



Office of the Mayor

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Memo: Healthy Retail Access Work Group Funding Recommendation – *Food Terminal Cross-Dock Facility Feasibility Study*

Date: Wednesday, August 1st, 2018

To: Madison Food Policy Council Members

From: George Reistad, Food Policy Director and Members of the Healthy Retail Access Work Group

Members of the Madison Food Policy Council,

On Tuesday, July 24th, 2018, the City of Madison Common Council introduced resolution 52538 – “Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services”.

This resolution allows the Madison Food Policy Council’s Healthy Retail Access Work Group to work with City staff, with assistance from content experts at the UW Center for Integrated Agricultural Systems (CIAS) and Madison Region Economic Partnership (MadREP), to procure the services of consultants to explore the economic feasibility and impacts that a food terminal cross-deck facility would have on the city and the region. With the closing of the Oscar Mayer plant and the new ownership firm looking to create leasable spaces at the site, it behooves the City to study the possibilities that that site offers with regards to existing cold storage, dry storage, and loading dock infrastructure. Additionally, the former Oscar Mayer site is not the only area within the city that this study will analyze. Having an idea(s) of where such a facility could be located would create economic development opportunities for the city and would benefit area farmers, businesses, as well as budding entrepreneurs who will operate within the Madison Public Market and/or who already own small, food enterprises in the city.

In many cases these small vendors within the areas of focus and within the city as a whole, who create specialty products or who run restaurants that provide ethnic fare, are driving to Chicago wholesale markets multiple times a month to find the inventory they need at prices they can afford. By examining locations where a cross-docking facility could be located, we are taking the first steps to provide local, wholesale agricultural products to vendors and businesses within our market and provide outlets for Wisconsin-grown agricultural products to move more easily into major markets in Minnesota, Wisconsin, and Illinois.

Members of the Work Group would also like to highlight and clarify that the 2018 Capital Budget language for the Healthy Retail Access Program provides funding authorization for projects like this:

“[The Healthy Retail Access Program] provides grant opportunities for projects that aim to improve access to affordable, healthy, and culturally appropriate food within areas of focus, as identified in the Food Access Improvement Map. The desired outcome is to see resident access to healthy food increase throughout the City. Programmatic funding will be used to

support -- (3) data collection initiatives focused on discerning the needs and desires of business owners and community residents, which will aid city staff in efficient and targeted program outreach.”

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to be 'GR' followed by a horizontal line.

George Reistad
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