



# Wisconsin Local Food Purchase Assistance Program

## Direct to Farmer Grant Guide

- 2024 -



Learn more at [wilocalfood.org](http://wilocalfood.org)

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# APPENDIX

*The documents in the Appendix are linked and can be found at the end of this document or the pocket of the binder.*

## Important Program Documents

- [Invoice Template](#)
- [Bill of Lading Sample](#)
- [Quality Control Inspection Report for Food Access Programs](#)
- [Produce Specifications Sheets](#)

## Additional Resources

- [Building Buyer Relationships](#)
- [How to Build a Handwashing Station](#)
- [How to Redeem Your WFU Membership and List in the Local Food Directory](#)
- [Resource List of Programs and Services for Wisconsin Producers](#)

## Pocket References

- [Produce Safety Grower Training Handout](#)
- [Good Acre Wholesale Standards](#)
- [Wisconsin Farmers Union Membership Benefits](#)
- [Wisconsin Local Food Directory Brochure](#)



**FOR INTERPRETATION OR TRANSLATION SERVICES, PLEASE CONTACT:**

Nou Thao at [nou.thao@marbleseed.org](mailto:nou.thao@marbleseed.org) - Hais lus HMoob

Victoria Ostenso at [Victoria.ostenso@marbleseed.org](mailto:Victoria.ostenso@marbleseed.org) - Habla inglés y español

# **Welcome and Food Security Overview**



# WELCOME

In 2024 we will work together to produce and supply food to communities most in need, coordinate farm to food access logistics, and network WI local food system partners to build a more resilient WI local food system. Thank you for your partnership to create more equitable food access and increase food security in Wisconsin as a participant in the WI LFPA Direct to Farmer Grant Program.

## THE FOUNDATIONS OF FOOD SECURITY

Households are food secure when they have consistent access to the food they need for healthy, active living. Food security rests on four pillars: opportunities for economic security, robust federal food and nutrition programs, a strong emergency food network, and a vibrant, affordable, and accessible food system.

### • OPPORTUNITIES FOR ECONOMIC SECURITY

Food security depends, first and foremost, on economic security. When money runs short, households often have to choose between paying for food or paying for rent, utilities, health care, or other essentials. Good jobs, affordable housing and health care, and a strong income safety net all help to support economic security.

### • ROBUST FEDERAL FOOD AND NUTRITION PROGRAMS

The Supplemental Nutrition Assistance Program (SNAP, known as FoodShare in Wisconsin), school meal programs, summer meal programs, the WIC program, and senior meal programs are among the federally funded programs that help keep food on the table for Wisconsin households. These programs all help stabilize food security by providing routine, predictable access to food even as income and expenses change. Communities that maximize access to these programs make it easier for vulnerable households to maintain food security even in difficult economic times.

### • A STRONG EMERGENCY FOOD NETWORK

Food pantries and other sources of emergency food are a critical backstop when households run short on food. For some households, food pantries serve a short-term need during an unexpected emergency. For others, they are a vital longer term resource. Communities that have sufficient emergency food resources—at convenient locations and times, with adequate supply and quality, and offered with dignity—can help struggling households maintain secure access to the food they need.

### • A VIBRANT, ACCESSIBLE, AND AFFORDABLE FOOD SYSTEM

Food security depends, finally, on a vibrant food system, one that provides seamless access to affordable and healthy food through a diverse and economically sound network of producers, distributors, and retail outlets. Communities that have a range of affordable and accessible food outlets and healthy food choices can help strengthen food security for all households.

Communities can reduce food insecurity by strengthening the foundations of food security— that is, by taking steps to promote economic security; strengthen the federal food and nutrition safety net; strengthen the emergency food network; and cultivate thriving food systems that provide access to healthy and affordable food.

## FOOD INSECURITY IN WISCONSIN

Before the onset of COVID-19, around one in twelve households in Wisconsin were food insecure: they couldn't always afford to buy the food they needed. Food insecurity makes it harder for children to thrive in and out of school, increases the risk of health problems for children and adults, makes it more difficult to manage chronic conditions, and contributes to short-term and long-term stress for children and families.

There is no single face of food insecurity in Wisconsin. The food insecure include children, working-age adults, and the elderly; people without high school diplomas as well as those with college degrees; citizens and noncitizens; and people of all racial and ethnic groups.

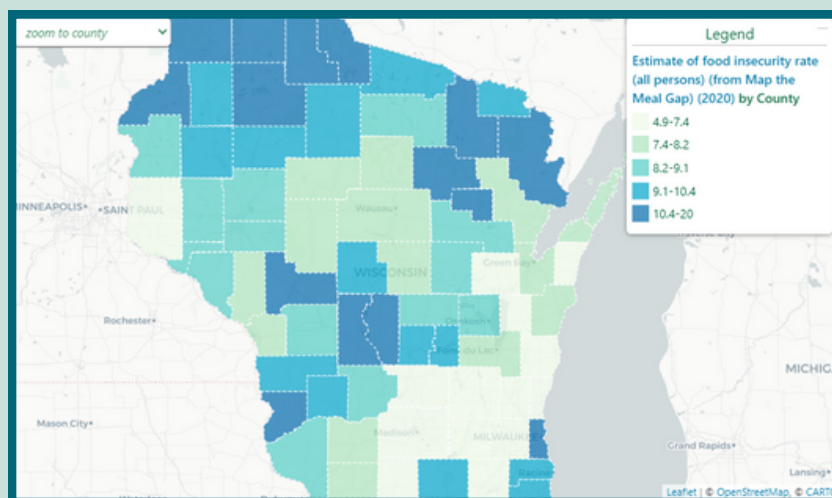
Nonetheless, some households are at much higher risk than others. Food insecurity is much more common among households that are poor or low income, households with a disabled member, households with children, households headed by a single parent, households with lower education levels, and black and Hispanic households.

The risk factors for food insecurity are similar in Wisconsin and nationwide, but the disparities by age and race are particularly stark in Wisconsin.

- Children in Wisconsin are at higher-than-average risk of food insecurity. During 2015-2019, 19.5% of children, 11.2% of working-age adults, and 3.2% of seniors in Wisconsin lived in food insecure households. Nationwide, the comparable numbers were 16.4%, 12.1%, and 6.7%.
- The disparity in food insecurity between black and white households in Wisconsin is among the largest in the country. During 2015-2019, 7.4% of white households in Wisconsin were food insecure, compared to 21.4% of Hispanic households and 32.6% of black households; the comparable numbers nationwide were 8.8%, 17.4%, and 21.2%. ii

Food insecurity can be found throughout Wisconsin, though it is more common in some parts of the state than others. Official food insecurity rates, which rely on large-scale surveys, aren't available for individual counties. Instead, researchers have estimated county food insecurity rates based on area demographics and economic conditions. In 2020, these estimates for Wisconsin ranged from a low of 4.9% in Calumet County to a high of 20.0% in Menominee County. iii

Food Security Background by [Wisconsin Food Security Project](#)



**ESTIMATE OF FOOD  
INSECURITY RATE -  
WISCONSIN**

## FOOD HARDSHIP IN WISCONSIN DURING THE COVID-19 PANDEMIC

State-level data on food insecurity during the pandemic are not available yet. However, since April 2020, the Census Bureau has tracked a different measure of food hardship—the share of households that report not having had enough food during the past week. Researchers refer to this as food insufficiency; it is a more severe measure of food hardship than food insecurity. Food insufficiency has fluctuated widely since the start of the pandemic, particularly for households with children.

- Around 7% of Wisconsin households reported food insufficiency during the early months of the pandemic. This was twice as high among households with children (10%) as among childless households (5%).
- Food insufficiency among Wisconsin households with children reached its highest level of the pandemic (15%) in October 2020. It generally declined over the next year, falling to around 5% by fall 2021. Since then, it has increased sharply, to around 13% in spring 2022.
- Throughout the pandemic, food insufficiency in Wisconsin has been more than four times as high among black households as white households, and around 1.5 times as high among households with children as among childless households. iv

[Food Security Project Home \(wisc.edu\)](https://wisc.edu/food-security-project/home)

[Food Security Project Home \(wisc.edu\)](https://wisc.edu/food-security-project/home) (mapping)

Food Security Background by [Wisconsin Food Security Project](https://wisc.edu/food-security-project/home)

## ABOUT WILFPA

Wisconsin's LFPA program is strengthening food and agricultural supply chain resiliency, supporting Wisconsin farmers, and distributing fresh nutritious foods to underserved communities.



1

Support local producers and processors by building and expanding economic opportunities.

2

Broaden and strengthen partnerships with local producers and processors with food distribution partners and local food networks to ensure distribution of fresh and nutritious foods in underserved communities.



# 2023 WI LFPA PROGRAM IMPACTS

THRU 12/26/23

**52** *Counties served*



**202** *Types of products delivered*



**133** *Growers participating*



**62** *Hunger relief sites receiving deliveries*



**\$1,363,921** *Of food delivered*



## ONBOARDING PROCESS REVIEW

To participate in the WI LFPA Program, we required grant recipients to complete the following steps by January 5th, 2024. We assume these are complete; if not, please speak to your assigned WI LFPA Specialist. The documents are linked and can be found on [wilocalfood.org](http://wilocalfood.org).

STEP ONE: Complete onboarding into the program

- [Onboarding Survey](#)
- [Register for one of the REQUIRED Farm to Food Access Wholesale Readiness Trainings](#)

STEP TWO: Meet with your WI LFPA Specialist

STEP THREE: Review and sign your [Contract and Supporting Documents](#) (sample)

- W-9
- Produce Quality and Safety Letter of Guarantee
- Certificate of Insurance

# WHO TO CONTACT

quick reference based on program topics



## GENERAL PROGRAM INFORMATION



- WI Local Food Purchasing Assistance Program
  - Coordination
  - Inquiries / Feedback

WI LFPA Program  
Coordinator

Farm to School and  
Institutional Program Specialist

Agriculture Program  
Supervisor

Katie Kracht

katie.kracht@wisconsin.gov  
608-224-9932

April Yancer

april.yancer@wisconsin.gov

Kara Kasten-Olson

kara.kastenolson@wisconsin.gov  
608-445-2010



## PRODUCER EDUCATION

\*Find the WI LFPA Specialist assigned to  
your farm in your contract.



Phone: 715.778.5775; (plus x\_ \_ \_)

### \* WI LFPA Specialists

Tay Fatke

tay.fatke@marbleseed.org; x 724

Nou Thao

(hais lus HMoob)

nou.thao@marbleseed.org; x 723

Sara Mooney

Sara.mooney@marbleseed.org; x 716

### Farmer Network Manager

Victoria Ostenso

(habla inglés y español)

victoria.ostenso@marbleseed.org; x722

- Direct to Farmer Grant Policies and Procedures
- Required Paperwork
- Production Planning
- Farm Management
- Food Safety Practices
- Farm Business and Education Resources
- Peer to Peer Learning Opportunities
- Translations Services

- Direct to Farmer Grant Feedback
- Non-profit Partner Support Opportunities
- Assistance Reaching WI LFPA Specialist



## LOGISTICS AND DISTRIBUTION



- General inquiries about Wisconsin Food Hub Cooperative
- Food Access Partner Coordination and Communication
- Food Access Partner Product Needs / Requests
- Producer Onboarding Packet
- Food Quality Standards
- Product Packaging and Palletization
- Weekly Transport / Shipping Requests
- Rejection of Delivered Product
- Local Food Marketplace (LFM) Account Set-Up and Maintenance
- Invoice and Bill of Lading (BOL) Submissions
- Farmer Payments

### General Manager

Tara Turner

tara@wifoodhub.com  
715.227.1990

### Operation Manager

Erich Fürstenberg

erich@wifoodhub.com  
920.505.0279

### Bookkeeper

Denice Luebstorff

araplfpa@wifoodhub.com  
715.227.1990



## NETWORK DEVELOPMENT AND COMMUNICATIONS



- WI LFPA Mixer at Marbleseed Conference
- WFU Benefits
- WFU Local Chapter and Resources Connections
- Monthly WI Food System Network Calls
- WFU Conferences (Summer and Winter)
- WI LPFA Farmer Gatherings
- WFU Complimentary Membership and Wisconsin Local Food Directory
  - Sign Up
  - Account Access
  - Editing and Maintenance of Directory Listing
- Story-telling and Photography
- Program Material Design
- Media Outreach
- Social Media Management
- Website Maintenance

### Local Foods Organizer

Forrest Humphrey

fhumphrey@wisconsinfarmersunion.com  
715.450.9179

### Database Coordinator

Julie Heintz

jheintz@wisconsinfarmersunion.com  
715.215.2298

### Communications Specialist

Layne Cozzolino

lcozzolino@wisconsinfarmersunion.com  
715.450.6430

# **Sell to the WI LFPA**

# SELL TO THE WI LFPA

## PRESEASON

- Complete preseason projections.
- Determine transportation needs and complete the WI LFPA Onboarding Survey.
- Forecast first pick up date to WFHC.

