



## Office of the Mayor

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**HEALTHY  
COMMUNITY  
FOOD**  
SYSTEMS FUND

**Memo:** Rapid Food Access and Food Entrepreneur Support Program Funding Proposal – *Direct Contracting with FEED to GO and Cook it Forward*

**Date:** Monday, December 7, 2020

**To:** Madison Food Policy Council Members

**From:** George Reistad, Food Policy Director and members of the Food Access, Relief, and Economic Support and Food Systems Recovery and Resilience Work Groups

Members of the Madison Food Policy Council,

Based on a directive provided by the Madison Food Policy Council (and supported by the Dane County Food Council) at the November 2, 2020 meeting, [legislation was drafted](#) and adopted at the November 17, 2020 Madison Common Council, which created and authorized \$268,000 in funding for the “Healthy Community Food Systems Fund”. As a component of that fund, \$100,000 was appropriated to fund the “Rapid Food Access and Food Entrepreneur Support Program”, which is described in the resolution as a program that will “provide expedited funding support for food service sector entrepreneurs struggling with the economic ramifications of COVID-19 who are using their businesses to serve food insecure families within the City of Madison.”

On August 19, 2020, core staff representing the [Cook it Forward Initiative](#) presented an overview of their business and service model to the Madison Food Policy Council and Dane County Food Council. Their presentation highlighted the dual goals of (1) supporting Madison restaurants during the trying economic times of the COVID-19 and (2) providing free, high-quality, nutritious, and culturally appropriate meals to neighborhood residents in need across the city. [[8/19/20 Cook it Forward PRESENTATION](#)]

On October 5, 2020, staff from the Northside Planning Council presented an overview of their community feeding program, [FEED to Go](#), to the Madison Food Policy Council and Dane County Food Council. Their presentation highlighted their main goals of serving free, healthy, high-quality meals at the lowest cost possible to feed the greatest amount of hungry people possible during the COVID-19 pandemic. However, there was a clear secondary goal of retaining jobs and keeping FEED vendor operations viable by utilizing FEED Kitchens vendors to prepare meals. [[10/5/20 FEED to Go PRESENTATION](#)]

Because of the geographic and demographic scope of these two programs, their focus on serving healthy and high-quality meals to City/County residents most in need, their emphasis on retaining jobs and supporting the hard-hit restaurant and food service sector, and their established track records of community feeding program management during COVID-19, members of the Food Access, Relief, and Economic Support and Food Systems Recovery and Resilience Work Groups propose the following action for the Madison Food Policy Council:

- Authorize funding and contracting for the Cook it Forward Initiative and FEED to Go Program at \$50,000 each using funds appropriated in the Rapid Food Access and Food Entrepreneur Support Program

Sincerely,

George Reistad  
Food Policy Director, City of Madison