

Yessa, Peggy

From: Topf Wells [topfwells@gmail.com]
Sent: Monday, July 23, 2012 1:39 PM
To: Yessa, Peggy
Cc: Anne Reynolds; Barry Orton; Cover, Steven; Dan Kennelly; Lindsay Day Farnsworth; Mikolajewski, Matthew; Monks, Anne; Olver, Aaron; Peter Roberston; Rhodes-Conway, Satya; Rohlich, Ruth; Rummel, Marsha; Weier, Anita; Woulf, Mark
Subject: Re: Local Food Committee Minutes

Some Thoughts on a Public Market

Because we will probably, as we should, spend much of our time listening to Mayor Soglin's ideas about a Public Market (PM) today, because our timeline for discussing and recommending options concerning the PM may be accelerated, and because I cannot attend the August meeting as it is tentatively scheduled, I write to share some thoughts about that project.

1. PM Functions. If possible, I hope there can be a thorough consideration of co-locating the Food Hub with the PM. I fear it's not possible because I think the folks who have worked so long on the Hub have a site and building that will address many of its needs efficiently and economically. But the Hub would generate so much activity and traffic that would benefit the PM, especially if we want a grittier version of the PM. If there is a timely and helpful way to seriously explore co-location, planners for both projects should do so.

Many individuals and organizations now raise produce for area food pantries. And this activity can and should greatly multiply in the very near future. Dane County, for example, controls lots of acres that it is eager to have used for this purpose (and it's amazing how many vegetables and fruits even one well-tended acre can produce). However, food pantries and like services can be overwhelmed at the peak of harvest seasons. To what extent can much of this surplus be preserved and processed so that it can be available to needy people throughout the rest of the year? I think the Goodman Community Center has a pilot project to begin addressing this issue. If the answer to this question is yes and some sort of processing and storage facility is needed, it would then make sense to consider whether that should be part of the PM.

Lots of great food is produced seasonally in other parts of the country by great folks working, as so many of our neighbors working in food do, in cooperative, sustainable, innovative fashion. And some of that food, such as citrus or seafood, will never be produced here (unless climate change produces temperatures and ocean levels in the science fiction range). I'd be enthusiastic about our PM offering some opportunities for such sales.

While such food is not local, its producers share many of the values of those who want to make food systems more humane. Trading food is an activity that led to civilization and can still be a civilizing deed. (And I certainly want people across the country's PM's to buy Wisconsin and Dane County items, like our artisanal cheeses, so why not someone else's wild salmon or grapefruit?)

Finally, if you like this idea, credit Barry, whom I keep running into at, appropriately enough, Farmers' Markets); if not, blame me. A Flea Market. I think that would be a totally wonderful addition to our PM. It would generate a lot of traffic, add to a cool, funky atmosphere, and support other activities, like a modest cafe.

2. Possible locations of PM. Here are two I hope we or whoever ends up in charge of this will seriously consider. The Alliant Energy Center. Centrally located, great access to major highways, tons of parking, set up to handle big trucks and big crowds. County and World Dairy Expo officials are in the early but serious stages of planning to improve those facilities, with a particular eye to making the facilities even more attractive to agricultural activities. While AEC is currently in the Town of Madison, the agreement is in place to have it annexed to the City with the rest of the Town. It's more closely linked to a southside Madison neighborhood

than you might recognize through Quam Park. The County Executive's Office would be interested in working on this option. Next, Olbrich Park/Garver Feed Mill. Great neighborhood location and finally a cool and historically, functionally appropriate use for that building. Lots of land for enhancing activities, including growing a wide variety of food and, back to my favorite, the Flea Market. The connection/proximity to Olbrich also means the PM could function as a nice tourist attraction.

Given what the Mayor says these suggestions may be moot or impractical but I hope they're helpful. I look forward to seeing many of you this afternoon. Thanks, Topf Wells

On Fri, Jul 20, 2012 at 12:23 PM, Yessa, Peggy <PYessa@cityofmadison.com> wrote:

Hello,

Here is the link to the minutes from the last meeting of the Local Food Committee:

http://legistar.cityofmadison.com/meetings/2012/6/11308_M_MADISON_LOCAL_FOOD_COMMITTEE_12-06-26_Meeting_Minutes.pdf?id=ee6b834b-f2b2-44fc-9943-13b279f22a79

Here is the link to the agenda that was sent out earlier this week:

http://legistar.cityofmadison.com/meetings/2012/7/11422_A_MADISON_LOCAL_FOOD_COMMITTEE_12-07-23_Agenda.pdf?id=8fea3760-5e8b-4189-a24a-1dc2951ce107

If you have not let me know if you are or are not attending the meeting on Monday please contact me. A quorum of five members is needed to have the meeting and two members are already excused from the meeting.

Thank you!

Peggy Yessa

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