



Extension
UNIVERSITY OF WISCONSIN-MADISON
COMMUNITY FOOD SYSTEMS



Navigating Wisconsin Business Resources

March 3, 2025 from 2:00 to 3:00 pm

Are you looking for business development help to start or grow your Wisconsin food or farming businesses? Join this webinar to learn about several of the great free business resources we have available in Wisconsin. Invited resources include the organizations who joined us at the 2024 FEED Summit in Milwaukee.





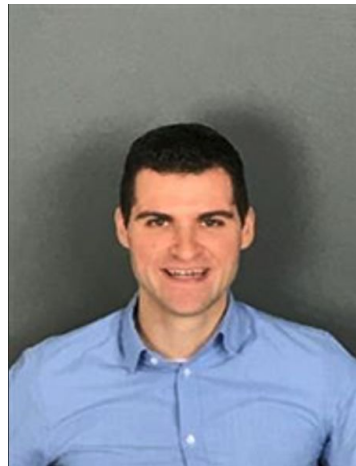
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Wisconsin Department of Agriculture, Trade and Consumer Protection

Charles Bloom

Licensing Specialist, Wisconsin Department of Agriculture, Trade and Consumer Protection



Charlie Bloom is currently a Food Scientist – Advanced, Licensing Specialist with the State of Wisconsin Department of Agriculture, Trade and Consumer Protection. Charlie, along with his licensing team, works with new businesses, existing business and food safety professionals across the state. He primarily answers questions related to licensing and rules for all programs under the jurisdiction of the Bureau of Food and Recreational Businesses. Charlie was a retail/recreation sanitarian with Waukesha County Health Department and a manufactured foods sanitarian with DATCP in the City of Milwaukee.



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Wisconsin Department of Agriculture, Trade and Consumer Protection

1. Tell us about your organization.	My name is Charlie Bloom, and I am a Licensing Specialist with the State of Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Our mission is to partner with all the citizens of Wisconsin to grow the economy by promoting quality food, healthy plants and animals, sound use of land and water resources, and a fair marketplace.
2. WHO do you serve? a. types of entrepreneurs, b. types of industries, and c. at what stages of business development	DATCP serves all citizens in the State of Wisconsin. Specifically, our team works with prospective, and current, business owners (retail, recreation, food processing, dairy, etc.) to provide resources and assist in understanding the rules and regulations associated with those licenses.
3. WHERE do you serve? (geography)	DATCP is made up of Divisions, I work with the Division of Food and Recreational Safety. I am based in the Milwaukee area, but I have Division team members across the State.



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Wisconsin Department of Agriculture, Trade and Consumer Protection

4. **WHAT** help do you provide entrepreneurs?

- a. **FREE** resources
- b. any other resources you want to highlight

We provide understanding, clarification, and information to all who inquire about the various licenses they can apply for and obtain. In addition, our team can provide expertise in written, email, phone, and presentation methods.

5. **HOW** to request services from you?

Mark Lehman, RS (715) 404-8987, mark.lehman@wisconsin.gov
Nichole Abbott, RS (608) 896-2315, nichole.abbott@wisconsin.gov
Charles Bloom, RS (608) 598-9046, charles.bloom@wisconsin.gov
General inquiries: (608) 224-4923 DATCPDFSLicensing@wisconsin.gov
Renewal or billing inquiries: DATCPFRBSupport@wisconsin.gov



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**FOOD FINANCE
INSTITUTE**
UNIVERSITIES OF WISCONSIN

Food Finance Institute



Jackie Lalley

Outreach and Content Coordinator

Jackie leads FFI in promoting and developing finance-forward training, coaching, and consulting for food and farm businesses. She previously owned a marketing and communications agency serving nonprofits, businesses, and government partnerships.



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FOOD FINANCE
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Food Finance Institute

Vision: We envision a world where resilient food and farm businesses anchor vibrant communities and a thriving planet. **Mission:** FFI helps food and farm businesses thrive at every stage through finance-forward training, coaching, and consulting

Our clients are businesses working in any food-related niche, including consumer packaged goods brands, value-added agriculture, beverage, food hubs, food systems nonprofits, food manufacturing, technology, and more. We serve all stages of business development, with different programs specific to their needs.

