

Northeast Iowa Food & Fitness Initiative
Winneshiek County Planning Team
Jan. 16, 2008
Meeting Minutes

PRESENT: Brenda Balk, Dan Beard, Dean Darling, Donella Darrington, Karen Foster, Jeanett Hansen, Stephanie Hughes, Elizabeth Kane, Lyle and Sue Luzum, Ellen Macdonald, Ann Mansfield, Kate Mansfield, Birgitta Meade, Sarah Nelson, Eric Nordschow, Marissa Nordschow, Lyle Otte, Bill Pardee, Janelle Pavlovec, Betty Ransom, Brenda Ranum, Hannah Ranum and Randy Uhl

New attendees included David Cavagnaro, Sue Broderick, Jenn Kuehner, John Franzen, Michelle McLain-Kruse, Tom Beard, Johnice Cross, Joann & George Hagen, Onita Mohr and Perry O. Sliwa.

FOOD AND FITNESS PROJECT SHARING: During introductions the participants were asked to share a Food and Fitness discussion or project they have been involved with in the past two months. Comments included:

- Passage of a resolution supporting food and fitness during a political caucus
- Urging state meat inspectors to attend F&F meetings
- Mention of F&F at senior meal site meetings and an article about F&F in the Area Agency on Aging newsletter
- Discussion of a grant that would help fund a survey of how price of food affects what high school students eat
- Photos in the book Rescuing America's Food Traditions
- Operation of an local organic dairy farm
- A state legislature candidate attending the meeting to listen and learn
- Discussion of the book "Animal, Vegetable, Miracle," which is about eating foods grown within 100 miles
- Wellness as part of the strategic plan at Winneshiek Medical Center
- County Conservation's efforts in stressing outdoor recreational activities for youth
- Continued work on trail and wellness center development
- F&F being the centerpiece in Decorah's application to the Iowa Great Places program
- Master Gardeners expressing interest in the F&F

INITIATIVE GOAL: To create vibrant communities in which families and children eat healthy, locally grown food purchased in their neighborhoods; engage in physical activity and play with the confidence that they are safe; and live in an environment that supports family and community health, particularly in low income, minority communities.

REGIONAL MEETING: Regional Team representative Karen Foster reported on the recent Regional Food & Fitness Leadership Team meeting which involved reviewing the past year's work and year 2 projections.

Brenda and Ann then reviewed the Hierarchy of Choices which had been discussed at the Regional Team meeting. These include: 1. Core Values 2. Mission/Purpose 3. Vision 4. Strategies 5. Tactics 6. Activities

Core Values – Healthier people/stronger communities; inclusiveness; stewardship; innovation & creativity; empowerment; relationships; local food & wellness

Mission/Purpose – Providing the leadership needed for the region to work with communities to develop and implement shared vision in NE Iowa that includes access to locally grown foods and wellness opportunities for all.

Vision – What are we trying to create?

Concepts – Built environment (trails, sidewalks, facilities, playgrounds); workplaces (assess current programs, promotions and policy); schools (assess current programs, promotion and policy); local food system (institutional surveys, consumer surveys, economic impact survey, asset mapping survey and base-line survey.)

Tactics – Which shorter-term approaches will we employ to carry out the strategies?

Activities – Who will do what? When? What resources are needed? How will these activities carry out the tactics? How do they implement our vision, consistent with purpose and value? For what purpose?

WEBCAST: “BUILDING A LOCAL FOOD SYSTEM, PART 1, HOW DID WE GET HERE?” After viewing the web cast, participants separated into small groups and discussed the following: What is a local food system? What is important to you about a local food system and why do you care? What is the message that other people should hear about the local food system?

Local food systems involve:

- The processing of foods locally
- What is the demand for the local foods
- Seasonality of local foods
- Storage of local foods
- Locally owned and local inputs such as fertilizers, etc.
- 50 miles was generally accepted as locally grown, but radius may be larger
- Some local foods originate here but take a long route to eventually be sold and consumed here

What is important to you about a local food system and why do you care?

- Nutritionally dense food
- Ties to family and friends (supports them)
- Public education – shopping habits – habit versus costs
- Price per nutrient, price per pound

- Food security, reduces carbon footprint, sustainability
- Fresher, tastier
- Confinement food may be unhealthy

What is the message that other people should hear about the local food system?

- Local foods help the local economy
- There is a better connection to the land
- Value-added products
- Food has a local personality – it tastes better

NEXT MEETING: The next Winneshiek County Planning Team meeting was set for 4:30 to 6 p.m., Feb. 20, at Hovde Lounge at Luther College.