



Office of the Mayor

Paul R. Soglin

City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
mayor@cityofmadison.com
www.cityofmadison.com

Memo: Healthy Retail Access Work Group Funding Recommendation

River Food Pantry, Inc.: *Purchasing a Refrigerated Truck to Expand Healthy and Perishable Food Pick-ups and Cold Storage Capacity*

Date: December 4, 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,

The Healthy Retail Access Work Group convened on Thursday, November 29th and members discussed the River Food Pantry's proposal seeking \$35,000 in Healthy Retail Access Program (HRAP) funding to purchase a refrigerated truck. This truck will allow the organization to coordinate more pick-ups of perishable, healthy products from retail and foodbank partners and will expand their capacity to keep perishables at a safe storage temperature when existing coolers are at capacity. Members of the Healthy Retail Access Work Group believe that providing this funding to The River Food Pantry will allow the organization to better serve their extensive client base with an expanded selection of healthier food options. Additionally, their \$50,000 funding contribution strengthens the proposal by exceeding a 1:1 match and providing nearly 60% of the total project cost of \$85,000.

To provide context for this proposal, the River Food Pantry began discussions with city staff about an HRAP proposal in June 2018 and submitted an initial draft proposal in early August. At the November 7th Madison Food Policy Council meeting, a memo was presented, which outlined proposed changes to the Healthy Retail Access Program by HRAP Staff Team members and Healthy Retail Access Work Group members. One of the four recommended changes - all of which were unanimously approved by food policy council members - called for the creation of a funding mechanism for non-retail organizations that apply for HRAP funding. The HRAP Staff Team and the Healthy Retail Access Work Group are collaborating to finalize a formal process for non-retail organizations to apply for funding through the program.

Because of the timeline of engagement between the River Food Pantry and the City, the approval of programmatic changes by the Madison Food Policy Council, the support from external funders and the need for more capacity expressed by the River Food Pantry, Healthy Retail Access Work Group members and staff recommend fully funding the organization's request for a refrigerated truck.

Sincerely,

A handwritten signature in black ink, appearing to be "GR", with a horizontal line extending to the right.

George Reistad
Food Policy Director