



Discussion Guide for Understanding Your County Food Systems Profile

These worksheets are designed to help you better understand the data in your county food systems profile. Review each section of the profile data for your county and consider the questions below. You may want to take a few moments to review regional indicator maps available at <http://foodsystems.wisc.edu> and <http://www.ers.usda.gov/data-products/food-environment-atlas/>

What does this data say about your county's... Pointers County, Wisconsin

Food access?

- SNAP and WIC authorized stores seem low compared to the region, but we have a lower % of households with no car or on a low income that are greater than 10- miles to a grocery store.

Food assistance?

- Almost 40% of our low income residents receive SNAP, (food assistance). A greater % of our students are eligible for free lunches than the state or region. Why are so few of our stores authorized to take SNAP or WIC?

Health?

- Rates of diet related diseases are about the same as the state and regional averages. Is that a good thing or a bad thing?

Local and direct markets?

- Number of farms selling direct has grown since 1997 but still far fewer per capita than the state or national average. Why? Direct sales and numbers of farmers markets per capita also lower than the state and regional averages and we have fewer CSA farms.

Processing and distribution?

- We have more food processors than the regional average, but less than the state. We have no fruit and vegetable or cheese manufacturing but we do have a winery and an animal slaughtering facility. What are these processors?

Production agriculture?

- It's not surprising that we have more farms than the state or region, and more land in farming. I wonder how many of these farms are new farms? Cash receipts per farm are a lot less than the regional average and clearly the majority of that is from crops. Surprised to see so many farms are involved in

agritourism. Gross revenue from agritourism doesn't seem to have gone up since 2007 like it has at the state or regional level. We have a lot of farms selling value added products but not many in organic production.

What surprised you about your county's profile?

- So many of our farms are involved in agritourism. Gross revenue from agritourism has gone down since 2002.

Are there relationships between indicators in the profile?

- Probably- since we have more commodity crops we probably don't have much demand for smaller scale processing or farms that would direct market.

How is your county similar or different from the region?

- Our cash receipts from farming are much lower. I wonder how we could increase income for existing farmers?

What has changed over time in your county? What has stayed the same?

- Our cash receipts from farming are much lower. I wonder how we could increase income for existing farmers?

What areas of the food system are most developed in your county? Why?

- Our production agriculture seems to be pretty well developed (large) but not diverse

What areas of the food system are underdeveloped in your county? Why?

- We seem to be behind the region in local and direct markets. Given the high percentage of our population receiving SNAP it seems that our food access to SNAP/WIC certified sites is limited.

What don't you know about your county's food system from this profile? How might you find this information?

- Farmers around here get support from the Farm Bureau. I think the Community Action Program and Extension office provides some programs around food access. There is also a local group interested in starting a new farmers market and some parents are working on a school garden at the middle school.

What groups, organizations, programs, or departments support the developed or underdeveloped aspects of your county's food system?

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