



April 14, 2008

TO: Department of Agriculture, Trade & Consumer Protection  
2811 Agriculture Drive  
Madison, WI 53718-6777

FROM: Carol Sue Butts  
Provost & Vice-Chancellor  
UW-Platteville

RE: 2008 Buy Local, Buy Wisconsin (BLBW)

Attached please find the Department of Agriculture, Trade & Consumer Protection 2008 Buy Local, Buy Wisconsin (BLBW) grant proposal entitled “*Artisans of the Land and Hand*”. This grant proposal is being submitted by the University of Wisconsin-Platteville in the amount of \$49,896.00.

If you have any questions, please don't hesitate to contact me.

CSB/lis

# **2008 Buy Local, Buy WI (BLBW)**

## **Grant Application Cover Sheet**

Project Title: Artisans of the Land and Hand

Amount Requested: \$49,896

Full Legal Name of Applicant/Organization: University of Wisconsin – Platteville, Office of Continuing Education

Applicant's Address: 1 University Plaza, Platteville, WI 53818

Name and Title of individual that can execute a contract for the Applicant: Marian Maciej-Hiner,

Director, Continuing Education

Name of Primary Contact: Marian Maciej-Hiner

Telephone: 608-342-1302

Email: maciejhm@uwplatt.edu

Website: [http://www.uwplatt.edu/cont\\_ed/localfare/](http://www.uwplatt.edu/cont_ed/localfare/)

County of Project Location: Iowa, Green, Lafayette, Grant, Sauk

Project Start Date: July 1, 2008

Project Completion Date: June 30, 2009

## *Artisans of the Land and Hand*

### **Application Concept Statement**

Our purpose is to develop a regional integrated marketing program called Artisans of the Land and Hand that tells the story about our artisans from the arts, agriculture and history and the “sense of place” that inspires daily life and the products they produce. The program centers on development of a set of regional food and culture trails and an interactive, searchable website featuring compelling stories and pictures that will increase access to and stimulate local sales of locally-produced food and drink in southwest Wisconsin.

The lack of consumer knowledge of local products and product availability impedes local food system expansion in the southwest region. By pulling the agricultural producers and processors of our area into one, cohesive “brand,” Artisans of the Land and Hand will reduce these barriers, increase sales, and get producers working together and with like-minded businesses.

### **Application Background and Industry Need**

It is important to establish local foods as a strong regional development thread woven into the fabric of southwest Wisconsin business communities. Artisans of the Land and Hand will be key to a healthy economy in southwest Wisconsin because it will bring visibility to producers, restaurants and stores featuring locally-grown products. The project will integrate local foods with the other strong place-based economic sectors of the region: art/culture, history/architecture, and natural attractions. In essence, this is a marketing project to promote our assets and treasures.

Economic development activities in the region are facilitated by the Southwest Wisconsin Regional Economic Development Coalition, which will support networking needed to make Artisans of the Land and Hand well coordinated and part of the larger whole (please see attached “Sponsors of the 2008 BEST Conference” for a list of participating entities). The Coalition includes UW-Extension Community Resource Development agents, who have committed time to this project. Artisans of the Land and Hand will be a catalyst for further regional cooperation.

The project builds on a great deal of preliminary work that will help move it forward, including the inception of two programs that will be essential partners of Artisans of the Land and Hand. Local Fare, launched in 2007, is a regional economic development program – working to increase access to local foods. Local Fare maintains regular contact with over 150 local food producers and buyers through an electronic newsletter, training opportunities designed to meet producers’ needs, and a website with links to local, regional and statewide resources.

Local Fare held 7 listening sessions in October and November 2007, bringing together local food producers in communities across the region: in Monroe, Darlington, Dodgeville, Fennimore, Richland Center, Seneca and Spring Green. Input was gathered from over 90 participants, and the predominant message was that producers *need help in marketing*. They identified the primary hurdle to increased sales in the region as being consumer awareness, revealing a need for enhanced marketing to raise awareness of available local food products.

The other key partner in Artisans of the Land and Hand is ArtsBuild, an economic development program for artists and artisans started in 2004. Networks developed through ArtsBuild now include over 350 artists and many communities.

While Artisans of the Land and Hand is a marketing project, both Local Fare and ArtsBuild work with network participants to build their skills as entrepreneurs and business-owners. In 2008, Local Fare will sponsor the first series of “alignment” days to bring producers/business together with the existing economic development resources in our community – Southwest Wisconsin Small Business Development Center, Southwest Wisconsin Community Action Program, Wisconsin Entrepreneurs’ Network, UW-Extension and UW-Platteville’s Office of Continuing Education (OCE) – to meet the growing needs of those doing value-added agriculture.

