

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

PRESENT: Jerry Aulwes; Brenda Balk; Nikki Brevig; Johnice Cross; Donella Darrington; Rick Edwards; Joann Hagen; Stephanie Hughes; Gordon Hunter; Elizabeth Kane; Lyle Luzum; Ann Mansfield; Kate Mansfield; Julie Metcalf-Cull; Craig Mosher; Eric Nordschow; Marissa Nordschow; Lyle Otte; Bill Pardee; Janelle Pavlovec; Brenda Ranum; Hannah Ranum; Krista Vanden Brink; Bill Ibanez; John Beard; Liz Dovenberg; Liz Rog; David Ranum.

SHARING: During introductions and sharing the following question was asked:
Thinking of our FFI Vision for NE Iowa, what is one change you really hope to see come to realization in your community in the next 5 to 10 years?

- ❖ Longer season for farmers market
- ❖ Permanent building for farmers market (2 votes)
- ❖ Don't chose food based on lowest price, but rather other variables (2 votes)
- ❖ Increase economic impact on local economy and decrease number of miles traveled for food transport
- ❖ Develop infrastructure for processing and storage of local food so we can meet year-round needs
- ❖ Community kitchen
- ❖ More locally grown foods in schools (2 votes)
- ❖ See life expectancy of babies increase rather than decrease
- ❖ Equity for all to purchase local foods (2 votes)
- ❖ Kids more involved in outdoor activities
- ❖ Local produce to compete with nationwide produce
- ❖ Investment from private and public resources
- ❖ Gardens instead of lawns and TV
- ❖ Walkable-bikeable communities county-wide (5 votes)
- ❖ Implement policy changes in schools – improve P.E. classes
- ❖ Better nutritional criteria for schools and senior meal sites (2 votes)
- ❖ Better understanding of our agricultural environment (2 votes)
- ❖ School garden work incorporated into school day
- ❖ Events and celebrations to connect local people to farmers
- ❖ Walking school buses

REGIONAL TEAM: In the last month, members of this group traveled to Detroit, Michigan to meet with other Kellogg groups. They learned about what other regions are doing during their planning process as well as seen policy changes that have already taken place. Notes from this meeting will be available on the website at a later date.

Our local group has also continued to meet to discuss these main topics: 5-county logo/common messaging, hiring a grant writer and a youth coordinator, and connecting

all 17 school districts in our 5 county area. One project the group is currently working on is assembling inventory of all outdoor physical activities in the 5 counties. The group will keep us posted on this and other happenings.

WEBCAST: “Policy and System Change”

- Webcast goals:
 - o To develop a common understanding of what we mean in the FFI by: Policy, System, Policy change, Systems change – as well as the relationship of all of these terms
 - o Discuss and demonstrate ways to engage collaborative members in policy and systems change

The webcast was used as an educational tool to define Policy and System Change terminology:

Organizational policy: Set of rules that govern behavior within a business, non-profit or government

Public policy: Set of agreements which determine how government addresses social needs and how to allocate public funds

Policy change: Change in an existing policy or an introduction of a new policy

System: A group of independent, but interrelated and interacting elements – individuals, infrastructure, and institutions that form a unified whole

Food system: The who, what, why, when, and where as it relates to food – from farm to fork

Active transportation system: How people move from place to place and the choices and opportunities that are available

Systems change: One or several elements within a system that change which alters the system as a whole as well as each elements’ relationship to one another

Once the terms were detailed, numerous food & fitness related examples were described:

- Inter-tribal Council of Michigan – workers are allowed up to 5 paid hours of work each week for exercise
- Durango, Colorado – at local farmers markets, vendors must accept food stamps
- Seattle, Washington – established policy for the creation of new parks and wooded spaces
- Metro Bay Area, California – new housing was built near transit stops and biking trails were improved

- Sunnyvale, California – provides assistance to access fitness programs for lower income individuals
- Portland, Oregon – policy changes in this community proved these things:
 - o 3 X increase in bicycling
 - o Decrease in injury rate
 - o 16 % of employees use bicycling as their primary mode of transportation to and from work

WEBCASE DISCUSSION: The following comments were made by the group after discussing web cast questions.

- 1) What systems need to be changes to realize our vision?
 - ❖ Gap in preservation and processing systems (lots available in summer, not much in winter)
 - ❖ Barriers in school systems
 - ❖ Changing “culture” in local area – get rid of old ways and mindset
 - ❖ Transportation system – carpooling and car-share systems
 - ❖ Consuming locally instead of exporting goods to other countries
 - ❖ Change systems in local grocery stores and gas stations so they must buy a certain percentage of food in local communities
 - ❖ 5-county label signifying it’s grown locally

- 2) What policies need to be created, implemented, changes, or enforced to bring about that systems change?
 - ❖ “Best value” should trump the lowest cost
 - ❖ Change in laws to reallocate dollars for roads to go to walkable-bikeable improvements
 - ❖ Local leading employers nurture local producers
 - ❖ Make sure the supply is there...the demand will follow

*Brenda Ranum ended the meeting with a special reminder to check out FFI website often – there’s tons of great information for everyone to read. The website is:
<http://www.iowafoodandfitness.org/>