

Northeast Iowa Food & Fitness Initiative
Allamakee County Planning Team
Jan. 16, 2008, Dining Center, Waukon Wellness Center, 4 pm

PRESENT: Mary Koopman, Janel Clarke, Dani Bucknell, Mary Jo Goodman, Solveig Hanson, Katelyn Plaht, Barbara McMullen, Abby Myers, Mary Klauke, Keith Schroeder, Rachelle Howe, Ron Roese, Anne Blocker, Teresa Wiemerslage

Introductions were shared. Contacts made since the last meeting include:

- Applied for grants for \$500 middle school food & fitness
- Dentists, hairdressers-didn't know about FFI
- Economic development-food raising locally
- Barrier mapping discussion @ RSVP
- PE class part of grant
- Postville FCCLA class will do barrier mapping in Postville
- Crop planning for Luther, Isle of Capri, vegetable growers
- 66 Café serves fresh, local food
- Wrote grant for lifetime wellness opportunity @ WWC
- Writing grant for trails, sidewalks, etc

The Regional Team members gave a report.

- Several youth team members will be attending a conference in March.
- The Public Health Departments are looking at doing assessments in the area. Anne Blocker shared that Dr. Gilmore did focus groups in the 90s. She will look for the assessment and results to share.
- Work Groups were arranged to get more work done.
- The unspent budget money from this year will be rolled over to next year.
- The Regional Team is working on the Work Plan (due March 08).
- It looks favorable to receive the Safe routes to school grant.
- The Alternate position & youth position are still open. Janel Clark is interested in the alternate position. Hanson moved to name Janel as the alternate. Koopman seconded. Motion carried.

The webcast was viewed. Discussion followed.

Discussion

What you learned from the webcast?

- There are still food deserts in the area
- We knew that the food was out there, but seeing the stats makes our case
- Marketing is the problem
- Need the food year-round
- Processing plants are important
- Realize how much we actually produce

- Rural isolation still exists-thought this was less
- Small farms are still here

Assets & Strengths?

- Food is about relationships
- Sharing info on tours/fairs
- Consumers are ready – just don't know about the products
- Need marketing
- People want to be healthy
- Products are here need to find a way to get to the consumer
- Direct market fruit & veggies
- Good potential to produce foods

What are we missing?

- Teaching food preparation/cooking
- Home ec. is being taken out of schools
- How to find the food
- Life changes-makes us all rethink our lives
- Business/parties to help make healthier dishes
- Take to be considered organic
- Marketing (regional & worldwide)

Updates were given on the local producer grants and the NIFF Producer meeting on Feb 16.

Assessment Reports:

- Goodman updated group in their wellness program. They completed a 12 week program and walked 6,300 miles at FMSB. They are going to have a lunch and learn and have a presentation on diabetes prevention. In March they will start a new program to walk a distance and back.
- Good Sam-Postville has completed their employee assessments.
- The school assessments have been delayed due to the weather and the move.
- The Waukon City Council is progressing with their sidewalk replacement plan.

NEXT MEETING: The next Allamakee County Planning Team meeting was set for 4:15 to 6 p.m., March 19 at the Dining Center at the Waukon Wellness Center.