



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

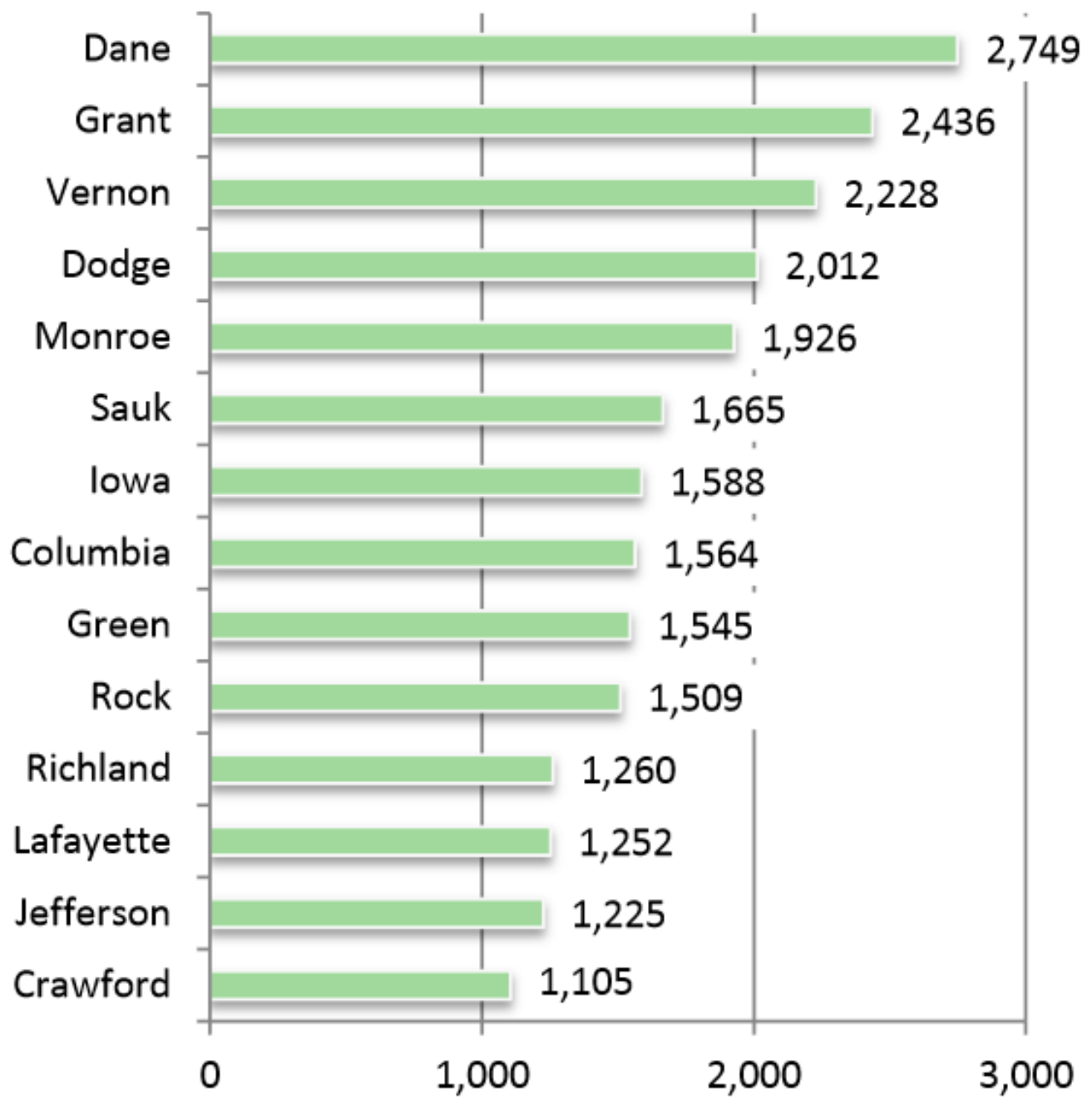
-UW Extension



#1 Ag Producing County in WI

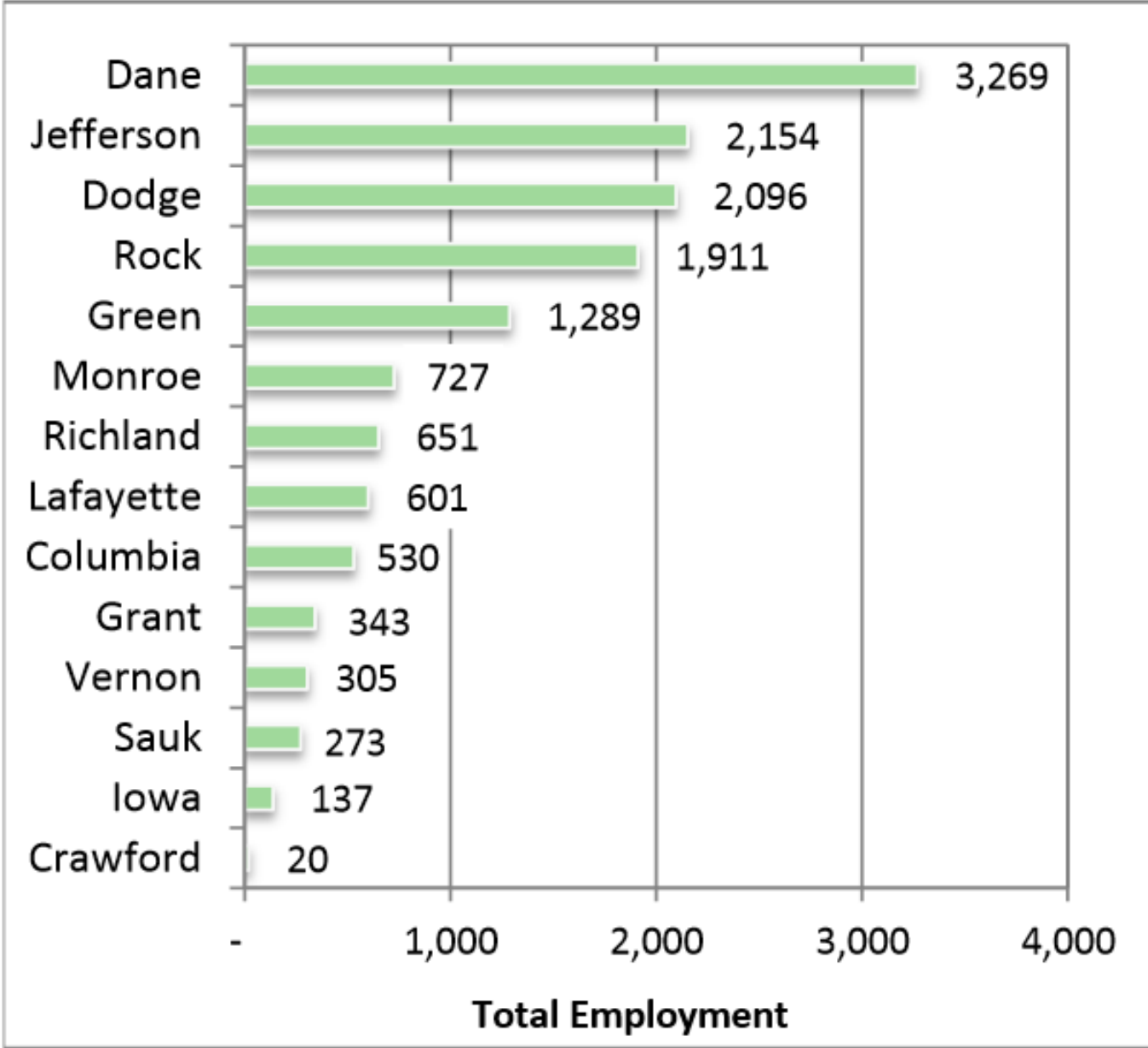
#63 Ag Producing County in the U.S. (top 2%)

