



BRAD PFAFF
STATE SENATOR

FOR IMMEDIATE RELEASE

November 1, 2023

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Senator Pfaff Introduces Legislation to Invest in Agriculture and Fight Food Insecurity

Viroqua, WI – Today, at Fifth Season Cooperative in Viroqua, State Senator Brad Pfaff (D - Onalaska) and legislative colleagues introduced a package of bills to invest in Wisconsin agriculture and fight food insecurity. These bills provide funding to connect food assistance organizations and schools with farmers, market Wisconsin products through the Something Special from Wisconsin Program, support growth in value-added products, and enhance regional farmer support.

Senator Pfaff released the following statement on the package of bills:

"When we invest in agriculture, we grow our future. Our agriculture industry is strong, generating a \$107 billion economic impact annually for our state, but for Wisconsin to continue moving forward, we need to create new markets and connect farmers with consumers."

"We know that access to locally grown and produced food makes Wisconsinites healthier. I'm proud that these bills not only help our farmers to reach more markets and develop more value-added products, but they also recognize the needs of schools and food banks to have access to locally sourced food."

"As food banks and schools struggle to access locally sourced food, it is imperative that we look at agriculture as more than just a generic bulk commodity. It's how we feed our family and put food on the table. It's how students get the nutrition they need to learn at school."

"Building greater connections between Wisconsin farmers and consumers is a win-win; a win for production agriculture and a win for consumers who want greater access to locally grown and produced food."

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Senator Brad Pfaff represents the 32nd Senate District, which includes La Crosse, Vernon, Crawford, and southern Monroe County.