We serve clients nationally. Some of our programs serve Wisconsin specifically.



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**FOOD FINANCE
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Fellows Program: 6 months of FREE training, consulting, and guidance in developing a financing strategy unique to your food business, to grow and scale. Serves Food, Beverage, Technologies, Value-Added Agriculture, and Processing businesses. ffi.pub/fellows

Financial Foundations for Farms: Online live training to develop your marketing and financial management skills, market positioning, and pathways to profitability. **Free, Grant Funded for March and April 2025 ONLY:** ffi.pub/FFFMAR or ffi.pub/FFFApr

Food Finance Learning Center: Live and on-demand training to grow your food or farm business. Range from short online workshops to multi-day online trainings. Most are paid; some free offerings + scholarships. ffi.pub/learn

Naturally Wisconsin: Naturally Network chapter creating authentic connections to support investment and innovation in natural sector. Paid membership, select free events. naturallywisconsin.org

Food Finance Forum & Expo: Sept. 18, 2025, Madison

Other initiatives to strengthen food and farm businesses and systems: foodfinanceinstitute.org/initiatives

Contact info@foodfinanceinstitute.org or visit foodfinanceinstitute.org.



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Wisconsin SARE



Diane Mayerfeld **Sustainable Agriculture Outreach Specialist**

Diane Mayerfeld is the sustainable agriculture coordinator for University of Wisconsin-Madison Division of Extension. She helps farmers learn about sustainable agriculture techniques and resources, including grants from the USDA Sustainable Agriculture Research and Education (SARE) program.



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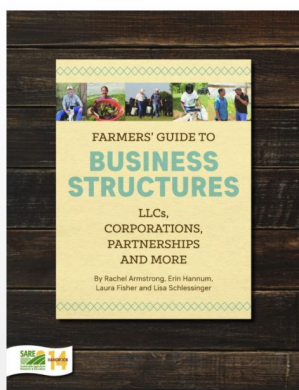


Wisconsin SARE

	SARE is a US Department of Agriculture program that supports research and education to advance sustainable agriculture across the US.
	North Central Region SARE covers 12 states in the Midwest and is directed by an Administrative Council that includes farmers, agribusiness, non-profit, land grant university, and agency representatives.
	North Central SARE strengthens communities, increases producers' economic viability, and improves the environment through grants and education.



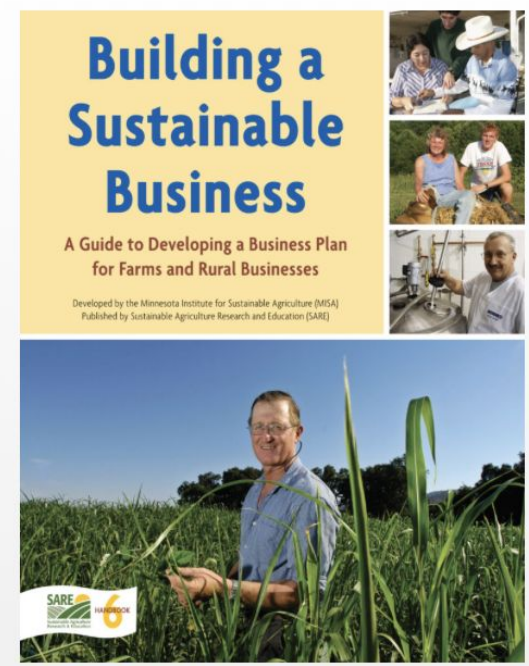
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Free information resources

Grants for research or education that advances sustainable agriculture

<https://northcentral.sare.org/>





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FOR THE LIFE OF YOUR BUSINESS

WISCONSIN SCORE



Kola Alayande

Chair - SCORE Southeast Wisconsin

Kola Alayande, Ph.D., is a committed servant leader, social entrepreneur, and academic with over 25 years of experience across the non-profit, entrepreneurial, corporate, and academic sectors. His expertise spans business development, leadership, management, IT consulting and training.