Total Farms by County



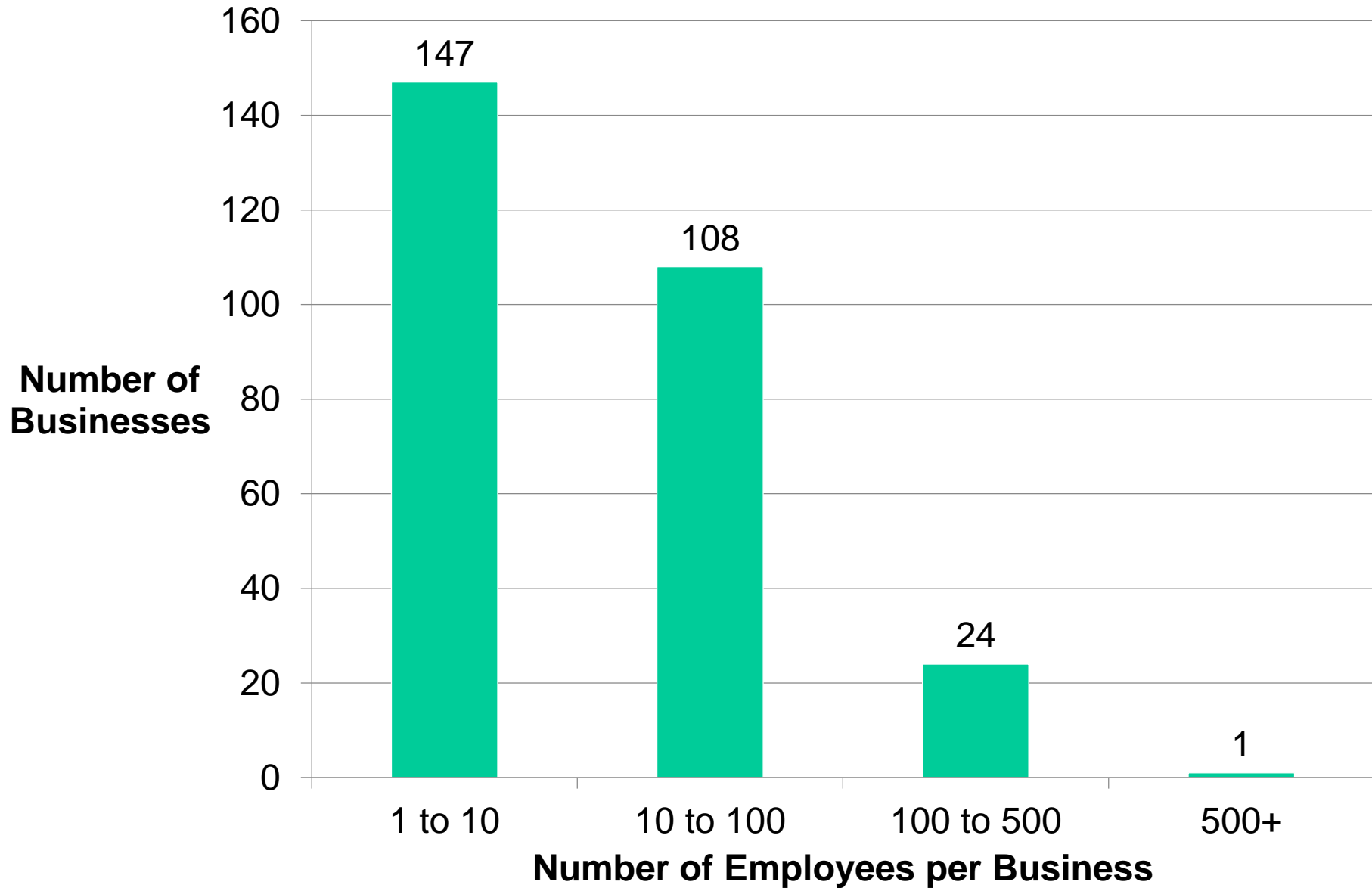
Source: MadREP

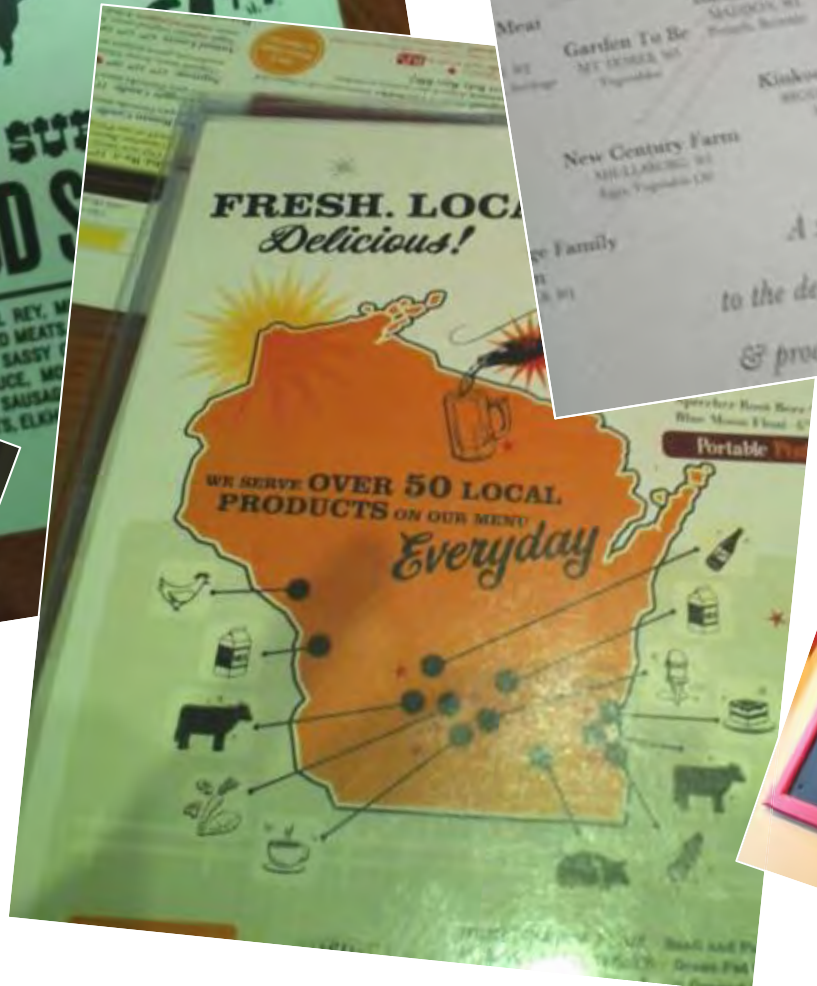
Figure 1.1 – Food Manufacturing Employment by County in the Madison Region and Driftless Region (2013)



