

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Global Food Security, Food Accessibility: Hunger

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
205	Plant Management Systems	5%			
601	Economics of Agricultural Production and Farm Management	5%			
602	Business Management, Finance, and Taxation	5%			
604	Marketing and Distribution Practices	15%			
607	Consumer Economics	10%			
608	Community Resource Planning and Development	30%			
703	Nutrition Education and Behavior	15%			
704	Nutrition and Hunger in the Population	15%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	11.0	0.0	0.0	0.0
Actual Paid Professional	17.0	0.0	0.0	0.0
Actual Volunteer	10621.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
720145	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
720145	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Wisconsin is a top agriculturally productive state, yet nearly 12% of households are food insecure - lacking access to enough food. For 2012, all four program areas of UW-Extension Cooperative Extension report efforts providing timely research-based education and assistance to increase the food supply for vulnerable populations. Partnerships improve food access for Food Stamp-eligible learners through community food assistance resources, hunger coalitions, community gardens and school breakfast access; build community capacity to increase access to healthy foods for vulnerable populations by gleaning excess crops and improving urban cropland to feed the hungry; and are developing the new interdisciplinary Community Food Systems Team as described in the external factors and evaluation sections of this report. Impacts include:

Food Stamp-eligible learners access more food: Family Living and 852 agency partners reached 17,530 adults and 4,908 children with SNAP-Ed lessons on planning, buying and preparing affordable food. Most adults (86%) said they would plan meals more often, and 80% learned new ways to save money on food. SNAP-Ed made 3,908 educational contacts with adults on accessing community food assistance resources.

Hunger coalitions: Cooperative Extension played key roles in 25 active hunger prevention coalitions in 30 counties. In Winnebago County, a food pantry committee served more than 24,000 households and distributed 1 million pounds of food, while the county expanded a backpack program bringing food home for the weekend.

Improving food access with community gardens: As one of 92 community gardens reached in 45 counties, Waukesha County extension works with Huber Work Release inmates who cannot afford fresh produce for their families. After extension staff taught 180 inmates during the growing season in a large garden plot, 87% said they would eat more vegetables, and 77% said they would eat good sources of fiber often.

Breakfast in the Classroom Toolkit: The Department of Public Instruction (DPI) offered a \$50,000 breakfast in the classroom grant for schools to improve or start a breakfast program in 2013. Extension staff and partners will train 150 school nutrition professionals at the annual School Nutrition Association meeting, and DPI will reach another 450 at its annual school nutrition professionals conference.

New approaches to feeding the hungry: In 2012, an extensive array of extension-led Field to Foodbank partners successfully gleaned more than 450,000 pounds of nutritious excess vegetables - getting snap beans, sweet corn, potatoes and a very large amount of carrots from the farm to those in need - extending

shelf life by canning. In addition, improved soil fertility on 150 acres of former prison farm cropland helped supply more than 350,000 pounds of 26 kinds of fresh fruit and vegetables to more than 80 food pantries and meal programs in the Milwaukee area. Together, these donations value \$800,000 and add healthy food to the emergency food system for hunger prevention - easing poverty and food insecurity and strengthening community nutritional sustainability by providing support for more food for poor families.

2. Brief description of the target audience

Cooperative Extension reached an estimated 101,808 adults and 9,971 youth through direct teaching methods. The audience includes colleagues and partners, growers and grower associations, small-scale producers, producer associations, Midwest food processors, 4-H youth and trained volunteer leaders, urban farmers, their employees and community volunteers, gardeners and Master Gardener volunteers, community gardens and farmers' markets, food coalitions and cooperatives, hunger coalitions and task forces, food pantries and other community service providers, local and tribal governments, school boards, school food service directors, teachers and parents of school-age children, low-income women with infants and young children, state and federal agency personnel, and others.

Reaching under-served audiences: During 2012, UW-Extension Cooperative Extension Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) was offered in 68 of Wisconsin's 72 counties with 852 community partners. SNAP-Ed continues to achieve significant outreach to growing minority populations with relevant educational programming including oral and written resources in Hmong and Spanish.

School breakfasts increase food access: Two of every 5 school-age children in Wisconsin (42%) live in families whose incomes are below the level to qualify for free or reduced-price lunch and breakfast programs. Children who eat breakfast demonstrate both an increased ability to learn as well as improved behavior in the classroom.

3. How was eXtension used?

Wisconsin Cooperative Extension campus and county faculty and staff participate in various communities of practice, engaging with colleagues around the country to improve the educational content of research-based programs and assistance delivered to residents across the state and region. Extension colleagues are connected by email ListServ, blogs and online newsletters, and shared resources such as teleconferences and webinars, eXtension Communities of Practice, and the national Extension Disaster Education Network (EDEN) to quickly address critical and emerging issues such as responding to extreme weather and developing the cross-program Community Foods Systems Team during 2012. Interdisciplinary colleagues and other professionals in this network include University of Wisconsin researchers on the Madison, Platteville, River Falls and Stevens Point campuses, working with 3 tribes, and at 11 agricultural research stations.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	101808	0	9971	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2012

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	8	16	24

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- {No Data Entered}

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Strengthen local food markets and systems.
2	Increase household access to food for vulnerable populations.
3	Build community capacity to increase access to healthy foods for vulnerable populations.