A working session with Eric Hahn, of Cherry Capital Foods, has already been held. One of the participants has a truck on the road in the area and is actively looking for more products to distribute, and will respond to the increased demand.

In March of 2008, Local Fare and the Coalition held a special “call to action” workshop focused on developing a food and culture trail with Becky Anderson of Handmade in America, a nationally recognized community development organization working on behalf of rural communities in Western North Carolina. They publish two guidebooks – one devoted to the craft economy and one to the agricultural economy. A spin-off project is a food and culture trail website called *Homegrown and Handmade – Art Roads and Farm Trails in North Carolina*, which uses the web to present a series of “trails” to bring awareness and business to farmers and crafts people in the region.

Becky presented her work to a room of over 40 business and civic leaders, with representation from: tourism, economic development, Main Street, galleries, artists, farmers, historic sites, writers, elected officials, county boards, and UW-Extension. Please see “Food and Culture Trail Working Session Participant List.” She focused on some of the major elements necessary for organizing a regional food and culture trail effort, including criteria for participating and the overall steps – from conducting asset inventories to processing paper work to actually mapping the trail and publishing.

Promoting locally grown foods of the region is a strategic opportunity for southwest Wisconsin. Planners for Artisans of the Land and Hand are well aware of the many great community and economic development projects going on in the region. Participants in this working session were identified based on their current involvement in regional activities – to help create momentum and identify resources to move opportunity into a real project. Positioning this region as a destination through trails is an important next step to bring regional activities together – to integrate the networks created through ArtsBuild and Local Fare with the success of other place-based regional development initiatives, such as the recently restored Potosi Brewery Museum.

Artisans of the Land and Hand will concentrate BLBW funds on development of food/culture trails – a sustained regional marketing campaign to attract business from visitors and local residents alike. The trails and website will build demand for local products by expanding their visibility, both within southwest Wisconsin (local consumers) and outside it. The website will contain a great deal of information, but it will tell one story – the story of our region. This is important, as customers seek a relationship with the people they buy from and our businesses seek strong relationships with their customers. We will use our brand to bring people to the area – since many producers are better known outside the region, we can entice people to visit the source.

## **Plan of Work**

A system of trails that reflect various regional products and cultures will be developed. Project Managers, Project Coordinator, Host Region Coordinators, partners and stakeholders will work together as a team to develop the components for the successful operation of the trails, to recruit food producers and artisans as participants in the trails, and to promote the trails through networks and connections across the region, state, tri-state area and beyond.

A detailed, interactive, searchable website that has compelling stories and attractive pictures, will present these trails to the public in a manner that captures the character and spirit of southwest Wisconsin. It will tell and show our story. The key to its success, and the success of subsequent print versions of the trails, will lie in its ability to tell and show the story of the southwest region. OCE will contract with a professional firm for web development and upkeep. The result of this marketing venture will be primarily to increase access to and stimulate local sales of authentic, locally produced foods and drink, and secondarily to promote local arts, crafts and other related community businesses. The web site concurrently seeks to educate visitors on broader points of cultural, historic and natural interest in the region, to further enhance local economic stimulation.

The sectors of the agricultural industry to be primarily impacted by the project include producers of meats, vegetables and dairy products. Distributors, retail outlets, restaurants and other value-added aspects of the food system will also experience positive effects. The project will support those businesses and venues that currently sell or use locally produced food, and will build demand and awareness so other businesses see the value of integrating local foods into their marketing mix. We will help them increase their visibility and sales, which makes the region a stronger destination. A strong secondary impact will be felt by the arts community and cultural and natural resource sites.

The following section, **Project Goals and Measurements**, shows details of the work plan, timeline, and people responsible. Most of the tasks are shared by the Project Coordinator and the Project Team. The Project Team will meet regularly to review the work plan and timeline, and to report on tasks that have been carried out or require additional resources to be completed. The paid staff for the project –Project Managers and Project Coordinator – will be accountable to the Project Team for meeting the project goals and objectives.

Artisans of the Land and Hand can easily be replicated, as it builds upon existing assets and utilizes partner organizations that can be found throughout rural Wisconsin.