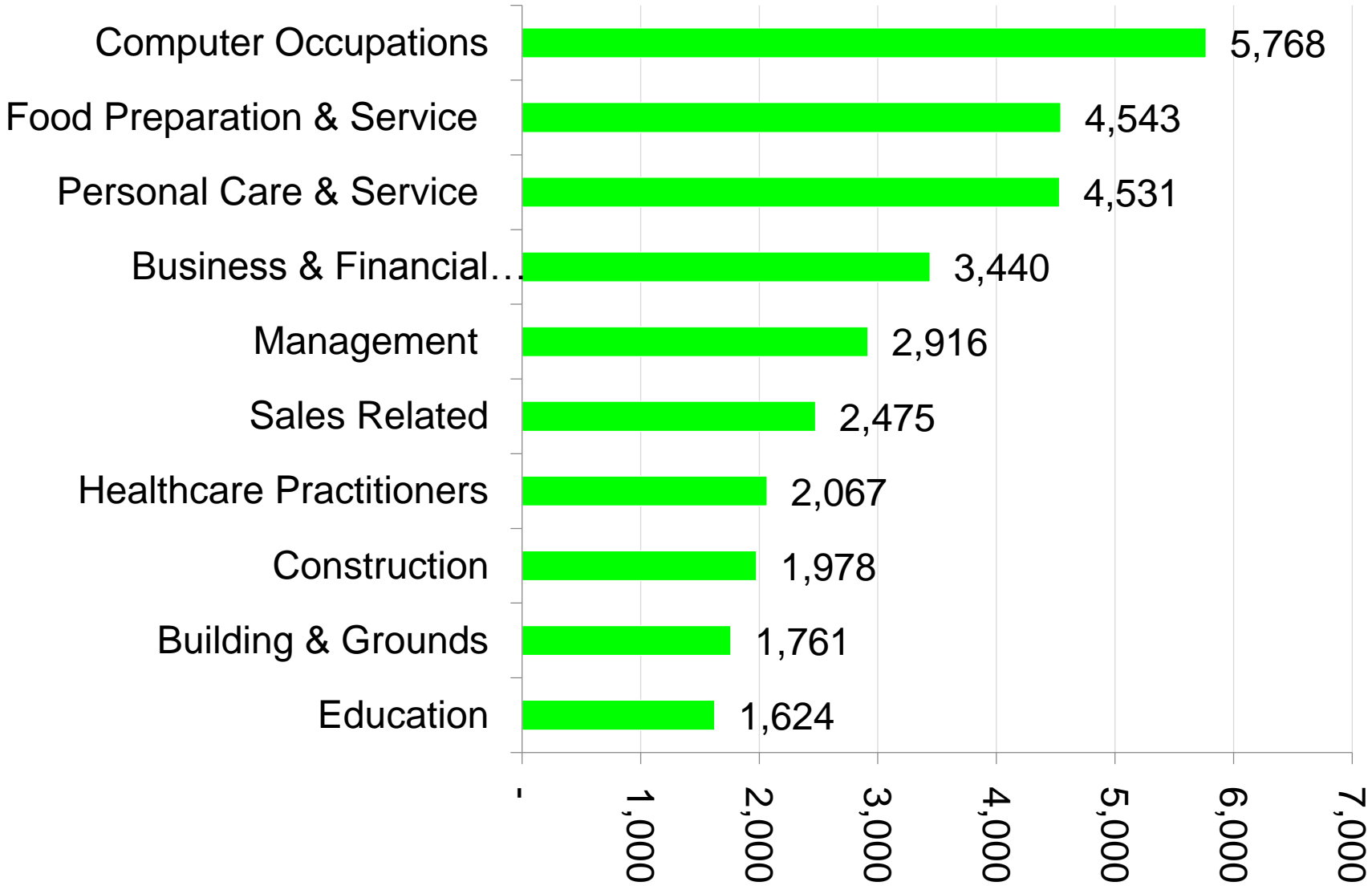
Source: MadREP

Number of Food Manufacturing Businesses By Size in the Madison Area





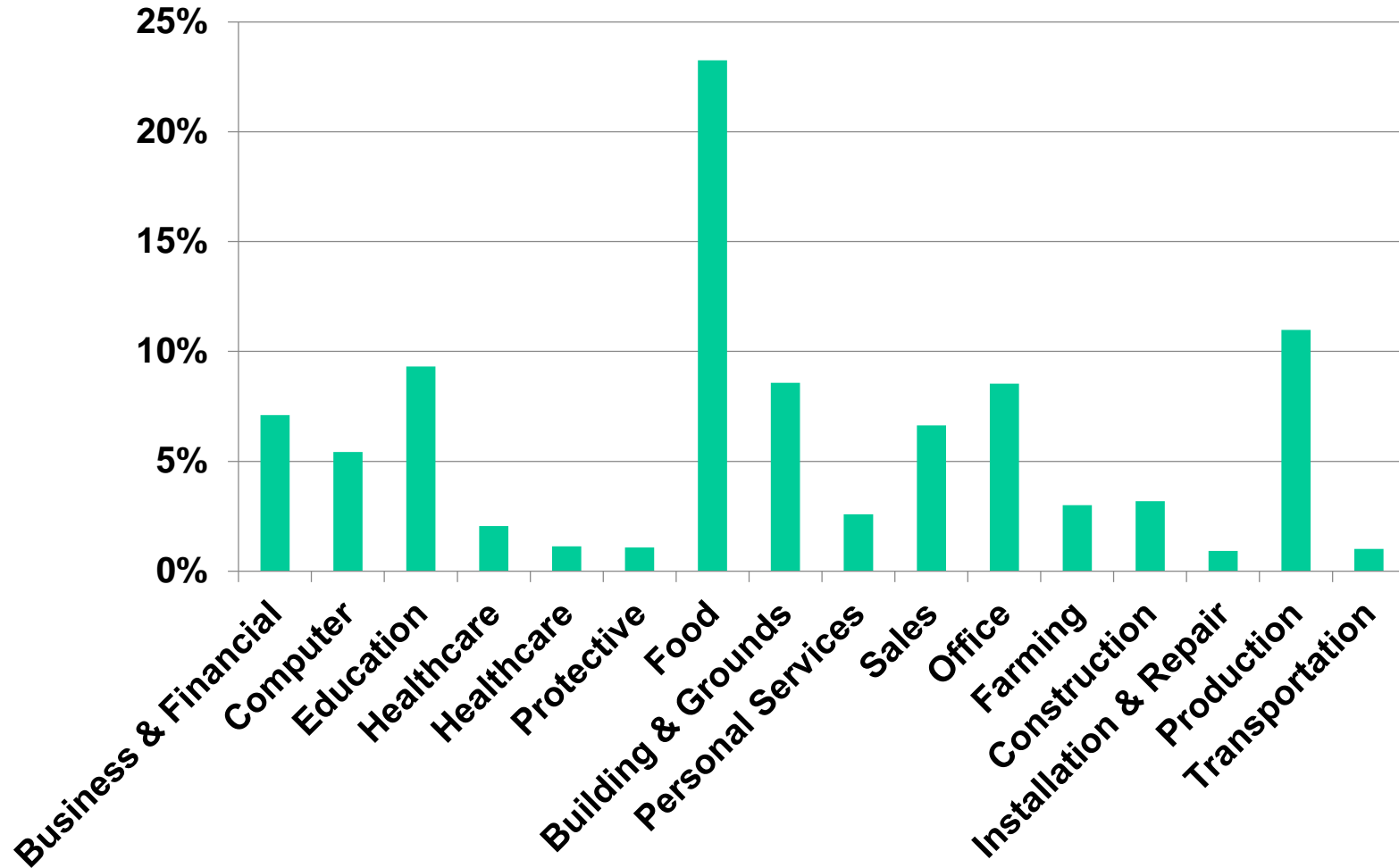
Top 10 Occupations for Projected Employment Growth in Dane County(2014-2024)



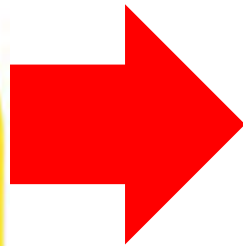
Dane County African American and Hispanic/Latino Food Service Workforce 2007- 2015

	African American Food Service Workforce	Latino Food Service Workforce
2007	273	1,024
2015	580	4,089
Change	307	3,065
% Change	112%	299%

Dane County Hispanic/Latino Workforce By Industry



CHANGING FOOD INDUSTRY



HYPOTHETICAL: 20% shift in all Madison food buying toward local sources?