Outcome #1

1. Outcome Measures

Strengthen local food markets and systems.

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Increase household access to food for vulnerable populations.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Hunger and food insecurity are growing among Wisconsin families. In 2008-2011, nearly 12% of state households were food insecure - lacking access to enough food - about one-third higher than 3 years earlier and echoing national poverty and unemployment trends. Need for food assistance has also grown. In 2010, 17% of Wisconsin households received FoodShare compared to 10% in 2005. From 2005-2009, the average number of children getting free or reduced-price school breakfasts increased by 67%.

What has been done

To reduce food insecurity and hunger for Wisconsin's low-income and vulnerable populations in 2012, University of Wisconsin-Extension Cooperative Extension Family Living Programs:

- Reached Food Stamp-eligible learners through the SNAP-Ed program.
- Collaborated with the Department of Health Services and community agencies on the Wisconsin Food Security Consortium: <http://endhungerwi.org>
- Enhanced underserved populations' access to fresh produce by teaching at 92 community, school and food pantry gardens in 45 counties.
- Worked with the Department of Public Instruction, Wisconsin Milk Marketing Board, school nutrition directors and others on a Breakfast in the Classroom Toolkit for schools considering a

breakfast program.

Results

Helping Food Stamp-eligible learners access food: UW-Extension Cooperative Extension Family Living Programs collaborated with 852 agency partners to reach learners. SNAP-Ed made 22,438 educational contacts with 17,530 adults and 4,908 youth/children with lessons on meal planning, buying and preparing affordable food. Following lessons, 86% of 740 adults said they would plan meals more often, and 80% of 1,070 said they learned at least one new way to save money on food. SNAP-Ed made 3,908 educational contacts with adults on accessing community food assistance resources. SNAP-Ed educators routinely and consistently offer participants information about how to access their local SNAP (Food Share) Agency.

Hunger coalitions: Cooperative Extension played key roles in 25 active hunger prevention coalitions in 30 counties. In Winnebago County, a food pantry committee served more than 24,000 households and distributed 1 million pounds of food, while the county expanded a backpack program bringing food home for the weekend.

Improving food access with community gardens: As one of 92 community gardens reached in 45 counties, Waukesha County extension works with Huber Work Release inmates who cannot afford fresh produce for their families. In summer 2012, extension staff taught 180 inmates during the growing season in a large garden plot. After lessons on eating more vegetables and fiber and increasing physical activity, 87% said they would eat more vegetables; 77% said they would eat good sources of fiber often; and 84% said they would try to increase physical activity.

Breakfast in the Classroom Toolkit: In response to toolkit development, the Department of Public Instruction (DPI) offered a \$50,000 breakfast in the classroom grant for schools to improve or start a breakfast program in 2013. Wisconsin Cooperative Extension and partners will train 150 school nutrition professionals on using the toolkit at the annual School Nutrition Association meeting, and DPI will reach another 450 at its annual school nutrition professionals conference.

4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population

Outcome #3

1. Outcome Measures

Build community capacity to increase access to healthy foods for vulnerable populations.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	800000

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Wisconsin is a top agriculturally productive state, yet nearly 12% of households are food insecure - lacking access to enough food. Wisconsin is second nationwide in acreage and production of processed vegetables, and third in the value of goods produced. In the past, many acres of vegetable crops were left in the field when those grown exceeded processing capacity. Gleaning food from fields requires harvesting perishable vegetables, handling them safely, getting large volumes processed into cans so they no longer need freezing or refrigeration, then delivering truckloads to where the food can be stored and distributed to hungry families. Meanwhile, new urban farmers welcome integrated research and extension support to get the most from 150 acres of reclaimed cropland to feed the hungry.

What has been done

The Field to Foodbank program developed a unique logistical and communications system to capture excess vegetable production across the food value chain for distribution to those in need. This project is a collaboration among Midwest foodbanks such as Second Harvest of Southern Wisconsin, vegetable growers and grower associations, UW-Madison and UW-Extension Cooperative Extension and private companies. Led by extension horticulture specialist Jed Colquhoun, director of the Institute for Sustainable Agriculture, they developed an electronic logistics system for timely tracking of perishability, food safety, communications and distribution across an array of partners. Neighbors step in to harvest, a manufacturer supplies cans to the processor, and another company sends many trucks to deliver canned vegetables to local food pantries.

