



March 2026 Update

Project Goal

Creating a food action plan that drives policy, resources, relationships, and infrastructure to transform our food system.

Project Values

A food action plan that helps create and sustain a more :

EQUITABLE, HEALTHY,

VIBRANT, RESILIENT,

SUSTAINABLE, and

COLLABORATIVE food system.

Food Action Plan Project

Literature
Review

Community
Engagement

Analysis +
Report



Vision	“The Dream”
Impact	“The difference your work helps make towards that dream”
Goal	“What” you are trying to accomplish
Strategy	“How” you will accomplish that on a high level
Activities	The activities you’ll implement as part of your strategy

Food Council Input

1. Are we missing any goals?
2. Within the goals, are we missing any strategies?

We welcome ideas for specific activities, so don't worry if something feels too in the weeds.

We will use all feedback to inform the final plan.

Food Action Plan Overarching Goals

1. Collaboration

2. Production

3. Access

4. Infrastructure

5. Efficiency

6. Resilience

7. Prosperity

Goal 1 - Collaboration

Create a more interconnected local food system by building social infrastructure that increases and fosters opportunities for collaboration.

Goal 1: Collaboration

Strategies

1. Align programmatic work across food system backbone institutions.
2. Connect plans that address or relate to food systems work.
3. Align food systems advocacy groups.
4. Create a food systems interdepartmental government collaborative.
5. Develop a shared source of local food system metrics and data.
6. Align local government investments with Food Action Plan goals.
7. Increase opportunities for underrepresented communities to participate in food systems planning work.
8. Increase communication to the public regarding food systems information.

Goal 2 - Production

Increase production of food in Dane County,
prioritizing the needs of local consumers.

Goal 2: Production

Strategies

1. Increase urban and rural land access for local food production.
2. Reduce barriers to land access, technical assistance, and start-up costs for marginalized populations wanting to start farming.
3. Bolster existing efforts to produce local food prioritizing independently owned farms.
4. Increase markets for local foods.
5. Increase local food production to to mitigate supply chain fluctuations.

Goal 3 - Access

Increase access to affordable, healthy,
and culturally relevant food.

Goal 3: Access

Strategies

1. Improve healthy food access in marginalized communities.
2. Subsidize the costs for producing and selling local food to reduce costs for consumers.
3. Increase consumer exposure to local food.
4. Align school nutrition programs with larger public health goals.
5. Increase education efforts around public benefits and where they can be used.
6. Increase skills for personal food production, preparation, and preservation.

Goal 4 - Infrastructure

Increase regional food system capacity for storage, processing, and distribution.

Goal 4: Infrastructure

Strategies

1. Build more physical infrastructure for storage, processing, and distribution.
2. Increase access to local infrastructure opportunities.
3. Support and amplify existing regional food system infrastructure efforts.
4. Align institutional, governmental, and community policy and resources to build and support regional food system infrastructure.

Goal 5 - Efficiency

Enhance community food resource management by reducing waste and improving recovery efforts.

Goal 5: Efficiency

Strategies

1. Support individuals and businesses in developing skills to waste less food.
2. Increase capacity for pre and post consumer food recovery efforts.
3. Divert remaining food waste from the landfill.
4. Increase knowledge of food resource management best practices.

Goal 6 - Resilience

Increase preparedness for chronic and emergent food system challenges.

Goal 6: Resilience

Strategies

1. Increase participation in federal nutrition programs.
2. Align school nutrition programs with larger emergency preparedness goals.
3. Plan for the needs of a growing Dane County population.
4. Increase availability of food, funding, and volunteers for emergency food providers.

Goal 7 - Prosperity

Increase opportunities for sustainable food system careers.

Goal 7: Prosperity

Strategies

1. Reduce barriers to successful food business entrepreneurship.
2. Improve labor conditions in the food systems sector.
3. Develop food systems career pathways.
4. Build wealth in the food systems economy for small business owners and employees.