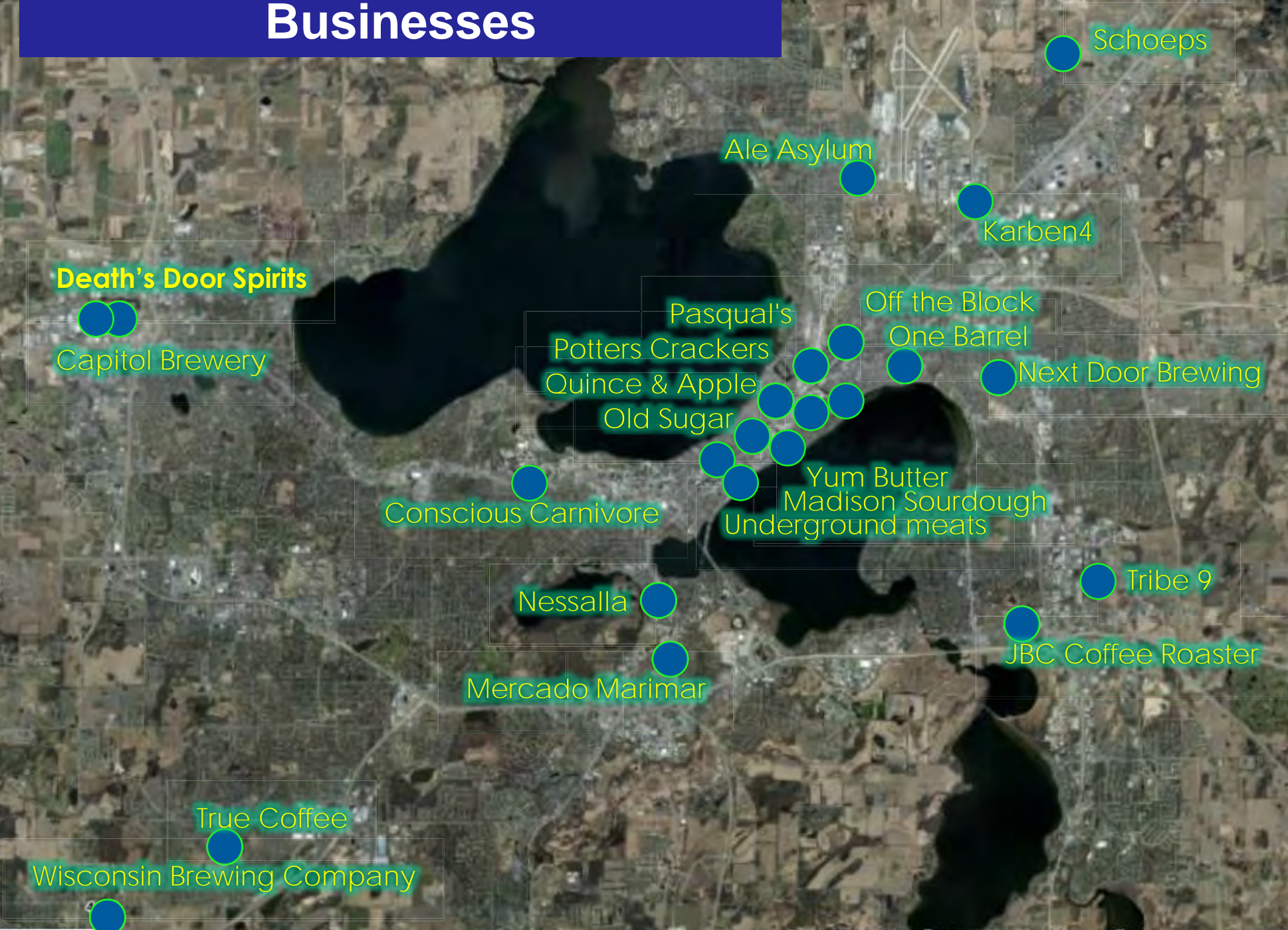
Madison Households	101,435
“Food at Home Spending” / Household	\$3,400
Total Food Buying	\$344,879,891
Direct Impact of 20% of Food Buying	\$68,975,800
Jobs Created	1,832

Sources: U.S. Census, U.S. Bureau of Economic Analysis, and Fair Food Foundation Study of Detroit

