

**NE Iowa Food & Fitness Initiative
County Planning Team Meeting Minutes
October 16, 2008
4:00, ISU Extension Office, Fayette**

Present: Donna Story, Maureen Johnson, Dave Runyon, Ron O’Kones, Sheryl Struthers, Carol Weideman, Gale Bishop, Kathy Adams, Rod Marlatt, Barbara Ashby, Dan Burkhart, Ruth Schemmel

1. What’s new with you?

- More information; new playgrounds; pictures taken of available opportunities
- WU farmers market is like a traffic jam, “It’s wonderful!”; increased participation and producers
- Professionally increased interest in trails; involved in playgrounds & fishing access
- Recreational trail committee; “I look at where food is grown in the grocery store.”; a little competition with brother from the East who is involved with a similar movement
- The development and approved new school wellness policies
- 2 bridges were built last week, notice how many bridges are not walk able; increased public use of rec. center for walking; NFHS wild grass and flowers planning
- Became more aware of what is available locally
- Increased awareness of locally grown foods; NE Iowa is in a progressive mode
- Increased people interested in gardening; 1 seed company ran out of seeds; “where in West Union would you start a community garden?”; potential for school education
- Growing trend in landscaping gardens & small fruit potential in the front yard; opportunities abound; would like to see UIU food service contract to include locally grown foods; wages not keeping up with cost of fuel and food, etc.
- Looking for locally grown food at grocery stores
- Oneota Coop met challenge of 80% of produce is locally grown

Today’s meal – Freedom apples from Dan’s orchard – apple crisp, baked apples and fresh. Chili is made from local hamburger; Vidalia onion; Italian green pepper; canned, organic Fireside crushed tomatoes; cracked wheat bread, locally made bakery; Oneota Coop; Mrs. Grimes chili beans from Moore’s;

2. Webcasts are on NIFF website for viewing by anyone

3. Summary of Food & Farm update by Dan B.

4. Quarterly Evaluation available on NIFF website

5. Regional F & F Leadership Team Report - see handout

6. 5 M’s discussion – 4 target markets are chosen –

A. Schools – youth group; 1-2 representatives from each school district meeting consistently; school wellness policies

- consistent messaging with the younger generation including use of Face Book, My Space or text messaging;

B. Ag Industry – Fayette Co. Farm Bureau; local commodity groups including beef, pork dairy industries; Ag Producers; Mennonite Producers;

C. Decision-makers – non-elected/community power structures, “the movers & shakers” of a community; elected officials, Andrew W., other legislators;

Joe O. talked with Senator Harkin about the FFI movement in NE Iowa

D. Healthcare Providers – Palmer Lutheran Health Center and Gundersen-Lutheran Foundations; NE Iowa charitable foundations; Oelwein Food Cupboard; Food Pantry Board;

7. Watched Webcast - **“NE Iowa Food and Fitness Initiative – A Shared Vision”**

What messages did you hear in the presentation?

- have heard it so much that we ‘tune out’;
- NE Iowa – positive premier;
- County to Regional movement;
- length should be 10 minutes or less;
- post on U-Tube, Face Book, My Space;
- acknowledgement of general movement across the country to
- increased activity and health eating;
- story-line jump from local-to-national-to-local;
- too repetitive;
- clarify to goal of NIFF;
- show map earlier in presentation
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8. Trails Committee – would like 10-15 minutes of time at the next meeting to update the group
- November 20th, Trails meeting at 3pm – EVERYONE is invited!!

9. **Next Meeting: Thursday, November 20, 2008, 4-6pm, ISU Extension Office, Fayette**

Food: Barbara – squash soup; Ruth cheese, crackers, buns; Dan – milk and apples

Food, Fuel, Feed – November 20th, 6:30-8pm (same place, see Dan B. in regards to)

by: R. Schemmel

No meeting in December