## 4 WEEKS BEFORE FIRST PICKUP

- Determine packaging needs. Packaging should be ordered with enough time to receive delivery before PRODUCERS first pick up; 4 weeks minimum (see packaging program).

## 2 WEEKS BEFORE FIRST PICK UP

- Contact WFHC to begin planning for first shipment. WFHC will work with PRODUCER to determine a day that works for PRODUCER and Food Access Partner.

## 1 WEEK BEFORE EACH PICK UP

- By end of day Thursday, the week before desired pick up, complete WI LFPA Weekly Transport/Shipping Request form.
- WFHC will create a Purchase Order/BOL for you.

## DAY BEFORE EACH PICK UP

- WFHC will contact grower with finalized time-window for pre-established route and confirm pickup location, ie, confirms transport plan.

## DAY OF EACH PICK UP

- PRODUCER or representative of PRODUCER will be present at pick up site to confirm Purchase Order/BOL is correct.
- All corrections will be made to BOL at time of pickup, if a new invoice is required, PRODUCER will submit to WFHC within 24 hours.
- Contracted product will be transported to Hunger Relief Site while maintaining refrigeration requirements.
- Hunger Relief Site must sign Purchase Order/BOL to verify delivery.
- Signed Purchase Order/BOL and invoice will be submitted to [araplfpa@wifoodhub](mailto:araplfpa@wifoodhub) or turned in by WFHC driver.
- WFHC will email confirmation of receiving approved Purchase Order/BOL to PRODUCER. Payment will be issued to PRODUCER within 45-60 days.

### IMPORTANT PROGRAM DOCUMENTS TO REVIEW IN APPENDIX

- [Invoice Template](#)
- [Bill of Lading Sample](#)



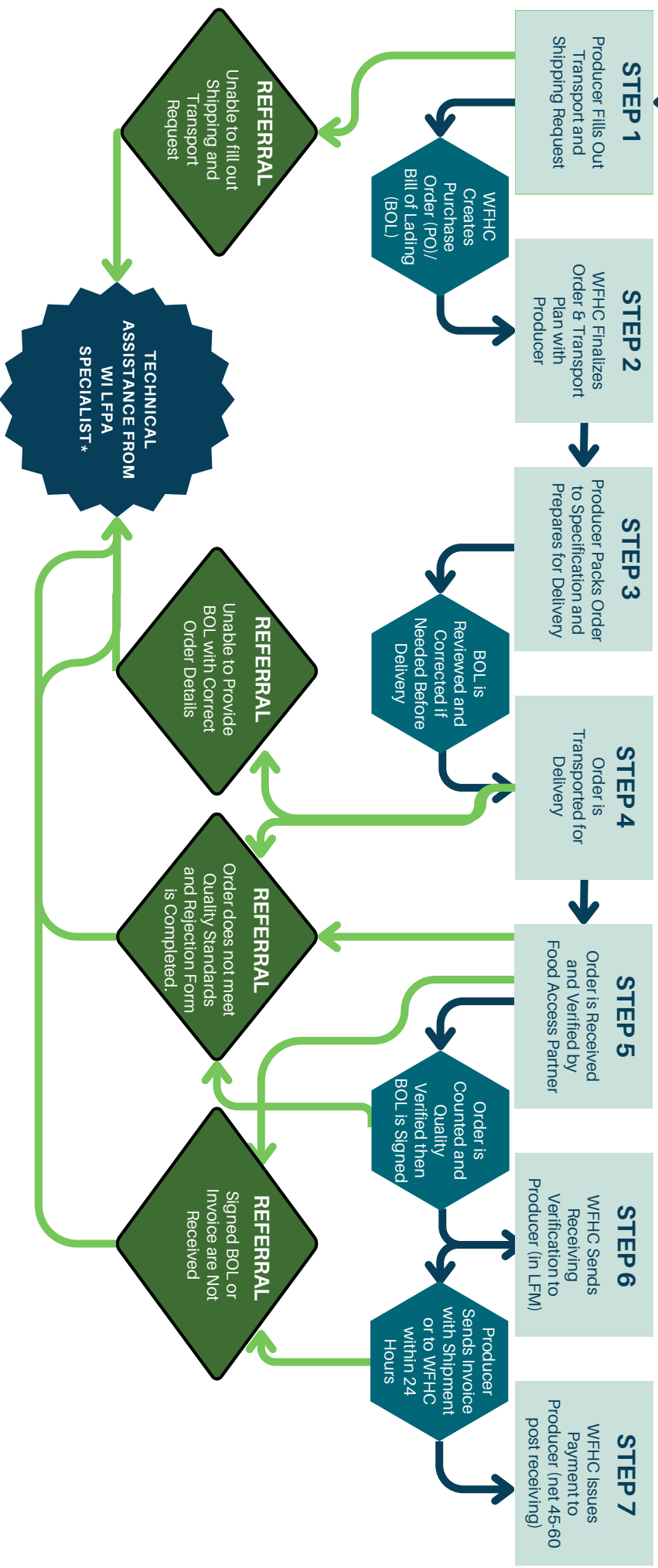
You're ready to sell products into the WI LFPA program, here's what you do!

# STANDARD OPERATING PROCEDURES

quick reference

START SELLING!

By End of Thursday, the Week before Planned Delivery ...



## REFERRALS

If program standards are not met a referral will be made to your WI LFPA Specialist.

## TECHNICAL ASSISTANCE PROCESS

- WFHC notifies Producer and WI LFPA Specialist immediately.
- WI LFPA Specialist will respond to producers within 2 business days.
- WI LFPA Specialist and PRODUCER create resolution.
- Producer can resume sales to the program at this time.



**WISCONSIN LOCAL FOOD**

Purchase Assistance Program

[wilocalfood.org](http://wilocalfood.org)

# **Product and Shipping Policy and Guidelines**

# PRODUCT AND SHIPPING POLICY AND GUIDELINES

## TRANSPORT ROUTES AND GUIDELINES

All WI LFPA Direct to Farmer shipments need to be coordinated through Wisconsin Food Hub Cooperative (WFHC).

### OPTIONS FOR TRANSPORT INCLUDE:

- Delivery by WFHC
- Delivery by a WFHC WI LFPA Sub-Contractor
- Pick-up by Food Pantry
- Self-Delivery in Refrigerated Commercial Vehicle

### SHIPPING GUIDELINES:

- All growers will be slotted into a route at the beginning of the season. Please note that this may change, and will accommodate grower needs due to weather, seasonal changes, etc.
- Weekly Transport/Shipping Request form must be completed by Thursday, the week prior to scheduled pickup. If you vary from your given scheduled route or give less notice, you may be charged the hourly rate for pickup.
- All products need to be palletized (see pallet standards) before arrival and no boxes should be more than 50 pounds.
- Bill of Lading needs to be present with the correct product and quantity listed.
- Invoice needs to be standardized (or use Invoice Template, see Important Program Documents section in Appendix), filled out in its entirety, and submitted within 24 hours of shipping.
- Product must be packed to spec (see Produce Specifications in Important Program Documents section in Appendix); include packaging in your costs.
- All cases of product and pallets need to be labeled with traceability stickers/labels (see traceability and pallet stickers). These can be handwritten, printed, or pre-printed.
- Farmers may not use personal vehicles for delivery. All perishable products must be delivered in a refrigerated vehicle using the following guidelines:
  - Produce and meat need to be delivered below 40 degrees.
  - Exceptions:
    - Dry onions, potatoes (other than sweet), rutabagas and winter squash need to be kept between 50°-60° F.
    - Sweet potatoes - do not need refrigeration.
    - Unripe tomatoes can be delivered at room temperature but ripened tomatoes should be refrigerated around 50 degrees.
    - Apples need to be shipped below 40 degrees unless they are transported immediately after harvest.

## ROUTES AND WAREHOUSE DETAILS

### EXISTING ROUTES

There are existing routes to all current WI LFPA contracts. If you have questions, please contact WFHC at 715-227-1990.

### WFHC WAREHOUSE DETAILS

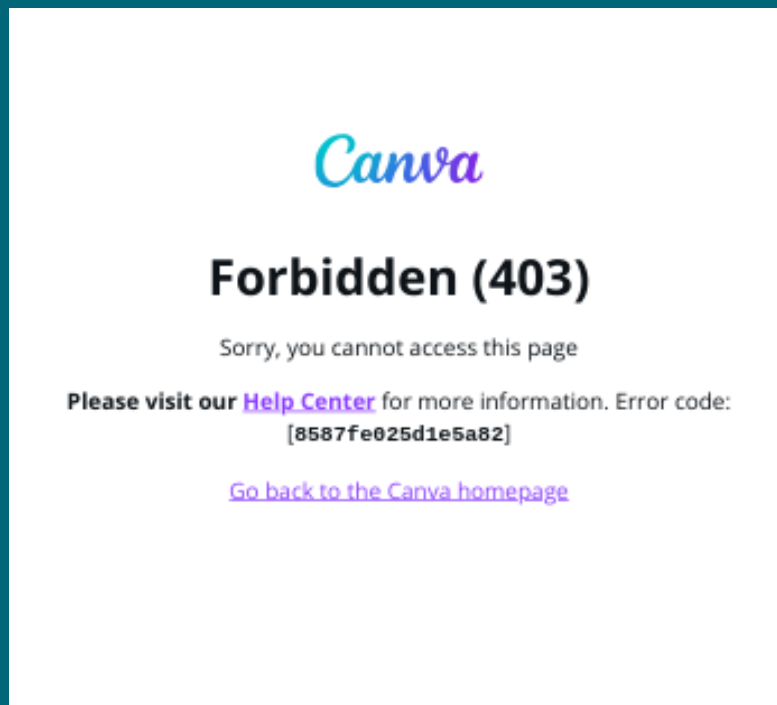
- Hours: Monday-Friday 7 AM-7 PM Saturday & Sunday by Appointment
- Address: E502 State Hwy 5 Waupaca, WI 54981
- Phone: 715-227-1990
- Appointments: Should be made for all deliveries directly to WFHC

### DO YOU HAVE ADDITIONAL PRODUCT TO MOVE?

- Contact: Tara Turner - Wisconsin Food Hub Cooperative - [www.wifoodhub.com](http://www.wifoodhub.com)

## PRODUCE SPECIFICATIONS

All produce sold into the WI LFPA Program MUST meet the program requirements laid out in the Produce Specifications (see Important Program Documents section in Appendix).



# PACKAGING SPECIFICATIONS

Always buy high quality white waxed boxes. Cheap boxes will collapse during shipment and costs you more money. Be sure you have the correct packaging before making purchases. Reference the Produce Specifications (see Important Program Documents section in Appendix) for recommendations by product. Improper packaging can be a reason for rejection (see Rejection Policy).

## COMMON PACKAGING CODES

- 1-1/9 Bushel Box – KD-332
- ½ Bushel Box – KD-369
- ¾ Bushel Box – KD-020
- 1-7/8 Cabbage Box – KD-38

## PACKAGING NOTES

- Put your packaging orders in early; please allow at least four weeks to receive packaging.
- All producers are responsible for paying for their packaging.