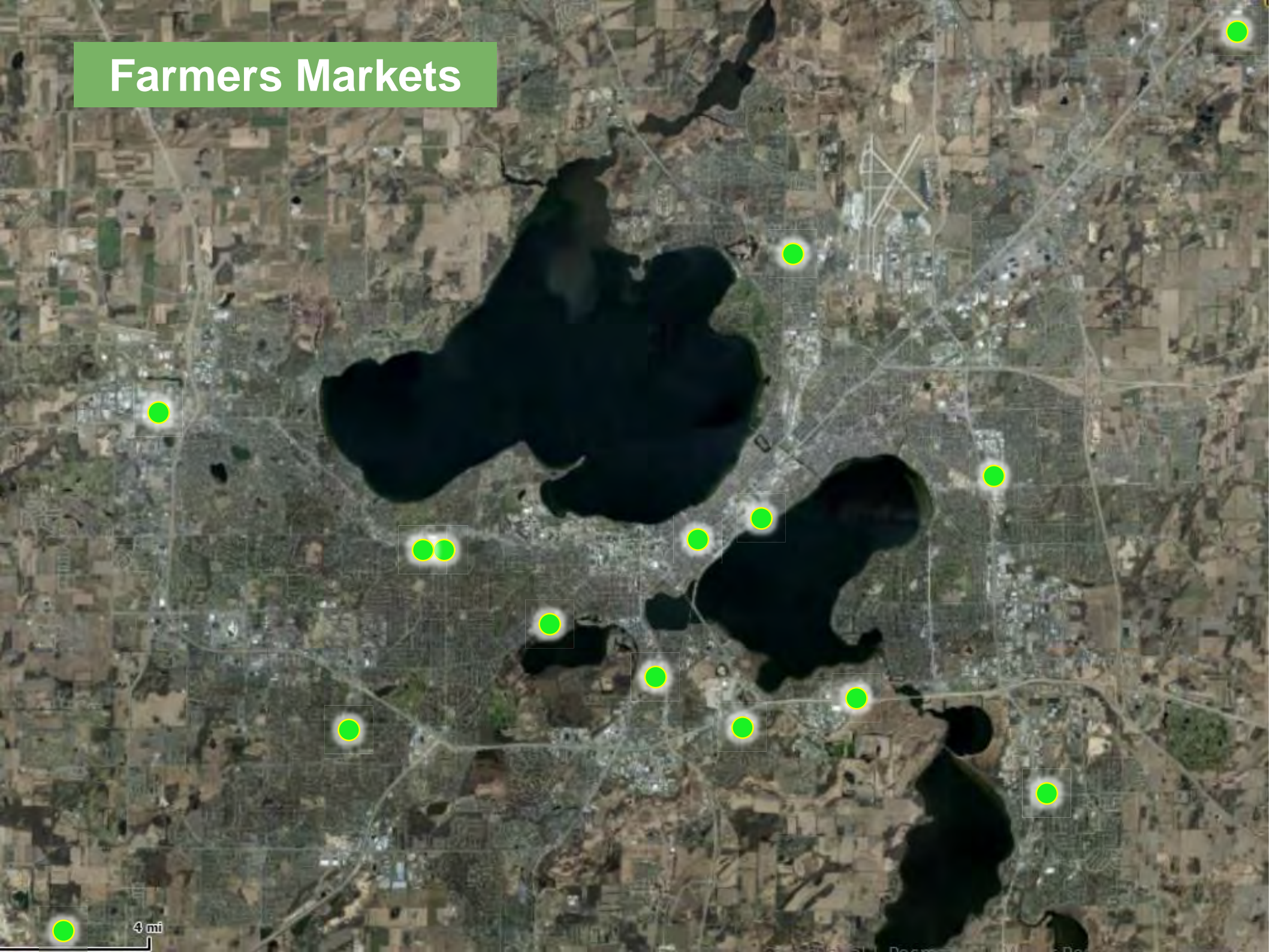


4 mi

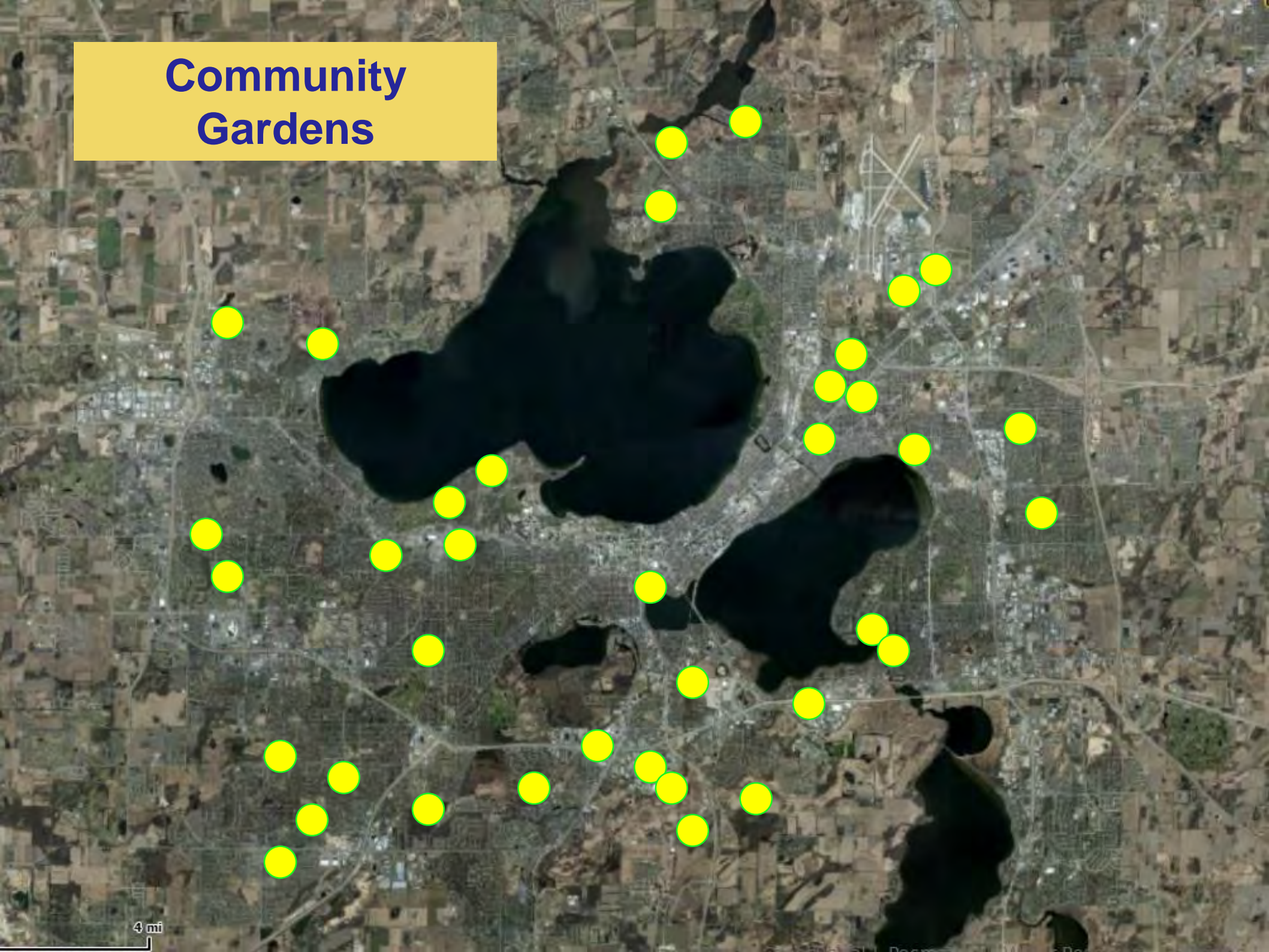
A Few Local Food Processing Businesses



Farmers Markets

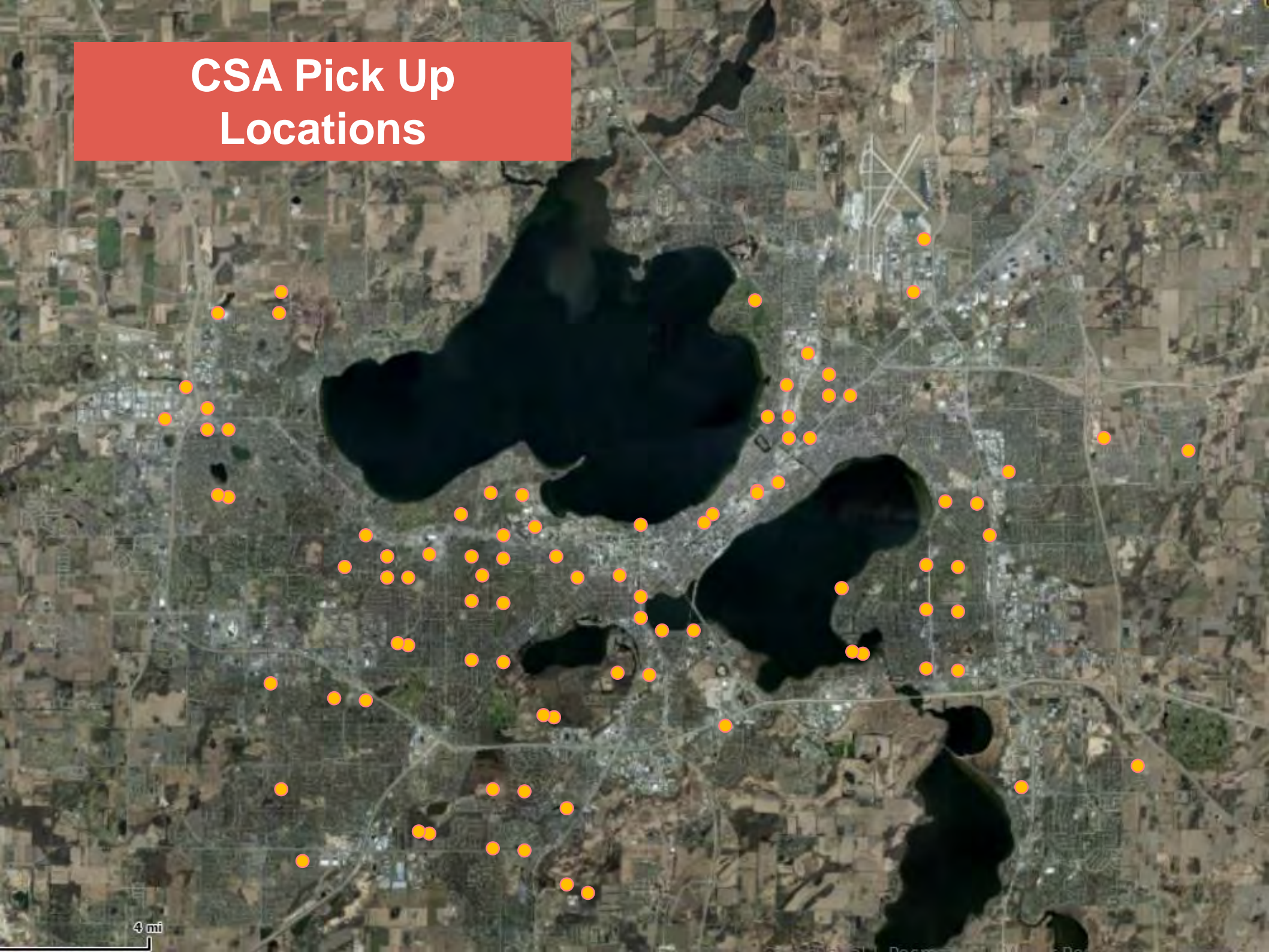


Community Gardens



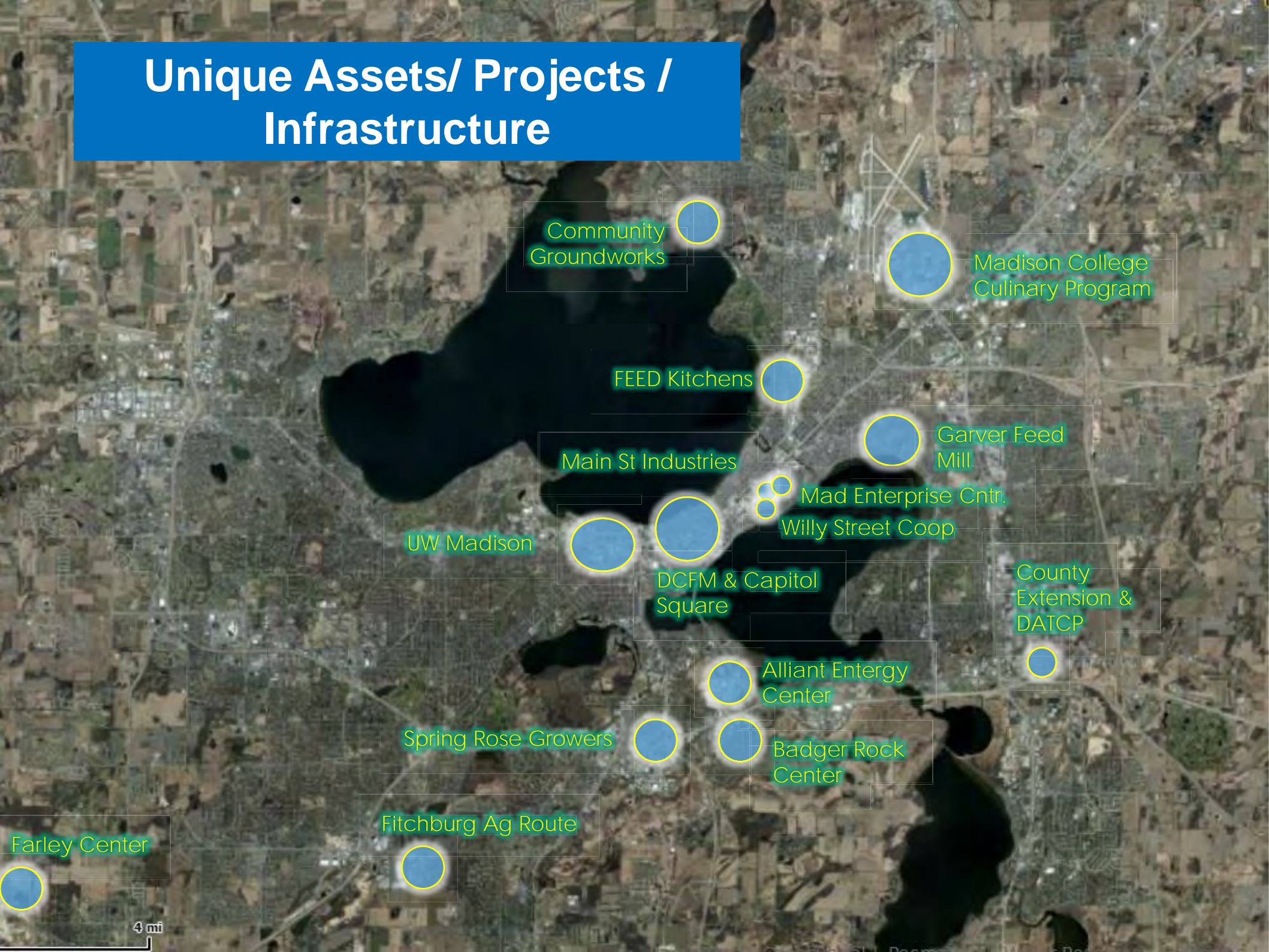
4 mi

CSA Pick Up Locations



4 mi

Unique Assets/ Projects / Infrastructure



Community Groundworks

Madison College Culinary Program

FEED Kitchens

Garver Feed Mill

Main St Industries

Mad Enterprise Cntri.

