

“Buy Local” Workshop to be held at UW-Platteville Pioneer Farm

On February 7th, farmers, restaurant owners, food retailers, educators, and others interested in supporting the growth of the local foods movement in Southwest Wisconsin are invited to attend the “Buy Local” workshop at the Pioneer Farm near Platteville. The workshop is co-sponsored by Local Fare, an economic development initiative of UW-Platteville’s Office of Continuing Education. Local Fare works with local farmers and communities to increase sales of agricultural products grown and marketed within Southwest Wisconsin.

The workshop is divided into morning and afternoon sessions. The morning session is for farmers and local producers who want to learn more about setting and understanding pricing. The afternoon session is for everyone interested in working together to support the growth and expansion of a healthy local food system. The afternoon program is suitable for those with interests in “Buy Local” programs, including but not limited to Farm to School efforts, Healthier Hospitals, Farm to Chef, and Local Food Retailing.

In the morning session, Craig Chase, Iowa State Extension Specialist, will present “Pricing for Profit” and then lead participants through hands-on exercises to help them better understand how to price their own products. Theresa Cuperus, Economic Development Specialist with DATCP, will provide an overview of pricing strategies for different markets, followed by small group discussions.

The afternoon program will focus on how community members from all walks of life can work together to achieve a vision for a more sustainable, local food system. Through a combination of presentations and small group discussion, participants will have a chance to hear what’s happening in their region; network; and discuss opportunities for strengthening existing “Buy Local” efforts or creating new ones. Afternoon presenters will include Rachel Armstrong from the REAP Food Group, and Theresa Cuperus of Buy Local Buy Wisconsin-DATCP.

Registration starts at 8:30 AM. A locally-sourced lunch will be provided at noon. Morning and afternoon participants are invited to attend the lunch. Anyone may attend the morning session, the afternoon session, or both. Please note, however - the AM session is geared toward farmers specifically. Sessions end at 4 PM followed by a social hour. Cost is \$20. Pioneer Farm is south of the city of Platteville at 29200 College Farm Rd – from highway 151, take exit 19 to highways 80/81 south, then go approximately 3 miles east on College Farm Road.

Walk-ins are welcome but pre-registration is preferred. To register: contact Barbara Trine at the Chippewa County UW-Extension office - btrine@co.chippewa.wi.us or 715.726.7950. For more information about the workshop please contact Rink DaVee at daveer@uwplatt.edu or 608-574-3566. Additional information and the registration form can be found at <http://www.uwex.edu/ces/cty/barron/cnred/documents/09feb6.pdf> This same workshop is being held around the state: February 4th in Eau Claire, February 5th in Price County, and February 6th in Oconomowoc.

This program is being organized by Local Fare at UW-Platteville Office of Continuing Education, UW Cooperative Extension’s Emerging Ag Markets Team, the Wisconsin Department of Agriculture, Trade, and Consumer Protection, and REAP Food Group. Additional funding support for the project is provided by a USDA Agriculture and Entrepreneurship Grant.