## RECOMMENDED PACKAGING COMPANIES

- Tri-County Produce
  - Contact: John
  - Phone: 608-369-3949
    - Packaging can be picked up at Tri- County Produce in Dalton, WI
    - Non-stocked packaging usually takes 2 business days
    - See Packaging Program to order through the Wisconsin Food Hub Cooperative
- Glacier Valley Enterprises
  - Address: 600 South Blvd., Baraboo, WI 53913
  - Phone: 608-356-2244
  - Email: [sales@glacierv.com](mailto:sales@glacierv.com)
  - Website: [www.glacierv.com](http://www.glacierv.com)
- Monte Packaging
  - Address: 3752 Riverside Road, Riverside, MI 49084
  - Phone: 800-653-2807
  - Website: [www.montepkg.com](http://www.montepkg.com)
- Agri Label & Tag
  - Contact: Shelli Tucker
  - Address: P.O. Box 289, Osceola, IN 46561
  - Phone: 866-401-3944
  - Website: [www.agrolabeltag.com](http://www.agrolabeltag.com)
- Barcode Source
  - Phone: (800) 545-2442
  - Website: [www.barcodesource.com](http://www.barcodesource.com)

# TRACEABILITY AND PALLET STICKERS

Both cases of product and pallets need to be labeled with traceability stickers/labels. These can be handwritten, printed, or pre-printed. 2x2 waterproof labels work well and can be purchased through [Barcode Source](#) (contact info above). When selling cases to a buyer you must attach a label/sticker on each box of produce packed AND on the pallet that identifies:

## LABEL REQUIREMENTS

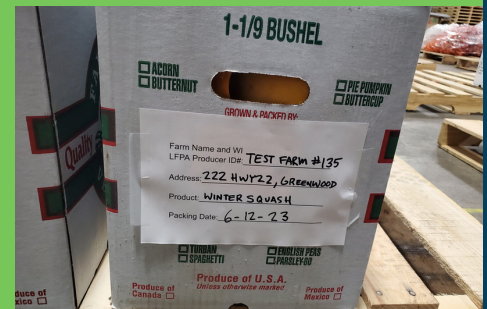
- Farm/Business:
- WI LFPA Contract Number:
- Product Name:
- Quantity in the Box/Pallet:
- Date Packed:

Labels can be printed using:

- Label Printer
- [Zebra Printer](#)

If you want to buy pre-printed stickers, you can order through [Agri Label & Tag](#) (contact info above).

## EXAMPLES



## EXAMPLE

# PALLETIZING PRODUCT

Follow the guidelines and pallet configuration chart below to help you efficiently stack your product and give Wisconsin Food Hub Cooperative (WFHC) a uniformity to its pallets. WFHC's cooling system does not require chimney stacking.

## PALLET REQUIREMENTS

- MUST use #1 Wood pallets. Pallets should always have 5 boards on the bottom
- Make sure to alternate the directions of your boxes in each row, long row should be alternated
- Do not suffocate or saran wrap your pallet; best to use the crisscross method or packing tape
- Pallet must be labelled according to program specifications (see above)



PER PALLET	LAYER	HEIGHT	PRODUCT
35	5	7	Cabbage, Kale, Chard
40	10	4	Cucumbers (bushel), Squash
50	10	5	Peppers, Eggplant, Beans
70	10	7	Zucchini, Yellow Squash

# PACKAGING ASSISTANCE PROGRAM

By utilizing the Packaging Assistance Program service, you can have your packing materials delivered directly to your location and you are only responsible for the cost of the packaging, not the delivery charge. One of the largest expenses associated with ordering wholesale standard wax boxes is that the cost of delivery and liftgate services can often exceed the costs of the packaging itself.

## TO PARTICIPATE IN THE PACKAGING PROGRAM

### 1. Review the packaging types and pricing

- Prices given are less than those in the linked picture.
- Click the link to view specs and pictures
- Contact WFHC with any questions

### 2. Choose your packaging/quantities based on Product Specifications

- You do not need to order a full pallet of packaging.
- You will be required to order a bundle: 5 or 10 boxes, depending on the box.

### 3. Send order to WFHC with date needed

- Fill out a packaging order form: [LFPA Package Survey](#)
- Email or call WFHC (715) 227-1990
  - Order approximately 4 weeks before pickup to ensure packaging is delivered before pickup.
  - WFHC / WI LFPA will provide assistance in ordering and transport of the product.

### 4. Packaging will be delivered to central locations to be picked up

- Central Locations include:
  - Wisconsin Food Hub - E208 Hwy 54 Waupaca, WI 54981
  - Tri County Auction N 1046, County Hwy H, Dalton, WI 53926
- If you are unable to use a central location, please contact Tara to seek other options.

### 5. Invoices will be made out to your farm

- Please pay Tri County Auction directly
- WI LFPA is not responsible for this invoice
- Not paying can result in this expense being deducted from your WI LFPA product payment

### 6. Orders will be grouped to ship more packaging at the same time.

Packaging Type	Price
<a href="#">1 7/8 Cabbage Box</a>	\$3.96
<a href="#">1 1/9 Bushel</a>	\$2.09
<a href="#">1/2 Bushel Tall</a>	\$1.54
<a href="#">1/2 Bushel Flat</a>	\$1.60
<a href="#">3/4 Bushel</a>	\$2.31
<a href="#">20 lb. Tomato with divider</a>	\$2.20
<a href="#">10 lb. Tomato</a>	\$1.32
<a href="#">Leafy Green 12 count</a>	\$2.70
<a href="#">Leaf Green 24 count</a>	\$3.80
<a href="#">Pint Clamshell</a>	\$72.00/case
<a href="#">24 ct. Cuke</a>	\$1.60

## SOME HELPFUL RESOURCES ON PACKAGING

- North Carolina Guide on Packaging Requirements for Fresh Fruit & Vegetables
- Oklahoma Farm to School Packaging Guide
- SARE Wholesaling Packing Guide

## REJECTION POLICY

Product may be rejected by WFHC or the Food Access Sites if it does not meet program requirements. If there is a rejection, a Quality Control Inspection Report (see Important Program Documents section of Appendix) must be filled out by the receiver and returned with the Bill of Lading (see Important Program Documents section of Appendix).

The producer will receive a copy of the Quality Control Inspection Report form. Producer will not be paid for any product that has been rejected. Depending on the rejection, WFHC may refer the producer to Marbleseed to receive technical assistance before they can continue to sell more product.

### COMMON REASONS FOR REJECTION

- Product is too warm (not transported or stored in proper temperatures)
- Product is moldy or deteriorating
- Product is stored in dirty or unsanitary containers
- Product was delivered in a personal or unrefrigerated vehicle to the hunger relief site and does not fall under one of the exceptions.

## REFERRAL PROCESS

If program standards are not met a referral will be made to your WI LFPA Specialist.

- WFHC notifies Producer and WI LFPA Specialist immediately.
- WI LFPA Specialist will respond to producers within 2 business days.
- WI LFPA Specialist and producer create resolution.
- Producer can resume sales to the program at this time.

### CONTACT ERICH FURSTENBERG FOR MORE INFORMATION ABOUT SELLING TO WI LFPA:

- [erich@wifoodhub.com](mailto:erich@wifoodhub.com)
- (920) 505.0279

### IMPORTANT PROGRAM DOCUMENTS TO REVIEW IN APPENDIX

- [Invoice Template](#)
- [Bill of Lading Sample](#)
- [Quality Control Inspection Report](#)
- [Produce Specification Sheets](#)



# **Farmer to Farmer Cooperative Learning and Education Opportunities**

# FARMER TO FARMER COOPERATIVE LEARNING AND EDUCATION OPPORTUNITIES

Farmer-to-Farmer Cooperative Learning and education opportunities are for WI LFPA farmers of all sizes, production methods, and experience levels. This educational programming is for producers to build capacity, gain market access, and strengthen the Wisconsin local food system network to provide more equity food access to underserved communities.

## LEARN FROM A FARMER / SUPPORT A FARMER

Marbleseed will coordinate Farmer-to-Farmer Cooperative Learning opportunities, connecting farmers by region, production type, and experience level.

Producers interested in learning from other producers will be connected to those interested sharing their farming expertise and serving as a resource on production, farm management, wholesaling, marketing, and all topics of interest for WI LFPA producers on farm to food access success.

For beginner and experienced producers looking to learn with and educate fellow producers, please complete the Farmer-to-Farmer Cooperative Learning section of your onboarding packet to share what you are interested in learning/ sharing through Farmer-to-Farmer Cooperative learning opportunities.

## ON-FARM PEER EDUCATION OPPORTUNITIES

May - October: Marbleseed will offer on-farm Farm to Food Access Wholesale Readiness educational events. If you are interested in hosting an event on your farm, please reach out to your WI LFPA Specialist.

To learn more and register, monitor [Events — WI LFPA \(wilocalfood.org\)](https://wilocalfood.org/events).

## CONFERENCES, WORKSHOPS, FIELD DAYS, AND WEBINARS

Check the website for relevant conferences, workshops, field days and other events that will assist producers in Farm to Food Access Wholesale Readiness. Also reach out to Marbleseed if there are any specific events or topics you are interested in – we will do our best to connect you to learning opportunities!

For more information, monitor [WI LFPA \(wilocalfood.org\)](https://wilocalfood.org).

## CONTACT TAY FATKE FOR MORE INFORMATION ABOUT THESE OPPORTUNITIES:

- [tay.fatke@marbleseed.org](mailto:tay.fatke@marbleseed.org)
- (715) 309-5918 Ext. 724

# **Produce Safety Alliance Grower Training Courses (Virtual)**

# PRODUCE SAFETY ALLIANCE GROWER TRAINING COURSES (VIRTUAL)

Safe Wisconsin Produce (SWP) is hosting two virtual Produce Safety Alliance Grower Training courses intended for farms that grow, harvest, pack and/or hold produce on their operations. These opportunities allow farms covered under the Produce Safety Rule, as well as those operating within the Wisconsin Local Food Purchasing Assistance (WI LFPA) program to meet a training requirement. For WI LFPA Direct to Farmer grant participants, the cost of the courses are paid for by the WI LFPA Program, with each opportunity limited to 40 participants.

**Registrations will be accepted on a first-come, first-served basis, so sign up today to learn about the following topics:**

- Introduction to produce safety
- Worker health, hygiene and training
- Soil amendments of animal origin
- Wildlife, domesticated animals and land use
- Agricultural water
- Post-harvest handling and sanitation
- How to develop a farm food safety plan

## CHOOSE ONE:

**March 20-21, 2024**  
1:00P-5:00P

**[REGISTER](#)**

**April 3-4, 2024 from**  
1:00P-5:00P

**[REGISTER](#)**

Approximately two weeks prior to the course, SWP will provide a Microsoft Teams link for the course, a mailed course manual, and various other resources (e.g. agenda, regulation book, brochures, etc.).

Contact SWP at 608-224-4511 or [safeproduce@wisconsin.gov](mailto:safeproduce@wisconsin.gov) with questions or comments!

To help you better understand the Food Safety Modernization Act (FSMA) and the organizations involved with education and outreach for the produce industry view the [Safe Wisconsin Produce Resources](#).

## ADDITIONAL RESOURCE TO REVIEW IN APPENDIX

- [PSA Grower Training Flyer](#)

# **Farm to Food Access Wholesale Readiness**

# FARM TO FOOD ACCESS WHOLESALE READINESS

## WHY SELL FARM TO FOOD ACCESS?

Focusing on new markets may bring new challenges but it also is an opportunity to increase your bottom line and provide a way to grow your business. Consider the benefits listed below in selling wholesale farm to food access.

How would these be beneficial to your farm and your future business goals?

***Select the ones that you want to leverage in 2024.***

### **VOLUME AND CONSISTENCY:**

Wholesale markets like food access organizations often require larger quantities of produce and this can be more efficient for farmers, allowing them to move large quantities. Often consistent and regular orders are ideal for wholesale buyers, meaning consistent and regular orders for your farm.

### **IMPROVE MARKETING EXPENSE TO INCOME IMPACTS:**

Selling direct to consumers requires time and money to attract customers, either by setting up at a farmers market or creating ads to market your CSA program. By selling wholesale, farmers can shift marketing time and expenses to \_\_\_\_\_.

