.

suggested actions:

supportive policies

- Fund training of health educators/local health departments on breastfeeding support
- Fund small non-profit organizations that promote breastfeeding in communities of color

infrastructure

- Establish links between maternity care facilities and hospitals to local breastfeeding coalitions and volunteer community-based groups
- Expand coverage of WIC peer counseling program to all WIC agencies with adequate staffing to meet the needs of the WIC participants
- Integrate breastfeeding support into home visiting and post-partum care programs

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resources and training

- Disseminate and train local health departments, local breastfeeding coalitions, and local nutrition and physical activity coalitions on the Ten Steps to Breastfeeding-Friendly Health Departments resource
- Provide breastfeeding support materials to local physicians, schools, clinics, and hospitals
- Encourage the establishment of telephone triage, “warmlines,” online networks within each Wisconsin community; get support from maternity care facilities, hospitals, local government agencies, and volunteer community-based groups
- Incorporate maternal breastfeeding education into child care facilities, early intervention and women’s programs, including Early Head Start, family planning, teen pregnancy and women’s health clinic programs

local implementation

- Promote utilization of social marketing principles to tailor effective breastfeeding messages to counteract advertising that markets infant formula
- Support and educate community members on the 2010 Right to Breastfeed legislation and legislation that allows breastfeeding equipment and consultation services to be tax deductible
- Limit marketing of infant formula within communities; educate health care providers within the local jurisdiction about not serving as advertisers of infant formula

OTHER RESOURCES

CDC Food System Resource Page:

www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources/nutrition.htm

CDC Guide to Fruit and Vegetable Strategies to Increase Access, Availability and Consumption:

www.cdc.gov/obesity/downloads/FandV_2011_WEB_TAG508.pdf

Got Access? A Guide for Improving Fruit & Vegetable Access in Wisconsin Communities:

www.dhs.wisconsin.gov/publications/p0/p00341.pdf

Nutrition Environment Measures Survey

www.med.upenn.edu/nems

Wisconsin Nutrition Education Program, University of Wisconsin-Extension

A federally funded nutrition education program that helps limited resource families and individuals choose healthful diets, purchase and prepare healthful food and handle it safely, and become more food secure by spending their food dollars wisely. The program operates in most counties in Wisconsin. Contact your county UW-Extension Office for more information.

www.uwex.edu/ces/wnep/overview/index.cfm

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OTHER RESOURCES *continued*

Healthy Food Financing Initiative

www.acf.hhs.gov/programs/ocs/ocs_food.html

WI WIC Farmers' Market Nutrition Program

www.dhs.wisconsin.gov/wic/Fmnp/fmnp/home.htm

Senior Farmers' Market Nutrition Program

Provides grants to provide low-income seniors with vouchers that can be redeemed for eligible food items at participating farmers' markets and CSAs

www.dhs.wisconsin.gov/wic/Fmnp/senior.htm

Food Share

Wisconsin's Food Stamp program. This program provides food assistance in the form of an Electronic Benefits Transfer (EBT) card to qualifying low-income households. The EBT card is used like a debit card to buy food at retail outlets.

www.dhs.wisconsin.gov/foodshare

WI WIC Breastfeeding Peer Counseling Program

www.dhs.wisconsin.gov/wic/WICPRO/training/exchange/peer.htm

Ten Steps to Breastfeeding Friendly Health Departments www.dhs.wisconsin.gov/health/nutrition/Breastfeeding/departments.pdf

CDC Guide to Breastfeeding Interventions

www.cdc.gov/breastfeeding/resources/guide.htm

The Surgeon General's Call to Action to Support Breastfeeding www.surgeongeneral.gov/topics/breastfeeding/index.html

Wisconsin Food Security Consortium

www.foodsecurity.wisc.edu

Buy Local, Buy Wisconsin Program

http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin

Wisconsin Local Food Marketing Guide

http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin

CDC Improving the Food Environment through Nutrition Standards: a guide for government procurement. www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf

Waupaca NuAct Coalition's Community Gardens

The community gardens in Waupaca, Weyauwega/Fremont, and Clintonville have produced over 36,000 pounds of fresh produce between 2007 and 2011 – and donated all of it to more than 15 locations throughout the county including food pantries, senior nutrition sites, free community dinners, schools, and other sites. Volunteers at the garden include kids in summer programs, seniors, service groups, and other at-large community members. Food pantry customers receive fresh foods that they might not otherwise have access to, along with recipes and other resources. Volunteers have found that their work in the gardens not only allows them to make their community a better place, but that it is also a great source of regular physical activity.