Colquhoun, extension soils scientist Matt Ruark and other integrated extension specialists in agronomy, entomology, horticulture and plant pathology also support a large diversified hunger relief effort with hands-on, in-the-field advice from weed control to irrigation and orchard management. To correct nutrient deficiency, the specialists reviewed and adjusted the fertilizer program, adding cover cropping to improve soil fertility on about 150 acres on the grounds of the Milwaukee County House of Corrections. The nonprofit Hunger Task Force leases this cropland to feed the hungry, hundreds of community volunteers and dozens of employees in their job training program work the fields, and everything they harvest supplies nearby food relief sites.

Results

New approaches to feeding the hungry: In 2012, Field to Foodbank partners tested their logistical system by successfully moving more than 450,000 pounds of nutritious excess vegetables - getting snap beans, sweet corn, potatoes and a very large amount of carrots from the farm to

those in need - extending shelf life by canning. In addition, improved soil fertility on 150 acres of reclaimed prison farm cropland helped supply more than 350,000 pounds of 26 kinds of fresh fruit and vegetables from apples to zucchini to more than 80 food pantries and meal programs in the Milwaukee area. Together, these donations value \$800,000 and add healthy food to the emergency food system for hunger prevention - easing poverty and food insecurity by providing support for more food for poor families.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems
607	Consumer Economics
608	Community Resource Planning and Development
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Developing an interdisciplinary Community Food Systems Team; Database development)

Brief Explanation

Database development: UW-Extension Cooperative Extension is in the midst of replacing the legacy planning and reporting database, which was closed in 2012. For this report: The 2012 direct contacts for adults reported are the 4-year average of past performance of relevant statewide teams in 2008-2011. The 2012 program participation is in alignment with previous years. The 2012 direct contacts for youth reported include 4-H enrollments in relevant projects reported on the ES-237 form for 2011-2012. SNAP-Ed 2012 food accessibility teaching contacts for children and youth are added to 4-H youth enrollments for the 2012 Food Accessibility federal report.

Building interdisciplinary collaboration among Wisconsin Cooperative Extension educators working in community food systems: The concept for an interdisciplinary Community Food Systems Team emerged in 2011, and received formal recognition by program directors in 2012 to support multi and interdisciplinary programming approaches. In 2012, rural development outreach specialist Erin Peot was hired at the Center for Community and Economic Development (CCED) to assess statewide need for resources in food systems and address the needs of the emerging Community Food Systems Team.

Capacity-building professional development supported by Program Development and Evaluation included training 19 team members on Whole Measures for Community Food Systems as well as creating an interdisciplinary professional development learning

community that will continue through 2013. An evaluation plan based on a developmental evaluation approach was established and is being implemented, see the following Planned Program Evaluation section of this report.

A top priority was to include diverse representation of county educators and campus specialists from all program areas. The coordinating committee includes Andrew Bernhardt, Steve Brachman, Laura Brown, Amber Canto, Carrie Edgar, Kathleen Haas, Greg Lawless, Mike Maddox, Diane Mayerfeld, Samuel Pratsch and Jonathan Rivin, supported by Erin Peot. Work groups supported by Jennifer Blazek and Katie (Sternweis) Wantoch include Farm to Institution, School and Community Gardens, Food Access, Food Waste Management, Agriculture and Food Entrepreneurship, and Evaluation.

By winter 2012, the new Community Food Systems Team partnered with People + Plants in developing the community gardens review series highlighting strategies and successes of garden efforts statewide, reaching 60 attendees plus 22 YouTube viewers of two presentations posted. Another 13 educators and specialists support the coordinating committee, 135 educators have joined the team SharePoint site, 159 members subscribe to the ListServ, and 41 participated in a face-to-face meeting. Lunchtime learning webinars reached more than 100 extension educators and external partners.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Evaluating development of an interdisciplinary Community Food Systems Team:

Implementation of the developmental evaluation approach has fostered and created space for co-learning about the process of developing the multidisciplinary Community Food Systems Team described in the External Factors section of this report. This learning is being captured and shared with the team's coordinating committee, who use evaluation results to inform decision making. The team has also used other evaluation strategies to collect information on specific areas of programming.

For example, in post-program surveys 66% agreed or strongly agreed that lunchtime learning webinars met their expectations. While the webinar series appeared to be most effective in helping more than 100 participants identify resources, strategies, or tools to use in programming, many also responded that they were unsure of how they would apply the information in their work. Providing specific examples and tools for applying information presented will be a focus for future lunchtime learning webinars. Lunchtime learning evaluation results also highlighted opportunities to improve upon use of technology in presenting content, including providing participants with more information on use of web-based software.

The post-program survey of the face-to-face meeting showed that the majority of 41 participants rated the meeting on a whole as excellent (4 on a 4 point scale). Many reported that the new connections and networks they created as a result of the meeting will help them in their work. To this point, participants were asked to map their connection to all the other participants at the beginning of the meeting and then again at the end. An increase in connections was demonstrated in everyone's post-meeting map.

Rural development outreach specialist Erin Peot is working with program development specialist Samuel Pratsch to develop an evaluation plan for 2013 based on the developmental evaluation approach.

Key Items of Evaluation