

February 5, 2019

Mr. George Reistad, Food Policy Coordinator
City of Madison, Mayor's Office
210 Martin Luther King Jr. Blvd. Room 403
Madison, WI 53703

Dear George,

Woodman's is pleased to submit this letter in support of Madison Northside Planning Council's request for funding of FEED Kitchens from the Healthy Retail Access Program. Woodman's is a full service grocery store headquartered in Janesville with stores across central and Southern Wisconsin and now expanding into northern Illinois. Woodman's has two stores in the city of Madison.

Woodman's began working with FEED Kitchens last fall to provide a retail shelf in our East Madison Store that features products made at FEED. This was a demonstration project to see how FEED product sales would be in our store and to see if FEED and their vendors can maintain inventory and keep their shelves stocked. As part of the demonstration we also have the entrepreneurs come into the store and sample their products. We are happy to report that the demonstration is going very well and, not only will be providing permanent space for FEED products, but we will be expanding the programs to our other local stores. One product is doing so well that we are already giving it its own placement in both our grocery store and our liquor store.

Besides this program, Woodman's has carried a small number of other products made at FEED in our grocery line. We also feature FEED Bakery products in our local stores and these have proven to be popular with our customers.

FEED staff and their members have been wonderful to work with and have gone the extra mile to ensure that they are meeting all of the requirements of our vendors. Without the staff support the vendors are receiving we cannot say that these products would have found their way into our inventory.

Woodman's is a broadline grocery store carrying products from across the country we are, however, interested in meeting our customers' demands and providing local food offerings to them. We view FEED Kitchens as a strong partner in helping us provide these items and supporting the vendors who are producing them. Because of this we strongly endorse their application for assistance.

Sincerely,



Clint and Pam Woodman