### **LOGISTICAL EFFICIENCY WITH WISCONSIN FOOD HUB COOPERATIVE (WFHC):**

Through WI LFPA, WFHC can pick up your product or assign this task to a sub-contractor in your part of the state. This means farmers can focus more on production and less on the complexities of delivering products themselves.

### **LOWER TRANSACTION COSTS:**

Dealing with a few large buyers can simplify transactions and reduce administrative costs compared to managing numerous small transactions with individual consumers.

### **QUALITY AND PACKAGING STANDARDS:**

Farm to food access wholesale markets can allow your farm to refine specific quality, grading, and packaging standards that wholesale markets require. Adhering to these standards can enhance product quality, consistency, and marketability for future opportunities.

### **SERVING YOUR LOCAL COMMUNITY:**

Selling farm to food access helps your products stay close to the farm and strengthens your community by \_\_\_\_\_. It can strengthen your farm business by building connections and providing opportunities to share your farm story.

# TELLING YOUR FARM STORY THROUGH YOUR PRODUCTS AND BUSINESS

Differentiating your farm from others selling wholesale could assist in gaining market access. Consider everything you do, and plan to do in the future, to bring value to your customers.

- How can you make transactions easy and enjoyable for both you and buyers purchasing from you?
- What products and services can you offer that other farms do not?

Every farm and farmer is unique and what you offer buyers can go beyond the product itself. Ease of communication and transactions, storytelling opportunities, experiences, and connections in the local community are all benefits on top of the product itself.

Take 5 minutes to come up with your elevator pitch about why a wholesale buyer should choose to work with you. An elevator pitch is a brief, persuasive speech that you use to spark interest in what you or your farm does. The idea is that you should be able to deliver this speech in the time it takes to ride an elevator, typically around 30 seconds to 2 minutes.

## FOCUS ON THE VALUE PROPOSITION:

Explain the unique value or benefit that you offer.

- Why should the buyer be interested?
- What problem do you solve or what need do you fulfill?

## ADDITIONAL RESOURCE TO REVIEW IN APPENDIX

- [Building Buyer Relationships](#)

## SETTING SMART GOALS

Consider a goal you have for future wholesale success and write a SMART goal below. Defining these parameters as they pertain to your goal helps ensure that your objectives are attainable within a certain time frame.

**SPECIFIC: WHAT EXACTLY WILL YOU ACCOMPLISH?**

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**MEASURABLE: HOW WILL YOU KNOW WHEN YOU HAVE REACHED THIS GOAL?**

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**ACHIEVABLE: IS ACHIEVING THIS GOAL REALISTIC WITH EFFORT AND COMMITMENT?  
HAVE YOU GOT THE RESOURCES TO ACHIEVE THIS GOAL? IF NOT, HOW WILL YOU GET THEM?**

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**RELEVANT: WHY IS THIS GOAL SIGNIFICANT TO YOUR LIFE?**

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**TIMELY: WHEN WILL YOU ACHIEVE THIS GOAL?**

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- Consider putting your SMART goal in a location it can be easily viewed while working, such as on your cooler door or in your farm vehicle.
- Know that every business strives for continuous improvement and can benefit from setting SMART goals regularly.



Providing projections and updates of the products you intend to sell to the WI LFPA program is essential for a strong working seller/buyer relationship and for a successful program. It allows WI Food Hub Cooperative (WFHC) to develop their routes, know what size vehicle to send to your farm and, for food access programs to plan for what they are receiving and how they will be distributing it to community members while it is fresh and most nutritious.

During this training we will review, update, and confirm your projections for the WI LFPA sales.

Farm to Food Access Wholesale Readiness **20**

Planning for production can provide insight into supply and labor needs, yields, and cost of goods for your business. Working through your plan will provide you and your customers projections of product availability and maximum benefits in working together for both the producer and buyer.

Working through your projections to determine your production plan and vice versa, lets you ensure you will have the product for your contract and allows you to make thoughtful informed adjustments as production issues arise.

For example, knowing that you intend to sell 5 cases of zucchini once a week for 10 weeks into the WI LFPA program means you need 100 lbs per week x 10 weeks. You can use this to determine how many plants you will need, if you will you have one planting of zucchini or multiple plantings to ensure you have 5 cases per week throughout the range of availability and offering. If you notice two weeks after planting your zucchini that you lost 40 plants, you may need to adjust your projections.

If you notice that every single zucchini plant survived and you are producing above expectations, then you know that you will have excess product. You will want to adjust your projections and see if there is interest from the WI LFPA program to purchase your bumper crop and/or sell to additional markets. Communicating anticipated yields and schedules of availability, as well as issues and bumpers in advance are important when selling into wholesale markets. It provides good customer service and develops strong relationships with buyers with whom to grow your business. WI LFPA provides technical assistance to producers in developing these skills through the process of supplying the program.

### **ADDITIONAL RESOURCES TO REVIEW IN APPENDIX**

- [How to Build a Handwashing Station](#)
- [Good Acre Wholesale Standards](#)

## QUIZ: WHOLESALE SPECIFICATIONS, PACKING AND FOOD SAFETY

1. \_\_\_\_\_ **True or False:** Unripe tomatoes can be delivered at room temperature.
2. \_\_\_\_\_ **What should every case of product be labeled with?**
  - a. Farm/Producer Name
  - b. Product name and Quantity
  - c. Date packed
  - d. All of the above
3. \_\_\_\_\_ **True or False:** Meat always needs to be packed in 25 lb cases.
4. \_\_\_\_\_ **Why is it crucial to avoid over-packing certain vegetables like cucumbers and zucchinis?**
  - a. To prevent moisture loss
  - b. To maximize shelf space
  - c. To avoid bruising and decay
  - d. To reduce transportation costs
5. **There are \_\_\_\_\_ bunches per case for radishes, scallions, kale and turnips.**
6. **Bunched beets are packed in a \_\_\_\_\_ bu box.**
7. **Topped bulk beets are packed in a \_\_\_\_\_ bu box.**
8. \_\_\_\_\_ **True or False:** All peppers, no matter the variety, should be packed in a 1-1/9 bu box.
9. \_\_\_\_\_ **True or False:** Summer squash can be delivered at room temperature.
10. \_\_\_\_\_ **True or False:** If you are in a pinch, used packaging like banana boxes and other boxes can be used to ship your products.
11. \_\_\_\_\_ **True or False:** Meat products can be delivered fresh or frozen.
12. \_\_\_\_\_ **True or False:** You should always wash your produce even if it looks like it doesn't need to be washed.



# **Network with Wisconsin Food System Partners**

# Network with Wisconsin Food System Partners

The WI LFPA program works to network Wisconsin local food system partners and encourages farmers, aggregators, hunger relief organizations, and other community partners to build strong connections. Wisconsin Farmers Union will assist you with network development in your community.

## HERE ARE THE STEPS YOU CAN TAKE TO GET INVOLVED:

### SIGN-UP FOR YOUR COMPLIMENTARY WFU MEMBERSHIP AND JOIN THE WI LOCAL FOOD DIRECTORY

January/ February: Wisconsin Farmers Union (WFU) offers WI LFPA Direct to Farmer program suppliers a complimentary, one-year membership alongside the opportunity to list your products and services on the Wisconsin Local Food Directory website.

Membership in the WFU empowers you to collaborate with others, enhance the quality of life for family farmers and rural communities through educational programs, leadership training, and opportunities for involvement in grassroots, democratic process.

### PARTICIPATE IN THE WI LFPA MIXER AT THE ORGANIC FARMING CONFERENCE

February 22, 2024: Let's celebrate the work we collectively do in the WI LFPA Program. Please join us for a complimentary dinner followed by happy hours and jam session\*. Starts in the Dining Hall then moves to the Exhibit Hall for Happy Hour. \*Bring your musical instruments if you would like to jam from 8-10pm.

- Time: 6:00pm
- Location: La Crosse Center, La Crosse, WI.

**Register here** for Thursday and mark dinner (free for WI LFPA producers). You can also sign-up for the remainder of the conference and the adjacent Wholesale Readiness Training at this link with your discount code.

### JOIN MONTHLY WI LOCAL FOOD SYSTEM NETWORK CALLS

March (First Wednesday of each month, beginning in March): WI Local Food System Network calls bring together food system partners from across Wisconsin to share resources and align opportunities. To register visit: [wilocalfood.org/events](https://wilocalfood.org/events)

## CONNECT TO YOUR LOCAL WFU CHAPTER AND RESOURCES

March 20th: Please join the WFU staff for a virtual information session to learn how to connect to your local WFU chapter and how to take advantage of the many benefits WFU has to offer.

Click [here](#) to register. To find your local chapter: [wisconsinfarmersunion.com/chapters](https://wisconsinfarmersunion.com/chapters)

## ATTEND WI LPFA SPRING FARMER GATHERING

April (Date and Location in Southern WI TBD): Join the WI LPFA network to connect, share about your work, innovations in your food community, and resources. Funding for travel to this event is available and interpretation services will be provided upon request.

To register visit: [wilocalfood.org/events](https://wilocalfood.org/events)

## ATTEND THE WFU SUMMER CONFERENCE

July (Date TBD): Attend the Wisconsin Farmers Union Summer Conference at Kamp Kenwood in Chippewa Falls, Wisconsin. This event is a great opportunity to meet fellow WFU members and participate in some networking and educational programming.

To register visit: [wisconsinfarmersunion.com/events](https://wisconsinfarmersunion.com/events)

## ATTEND WI LPFA FALL FARMER GATHERING

October (Date and Location in Northern WI TBD): Join the WI LPFA network to connect, share about your work, innovations in your food community, and resources. Funding for travel to this event is available and interpretation services will be provided upon request.

To register visit: [wilocalfood.org/events](https://wilocalfood.org/events)

## ATTEND WISCONSIN FARMERS UNION ANNUAL STATE CONVENTION

December (Date and Location TBD): Attend the annual Wisconsin Farmers Union Convention. This is a great way to engage with Wisconsin farmers and have a voice in creating WFU's policies.

To register visit: [wisconsinfarmersunion.com/events](https://wisconsinfarmersunion.com/events)

## FOR MORE INFORMATION ON ALL NETWORKING ACTIVITIES, PLEASE CONTACT FORREST HUMPHREY

- [fhumphrey@wisconsinfarmersunion.com](mailto:fhumphrey@wisconsinfarmersunion.com)
- 715-450-9179

## ADDITIONAL RESOURCES TO REVIEW IN APPENDIX

- [How to Redeem Your WFU Membership and List in the Local Food Directory](#)
- [Wisconsin Farmers Union Membership Benefits](#)
- [Wisconsin Local Food Directory Brochure](#)

# APPENDIX

*The documents in the Appendix are linked and can be found at the end of this document or the pocket of the binder.*

## Important Program Documents

- [Invoice Template](#)
- [Bill of Lading Sample](#)
- [Quality Control Inspection Report for Food Access Programs](#)
- [Produce Specifications Sheets](#)

## Additional Resources

- [Building Buyer Relationships](#)
- [How to Build a Handwashing Station](#)
- [How to Redeem Your WFU Membership and List in the Local Food Directory](#)
- [Resource List of Programs and Services for Wisconsin Producers](#)

## Pocket References

- [Produce Safety Grower Training Handout](#)
- [Good Acre Wholesale Standards](#)
- [Wisconsin Farmers Union Membership Benefits](#)
- [Wisconsin Local Food Directory Brochure](#)



**FOR INTERPRETATION OR TRANSLATION SERVICES, PLEASE CONTACT:**

Nou Thao at [nou.thao@marbleseed.org](mailto:nou.thao@marbleseed.org) - Hais lus HMoob

Victoria Ostenso at [Victoria.ostenso@marbleseed.org](mailto:Victoria.ostenso@marbleseed.org) - Habla inglés y español

# Invoice Template

Farm Business Name:  
Farm Address:  
City, State, Zip  
Phone #



## INVOICE

**INVOICE #:**  
**DATE:**

**TO:**  
WI Food Hub Cooperative  
ATTN: WI LFPA Program  
E502 State Hwy 54  
Waupaca, WI 54981

**FOR:**  
Farm Products for WI-LFPA Program

PRODUCT DESCRIPTION	\$/UNIT	# OF UNITS	\$ AMOUNT

**THANK YOU FOR YOUR BUSINESS!**



# Bill of Lading Sample

Farm Business Name:  
Pick Up Address:  
City, State, Zip:



