



Legislation Text

File #: 39520, **Version:** 1

Fiscal Note

No fiscal impact.

Title

Recognizing the week of August 2, 2015, as National Farmers' Market Week

Body

WHEREAS, farmers' markets are key pieces in the local and regional food system that provide a direct market venue for farmers and serve as a critical access point for consumers across the city and region; and,

WHEREAS, the farm-to-table movement is well-established in Madison and Dane County with many efforts to improve access to local, fresh and affordable food at farmers' markets, restaurants, and retailers, and;

WHEREAS, the close connection between consumer and producer bolsters our local economy by maximizing the amount of dollars that stay within our region; and,

WHEREAS, the farm-to-table movement is celebrated in our very own Dane County Farmers' Market, the largest producer-only farmers' market in the entire country; and,

WHEREAS, the City of Madison and Dane County partner to provide support to the administration of the Electronic Benefits Transfer (EBT) and MadMarket Double Dollars Program that helps expand the safety net for FoodShare participants at farmers' markets; and,

WHEREAS, the Community Action Coalition for South Central Wisconsin provides the excellent administration of the EBT and Double Dollars Program that is key in increasing access to the many other farmers' markets in the city and county that serve our neighborhoods; and,

NOW, THEREFORE, BE IT RESOLVED that the Mayor and Common Council recognize the week of August 2, 2015, as National Farmers' Market Week to raise further awareness of the impact of farmers' markets on our local and regional food system and the contribution to our local economy.