**Project Goals & Measurements**

**Goal: Increase sales of local foods through innovative, integrated regional marketing efforts.**

<b>Objective/Task</b>	<b>Person responsible</b>	<b>Timetable</b>
<b><i>Objective 1 – Sell concept, accumulate collateral</i></b>	Project coordinator; project team	July – August 2008
Tasks: <ul style="list-style-type: none"> <li>• Ensure broad stakeholder involvement in forming regional “host” committees</li> <li>• Group meetings and trainings per host region</li> <li>• Identify target participant characteristics</li> <li>• Identify target visitors</li> <li>• Locate potential participants – use Local Fare, ArtsBuild, regional coordinators, press, networking</li> <li>• Meet with potential participants (group and one-on-one meetings)</li> <li>• Workshops to train interviewers/writers, photographers</li> <li>• Visit participants onsite, gather stories – quirky, unique aspects; nuts and bolts</li> <li>• Get photographs – descriptive/emotional</li> <li>• Confirm all information</li> <li>• Edit collateral and hand-off to web developer</li> </ul>		
<b><i>Objective 2 – Develop trails and web site</i></b>	Project coordinator; region coordinators; web site contractor	August – December, 2008
Tasks: <ul style="list-style-type: none"> <li>• Develop web design, set tone of messaging, venue parameters, identify existing/established events to include</li> <li>• Develop trails and driving directions</li> <li>• Install signage on sites</li> <li>• Test, launch and maintain web site</li> </ul>		
<b><i>Objective 3 – Develop and launch promotion</i></b>	Project coordinator; region coordinators	November 2008 – June 2009
Tasks: <ul style="list-style-type: none"> <li>• Develop marketing plan to include PSAs, advertising, direct contacts, and grassroots organizing</li> <li>• Produce print and press materials</li> <li>• Use existing outlets (e.g. Hidden Valleys Tourism Magazine; Savor Wisconsin, Wisconsin Tourism Department)</li> <li>• Direct marketing (print, email, established state processes – visitor centers, Tourism networks)</li> <li>• Grassroots – Participants cross promote; events cross promote</li> </ul>		
<b><i>Objective 4 – Evaluate project progress and impact</i></b>	Project coordinator; project team; host region groups	July 2008 and June 2009
Tasks: <ul style="list-style-type: none"> <li>• Utilize Rinker Local Food Metric (RLFM)</li> <li>• Gather data through host regions</li> </ul>		

Other key outcomes include:

- Increased cooperation and communication between farmers and their local communities
- Increased collaboration between farmers in the region
- Increased product development to meet new markets
- Beginnings of a cohesive, recognizable brand
- More folks visiting area cultural sites and buying local arts
- Strengthen region – more regional cooperation in other program areas

To assess the extent to which the project increases sales, OCE will use the Rinker Local Food Metric, which gauges the relative ease to purchase local products in a community (venues) and the customer awareness of local food issues. Essentially, it measures if people want to buy local foods and if so, can they? The three host regional groups will provide information on project impact in their areas. We will collect baseline data in July 2008 and follow-up data in June 2009. Project evaluation will also assess achievement of project objectives and tasks.

### **Key Personnel & Industry Support**

**Project Administrator** will be Marian Maciej-Hiner, Director of Continuing Education at UW-Platteville (maciejhm@uwplatt.edu). Marian has been managing grant funds since 1998. Marian manages an overall annual budget of \$650,000-\$700,000, with funding from a variety of sources. Marian coordinates many campus and regional initiatives, including Local Fare and ArtsBuild.

The **Lead Project Manager** will be Local Fare Coordinator Rink DaVee (daveer@uwplatt.edu). Rink is also owner of Shooting Star vegetable farm. He has served as a prep cook/forager, and Produce Manager for Magic Mill Foods and General Manager of Home Grown Wisconsin Cooperative. He has years of experience as a grower and in marketing, sales and planning.

**Co-Project Manager** will be the ArtsBuild Coordinator, who will have connections with local artists to be featured in the trails. The current ArtsBuild Coordinator, Heidi Dyas-McBeth, has forged strong working relationships with representatives of downtown businesses, community and economic development agencies, and tourism organizations that will help promote the products of local food producers as well as artists, and cultural and historic assets.

The **Project Coordinator** will support the Project Team and Project Managers by ensuring that project and task timelines are developed and followed, assigned tasks are monitored, meetings are scheduled, decisions are recorded and distributed, and stakeholders are kept informed.

**Host Region Coordinators** will be selected for each of three “host” areas, smaller service areas within the geographically large region served by Artisans of the Land and Hand. To assure local input and decision making, the service areas will each work with its own coordinating group and leadership. Members of the host coordinating groups will work in their areas to identify potential participants, set-up informational meetings, do site visits, install signage, and promote events. The host areas will provide leadership to the Project Team, and the Coordinators will be compensated for their time and expenses through agreements with partner agencies.