Contact Name:  
Phone #  
Mailing Address (if different)  
City, State, Zip:

WI LFPA Contract #:  
PO Date:  
Final Destination:  
Pick Up / Delivery Date:

## BILL OF LADING (BOL)

PRODUCT DESCRIPTION	# OF UNITS

Signature of representative accepting delivery

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End User

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Date

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**THANK YOU FOR YOUR BUSINESS!**

# Quality Control Inspection Report

## Quality Control Inspection Report

(Only to be completed if product is rejected)



*This form is for Food Access Programs to complete to reject product.*

*PLEASE reject product if it cannot be distributed. This food is purchased by WI LFPA for distribution.*

*DO NOT ACCEPT MARGINAL FOOD THEN COMPOST AS YOU MIGHT A STANDARD DONATION.*

### RECEIVED DELIVERY INFORMATION:

FARM NAME:	Traceability Sticker:	
PRODUCT:	TYPE	QUANTITY
PRODUCT TEMPERATURE ON ARRIVAL:	TEMPERATURE OF VEHICLE DELIVERING PRODUCT:	

### QUALITY CONTROL

Class of Attribute	Quality Attribute	Measurement of quality attribute	COMMENTS:
EXTERNAL	APPEARANCE (SIGHT)	Visual evaluation of size, shape, gloss and color.	
	FEEL (TOUCH)	Manual evaluation of firmness and texture.	
	DEFECTS	Visual evaluation of absence of defects or deterioration of condition.	
PACKING MISC.	PACKAGING	Is the produce packed in clean & proper packaging keeping the product free from contamination?	
	LABELS	Is the pallet labeled?	
		Is the product labeled properly?	
RESULT OF INSPECTION:(circle one)	PASS	FAIL	
Additional Comments:			

DATE received:

DATE of inspect:

INSPECTED BY:







LOCATION OF DELIVERY:

SIGNATURE:

**If the product does not pass inspection, please call WFHC at 715-227-1990. Take photo(s) of product and traceability sticker.**







Received by WFHC Staff: \_\_\_\_\_

Date: \_\_\_\_\_

PRODUCT	HARVEST NOTES	GRADE / SIZE	SPECS	COLOR	COOLING OPTIONS	STORAGE TEMP	STORAGE HUMIDITY	QUANTITY	PACKAGING
<b>ASPARAGUS</b> 	Closed bracts; stalks should be free of excess woody fiber in the stem; harvest in the morning or when cool; do not let overheat	US No. 1 standard: fresh, well-trimmed, and fairly straight; free from decay and damage caused by spreading or broken tips, dirt, disease and other means	1/2" minimum diameter	Green	Immediate cooling necessary; hydrocool	34-38 degrees F	95-100%	28-11lb bunches	Asparagus box
<b>BEETS (BUNCHED)</b> 	Can bunch in field; remove yellow leaves	US No. 1: well-trimmed, fairly smooth, fairly well shaped, fairly clean, free from soft rot and from damage caused by cuts, freezing, growth cracks, disease, rodents or insects or mechanical or other means	Tops are fresh and free from decay, beets minimum 1.5" long	Deep red	Beet tops perishable, cool quickly; hydrocool	32 degrees F	98%	12 bunches	1-1/9bu box
<b>BOK CHOY</b> 	Harvest early or when cool; good if bok choy is wet; remove damaged or yellow leaves; handle gently, it can bruise.	Not graded in US	No bruising, slimy spots or wilted leaves	Green leaves with white stems	Hydrocooling, room cooling, top-icing	32-41 degrees F	95%	24 count	Cabbage box / leafy green box 1 3/4 bu box
<b>BROCCOLI</b> 	Harvest early or when cool; can be wet; trim stems and side leaves	US No. 1: Fairly uniform heads, no hollow stems, no flowering heads, free from decay and damage caused by over maturity; free from discoloration of bud clusters or leaves, freezing, wilting, dirt, disease, insects or other foreign material	Pack so stem ends do not damage crowns	Dark or bright green	Cool as quickly as possible; hydrocool, top-ice	32 degrees F	98-100%	12 OR 14 count bunches	Leafy green box 1 3/4 bu box
<b>CABBAGE (GREEN)</b> 	Stands up to heat; can field pack, but keep clean; cut some cabbages open to check for internal problems	US No. 1: reasonably solid, not withered, puffy or burst and free from soft rot, seed stems and damage caused by discoloration, freezing, disease, insects; stems shall be cut so they do not extend more than 1/2" beyond point of attachment of outermost leaves	18-24 count; Medium 2-5lb, large over 5lb; free from splitting, crisp and firm with a good green color and compact head.	Green	Forced air	32-40 degrees F	98-100%	45-50lb, medium heads	Cabbage box 1 3/4 bu box
<b>CABBAGE (RED)</b> 	stands up to heat; can field pack, but keep clean; cut some cabbages open to check for internal problems	US No. 1: reasonably solid, not withered, puffy or burst and free from soft rot, seed stems and damage caused by discoloration, freezing, disease, insects; stems shall be cut so they do not extend more than 1/2" beyond point of attachment of outermost leaves	18-24 count; Medium 2-5lb, large over 5lb; free from splitting with fresh, crisp wrapper leaves	Red or purple	Forced air	32-40 degrees F	98-100%	45-50lb, medium heads	Cabbage box 1 3/4 bu box

# PRODUCE SPECIFICATIONS

quick reference page 2

PRODUCT	HARVEST NOTES	GRADE / SIZE	SPECS	COLOR	COOLING OPTIONS	STORAGE TEMP	STORAGE HUMIDITY	QUANTITY	PACKAGING
<b>CAULIFLOWER</b> 	Tolerates hot or wet harvest conditions; bruises easily	US No. 1: clean, compact, free from soft or wet decay, free from damage caused by bruising, cuts, discoloration, enlarged bracts, fuzziness, hollow stem, insects, mold, riciness, wilting	Minimum 4" diameter, white to cream in color, firm and compact.	White, creamy white	Top-ice, forced air	32 degrees F	95-98%	9 OR 12 count	1-1/9 bu box
<b>CELERY</b> 	Petioles should be tender, light green and appear fresh	US No. 1: fairly well formed, well trimmed, fairly compact and free from blackheart, soft rot and damage caused by freezing, growth cracks, horizontal cracks, pithy branches, seed stems, suckers, dirt, doubles, wilting, blight, insects	Minimum 12" or 14"; any leaves on stalk are not wilted, yellow or decayed	Green with white blanching on stalks	Quick cooling necessary, hydrocooling	32 degrees F	95%	30 count	Celery boxes 1-1/9 bu box
<b>CILANTRO</b> 	Harvest with a knife or scissors	Not graded in US	No yellowing, decay, insect damage or mechanical damage, leaves should be uniform size	Green	Forced air, do not wash	32 degrees F	90-95%	30 count	¾ bu box with perforated plastic liner
<b>CORN (SWEET)</b> 	Harvest early in the day when still cool; put directly into cooler; can be iced in the field; husks do not protect corn, bruises will show up later if corn is tossed or squeezed; the faster corn is cooled, the better it will hold its sweetness	US Fancy: 6" min length, not clipped; US No. 1: 45-55 count; less than 10% are 1-3/4" diameter; well trimmed and developed, free from smut, decay rust, discoloration, damage from birds, worms, insects, disease; cobs must be fairly well filled with plump, milky kernels and fairly well covered with fresh husks	Silk ends free of decay and no worm damage or insects; minimum 5" long	Fresh well-colored green husks	Hydrocool in cold water, top with crushed ice; forced air	34-38 degrees F	85-90%	48 count	RPC (6425n), Crate, Bag, RPCs \$1.30/RPC rental
<b>CUCUMBER</b> 	Harvest when dry, can be hot outside; avoid twisting and turning; do not ice	US Extra No. 1, US Fancy: well colored, well formed, not overgrown, fresh firm and free from decay and sunscald, free from injury caused by scars and damage caused by yellowing, sunburn, dirt or other foreign material, freezing mosaic or other disease, insects, cuts, bruises	72 ct. minimum 6" long; max diameter 2 3/8"; no soft ends, spotting or decay	24 ct. 2" x 10" with uniform sizing	Dark green with no yellow	45-55 degrees F	90-95%, do not ice	24 count consistent sizing	5/9 bu box (24 ct)
<b>EGGPLANT</b> 	Harvest when dry, use clippers, keep stem short; Harvest gently	US Fancy, US No. 1: well colored, firm, clean well shaped, free from decay and worm holes and free from injury caused by scars, freezing, disease, insects, mechanical or other means	7-9.5" long, glossy and consistent sizing. Dark purple in color, free from scars and cuts	Dark purple	Hydrocooling, forced air cooling	46-54 degrees F, do not ice	90-95%	12 count, medium	1-1/9 bu box






# PRODUCE SPECIFICATIONS

quick reference page 3

PRODUCT	HARVEST NOTES	GRADE / SIZE	SPECS	COLOR	COOLING OPTIONS	STORAGE TEMP	STORAGE HUMIDITY	QUANTITY	PACKAGING
<b>GREEN BEANS</b> 	Do not harvest when wet; keep stem ends intact when picking, pods are firm, crisp and fully elongated	US No. 1: requires reasonable size (4-6"), not spindly; firm, tender, crisp and fairly straight; keeping stem pieces to a minimum in the cases, to many stem or vine pieces from machine pick green beans is a turn off to buyers	Relatively straight and snap easily when bent	Dark green	Hydrocool, dry on screen table; forced air	40-45 degrees F	95%	26-30lbs fill to top!	1-1/9 bu box or wire bound crate (bulk) or bagged
<b>KALE</b> 	Harvest early or when cool, keep shaded, bunch in the field, don't pick newest leaves	US No. 1: one type that is well trimmed, not stunted, free from decay and damage caused by yellow or discolored leaves, steed stems, wilting, bud burn, freezing, dirt disease, insects	Mature, tender leaves with a good dark green color, free from worm damage and debris	Dark green; ORGANIC: green or red	Hydrocooling, package icing	32 degrees F	95%, ice preferred but not required	24 bunch, Organic: banded with PLU code	Large leafy green box 1 3/4 bu Box
<b>LETTUCE (HEAD)</b> 	Harvest early or when cool, wetness OK; remove damaged or yellow leaves; do not handle roughly	US No. 1, US Fancy: fresh, not soft, not burst; free from decay, russet spotting, doubles; free from injury by tip burn, downy mildew, field freezing, discoloration	24 count; No browning or red spots on butt end; Green and Red 8-10" long; uniform heads. Crisp leaves loosely arranged on stalk	Green, red	Hydrocool, set heads upside down to drip dry	34-38 degrees F	98-100%	24 heads	Lettuce box 1 3/4 bu box
<b>LETTUCE (ROMAINE)</b> 	Harvest early or when cool, wetness OK; remove damaged or yellow leaves; do not handle roughly	US No. 1, US Fancy: fresh, not soft, not burst; free from decay, russet spotting, doubles; free from injury by tip burn, downy mildew, field freezing, discoloration	24 count; No browning or red spots on butt end; Romaine 12-14" long; uniform heads	White base with green leaf	Hydrocool, set heads upside down to drip dry	34-38 degrees F	98-100%	24 heads	Lettuce box 1 3/4 bu box
<b>PEAS (SUGAR SNAP)</b> 	Harvest when the pods are green and still tender and the peas inside are just starting to swell.	US No. 1: not badly misshapen or water soaked, fairly well filled, fresh, firm, free from decay, free from damage caused by black calyxes, freezing, splitting, hail, dirt, leaves, mildew or other diseases, insects; fairly tender, free from damage caused by split skins	Not overly mature or excessively small	Solid green	Forced air cooling	34-38 degrees F	NA	26-30lb fill to top!	1-1/9 bu box
<b>PEPPERS (BELL GREEN)</b> 	Harvest when dry and early morning is recommended. Use clean knife or clippers to cut stem, cut stem short	US No. 1 Extra Fancy and US Fancy: firm, well shaped, free from sunscald, freezing injury, decay affecting calyxes and/or walls, decay affecting stems, free from injury caused by scars, hail, sunburn, disease, insects	No shriveling or decay in walls and calyxes, should be uniform shape, size and color.	Deep green	Forced air, hydrocooling	45-50 degrees F	85-90%, no ice	Large 50-55 count Jumbo 40-45 count	1-1/9 bu box







