



# Healthy Choices Healthy Lives

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). 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.



## Manitowoc

## County

## Landscape

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

**5,525**

county residents, 7%, experience limited income and low access to a grocery store<sup>^</sup>



**7,961**

county residents, 9.84%, 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 Manitowoc, FoodWise partners with Manitowoc and Two Rivers public schools, Head Start, ADRC of the Lakeshore, Boys and Girls Club, Lakeshore CAP, Painting Pathways Clubhouse, First Presbyterian Community Meals, and others to help make the healthy choice the easy choice in our communities.

## Community

## Impacts in 2023

- 1,979 teaching contacts.
- Funded interns and gardens via \$25,000 in donations.
- Collaborated with PBS to create a StrongBodies video in HMoob.
- Collaborated with West Foundation, North East Wisconsin Area Health Education Council, and Youth Advocates for Community Health resulting in 3 internships to lead initiatives that increased food access measurably.
- FoodWise intern staffed the Downtown Manitowoc Farmers Market, resulting in a 37% increase in unique EBT FoodShare users in the first month and a 43% sales increase overall.
- Hosted 11 interns, providing over 1000 hours of service to improve healthy food access for low-income Manitowoc residents.

<sup>^</sup>County Health Rankings

\* WI Dept of Administration and WI Dept of Health Services

## Inspiring Collaborations



FoodWise offered grant-funded garden initiatives aimed at increasing access to fresh fruits and vegetables for people experiencing limited incomes and providing direct education about healthy eating and growing food. These grants brought in \$7,000 of additional SNAP funding to Manitowoc. The Growing Together project received national recognition from USDA's National Institute on Food and Agriculture, winning the 2023 Excellence in Extension Team Award.

- Created a new garden project with Lighthouse Recovery, a demonstration garden with educational events
- Expanded garden space with First Presbyterian Community Meals, adding fresh produce to the weekly free meal.
- Shared hydroponic gardens with Painting Pathways Clubhouse to bring fresh salad to their lunch program.
- Helped South East Asian Seniors create a garden at the Manitowoc Senior Center to add HMoob cultural foods to their lunches.

If you would like to learn more about garden grants, reach out to Laura: [laura.apfelbeck@wisc.edu](mailto:laura.apfelbeck@wisc.edu)

## Multi-level Program Efforts



In Manitowoc, youth used their lived experiences to seek solutions for increasing food access. Supported by UW-Madison Division of Extension programs FoodWise and 4-H, Youth Advocates sought grant-funding and

national mentorship to bring unsold produce from the community farmers market in order to stock Southfield's onsite food pantry with fresh fruits and vegetables for residents.

- Successfully launched a gleaning initiative to redistribute unsold healthy food from the Manitowoc farmers market at Southfield Townhouses. More than 1 ½ TONS of food collected helped alleviate shortfalls for more than 400 people.

## Connect With Us

[Manitowoc.Extension.wisc.edu](http://Manitowoc.Extension.wisc.edu)  
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Laura Apfelbeck  
Nutrition Coordinator



Jace Purdy  
Nutrition Educator



Krystina Yang  
Bilingual Nutrition Educator

Winner of 2023 FoodWise Golden Award



Mariah Broehm  
HeartCorps Service Member - Estimated Value of \$54,000

including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act.