



# FoxRAP

## Upper Fox Farms United

### Program Fact Sheet

#### Why:

- Regenerative farms provide ecosystem services, like clean water and healthy soil, for their community
- Farmers who sell through conventional food supply system receive a meager 15 cents for every food dollar
- Many consumers are now 3 to 5 generations removed from agricultural roots
- Reconnecting our community to the source of healthy food brings benefits to producers and consumers alike



#### Where:

- Focus on farms and other food and conservation resources in the Upper Fox River Watershed
- Focus on Marquette, Green Lake, Fond du Lac, and Winnebago counties

#### What:

Objectives include:

- Create a guide for consumers to easily locate local sources of food and farm products
- Connect consumers to other area food and conservation resources
- Strengthen the local agriculture and tourism economies
- Reconnect our community to the land and natural resources



#### Benefits:

- More profit to our local farms and more dollars staying in the local economy
- Easier access to local farm products for the community
- More social connections between farmers and community
- Strong, local agriculture-based economy