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WISCONSIN SCORE

FOR THE LIFE OF YOUR BUSINESS

1. Tell us about your organization.	Since 1964, SCORE has helped more than 11 million entrepreneurs start, grow or successfully exit a business. SCORE's 10,000 volunteers provide free, expert mentoring, resources and education in all 50 U.S. states and territories. SCORE is a 501(c)(3) nonprofit organization and a resource partner of the U.S. Small Business Administration (SBA). Thanks to this generous support from the SBA and the selfless contributions of our more than 10,000 dedicated volunteers, we can deliver most of our offerings at no cost.
2. WHO do you serve? a. types of entrepreneurs, b. types of industries, and c. at what stages of business development	SCORE supports every type of entrepreneur in practically every industry from concept stage to successful exiting stage.
3. WHERE do you serve? (geography)	SCORE serves entrepreneurs nationwide and for our Wisconsin district, we serve Wisconsin entrepreneurs primarily.



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WISCONSIN SCORE

FOR THE LIFE OF YOUR BUSINESS

4. **WHAT** help do you provide entrepreneurs?

- a. **FREE** resources
- b. any other resources you want to highlight

We provide free advisory services via mentoring to our clients as well as mostly free business training events and webinars to provide our clients with skills development and knowledge to help them be successful entrepreneurs.

We also provide one of the world's largest templates/business documents via our website at <https://www.score.org/templates-resources/business-planning-financial-statements-template-gallery>

5. **HOW** to request services from you?

To get services from SCORE, all prospective clients are advised to visit our website and sign up for a mentor.

<https://www.score.org/find-mentor>



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MADISON
PUBLIC
LIBRARY

Madison Public Library

Martin Alvarado

Community Engagement Librarian for Business & Technology

Bilingual - English/Spanish.

I help entrepreneurs navigate library business databases, the sample business plan collection, and assist with basic demographic research through publicly available information.

I am a former worker owner and founder of the Interpreters' Cooperative of Madison, and also provide referrals and resources for those looking to start a worker cooperative business.





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Madison Public Library

The Madison Public Library has 9 locations throughout Madison and has served our community for 150 years. A 10th location in Reindahl Park is scheduled to open in 2026.

I serve members of the general public with business-related questions, but mostly those who are in the ideation phase and/or participating in local business training programs.

I serve prospective and established businesses in the seven counties of the South Central Library System (Adams, Columbia, Dane, Green, Portage, Sauk, and Wood)



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Madison Public Library

I provide help in learning how to use library databases and publicly available information :

- Reference Solutions (for competitive research and Business to Business (B2B) leads)
- Business Plans Handbook (over 1000 sample business plans)
- Demographic and marketing data from: Census Business Builder, Size-up WI, Google Trends, Census Data portal, and Reference Solutions.

I also help people connect with other free business resources institutions in our area

You can contact me at :

malvarado@madisonpubliclibrary.org

Or at 608-266-6350 (but I am not always at my desk or on the premises, so email is more effective)

You can find the library business resources page at: madpl.org/business



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Wisconsin Department of Agriculture, Trade and Consumer Protection



Grace Puc **Agriculture Program Specialist**

Working for the Wisconsin Department of Agriculture, Trade and Consumer Protection in the Division of Agricultural Development, I am thrilled to be administering the State of Wisconsin's \$27 million Resilient Food Systems Infrastructure grant program (RFSI). I am a recent graduate of UW-Madison's College of Agriculture and Life Sciences (B.S. Environmental Sciences, May 2022) with experience in nonprofit program management, agricultural research, grant writing, coalition building, and farm work both locally and abroad.



