

## The Big Apple Project

### Harvesting & Distributing Apples to Food Pantries Across Manitowoc, Kewaunee, and Door Counties

#### Challenge

FoodWise interviews with pantry managers in Manitowoc, Kewaunee, and Door Counties, clarified fresh produce access is a concern. Many food pantries lack fresh produce and only stock canned fruits and vegetables. Barriers include sourcing fresh local produce, paying for it, and transporting it.

#### Approach

FoodWise coordinator Laura Apfelbeck worked with Feeding America Eastern Wisconsin to secure grant funding to pilot a program aimed at collecting unsold apples from the Door County Peninsular Research Station in Sturgeon Bay and delivering them to food pantries in Door, Kewaunee, and Manitowoc Counties.

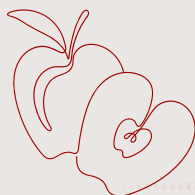
Grant funds cover harvest equipment, transportation and drivers; pantries pay a nominal fee of \$6 per bushel (approximately 40 lbs). Both Grow it Forward and Sullivan Family Farm in Manitowoc County will pick up and deliver harvested apples every other week from mid-August through October.

#### Results

Six organizations including food pantries, community meal sites, and a backpack program in the region will participate in the Big Apple Project, offering more than 3500 people access to fresh fruit from Wisconsin. FoodWise will share apple-related posters and social media materials from Wisconsin Harvest of the Month and provide an opportunity to join in on the Big Apple Crunch, a statewide celebration in October. aimed at generating excitement around local foods and agriculture.

*"Featuring seasonal produce at the pantry and incorporating it into backpacks and community dinners is a smart, sustainable approach. Having the promotional materials from Wisconsin Harvest of the Month already available and beautifully done is a huge plus."*

- Emily Longmeyer, NEWAHEC



Apples are rich in fiber, vitamins, and antioxidants that can protect your heart, lungs and cells.



FoodWise goals and ours are in sync to provide nutritious food to our people in need.

- DAN BALCH, MANAGER, LAKESHORE COMMUNITY PANTRY

