

A HEALTHIER FOOD SYSTEM BENEFITS ALL OF US

We can't afford to ignore our poor health



We're in the red.

We spent \$3,100,000,000 on obesity-related healthcare and invested \$0 state dollars on its prevention.¹

It's hurting worker productivity.

Obese workers have more sick days and report having a harder time with daily tasks.²

We aren't getting any healthier.

2 out of 3 Wisconsinites are overweight or obese and at increased risk for heart disease, diabetes, and cancer.³

These 3 strategies bring revenue & nutritious food to our communities

BUY LOCAL, BUY WISCONSIN

[Farmer and Producer Grant Program]

This commonsense competitive grant program helps strengthen Wisconsin's agricultural and food industries.

The program has shown a 9:1 return on the state's investment.⁴

SUPPORTING OUR FARMERS

[Farm to Fork]

Let's help our farmers grow and distribute healthy food by making sure they've got the markets and tools they need to expand their businesses.

WISCONSIN MONEY, WISCONSIN FOOD

[Government Procurement]

The state government spends \$94 million each year buying food.⁵

Let's make it healthy, Wisconsin grown food.



More healthy food



More business for the local economy

Give the people what they want

8 out of 10
Wisconsin voters

agree schools and state/local governments should be required to buy and serve some locally grown Wisconsin fruits and vegetables.⁶

Ignoring our problem isn't good for Wisconsin.

Investing in a strong food system is right for health, right for business, and right for the budget.

REFERENCES

- ¹Trogdon et al. State– and payer-specific estimates of annual medial expenditures attributable to obesity. 2012. Available at <http://www.ncbi.nlm.nih.gov/pubmed/21681222>
- ²Rodbard et al. Impact of obesity on work productivity and role disability in individuals with and at risk for diabetes mellitus. Available at <http://www.ncbi.nlm.nih.gov/pubmed/19445439>
- ³Wisconsin Nutrition, Physical Activity, and Obesity State Plan. 2013. Page 21. Available at <http://www.dhs.wisconsin.gov/publications/P0/p00507.pdf>
- ⁴Wisconsin Department of Agriculture, Trade, and Consumer Protection. Buy Local, Buy Wisconsin Program Impact Report. 2013. Available at http://datcp.wi.gov/uploads/Press_Releases/pdf/BLBW2011.pdf.
- ⁵Health First Wisconsin. Wisconsin Procurement Fact Sheet. September 2012. Unavailable online. Figure from FY 2009-2010 Wisconsin State Expenditures for “food for human consumption.”
- ⁶Public Opinion Strategies. Wisconsin Statewide Poll. Fall 2013. Summary slides available at <http://www.healthfirstwi.org/wp-content/uploads/2013/09/WI-Statewide-Press-Release-Version-1e.pdf>.