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Wisconsin Department of Agriculture, Trade and Consumer Protection

<p>1. Tell us about your organization.</p>	<p>Programs and services from Alice in Dairyland and Something Special from Wisconsin, to the Farmer Wellness Helpline and the International Agribusiness Center, to the Specialty Crop Block Grant, and the Local Food Purchase Assistance program are all administered by staff members in the small but mighty DATCP Division of Agricultural Development. Simply put, our mission is to support the growth and success of local, regional, and international food systems through business, farm, and rural development programs and services.</p>
<p>2. WHO do you serve?</p> <ul style="list-style-type: none">a. types of entrepreneurs,b. types of industries, andc. at what stages of business development	<p>I primarily serve food and farm businesses operating in the middle of the food supply chain, processing, packing, storing, aggregating, and distributing locally grown, value-added product in a wide range of business development stages (those starting up through those well-established). Our Division more broadly is here to serve the people of Wisconsin that touch our state's agricultural industry in one way or another.</p>



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Wisconsin Department of Agriculture, Trade and Consumer Protection

3. WHERE do you serve? (geography)	DATCP is headquartered in Madison, but we serve the entire state. Our staff are always traveling, whether it be on trade missions abroad to identify export opportunities for Wisconsin's agricultural companies or producers, attending or presenting at a conference, or visiting a grantee or stakeholder business/farm.
4. WHAT help do you provide entrepreneurs? a. FREE resources b. any other resources you want to highlight	Beginning this month, I will be writing a monthly newsletter highlighting funding opportunities, resources, and events relevant to local food systems and Wisconsin food/farm business development. You can reach me anytime and I'd be more than happy to chat with you about the kind of support you're looking for. If I can't offer it myself, I will assist in connecting you with the person or organization who can.
5. HOW to request services from you?	Grace Puc: grace.puc@wisconsin.gov , (608) 893-0431 Wisconsin Farm Center: farmcenter@wisconsin.gov , (800) 942-2474 International Agribusiness Center: datcpinternational@wisconsin.gov , (800) 462-5237 Something Special from Wisconsin: datcpssfww@wi.gov (608) 354-6146



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The Network for Health,
Technology & Innovation, Inc.

The Network for Health, Technology, and Innovation



Giovanni A. Aleman Sotelo

Director of Operations

As Director of Operations at Altus, Inc., Giovanni oversees business implementation, financial management, and strategy. He is also actively involved with The Network for Health, Technology, and Innovation (NHTI), where they tackle economic development. At NHTI, he builds relationships with entrepreneurs, provides direct mentorship, leads business courses in their free Business Ignite program, and collaborates with organizations committed to business, professional, and economic development. His focus is on creating impactful programs and partnerships that empower local businesses.



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The Network for Health,
Technology & Innovation, Inc.

The Network for Health, Technology, and Innovation

1. Tell us about your organization.

The NHTI Business Innovation Initiative is a business development resource designed to equip entrepreneurs with the tools, education, community, and support they need to succeed.

Our program fosters an inclusive and dynamic environment that empowers small businesses and startups to grow, scale, and contribute to their local economies.

2. **WHO** do you serve?

- a. types of entrepreneurs,
- b. types of industries, and
- c. at what stages of business development

BIPOC, Women, and LGBTQ+ founders | Small business owners | Startup founders | Creatives and freelancers | Business owners seeking access to capital and scaling strategies

Ideation | StartUps | Growth and Expansion Stages

3. **WHERE** do you serve? (geography)

We primarily serve Dane County, Wisconsin, with a growing reach across the state and plans for broader expansion. Our hybrid approach allows us to engage entrepreneurs in both urban and rural communities, ensuring accessibility to resources and support networks.



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The Network for Health,
Technology & Innovation, Inc.

The Network for Health, Technology, and Innovation

4. **WHAT** help do you provide entrepreneurs?

- a. **FREE** resources
- b. any other resources you want to highlight

- Training – Business Ignite Program on finance, marketing, branding, and operations.
- Community – A network of entrepreneurs supporting growth and collaboration.
- Hands-on Resources – Tools, templates, and technical workshops for business success.

Our program fosters an inclusive and dynamic environment that empowers small businesses and startups to grow, scale, and contribute to their local economies.

5. **HOW** to request services from you?

Reach out to us, visit our website, or connect with us at 100State Co-Working for Project Work Nights.