# PRODUCE SPECIFICATIONS

quick reference page 4

PRODUCT	HARVEST NOTES	GRADE / SIZE	SPECS	COLOR	COOLING OPTIONS	STORAGE TEMP	STORAGE HUMIDITY	QUANTITY	PACKAGING
<b>POTATOES</b> 	Turgid, well-shaped, uniform, brightly colored, free from adhering soil, mechanical damage, greening, sprouts, diseases	US No. 1: firm, fairly clean, fairly well shaped, free from freezing damage, blackheart, late blight, southern bacterial wilt, ring rot, soft rot, wet breakdown; free from damage by any other cause	2" minimum; 14-16 count per bag; firm, clean, well-shaped	Red: red  Russet: light to medium brown  Yukon Gold: light to medium gold	Curing: 1-2 weeks at 68 degrees F with relative humidity of 80-100%; after curing lower temperature by 1-2 degrees each day until storage temp is reached (45-50 degrees F)	45-50 degrees F	90%	25 or 50 lbs	1-1/9 bu box
<b>PIE PUMPKINS</b> 	Solid external color; flesh is bright yellow or orange with fine, moist texture and high solids, sugars and starch; clip leaving stems; ensure proper ventilation; avoid puncturing flesh	US No. 1: well matured, not broken or cracked, free from soft rot or wet breakdown, free from damage by scars, dry rot, freezing, dirt, disease, insects	3-7lb each, medium size; clean with little scarring; firm with stems intact; not more than 5% allowed for decay; not more than 7% allowed to have absence of stems	Orange	No cooling necessary	50-55 degrees F	50-75%, no ice	6-8 count	1-1/9 bu box
<b>RADISH</b> 	Can bunch in field; remove yellow leaves	US No. 1: roots are clean, well formed, smooth, firm, tender, free from decay and damage caused by freezing, growth or air cracks, cuts, pithiness, disease, insects; tops are fresh with normal green color and not more than slightly wilted	Diameter not less than 5/8" unless specified. Roots are fresh, well-colored, tender, firm, crisp and not stringy, woody or soft; tops are fully intact dark green with no yellowing	Red with bright green leaves	Hydrocool	32 degrees F	90-95%	24 bunches	¾ bu box
<b>SQUASH (WINTER)</b> 	Cut with pruning clippers, leave a short stem, avoid wounding flesh	US No. 1: well matured, not broken or cracked, free from soft rot or wet breakdown, free from damage caused by scars, dry rot, freezing, dirt, disease, insects	Acorn: 2lb average, uniform size  Buttercup: 2lb average, 18-20 count  Butternut: 3lb average, 13-16 count  Spaghetti: 3lb average, 11-13 count	Acorn: green  Buttercup: deep green  Butternut: salmon  Spaghetti: light yellow	No cooling necessary; to cure place in a warm, ventilated, dry area, bring temperature to 85-95 degrees F for 8-10 days	45-55 degrees F	NA	35lb	1-1/9 bu box
<b>SQUASH (YELLOW)</b> 	Handle carefully, bruise easily, do not scratch	US No. 1 fancy: 6-8" in length, stems or portions of stems attached, fairly young and fairly tender, fairly well formed, firm, free from decay and breakdown, from damage caused by discoloration, cuts, bruises, scars, freezing, dirt or other foreign material, disease, insects, mechanical or other means	Medium fancy, straight neck, no goldbar. Shiny, tender, firm completely yellow and not too large.	Green or Yellow	Room cooling, forced air cooling	38-42 degrees F	NA	20lb	½ bu box

# PRODUCE SPECIFICATIONS

quick reference page 5

PRODUCT	HARVEST NOTES	GRADE / SIZE	SPECS	COLOR	COOLING OPTIONS	STORAGE TEMP	STORAGE HUMIDITY	QUANTITY	PACKAGING
<b>SQUASH (ZUCCHINI)</b>  	Handle carefully, bruise easily, do not scratch	US No. 1 fancy: 6-8" in length, stems or portions of stems attached, fairly young and fairly tender, fairly well formed, firm, free from decay and breakdown, from damage caused by discoloration, cuts, bruises, scars, freezing, dirt or other foreign material, disease, insects, mechanical or other means	Medium fancy, straight neck; no longer than 6-8", no greater than 2" diameter; no softness. Shiny, tender, firm, completely green and not too large.	Green or Yellow	Room cooling, forced air cooling	38-42 degrees F	NA	20lb	½ bu box
<b>TOMATILLO</b>  	Harvest when fruit are well-formed and substantially filled husks, still bright green	Not graded in US	Firm and bright green with husks, no yellowing	Bright green	Forced air cooling, room cooling	41-50 degrees F	80-90%	40lb	1-1/9 bu box
<b>TOMATOES (RED)</b>  	Do not squeeze, do not harvest when wet, handle very delicately	US No. 1: mature not overripe or soft; clean, well developed, fairly well formed, fairly smooth; free from decay, freezing injury, sunscald; not damaged by any other cause	Buyer will specify stage Stage 1 Mature Green Stage 2 Pink Stage 3 Ripe	Salmon, just turning red	Room cooling, forced air cooling	50-60 degrees F	90-95%	25lb 5 by 6 or 6 by 6	Tomato box with lid
<b>TOMATOES (HEIRLOOM)</b>  	Do not squeeze, do not harvest when wet, handle very delicately	US No. 1: mature not overripe or soft; clean, well developed, fairly well formed, fairly smooth; free from decay, freezing injury, sunscald; not damaged by any other cause.  No splits in the tomatoes will be accepted	Buyer will specify stage Stage 1 Mature Green Stage 2 Pink Stage 3 Ripe	Tomatoes will appear unripe in color.	Room cooling, forced air cooling; Put temperature blanket on these when hauled on refrigerated truck.	50-60 degrees F	90-95%	25lb 5 by 6 or 6 by 6	Tomato box with lid
<b>TOMATOES (CHERRY)</b>  	Do not squeeze, do not harvest when wet, handle very delicately	US No. 1: mature not overripe or soft; clean, well developed, fairly well formed, fairly smooth; free from decay, freezing injury, sunscald; not damaged by any other cause	Buyer will specify stage  Stage 1 Mature Green Stage 2 Pink Stage 3 Ripe	Salmon, just turning red  Sungold type, golden	Room cooling, forced air cooling	50-60 degrees F	90-95%	12-14oz clamshells	Pint clamshells, clamshell tray
<b>WATERMELON</b>  	Brush soil off in field with gloves, temperature should remain consistent after harvesting	US Fancy: Tolerance: 8% US No. 1: Tolerance: 10%  Mature, similar varietal characteristics, fairly well formed, not overripe. Free from anthracnose, decay, sunscald, Whiteheart. Free from damage by any means. All must be brushed with no signs of dirt or mud.	Well formed, symmetrical and uniform in shape with a waxy, bright appearance.	Fully green outside, pink/red inside	Room cooling, forced-air cooling	50-59 degrees F	90%	45ct	Full bin



## Building Buyer Relationships

Pay attention to the details that may help you build a strong, long-term relationship.

Invite the grocery store owner, the chef or the buyer to the farm for a tour and dinner.

### Gauge Interest in Local Food Products

- Does the buyer currently purchase local foods? Have they had success with other local growers? If so, they may be interested in purchasing more local food products.
- If they have not purchased local food before, find out what has sparked their interest to consider it. Are they responding to customer demand, looking for less expensive products, or wanting to support the local economy?
- What products are they looking for? What quantities do they require? What price are they willing to pay?

### Outline Benefits of Purchasing Local Food

- Local food can enhance restaurant or store promotional efforts and generate customer interest and loyalty. Consumers are becoming more aware of the wealth of food choices available and the benefits of eating fresh, flavorful, locally sourced food.
- Schools and institutions can help meet their goals for providing healthy food choices by sourcing foods locally.
- Local farmers can produce specialty crops not available from the usual distributors which supply restaurants, grocery stores, or institutions. Particularly in rural areas, access to foods other than mainstream products is limited.
- Local food can be competitive, if not in price, then in quality.



### Share What Products You Have to Offer

- Provide product samples when possible. In the initial meeting before the growing season, bring samples of your packaging, labels, farm information, or in-store or restaurant materials.
- Have your price goals established before approaching the buyer. To learn more about setting prices, read the farmer profiles in this chapter. Refer to pages 23-24 for details on pricing strategies.
- Provide descriptions of products you currently produce. Ask what other products may interest the buyer.
- Prepare a product availability sheet for the buyer to keep as reference.



# HOW TO BUILD A LOW-COST HANDWASHING STATION

ON-FARM FOOD SAFETY PROGRAM



  
UNIVERSITY OF MINNESOTA  
**EXTENSION**  
Driven to Discover<sup>SM</sup>

Anne Sawyer and Annalisa Hultberg  
Extension Educators  
Food Safety, Horticultural Systems

## THE IMPORTANCE OF HANDWASHING

Handwashing is one of the most important steps you can take to reduce the risk of contaminating your fruits and vegetables with foodborne illness-causing pathogens. Many of the diseases that can be transmitted through food may be harbored in the intestinal tracts of people as well as wild and domesticated animals. If a person's hands become contaminated with fecal material, pathogens can be transmitted to fresh produce. Always wash hands thoroughly after using the toilet, before handling produce, or whenever they may be a source of contamination.

Hand sanitizer should only be used in addition to proper handwashing, not in place of it. Hand sanitizer is not effective when hands are dirty, and is not intended to replace proper handwashing.

## HANDWASHING AREAS ON THE FARM

Handwashing stations should be near all portable toilets and in your packing area. Have a handwashing station near work areas so it is convenient for everyone handling produce. If your farm is large, you might consider mounting a handwashing station on a trailer so it can be moved around your farm with workers.

How many handwashing stations do you need? A benchmark from the Occupational Safety and Health Administration (OSHA) is one station per 20 employees, but you should have as many as needed to service everyone who works on your farm. Even if you only have two employees, you should have handwashing stations where they are needed so it is easy for people to wash their hands regularly.

Handwashing stations must always use clean water that is the microbial equivalent of potable (drinking) water. This stand might also be useful at a farmers' market, roadside stand, U-pick or any other location.



## HOW TO BUILD A PORTABLE HANDWASHING STATION FOR THE FARM

Making your own handwashing station is straightforward and cost-effective. You can purchase lumber, or use materials you already have and adjust these plans as needed.

This stand is about 36 inches tall, and accommodates a 5 - 10 gallon closed plastic container with a continuous flow valve and a bucket to catch the wash water. Hand soap is placed on the stand, and single-use paper towels are located in a plastic dishpan drawer that is built into the stand.

Many dimensions of this stand are based on the size of the dishpan drawer, so measure yours first and adjust as needed.

### STEP-BY-STEP INSTRUCTIONS

#### STEP 1: LAY OUT THE SIDES

You'll start with:

4 - 2 x 6 legs

4 - 2 x 4 leg connectors

Lay two of the 2 x 6 legs down parallel to each other.

Lay two of the 2 x 4 leg connectors on top of the legs.

Place the top leg connector far enough below the top of the legs to create a lip for the dishpan drawer to slide on. You need to account for the height of the dishpan's handle, so it fits under the plywood top you'll attach later.

Similarly, place the bottom leg connector about 1 inch above the bottom of the legs to allow for uneven ground.

#### STEP 2: SCREW THE LEG CONNECTORS TO THE LEGS

Use two screws in each end to secure the 2 x 4 leg connectors to the legs.

Pre-drill the holes to keep the wood from splitting. Here, you can see how we placed the top leg connector down from the top of the legs to act as the dishpan drawer slide.

Repeat **STEPS 1 AND 2** for the second side.



