

April 28, 2008

This electronic newsletter about the NE IA Food & Fitness Initiative will be sent to team members and other interested parties. It is intended to provide current information to its readers. Items may be submitted to [wiemer@iastate.edu](mailto:wiemer@iastate.edu). Archived editions: [www.extension.iastate.edu/allamakee/info/enews.htm](http://www.extension.iastate.edu/allamakee/info/enews.htm)

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**Initiative Information**

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**County Planning Meetings Discuss the Vision**

At the April County Planning team meetings, the county teams viewed the film “Celebrate What’s Right with the World.” Following the film group members gave thoughts about some of the things they thought were important about the film. The groups discussed the working vision for the NE IA Food & Fitness Initiative: *“NE Iowa is a unique place where all residents and guests experience, celebrate and promote healthy, locally grown food and abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.”*

**The Work Groups are Working!**

In an attempt to spread the growing workload surrounding the various issues of the FFI, the Regional Team formed several Work Groups in February. Boy, have they been BUSY! Here is a brief look at what has been happening.

- **The Inclusive Team is focused on Work** to ensure diverse populations have access to the planning process and voices are present during the planning and community action planning phases.
- **Built Environment:** Conducting an outdoor inventory of the places where youth and families can be physically active year-around. An inventory check-list and photos are being collected.
- **Communications:** Developing a logo and 10 second elevator



- speech for the FFI. Working on a display and presentation materials for the county fairs.
- **Community Health Assessment:** Completed a key informant interview and are busy working on a 5 county assessment. County planning teams will learn more about what this group has learned at the May county meetings.
- **Youth:** Continue to work on school assessments and member recruitment.
- **School Engagement:** Planning a meeting in May to provide schools the opportunity to share best practices for school wellness activities/initiatives as well as inform the NE Iowa Food & Fitness Initiative about key ideas for improving the food and fitness environments in our schools.
- **NIFF Coalition:** Completed six producer/lender meetings in the counties in February. Collected important feedback on the next steps for the FFI. Completed several workshops on food production and marketing.
- **Vision Deployment Matrix:** Met to discuss feedback on the working vision statement. Started composing mental model statements for the initiative.
- **Resource Development:** Reviewed several requests from Work Groups for additional project funds. Made a recommendation to the Regional Team for approval.

### Buy Fresh Buy Local campaign underway

NE IA is part of the national Buy Fresh Buy Local campaign. One of the requirements for participation is to publish a BFBL Local Food Directory each year. This year the directory will be published with money generated from memberships to the campaign.



Membership materials have been mailed to local producers. If you are a producer and did not get a mailing and would like to be listed in the directory, please contact Teresa Wiemerslage at 563-568-6345 or [wiemer@iastate.edu](mailto:wiemer@iastate.edu) before May 10.

We are also looking for sponsors and business listings in the directory. If you would like to support the Upper Iowa BFBL campaign, contact Teresa.

### We Need Your Help!

- **Are we missing any Farmers Markets for this year?** We have information about these Farmers' Markets... please supply the market name, date, time and contact information for other markets.
  - Allamakee: Waukon, Harpers Ferry
  - Clayton: Edgewood, Monona, Guttenberg, Strawberry Point, Volga
  - Fayette: West Union, Fayette, Oelwein, Elgin
  - Howard: Cresco, Elma Produce Auction
  - Winneshiek: Decorah
- **Are there any events planned for the summer focusing on local foods or fitness activities?** Please send event name, date, time, location and contact information to [wiemer@iastate.edu](mailto:wiemer@iastate.edu). We will add this information to our webpage.
- **Is your community planning a community garden this year?** We heard that Waukon, Harpers Ferry and Decorah have gardens planned. Please send info about your community garden to [wiemer@iastate.edu](mailto:wiemer@iastate.edu). We have been collecting information on starting community gardens for other communities to use.

## Local Food Articles

### Production agriculture vs. outdoor recreation is economic balancing act

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It's a matter of balance: Iowa's natural resource base must support both production agriculture as well as an increasingly important outdoor recreation industry. A new Iowa State University study examines both sides of the issue, said Daniel Otto, an ISU Extension economist and lead author of the study. "The Economic Value of Iowa's Natural Resources" offers an informational framework for identifying economic development strategies that balance the needs of Iowa's changing population with economic and resource sustainability. [The complete study is available online.](#)

### GROWN Locally Featured on LocalHarvest.org

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Asked to picture a farm in Iowa, and most people think of endless fields of corn. Though accurate for many parts of the state, there is something else going on in the northeastern corner of the state, something we would love to see cropping up all over the country. It is a cooperative of family farmers who joined together to market their products to local institutions. The local college, a couple of nursing homes and hospitals, and even a casino are now proudly serving healthy food, bought directly from local farmers. The barriers to such a scheme are considerable, but not insurmountable. Our main article this month looks at the draws and drawbacks of small farmer cooperatives like Iowa's GROWN Locally. <http://www.localharvest.org/newsletter/20080327/>

### Young Entrepreneurs Grow Food

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For two summers, Drew Scott and Lance Moeller made good money raising vegetables on a plot at the edge of Holland, Iowa. Some might not call it farming to raise more than 1 acre of produce and 1/4 acre of pumpkins, especially in this prosperous central Iowa corn and soybean country. But the two students learned a lot while planting and managing 10 tons of vegetables in a season, then marketing to local stores and two universities each week.

Scott, who is studying agricultural business at Kirkwood Community College in Cedar Rapids, Iowa, hopes the experience launches him into a career on his grandfather's farm. It, too, raises produce and sweet corn, as well as cattle and some 400 acres of corn and soybeans near Monmouth, Iowa. Scott's parents, Lee and Janet Scott, own the farmstead where the young men farmed. [Read more...](#)

### 50 Simple Things You Can Do To Save the Earth

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[50 Simple Things You Can Do To Save the Earth](#) was a 5 million copy bestseller back in the 1990s – it is now BACK with a 2nd edition and GUESS who's #13? FoodRoutes and Buy Fresh Buy Local! Check it out at: <http://50simplethings.com> or go straight to [#13: Think Globally, Eat Locally.](#)

### Upcoming Events

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May 8: NE Food & Farm Coalition meeting, noon-1:30 pm, Winneshiek County Extension.

May 8: Clayton County Planning Team, Central State Bank, Elkader, 6-8 pm.

May 14: School Wellness Networking Meeting, 4-7 pm, location TBD. School wellness representatives from your school (2 adults & 1 youth) The purpose of this workshop is to convene a meeting for school representatives in our region to provide an opportunity to share best practices for school wellness activities/initiatives as well as inform the NE Iowa Food & Fitness Initiative re key ideas for improving the food and fitness environments in our schools. Contact Ann Mansfield for more info ([mansan01@luther.edu](mailto:mansan01@luther.edu)).

May 21: Allamakee County Planning Team, 4:15-6 pm, Dining Center at Waukon Wellness Center.

May 21: Howard County Planning Team, Cresco Hospital, 6-8 pm.

May 21: Winneshiek County Planning Team, 4:30-6:30 pm, Decorah City Hall Meeting Room.

May 22: Fayette County Planning Team, 4-6 pm, Fayette County Extension office.

May 28: FFI Regional Team meeting, 11 am-2 pm, SeedSavers, Decorah.