**Professional services** such as writing, photography, legal, and web development will be contracted or in-kind.

## **Industry Support**

OCE enjoys very strong links with the UW-Platteville School of Agriculture and, as part of UW-Extension, also serves as a conduit to County Extension Offices in our region – and with state resources when needed.

Also providing advisory support for the Project Team are:

Kevin Bernhardt, Professor of Agribusiness at UW-Platteville and UW-Extension Farm Management Specialist ([bernhark@uwplatt.edu](mailto:bernhark@uwplatt.edu)), who also serves as the leader of the regional Dairy Modernization Task Force and is assigned to assist with new campus agriculture initiatives. Kevin also serves as advisor for the National AgriMarketing Association.

Rick Rolfsmeyer is the Executive Director of Grandview (award winning historic site) and Wisconsin Rural Partners ([ricky@wirural.org](mailto:ricky@wirural.org)), and is also a Member of the Iowa Count Economic Development Corporation Board, Thrive Agriculture Committee, and Past-president, Wisconsin Rural Development Center.

Letters of cooperation, commitment and support from a wide array of project partners are attached to this proposal, and demonstrate a breadth and depth of commitment to the project.

## **Detailed Budget**

<b>Item</b>	<b>BLBW (1)</b>	<b>Match (2)</b>	<b>Total</b>
Project Manager/Local Fare Coordinator	11,312	3,720	15,032
Project Manager/ArtsBuild Coordinator	5,656	3,720	9,376
Project Coordinator	11,312		11,312
OCE office support/administration	2,116	5,000	7,116
Host Region Coordinators (contract)	6,000	9,000	15,000
Web site development and maintenance (contract)	4,500	1,000	5,500
Writer/photographer (contract)	2,000	2,000	4,000
Attorney		1,500	1,500
Printing/photocopying	1,000	500	1,500
Office space/equipment		800	800
Communications (phone, email)		360	360
Postage	1,000		1,000
Supplies and Consumables	3,000		3,000
Mileage	2,000		2,000
Total Project	\$49,896	\$27,600	\$77,496

## **Budget Summary**

### **(1) BLBW Funds:**

Project Manager/Local Fare Coordinator salary and fringe benefits @ 10 hrs/wk = \$11,312  
Project Manager/ArtsBuild Coordinator salary and fringe benefits @ 5 hrs/wk = \$5,656  
Project Coordinator salary and fringe benefits @ 10 hrs/wk = \$11,312  
Host Region Coordinators @ \$2,000 contracted with collaborating agency x 3 regions = \$6,000  
OCE office support/administration salary and fringe benefits @ 3 hrs/wk = \$2,116  
Web site development and maintenance @ \$30/hr for web developer x 150 hours = \$4,500  
Writer/photographer (contract) @ \$20/hr for copy writing x 100 hours = \$2,000  
Printing/photocopying @ \$0.15/piece for promotional materials = \$1,000  
Postage @ \$0.15/piece for Bulk Mailings and first class postage \$100 = \$1,000  
Supplies and Consumables for recruitment of participants and promotion of trails = \$3,000  
Mileage @ \$0.465/mile x 4,301 miles of travel over a 4-county region = \$2,000

### **(2) Matching Funds**

Local Fare Coordinator salary and fringe benefits @ 2 hrs/wk = \$3,720  
ArtsBuild Coordinator salary and fringe benefits @ 2 hrs/wk = \$3,720  
Host Region Coordinators salary and fringe benefits @ 8 hrs/month for three UW-Extension agents to work on project = \$9,000  
OCE office support/administration salary and fringe benefits @ 3 hrs/wk = \$5,000  
Web site development and maintenance @ \$30/hr for web developer x 33.33 hours = \$1,000  
Writer/photographer (preliminary) @ \$20/hr for copy writing x 100 hours = \$2,000  
Attorney to prepare criteria, contracts, and trade marketing aspects @ \$150/hr x 10 hrs = \$1,500  
Printing/photocopying expenses for use of office equipment & supplies = \$500  
Office space/equipment @ \$67/month x 12 months = \$800  
Communications (phone, email) @ \$50/month x 12 months = \$600

## **Communications Plan**

The strength of the southwest region of Wisconsin is derived in part from the success of the rest of the state. Project results will be communicated through websites, listserves, conferences, networks and other means by which the local foods movement currently communicates. Requests for information will always be answered, as there will be office coverage provided by the Project Coordinator and back-up provided by OCE staff.

Project progress will be formally communicated through press releases and publications. The Office of the Chancellor and UW-Platteville Communications staff assist in project public information activities, and all formal reports and communication to the public will cite project funders, notably the DATCP.