



Extension
UNIVERSITY OF WISCONSIN-MADISON
FOND DU LAC COUNTY



Healthy Choices Healthy Lives

FoodWise in **Fond du Lac County** is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed). With local strengths, we support healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents experiencing limited incomes through nutrition education at the individual, community and systems levels.



Fond du Lac County Landscape

Whether people are healthy or not is affected by systems, policies, and environmental factors.

41%

of children in schools were eligible for free or reduced price meals.[^]



9.2%

of county residents use SNAP benefits to purchase food for themselves and their families.*



Achieving More Together

UW-Madison Division of Extension works alongside the people of Wisconsin throughout urban and rural communities to deliver practical educational programs where people live and work. In Fond du Lac County, FoodWise partners with schools, after-school programs, Head Start programs, senior meal programs, and food pantries to help make the healthy choice the easy choice in our communities.

Community Impacts in 2024

Engaged with 4,307 learners (7,333 including Sheboygan County) around nutrition education topics in a variety of settings, including early care and education centers, K-12 school settings, senior centers, and more.

Planned Fond du Lac County's first-ever Food Summit Event in which 47 local food security/hunger relief partners were able to network and learn from expert guest speakers.

Partnered with the Fond du Lac Farmers Market, Public Health, and Network Health to develop a new fruit and vegetable prescription program in which 55% of vouchers (or a total of \$1,105) were redeemed at the local farmers market.

[^]Wisconsin Department of Public Instruction

* WI Dept of Administration and WI Dept of Health Services

Nutrition for Older Adults

FoodWise has a long standing partnership with senior housing sites in Fond du Lac County.



FoodWise works with residents through 6-week summer nutrition series and has recently added a strength training program for older adults, Strong Bodies, to the offerings. The residents have formed strong relationships with the FoodWise staff.

Coordinated by the Aging & Disability Resource Center (ADRC), the Senior Farmers Market Nutrition Program was established in Fond du Lac County in 2023, which provides vouchers for older adults to purchase fresh produce at farmers markets or farm stands. Feedback from seniors was that they either did not know about the program, were confused about this new program, or did not have the mobility or transportation to pick up their vouchers at the ADRC.

FoodWise built a partnership with ADRC to hold voucher distribution events at the various senior housing sites. During that time, FoodWise taught about where and how to shop the local farmers markets. Partners and seniors appreciated these efforts.

Connect With Us

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Farm to Early Childcare Efforts

Fond du Lac, along with 3 other communities, were asked to participate in Wisconsin's first-ever "Shark Tank" event. The group, led by the Fond du Lac Area United Way, decided to focus on a local farm to early childcare project. Local partners worked together with UW-Madison business professors and state public health professionals to develop their "shark tank" product, which was to build a system, or infrastructure, to make it easier for local early childcare sites to procure, purchase and use locally sourced, farm fresh foods.

Currently, the project is being piloted by Lily Pad Day Care. May Hills Farms, Olden Organics, Fondy Fruits & More, and Knaus Cheese provide local foods. This project is supported by multiple local businesses and organizations. Most recently, a Farm to Early Childcare Education Coordinator was hired to help move this project forward.