Willy Street Coop

UW Madison

DCFM & Capitol Square

County Extension & DATCP

Alliant Entergy Center

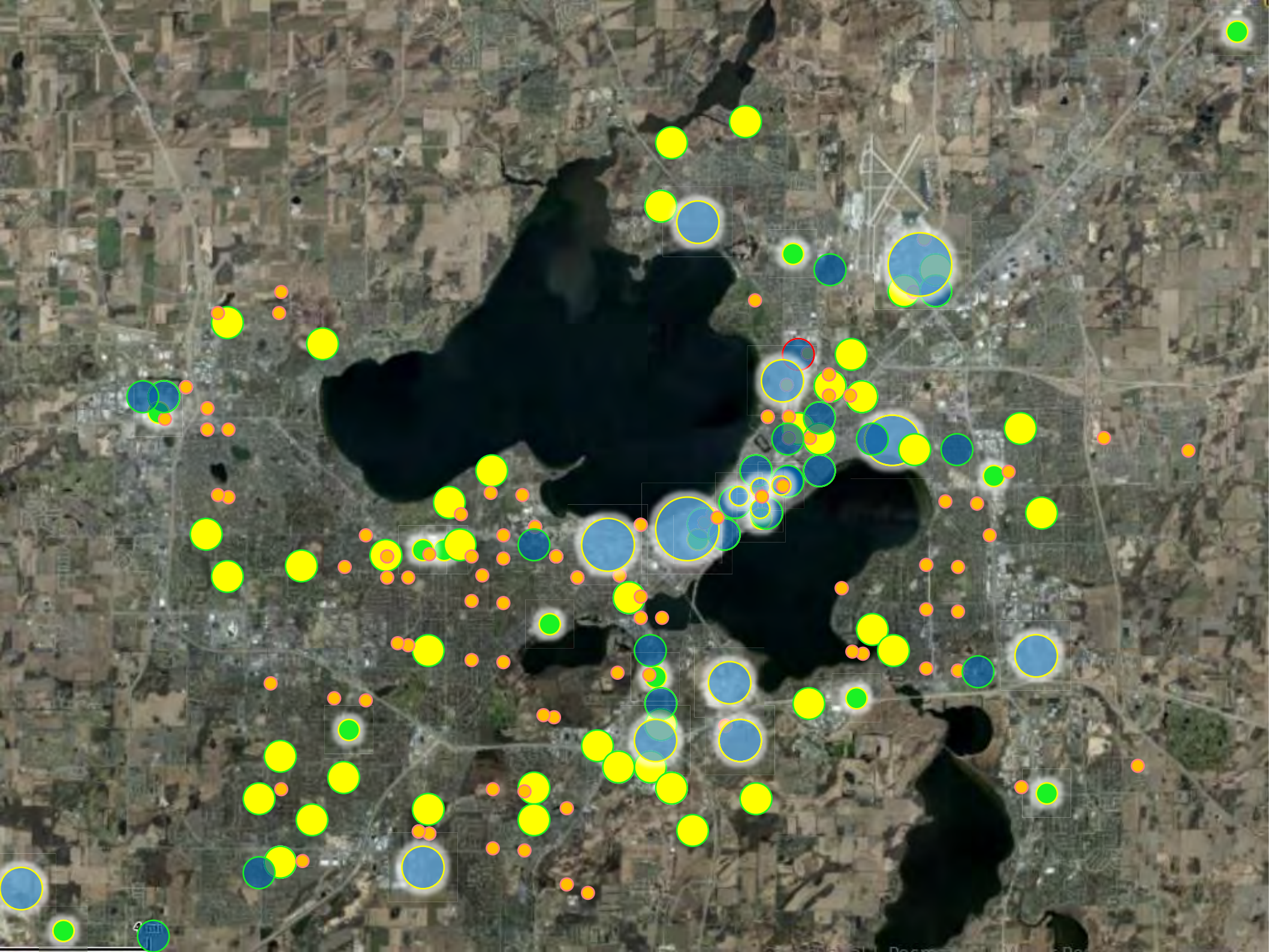
Badger Rock Center

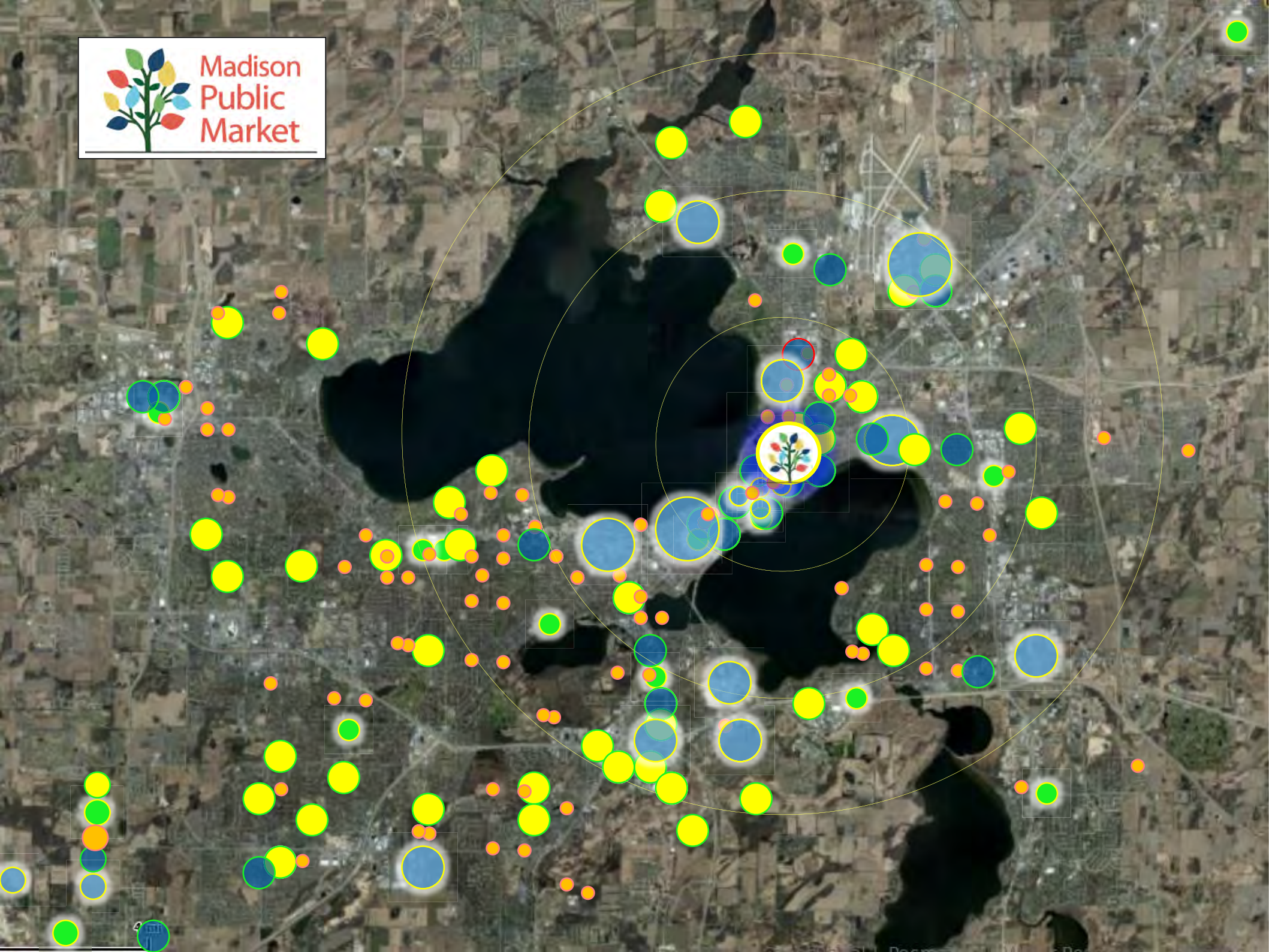
Spring Rose Growers

Fitchburg Ag Route

Farley Center

4 mi





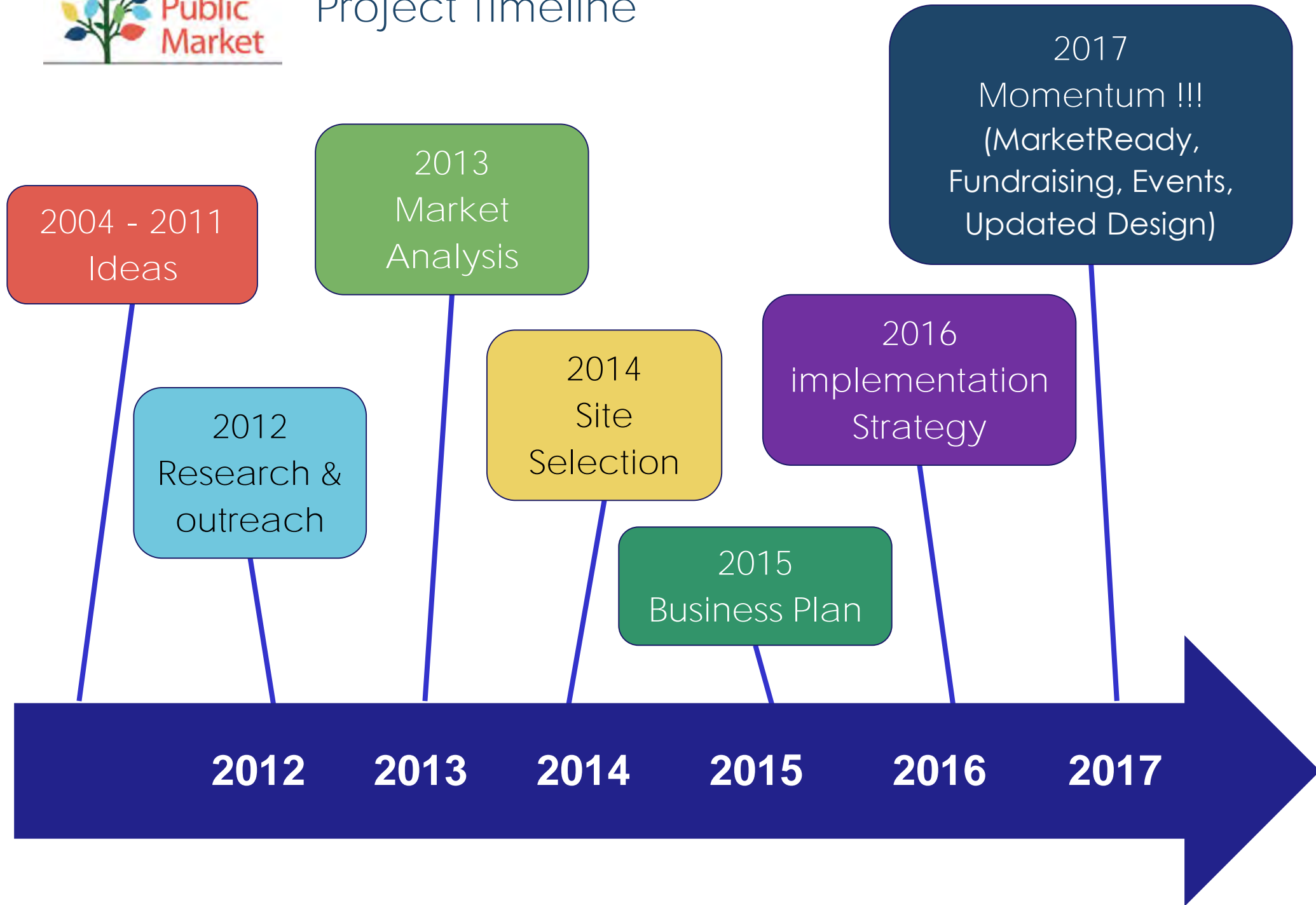


Public Market Vision:
Year-round destination featuring
produce from Wisconsin farms,
culturally diverse prepared food,
locally-made food products, and
handcrafted arts/crafts. The
space celebrates our unique
traditions. It includes food
processing, business incubation,
and workforce training to
strengthen our food system. It is a
cherished and inclusive
community gathering space with
art, music, and events that bring
people together.





