



# FEED Kitchens

A program of the Northside Planning Council

An opportunity to support new entrepreneurs, create new jobs and strengthen our local food system

## An investment in FEED is an investment in...

### Equity

FEED serves one of the most diverse cohorts of entrepreneurs in Madison

Member businesses are

**45%** owned/co-owned by people of color\* **45%** owned/co-owned by women\*

Provides access to commercial grade equipment valued at over \$500,000 for small scale & low income entrepreneurs.



### FEED is home to MarketReady

A program to support prospective Madison Public Market vendors who have faced historic barriers to entrepreneurship.

### Economic Vitality

With FEED beside them, these entrepreneurs drive economic growth and job creation...

**+130**

Businesses supported

**+150**

Jobs created

**+\$5,000,000**

Business Revenue generated by FEED Members

**9**

Living Wage Jobs at NPC

... and begin a path to economic independence

Self-employment is a known pathway to economic independence. FEED helps build stability for countless families as they build their businesses.

### Workforce Development

Food industry employers turn to FEED for skilled employees



### FEED Bakery Training Program

And other vocational training programs at FEED connect un/underemployed people with living wage jobs.

### Access To Local And Healthy Food

Meet some of our members:

These FEED businesses increase access to local and healthy food in and beyond the Madison area

**Artisan Fruit** edible fresh fruit sculpting • **Cajun Cook** unprocessed, low sodium and sugar jambalaya mix • **Fairlane Foods** locally pickled vegetables and relishes • **Ferm Madison** kimchi • **Green Link Consulting** local frozen vegetables for institutional sales • **Healthy Food for All** local farm produce distributed to low income households • **Jam Berrie** local, organic, low sugar fruit jams and vegetable relishes • **Kulkarni Foods** unprocessed, low sodium and sugar Indian Meal Mixes • **dZi Little Tibet Tibetan** cuisine prepared with vegetables they grow at the Farley Center • **Mad Maiden Shrub** fruit and vegetable infused vinegar drinks • **Madame Chu's Delicacies** Southeast Asian sauces for home cooking • **Milwaukee Canning** locally pickled vegetables and relishes • **Rude Brew Kombucha** fermented vinegar drink • **Mango Man Sauces** Caribbean sauces that are low salt and fat • **Singing Bowl Chef** catering focused on local farm products • **Tart** sweet and savory baked goods featuring locally available produce • **Tortillas Los Angeles** organic corn tortillas made with corn they grow and mill locally • **Vitruvian Farms** locally grown mixed greens packaged for retail sale

\*data as of Oct. 31, 2018

## Food Recovery & Redistribution

FEED is also home to...



➔ feeding people ➔ reducing food waste ➔ fighting climate change

**300,000 lbs** of healthy food redistributed in just **3 years**

## Strong Communities and Stable Families

FEED partners with local nonprofits to make food a cross cultural, capacity-building tool

The Madison area is home to a vibrant collection of nonprofits, community groups and social enterprises that, like FEED, have made food a part of their mission.

**1/3**

With rental rates discounted at 1/3 the rate of commercial users, FEED has provided these members with an affordable and supportive environment for producing local food products, hosting events and providing training.

FEED Bakery Training Program • Community Groundworks • Chrysalis Pops • Off the Block Enterprises • Healthy Food for All • Wil-Mar Neighborhood Center • Goodman Community Center • Polish Heritage Club • REAP • Kasjiab House • Grow Academy • UW Health • Group Health Cooperative • Door Creek Church • Girl Scouts • North/Eastside Senior Coalition • Wisconsin Falun Dafa • Madison-Kanifing Sister City • Slow Food Madison • Wisconsin Empathy Guild • African Women International • Malcolm Shabazz High School • Mentoring Positives • Mendota School • Community Health Volunteers of Madison • Mobile Farmer's Market

## A Vibrant Local Food System

FEED is the foundation of a more food secure and food sovereign future for Madison and Dane County

FEED is a crucial piece of an innovative local food system:

- as a **point of intersection** for local farmers, processors and entrepreneurs
- by housing value-added production that **expands access to local foods** beyond regional seasonality
- as a logistical hub for **food recovery and redistribution**
- by enhancing public health by providing a **sanitary workspace** for large scale food production
- as a dedicated commercial kitchen for **startups and nonprofits lacking access** to other licensed facilities
- by creating connections that **shorten the local food supply chain**
- as a **recognizable and desirable brand** for local food manufacturing

## CHALLENGES

After nearly five years in operation, FEED has worked through countless challenges as it builds a model for a successful nonprofit commercial kitchen space & incubator in Madison.

*These include specific challenges like...*

### 2018 Historic Dane County Flooding

When our businesses can't go to work, neither can we. Due to the August and September rain and flooding events, many of FEED's tenants couldn't operate during the Kitchen's peak rental month.

**\$20,000-\$25,000**

loss of rental fees

**\$3,000-\$4,000**

repair fees

When water and humidity led to roof leakage and repeated failures of food-grade freezer storage

*... the challenges that we shoulder along with our new food businesses*

**New food businesses often...**

- face low margins
- are run by chefs and other individuals with limited entrepreneurial experience who require substantial staff support
- have limited financial resources, resulting in a higher level of rent defaults
- eventually grow and graduate from FEED, resulting in a loss of anchor tenants

*... the realities of working within the local food system*

- highly seasonal
- heavily dependent on climate patterns, weather and crop events

*... And the challenges of our unique services and structure*

- as a co-working, commercial kitchen space, FEED's operating, maintenance, licensing and capital equipment replacement costs are extraordinarily high
- our diverse client base requires a high level of investment and support to overcome historical barriers to entrepreneurship
- revenue losses have hindered efforts to build an operating reserve for emergency expenses



After five years, we know enough to know that FEED brings innovative solutions to crucial needs in the local food system.

And we know that we can't do it alone.