✉ galemansotelo@altusinc.co

🔗 thenhti.org

📍 17 S. Fairchild St. FL 7, Madison, WI 53703

- Wednesdays from 6-8 PM





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DATCP contact information and links:

Grace Puc: grace.puc@wisconsin.gov, (608) 893-0431

Charles Bloom: charles.bloom@wisconsin.gov, (608) 598-9046

Mark Lehman, RS: mark.lehman@wisconsin.gov, (715) 404-8987,

Nichole Abbott, RS: nichole.abbott@wisconsin.gov, (608) 896-2315

Wisconsin Farm Center: farmcenter@wisconsin.gov, (800) 942-2474

International Agribusiness Center: datcpinternational@wisconsin.gov, (800) 462-5237

Something Special from Wisconsin: datcpssfw@wi.gov, (608) 354-6146

General inquiries: DATCPDFSLicensing@wisconsin.gov, (608) 224-4923

Renewal or billing inquiries: DATCPFRBSupport@wisconsin.gov

Food, Dairy, and Retail Food Licenses: https://datcp.wi.gov/pages/licenses_permits/foodlicenses.aspx

Sign up for DATCP's Wisconsin Food Forward newsletter:

https://public.govdelivery.com/accounts/WIDATCP/subscriber/topics?qsp=CODE_RED



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Food Finance information and links:

Contact: info@foodfinanceinstitute.org

Food Finance Institute: <https://foodfinanceinstitute.org/>

Fellows Program: <https://ffi.pub/fellows>

Financial Foundations for Farms: Free, Grant Funded for March and April 2025: <https://ffi.pub/FFMar> or <https://ffi.pub/FFApr>

Food Finance Learning Center: <https://ffi.pub/learn>

Naturally Wisconsin: <https://naturallywisconsin.org>

Other initiatives to strengthen food and farm businesses and systems: <https://foodfinanceinstitute.org/initiatives>



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Wisconsin SARE:

Diane Mayerfeld: dbmayerfeld@wisc.edu

SARE information resources: <https://northcentral.sare.org/resources/>

SARE business planning book: <https://www.sare.org/resources/building-a-sustainable-business/>

SARE grants: <https://northcentral.sare.org/grants/>

SARE grant database: <https://projects.sare.org/search-projects/>

Other information:

<https://fyi.extension.wisc.edu/sustag/resources/in-service-training/> and

https://fyi.extension.wisc.edu/sustag/files/2023/10/grant_matrix_2024.pdf



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Wisconsin SCORE:

Kola Alyande: [:https://www.score.org/sewisconsin/profile/kola-alayande](https://www.score.org/sewisconsin/profile/kola-alayande)

Templates: <https://www.score.org/templates-resources/business-planning-financial-statements-template-gallery>

Sign up for a mentor: <https://www.score.org/find-mentor>



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Madison Public Library:

Martin Alvarado: malvarado@madisonpubliclibrary.org, 608-266-6350

Business Research at Madison Public Library Slides (: <https://docs.google.com/presentation/d/1JoMczJATLt1prUfuwdjn-jVRADVf4Km-/>

Reference Solutions (for competitive analysis and Business to Business (B2B) research) Requires a card from the South Central Library

System: <https://www.madisonpubliclibrary.org/resources/eresources/reference-solutions-formerly-referenceusa>

Census Business Builder (for demographic analysis and market research): <https://cbb.census.gov/cbb/>

Business Plans Handbook (Over 1000 sample business plans for almost any industry):

<https://www.madisonpubliclibrary.org/resources/eresources/business-plans-handbook>

Google Trends (to look at seasonal and yearly trends in what people are searching for online): <https://trends.google.com/trends/>

Library business hub for Rock County: <https://www.hedbergpubliclibrary.org/posts/small-business-resources-hedberg-public-library>

Milwaukee Public Library: AtoZdatabases; <https://www.mpl.org/databases/all/113AtoZdatabase>

Milwaukee Public Library: business support program; https://www.mpl.org/special_events_and_programs/business-success.php



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The Network for Health, Technology, and Innovation(NHTI):

Giovanni A. Aleman Sotelo: galemansotelo@altusinc.co

NHTI: <https://thenhti.org/>

The Business Ignite Program: <https://100state.com/founders-circle-ignite/>

100State Co-Working for Project Work Nights:

17 S. Fairchild St.FL 7, Madison, WI 53703

Wednesdays from 6-8 PM

