

The Allamakee County Food & Fitness Planning Team met on October 15, 2008 at the Waukon Wellness Center at 4:15 pm. Present: Barb Winters, Mary Koopman, Teresa Wiemerslage, Barb Winters, Dave Dunklee, Lennie Burke, Lana Snitker.

For introductions members were asked what is something they have changed personally or professionally as a result of FFI?

- Noticed more locally grown produce in grocery store
- Planted a bigger garden
- Increased participation in vendors and customers at farmers market
- Noticed neighbors have bigger gardens
- Noticed people going away from local produce because of price
- Got a share through GROWN Locally
- The Family Table restaurant in Decorah has table tents with farmers name in bio

Lana and Teresa gave summary of Regional Food & Fitness Leadership Team Meeting.

Members reviewed the webcast - "NE Iowa Food and Fitness Initiative – A Shared Vision"

**Four audiences have been identified as priority audiences. What messages to they need to hear?**

- Consumers
  - Where are local foods available?
  - Address the difference in price
  - Tell stories of use of local food
  - Who is our local representation in the FFI
  - Who do we get the food?
- Health care providers
  - Why are you here?
  - Inform cooks and food service at hospitals
  - Did you know that you can use local food
  - SnoPac foods has bulk vegetables available
  - Waverly Nursing home uses local meat
  - Cass Co Hospital used local food
  - Allamakee Food Shelf and Board need to hear this presentation
  - Can they take fresh food? Postville does.
- Education
  - WE Care committee
  - There is no PTA in Postville
  - After school programs
  - Concession stands—booster clubs
  - Schools need to have fundraisers for field trips—how can those choices be made healthier?

Reported by Teresa Wiemerslage.