Project Timeline





Project Timeline

Finalize Design,
Funding,
Operating Plan,

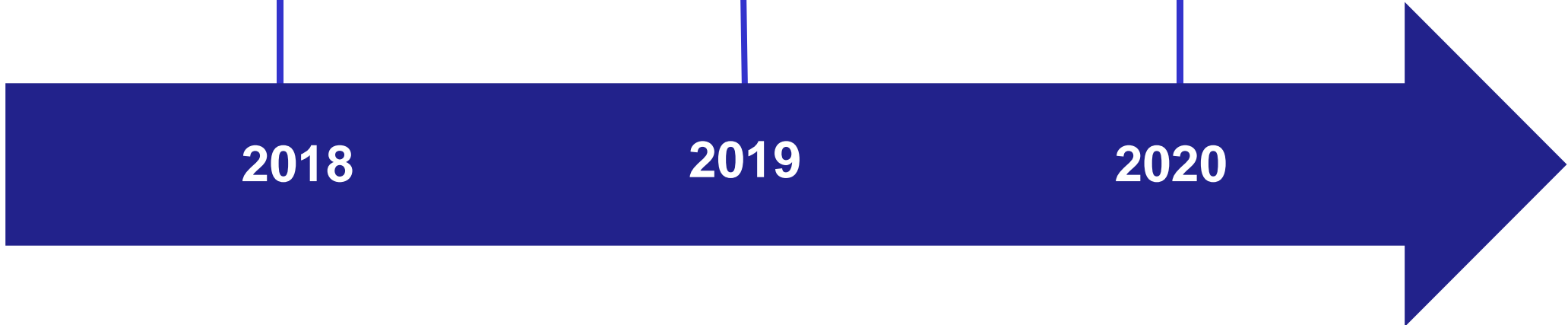
Staffing,
Leasing,
Construction

Open

2018

2019

2020



Market Hall



Food Innovation



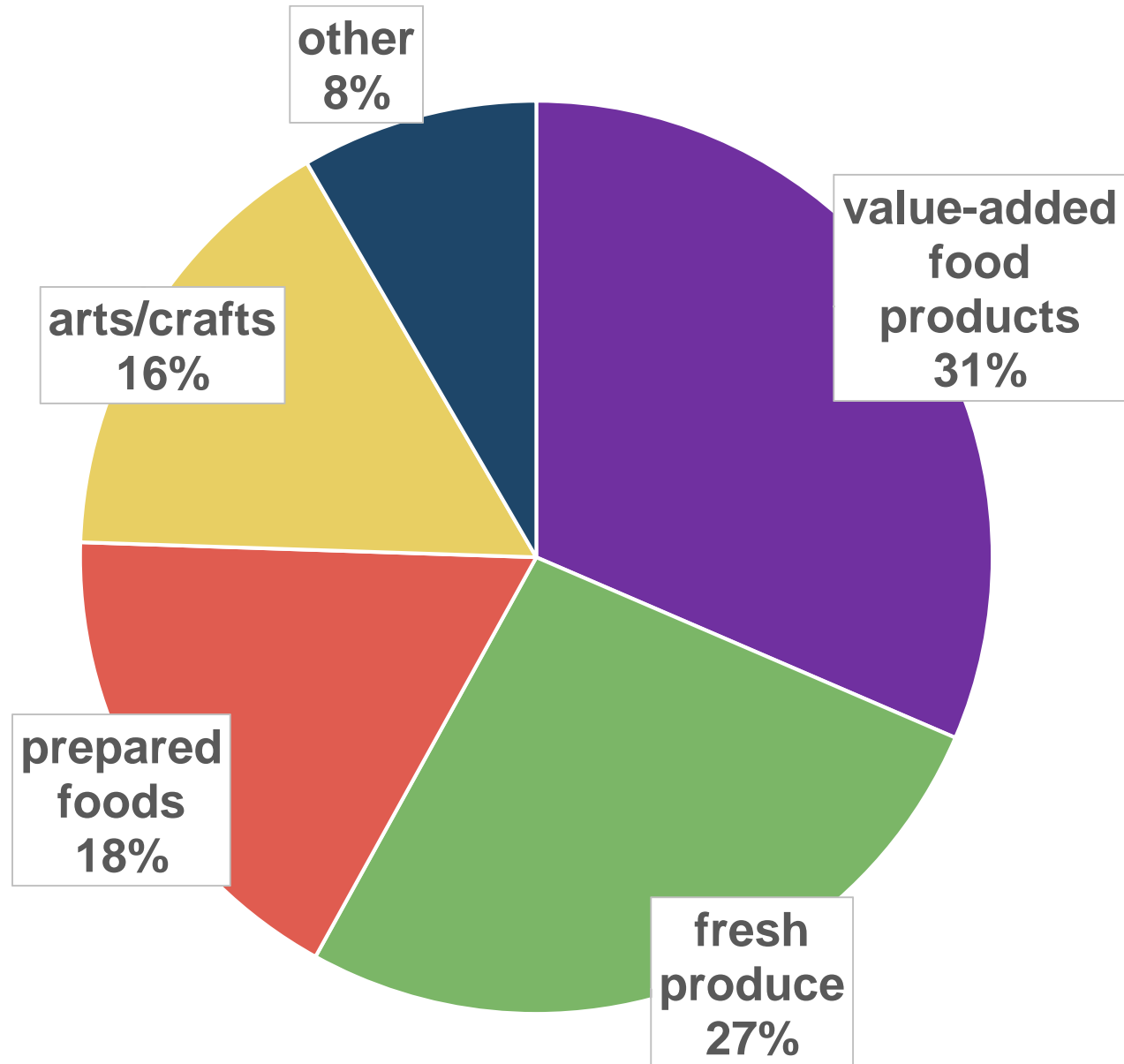
Events Space



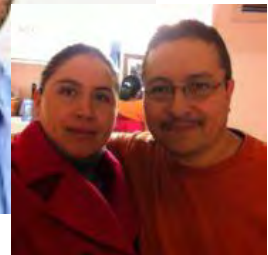
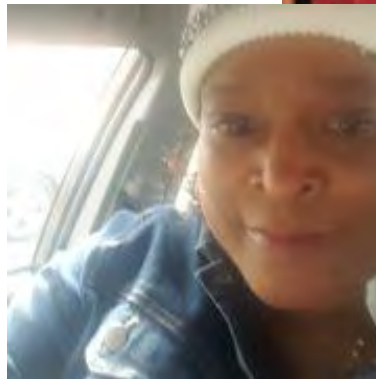
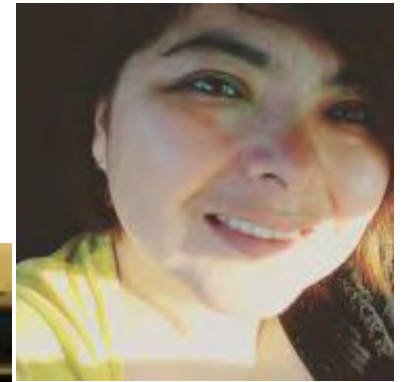
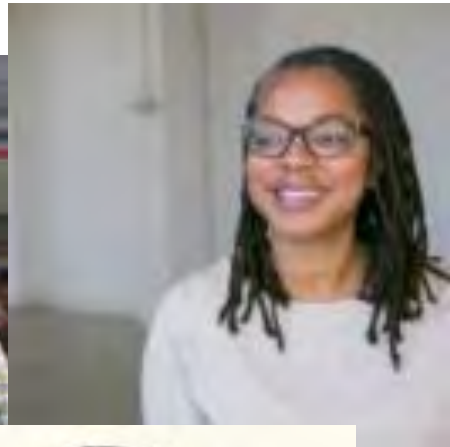
Outdoor Space



160 interested Vendors



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





Dan Kennelly
608-267-1968
dkennelly@cityofmadison.com