

**NE Iowa Food & Fitness Initiative
Fayette County Planning Team Meeting Minutes
July 16, 2009 - 4:00, ISU Extension Office, Fayette**

Attendees: Donna Story, Joe Organist, Barbara Ashby, Kathy Adams, Alicia from UIU, Daryl Grove, Sheryl Struthers, Scot Michelson, Ann Bushman, Michelle Zander, Karla Organist, Dan Burkhart

1. Committee Members shared what they believe has been one of the most significant policy or system changes they've observed in the past two years:
 - Number of people interested in producing and the overall number of local food producers has grown.
 - Increased consumer concern over how food is produced.
 - Dairy Board has switched to using biodegradable cups, etc.
 - West Union has a community garden.
 - More local food available in more outlets.
 - Trails Committee is a stronger organization, grants submitted have strong public support.
 - Increased traffic at local farmer's markets.
 - CSA is larger, more well-known.
 - Oelwein's wellness policy, among others, is no longer just sitting on the shelf. They are alive and active documents!
 - UIU's Wellness Council taking a more active food role – has met with food service provider to discuss healthy, local food purchases.
 - More producers aware and using GAP (Good Agricultural Practices), demonstrates higher product quality and sets a good standard.
 - NIFF group discussing a regional "standard" like GAP.
 - Groups working together across program boundaries (i.e. conservation, schools, Food & Fitness, Foundations) all to make the region healthier.
 - Increased advertising of local products.
2. Briefly reviewed Regional Team Summary, work group reports, organizational draft, and Strategies/Tactics document.
3. Watched Michelle Obama's video
 - Key messages:
 - Provided consequences of poor diets – life span, diabetes, etc.
 - Gave credit to the children
 - Talked about what hasn't worked – fast food, etc.
 - Tapped into adults' memories.
 - Made good statement about sit-down family dinners.
 - Connections to FFI:
 - Sounds like our message!
 - Emphasis on children.
 - Data regarding these children – number of obese/overweight, life span, etc.
 - Bold steps if success guaranteed:
 - Higher taxes on fast food or nutritionally inadequate foods.
 - Price foods to their true cost – no subsidies for sub-nutritional foods or ingredients.
 - What seeds can we plant?
 - Approach stores now regarding local, healthy foods.
 - Continue FFI and continue to spread the word.
 - Focus on the schools and children (plant it early!)
4. Open Discussion:
 - Final Plan (CAP) to be reviewed in August, consider inviting all attendees back.
 - New Local Food Directory available now!

Next Meeting August 20, 2009. 4:00 – 6:00, ISU Extension Office.

Our Vision:

NE Iowa is a unique place where all residents and guests of every age experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and communities.