## TOOLS AND MATERIALS

### SAFETY EQUIPMENT AND TOOLS

Safety glasses, gloves, hearing protection, saw, drill, drill bits, tape measure, square, pencil.

### LUMBER

A. Legs

4 - 2 x 6 cut to 36" long.

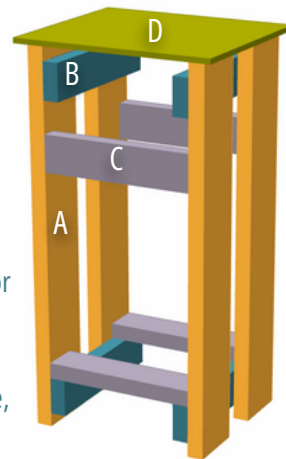
B. Leg connectors

4 - 2 x 4 cut to 15" long, or to fit the length of the dishpan.

C. Cross pieces

4 - 2 x 4 cut to 141/4" long, or to fit the width of the dishpan.

D. Plywood - 1/2" thick or more, cut to 16" x 18", or to fit top of stand with a small overhang.



### SCREWS

36 - 2 1/2" deck screws

### PLASTIC DISHPAN

This design uses a standard 12-quart dishpan that is 15" L x 123/4" W x 61/2" H.

It serves as the drawer under the water container to hold single-use paper towels. Costs \$4 to \$8.



## SUPPLIES TO STOCK YOUR STATION

### WATER DISPENSER

This blue "Aqua-Tainer" holds 7 gallons of water and has an open/close continuous flow valve. Available online, and at some home stores and outdoor stores. Costs \$15 to \$20.



### TRASH CAN WITH A LID

A 5 gallon bucket with a lid works well.

### WATER CATCHING BUCKET

Standard 5 gallon bucket

### SOAP - LIQUID OR BAR

### PAPER TOWELS



**STEP 3: DETERMINE LENGTH OF THE CROSS PIECES**

Stand the legs up and set the dishpan between them, resting the rim on the top leg connectors.

1. Measure between the legs to determine the length to cut the 2 x 4 cross pieces. The dishpan should fit snugly, but still easily slide on the leg connectors.

2. Cut these four 2 x 4s

to the length you measured, and hold them in place to be sure of a good fit before screwing into place.

**STEP 4: ATTACH THE LOWER CROSS PIECES**

Take two of the 2 x 4 cross pieces and lay them across the lower leg connectors.

It works best if you lay these two pieces flat and screw down into the leg connectors.

1. Pre-drill two holes near the ends of each cross piece.

2. Screw the cross pieces in place with two screws on each end.

With these pieces installed flat, this can be used as a shelf to hold the catch bucket when the station is not in use.

**STEP 5: ATTACH THE TOP CROSS PIECES**

Take the last two 2 x 4 cross pieces and secure them below the top leg connectors.

1. Place them low enough so the dishpan drawer fits in the space above. The rim of the dishpan needs to slide on the top leg connectors.

2. Pre-drill and screw the cross pieces in place using two screws on each end.





**STEP 6: CUT PLYWOOD TO FIT THE TOP OF THE STAND**

1. Measure the top of your stand to determine the size of the plywood top. We recommend at least a 1/2 inch overhang on all four sides.

2. Cut the plywood to fit the top of your stand, and screw it in place. Yours might be a slightly different size than the one here, depending on your materials.

**STEP 7: INSTALL DISHPAN DRAWER, WATER CONTAINER, AND SUPPLIES**

1. Store the single-use paper towels in the dishpan drawer.

Fill water container with clean water, and set on top of the stand. Set soap next to the water container.

2. Put a bucket underneath the spigot of the water container to catch the water. Do not empty the bucket of water in the produce field or where it could be tracked into the produce field.

Keep a lidded trash can handy for the used towels to keep them from blowing away.

**FINAL NOTES**

This is just one idea for a handwashing station. You can make this any size and with any materials. You could use scrap lumber or an existing table or cart. Instead of using the dishpan drawer, you could install a paper towel dispenser under the top. However, the towels might get wet in the rain.

If you take a pickup truck out to the field, you could simply set the water container and supplies on the truck bed and place the catch bucket and trash can on the ground.

Any of these handwashing station ideas can be used in the field, and also at your farmers' market booth or roadside stand - anywhere you need to provide a place for people to wash their hands.

This handwashing station is based on an original design by Michele Schermann, U of MN Department of Horticultural Science; Annalisa Hultberg, U of MN Extension; and Jill Randerson, Kidzibits, Inc., Minneapolis, MN.

**MORE INFO AND RESOURCES****University of Minnesota Extension**

On-Farm Food Safety Program

[www.extension.umn.edu/safety/growing-safe-food](http://www.extension.umn.edu/safety/growing-safe-food)

**PEOPLE AND CONTACTS****Annalisa Hultberg**

Extension Educator  
Food Safety,  
Horticultural Systems

[hultb006@umn.edu](mailto:hultb006@umn.edu) | 651-480-7710

**On-Farm Food Safety Program**

[safety@umn.edu](mailto:safety@umn.edu)

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on this project.  
[thegoodacre.org](http://thegoodacre.org)



**THE GOOD ACRE**  
FOOD + COMMUNITY

Layout and editing by Emily Tepe, University of Minnesota Department of Horticultural Science.

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# HOW TO REDEEM YOUR WFU MEMBERSHIP AND LIST IN THE LOCAL FOOD DIRECTORY

## 1. Sign up for WI LFPA Complimentary WFU Membership :

- Use your phone camera to scan the QR code
- Click [here](#) to access the online application
- Request a hard copy of the application from Julie Heintz



## 2. While registering for Membership, choose whether or not to list in the WI Local Food Directory (recommended, but not required). If listing in the Directory, continue with steps 3-5.

## 3. Complete Directory Listing (edit lines by clicking on the pencil icon)

- An email will be sent with instructions to create your login to your Info Hub Membership/Directory Profile.

- Once logged in, go to the My Directory Listing(s) tab

- My Directory Listing

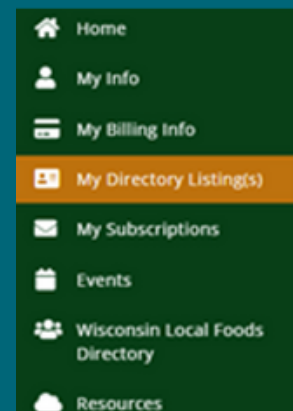
- Add a logo or image - to the left of your name (mouse hover, click on pencil) to show on your directory listing

- Contact Information

- Add email, phone number, address by clicking on the + symbol

- Directory Info

- Add description of your farm
  - Add keywords for better search results
  - Add highlights content for additional information on directory listing



### My Directory Listing



JULIE HEINTZ(Database Coordinator)

#### CONTACT INFO

Physical and mailing	117 West Spring Street Chippewa Falls WI 54729
Work	jheintz@wisconsinfarmersunion.com
Work	715-215-2298
Homepage	<a href="https://www.wisconsinfarmersunion.com/">https://www.wisconsinfarmersunion.com/</a>

#### DIRECTORY INFO

##### SEARCH DESCRIPTION

##### DESCRIPTION

Forty acre multi generation farm with various farming capabilities that enhance....etc..

##### KEYWORDS

green pepper, celery, lettuce, green beans, onions

##### HIGHLIGHTS

Early season produce, Mid May to Late July

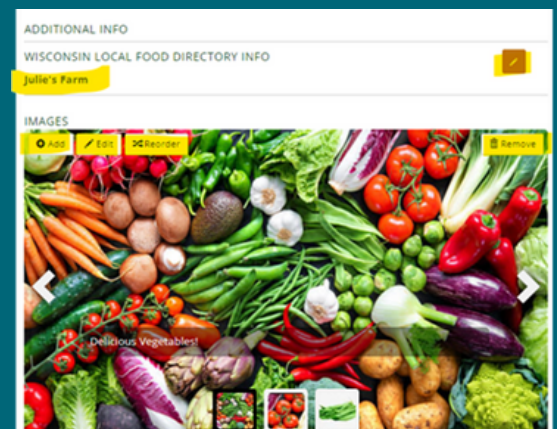
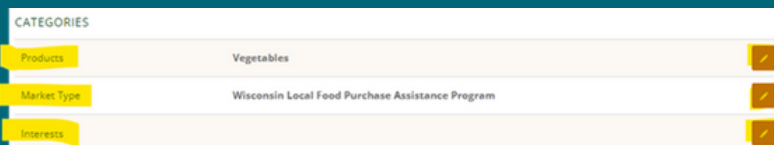
\*If your website is not showing in your directory listing, please contact Julie.

- Categories

- Products - selections can be selected from the dropdown menu
- Market Type - selections can be selected from the dropdown menu
- Interests - selections can be selected from the dropdown menu (optional)

- Additional Info

- Images - refer to image below
  - Add images - click on + symbol (size restrictions may apply)
  - Edit - to add captions and titles to your images
  - Reorder - sequence your photos on your directory listing
  - Remove - click the garbage can icon to remove images



#### 4. View Website Directory listing while in Info Hub

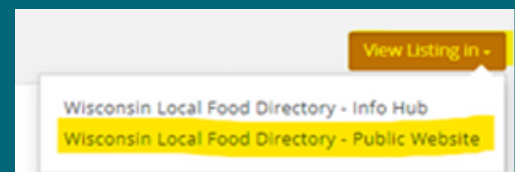
- You can view your directory listing, (how it will show on the directory website) by selecting Viewing Listings - in upper right-hand corner of Info Hub, using the drop down, select Wisconsin Local Food Directory - Public Website

#### 5. Watch Webinars to assist in setting up your directory listing

- [WI Local Food Directory Webinar - 7.25.2023](#)
- [WI Local Food Directory Webinar - 5.2.2023](#)

#### FOR MORE INFORMATION OR TECHNICAL ASSISTANCE, PLEASE CONTACT JULIE HEINTZ

- [jheintz@wisconsinfarmersunion.com](mailto:jheintz@wisconsinfarmersunion.com)
- [715-215-2298](tel:715-215-2298)



# Resource List of Programs and Services for Wisconsin Producers

## UW RESOURCES

- UW Insect Diagnostic Lab - Visit them on the web or call an extension agent.  
<https://insectlab.russell.wisc.edu>
- UW Plant Disease Diagnostics Clinic – Help mitigate disease in your operation  
<https://pddc.wisc.edu> [pddc@wisc.edu](mailto:pddc@wisc.edu) 608-262-2863

## Contacts for UW-Extension Specialists

- Amanda Gevens
  - Associate Professor & Extension Specialist Potato & Vegetable Pathology UW
  - 608-890-3072
  - [gevens@wisc.edu](mailto:gevens@wisc.edu)[www.plantpath.wisc.edu/wivegdis/](http://www.plantpath.wisc.edu/wivegdis/)
- Russell Groves
  - Associate Professor & Extension Specialist Potato & Vegetable Entomology UW Madison
  - 608-262-3229
  - [rgroves@wisc.edu](mailto:rgroves@wisc.edu)
  - <http://labs.russell.wisc.edu/vegento/>
- Scott Sanford, M.Eng.
  - Distinguished Outreach Specialist /UW Extension Ag Engineer Rural Energy Program
  - Biological Systems Engineering University of Wisconsin-Madison
  - 460 Henry Mall, Madison, WI 53706
  - 608-262-5062
  - [sasanford@wisc.edu](mailto:sasanford@wisc.edu)

## PLANNING AND MANAGEMENT

- AgPlan - Cloud business planning templates & free online tool which can be used to help develop your business plan - [AgPlan \(umn.edu\)](http://AgPlan.umn.edu).
- AgriSafe Network - A national network of ag pros committed to sharing non-proprietary info ensuring resources and trainings are widely disseminated to reduce farmer & rancher stress. Specialized Veteran services, also - [AgriSafe Learning: Resource Library](#).
- Beginning Farmer and Rancher Coordinators for each state representing the USDA - [Beginning Farmer and Rancher Coordinators | Farmers.gov](#)
- Business planning consulting - [Centers – Small Business Development Center \(wisconsinsbdc.org\)](#)
- DFI site to register as an LLC or Corporation - [Choose an Entity Type \(wdfi.org\)](#).
- Emerging Farmers Conference for new and emerging growers and producers - [Emerging Farmers](#)
- Edible-Alpha Learning Center - Food Finance Institute - Learn to successfully grow a financially viable food business - [Edible-Alpha® Learning Center | Actionable Insights In Making Money In Food](#)



- Existing Business Policy Guide for Farmers who want to keep working in their existing business, including farms and disabled farmers. - [Existing Business Policy Guide for Farmers \(wisconsin.gov\)](#)
- Farm Answers - Largest source of information for beginning farmers - USDA-NIFA beginning farmer and rancher program - [Farm Answers](#)
- GAP Certification - Removing barriers to USDA GAP programs - offers a unique way for producers to access markets & verify their use of sound agricultural & food safety practices - [GAP Certification Programs - NASDA](#)

## SUCCESSION PLANNING

- The Farm's Legacy - Intra-Family Succession Guidebook - Passing the farm onto the next generation - [the-farms-legacy-a-guidebook-for-intra-family-succession.pdf \(purdue.edu\)](#)
- Preparing for a Farm Transition Succession Planning - [Preparing for a Farm Transition \(kaltura.com\)](#)
- Transition Point Business Advisors - Succession planning. Operators of "The DIRT Project Live" - dedicated internal resource for training and transition - [Succession Planning Services - Transition Point Business Advisors \(transitionpointba.com\)](#)
- Farm Transfer Toolkit - Asset transfer and financial planning - [Farm Transfer - Farmland Access Legal Toolkit](#)
- Heirs' Property Relending Program (HPRP) | Farmers.gov - [Heirs' Property Relending Program \(HPRP\) | Farmers.gov](#)

## FARM STAFFING AND INSURANCE

- Agri-Services Agency (Health Insurance) - [ASA - Health Insurance \(agri-servicesagency.com\)](#)
- Ag Hires - Agriculture-focused job board - placing an ad, looking for work - <https://aghires.com>
- Ag Careers - Agriculture-focused job board, an option for placing an ad, looking for work- [AgCareers.com - Agriculture Jobs & Agriculture Careers](#)
- Farm Staffing Management - Becoming Employer Farm of Choice Program - [Becoming the Employer of Choice – Farm Management \(wisc.edu\)](#)

## FINANCING / LOANS / GRANTS

- FSA micro lending program up to \$50,000 for farmers - [farm\\_loan\\_info\\_chart-factsheet.pdf \(usda.gov\)](#)
- Farmers.gov - Loans for agricultural producers - [Loans | Farmers.gov](#)
- FSA Emergency Loan Program - Contingent on Disaster Declaration - [emergency-loan-program.pdf\(usda.gov\)](#)
- Steward - Funding the Future of Farming - Steward is transforming agriculture by equipping human-scale regenerative farms with the capital they need to grow - [Funding the Growth of Regenerative Agriculture | Steward \(gosteward.com\)](#)
- Compeer - Financing and aid for beginning farmers - [Beginning Farmers \(compeer.com\)](#)
- BIL - Apply for and Manage Grants Videos - [Bipartisan Infrastructure Law - Office of Rural Prosperity \(ruralwi.com\)](#)



## FARM ACQUISITIONS, LEGAL, AND REAL ESTATE

- Dairyrealty.com - [Dairy Realty](#), [Dairy Farms For Sale](#), [Farm Listing Service to Search, Advertise, Sell and Buy](#)
- Farm Commons empowers agriculture communities to resolve their own legal vulnerabilities within an ecosystem of support - [About Us - Farm Commons](#)
- Farmers' Legal Action Group (FLAG) A nonprofit law center dedicated to providing legal services and support to family farmers and their communities - [www.flaginc.org](http://www.flaginc.org)
- Farm Aid Resource Guide for Legal Issues in Farming. Annual Festival - [Farm Aid Resource Guide for Legal Issues in Farming – Farm Aid](#)
- How to File a Discrimination Complaint - USDA-[How to File a Program Discrimination Complaint | USDA](#)
- Modest Means Program - Designed to assist people whose income is too high to qualify for free legal services, but too low to pay a lawyer's standard rate, lawyer referral and hotline for questions - [I Need a Lawyer \(wisbar.org\)](#)
- Rural Justice Task Force - Consulting for elements of civil rights discrimination claims - [Rural Justice Task Force | LSC - Legal Services Corporation: America's Partner for Equal Justice](#)
- Fences in Agricultural Areas Law - Fence co-owner responsibility - [Fences in Agricultural Areas](#)
- WI Right to Farm Law - [WISCONSIN LEGISLATIVE COUNCIL](#)

## MISCELLANEOUS

- ATTRA – Sustainable Agriculture Program - Appropriate Technology's Appropriate Technology Transfer for Rural Areas - [Home | ATTRA | Sustainable Agriculture Project \(ncat.org\)](#)
- American Veterinary Medical Association - [Home | American Veterinary Medical Association \(avma.org\)](#)
- Annie's Project provides education for women farmers - [Annie's Project – Empowering Women in Agriculture](#)
- Carbon Farming - see how much you can earn - [How much can I earn from carbon farming? | IndigoCarbon \(indigoag.com\)](#)
- Emergency Action Plan Guidance for Dairy Farmers - [Comprehensive-Emergency-Action-Plan-Guidance.pdf \(nationaldairyfarm.com\)](#)
- Emergency Disposal of Milk for Dairy Farms - [DATCPDNR Milk Disposal.pdf \(wi.gov\)](#)
- Family farm defenders defends consumers right to know presence of Bovine Growth Hormone (rBGH) in milk supply-[familyfarmers.org](#)
- Project Recovery provides emotional support, coping strategies, and aims to connect farmers to resources - [Project Recovery – Helping Wisconsin Recover from COVID-19 \(projectrecoverywi.org\)](#)
- [WWOOF USA](#) - Worldwide effort to link visitors with organic farmers - Can connect beginning farmers to internship opportunities around world

## RESOURCES FOR HISTORICALLY DISADVANTAGED GROUPS

- Minority-owned businesses US Small Business Association SBA - [Minority-owned businesses \(sba.gov\)](#)

(Continued on next page)

- Minority Business Development Agency - Promotes the growth of minority owned businesses through the mobilization and advancement of public and private sector programs, policy, and research - [Minority Business Development Agency | U.S. Department of Commerce](#)
- Latino Economic Development Center-Agriculture – [Latino Economic Development Center – LEDC\(ledcmn.org\)](#).
- Minority & Women Farmers & Ranchers USDA Farm Service Agency FSA Support - [Minority and Women Farmers and Ranchers \(usda.gov\)](#).
- Minorities in Ag, Natural Resources, & Related Science (MANRRS) - [Home | MANRRS](#)
- Wisconsin Economic Development - Minority Business Development Education and Research - [Minority Business Development | Minority Owned Business | Minority Business Loans](#)
- WI Women's Business Initiative Corporation (WWBIC) assists individuals who are interested in starting, strengthening, or expanding businesses with a focus on women - [WWBIC | Putting Dreams to Work Since 1987](#)

## USDA

- USDA Farm Loan Discovery Tool - [USDA Farm Loan Discovery Tool | Farmers.gov](#)
- USDA ERS - Commodity Costs and Returns listings, recent and historical - [USDA ERS - Commodity Costs and Returns](#)
- NASS - WI - Land Sales research and stats tool-[USDA - National Agricultural Statistics Service - Wisconsin - Land Sales](#)
- NASS Quick Stats Website (can be used for land rent) - [USDA/NASS QuickStats Ad-hoc Query Tool](#)
- Conservation Reserve Program (CRP) for Pollinators - [Pollinators \(usda.gov\)](#).
- EQIP NRCS Grant - Obtaining a greenhouse/hoop house/high tunnel for vegetable farms - [EQIP High Tunnel System \(Hoop House\) | NRCS Wisconsin \(usda.gov\)](#).
- [Office of Partnerships and Public Engagement | USDA](#) - Develops & maintains partnerships focused on solutions to challenges facing rural and underserved communities in the US
- USDA Rural Development Program Summary - [USDA Rural Development Summary of Major Programs](#)
- USDA Disaster Assistance - Livestock Indemnity Program - Contingent on Disaster Declaration- [livestock\\_indemnity\\_program\\_lip-fact\\_sheet.pdf \(usda.gov\)](#).
- USDA Resources for Underserved Farmers & Ranchers - Focused on Minority, Women, Veteran, Beginning, and Limited Resource Producers - [Getstarted-HUFR-2022 \(farmers.gov\)](#).
- USDA Climate-Smart Market Project Map - Various programs that can benefit underserved farmers-[Expanding Climate-Smart Markets \(arcgis.com\)](#).

## WISCONSIN SPECIFIC

- Wisconsin Economic Development - Minority Business Development Education and Research - [Minority Business Development | Minority Owned Business | Minority Business Loans](#)
- WI Women's Business Initiative Corporation (WWBIC) assists individuals who are interested in starting, strengthening, or expanding businesses with a focus on women - [WWBIC | Putting Dreams to Work Since 1987](#)

[\(Continued on next page\)](#)

- WI Agricultural Tourism Association - [Wisconsin Agricultural Tourism Association\(wiagtourism.com\)](http://wiagtourism.com).
- WEDC for BIL - Opportunities, Grants and training under Bipartisan Infrastructure Law-[New webpage helps communities connect with opportunities under Bipartisan Infrastructure Law | WEDC](#)
- Wisconsin Potato & Vegetable Growers Association-[Wisconsin Potato Growers | WPVGA\(wisconsinpotatoes.com\)](http://wvpga.com).
- Wisconsin Veteran Farmer Coalition-[Home - FVC of Wisconsin \(fvcwisconsin.org\)](http://fvcwisconsin.org).
- Wisconsin Women in Conservation - Nurturing land and ourselves-[Wisconsin Women in Conservation \(wiwic.org\)](http://wiwic.org).
- Invasive Plants and Pests in WI-[Unwanted Invasive Plants and Pests in Wisconsin](#)
- Livestock ID Consortium - Livestock Registration-[Wisconsin Livestock Identification Consortium\(wiid.org\)](http://wiid.org).
- WI Immigration Law Group - Practice areas include immigration and temporary work visas-[Wisconsin Immigration Law Group \(wiilawgroup.com\)](http://wiilawgroup.com).
- WI Farm Bureau HSA Info -WI Legislature's passage of a tax deduction for Health HSAs was a matter of fairness for farmers and other self-employed individuals-[Health Savings Accounts - Wisconsin Farm Bureau Federation \(wfbf.com\)](http://wfbf.com).
- WI Agricultural Tourism Association-[Wisconsin Agricultural Tourism Association\(wiagtourism.com\)](http://wiagtourism.com).
- WEDC for BIL - Opportunities, Grants and training under Bipartisan Infrastructure Law-[New webpage helps communities connect with opportunities under Bipartisan Infrastructure Law | WEDC](#)

PRODUCE SAFETY ALLIANCE

# GROWER TRAINING



**WEDNESDAY, MARCH  
20 THURSDAY, MARCH  
21** 1 P.M. - 5 P.M.



**WEDNESDAY, APRIL  
3 THURSDAY, APRIL  
4** 1 P.M. - 5 P.M.



*These trainings will be held virtually via Microsoft Teams.*

These **free courses** are intended for farms that grow, harvest, pack, or hold produce on their farming operation. The courses allow farms covered under the Produce Safety Rule, as well as those operating within the Wisconsin Local Food Purchase Assistance Program (WI LFPA), to meet a training requirement.

Fees are paid for by the WI LFPA Program for WI LFPA Direct to Farmer grant participants.

The course curriculum covers:

- Introduction to produce safety
- Worker health, hygiene, and training
- Soil amendments of animal origin
- Wildlife, domesticated animals, and land use
- Agricultural water
- Postharvest handling and sanitation
- How to develop a farm food safety plan

All trainings include scheduled breaks.

To register, scan the QR code for the session you want to attend and complete the online form.

**For registration assistance, call (608) 224-4511.**

*Each course is limited to 40 participants. Registrations will be accepted on a first-come, first-served basis, so register today to guarantee yourself a seat!*

