

**Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.**

**School Food Tactic:** Farm to School: Grow a Farm-to-School program incorporating healthy local foods into school food programs while teaching people about nutrition and the local food system.

**Policy Target #1: Procurement Policy which allows for geographical preference of local food in schools**

What is the Change?	Local Questions	Potential Key Players Local	State Questions	Potential Key Players State Level	Federal Questions	Potential Key Players
<p>Increase the number of schools sourcing healthy, locally grown foods.</p>	<p>What is the procurement policy for each school's food service operation?</p> <p>Is geographical preference part of the procurement specifications? If No, why not?</p> <p>Who sets this policy?</p> <p>Is minimal processing (i.e.; carrots into carrot coins) an issue? If yes, how?</p> <p>What other institutions in the Co. are procuring food locally?</p>	<ul style="list-style-type: none"> <li>• Food Service Director,</li> <li>• Local producers of food</li> <li>• School Administration</li> <li>• Elementary Teachers,</li> <li>-----</li> <li>• School board members</li> <li>• PTA</li> <li>• Wellness Policy Team</li> <li>• County Extension</li> <li>• Health Providers</li> <li>• County Government; Board of Supervisors, Health, Agriculture, Economic Development</li> </ul>	<p>What is the state policy for geographical preference in procurement as it relates to local school districts?</p> <p>Can the Farm to School legislation/administration help with local procurement policy?</p>	<ul style="list-style-type: none"> <li>• Iowa Dept Education (Julia Thorius), Ag.(Maury Wills), Public Health (Judy Solberg/Jane Schadle), and Economic Development (Stephanie Wisenbach)</li> <li>• State Legislators</li> <li>• Iowa State Board of Ed.</li> <li>• Iowa Farm to School Task Force</li> <li>• Farm Groups – Iowa F.B, Iowa Nat'l Farmers Union, Iowa Network for Community Agriculture, Practical Farmers of Iowa</li> <li>• ISU Extension</li> <li>• Iowa Food Policy Council</li> <li>• Leopold Center for Sustainable Agriculture</li> <li>• Drake Univ. Ag Law Ctr</li> </ul>	<p>What is the federal policy for geographical preference as it relates to school food programs?</p> <p>Does the policy need revision to help at the local level?</p> <p>If yes, should this be worked on through USDA regulation? Or, does it need legislative authority (such as Child Nutrition Reauthorization in 2009)?</p>	<ul style="list-style-type: none"> <li>• Nat'l Farm to School Network</li> <li>• Nat'l Conf. of State Legislatures</li> <li>• Senate Ag., Nutrition and Forestry Committee</li> <li>• House Ed. and Labor Committee (Subcommittee on Healthy Families &amp; Communities)</li> <li>• USDA (Lynn Rodgers – head of Procurement)</li> </ul>
<p><b>What might success look like?</b></p>	<p><b>How might we measure the impact? (draft)</b></p>	<p><b>What Activities will help lead to policy and system change?</b></p>				
<p>Increased number of lbs. of locally grown healthy food is served to students.</p>	<p>% Increase of lbs. and/or \$ of locally grown healthy food purchased in schools participating in the Farm To School program.</p>	<p>Farm To School program in 6 target schools.</p> <ul style="list-style-type: none"> <li>✓ Home Grown Lunch</li> <li>✓ Food Serv. Wkshops</li> <li>✓ Producers Contracts</li> <li>✓ K-3 Curriculum taught by H.S. Students</li> <li>✓ School Gardens</li> </ul>				

**Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.**

**Food System Tactic:** Promote opportunities for existing and new producers to engage in the local food system.

**Policy Target #2: Investment in new and existing producers who produce food for local food systems**

What is the Change?	Local Questions	Potential Key Players Local	State Questions	Potential Key Players State	Federal Questions	Potential Key Players
<p>New and existing farmers are producing local food for area communities and institutions</p>	<p>How much food is consumed in each County?</p> <p>How much of this food is locally produced?</p> <p>What are the barriers to locally produced food?</p> <p>How many gardens, personal and community, are producing food?</p> <p>How could gardens be increased?</p>	<ul style="list-style-type: none"> <li>• Local producers of food</li> <li>• County Extension</li> <li>• County Farm Groups such as Farm Bureau, Farmer’s Union</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• County Government: Board of Supervisors, Economic Dev, Health, Planning</li> <li>• Private economic development such as Bankers</li> <li>• Farmer’s Market groups</li> <li>• Food Retailers</li> <li>• Faith Groups</li> <li>• Master Gardeners</li> </ul>	<p>Are there state incentives to increase prod. of local food? If yes, are they working? If no, what is needed?</p> <p>Are there state incentives for new farmers to start producing food? If yes, are they working? If no, what is needed?</p> <p>How are federal incentives for local food prod. &amp; new farmers in the 2008 Food &amp; Farm bill being implemented in IA?</p>	<p>Iowa Dept. of Agriculture, and Economic Development (Stephanie Wisenbach)</p> <ul style="list-style-type: none"> <li>• State Legislators</li> <li>• Farm Groups – Iowa Farm Bureau, Iowa National Farmers Union, Iowa Network for Community Agriculture, Practical Farmers of Iowa</li> <li>• ISU Extension</li> <li>• Iowa Food Policy Council</li> <li>• Leopold Center for Sustainable Agriculture</li> <li>• Drake Agricultural Law Center</li> <li>• Iowa Community Vitality Center</li> </ul>	<p>What are the federal policies which increase local food production?</p> <p>Could these policies be improved? How?</p> <p>What are the federal policies which make difficult local food production? How should these policies be modified?</p> <p>How are federal incentives for local food production and new farmers in the 2008 Food &amp; Farm bill being implemented at the federal level?</p>	<ul style="list-style-type: none"> <li>• Nat’l Sustainable Agriculture Coalition</li> <li>• Community food Security Coalition</li> <li>• Nat’l Conference State Legislatures</li> <li>• USDA</li> <li>• Staff of Senators Harkin and Grassley; Representative Braley; Rep. Latham</li> <li>• Nat’l Gardening Groups</li> <li>• Nat’l Farmers Market Groups</li> <li>• Nat’l Farm Organizations</li> </ul>
<p><b>What might success look like?</b></p>	<p><b>How might we measure the impact? (draft)</b></p>	<p><b>What Activities will help us activate our Tactic, leading to policy and system change?</b></p>				
<p>Increased number of farmers who are producing local food for area communities and institutions</p>	<p>No. of CSA &amp; FM producers region. \$ local food sold to local markets by Producers in region. \$ purchased by local institutions from local producers</p>	<p><b>NIFF Coalition</b></p> <ul style="list-style-type: none"> <li>✓ Educational Speakers, Workshops &amp; Field Days</li> <li>✓ Micro Loan Program</li> <li>✓ Entrep. Networking</li> <li>✓ Mini-grants</li> <li>✓ Regional Food Directory</li> <li>✓ Development of Food Safety Certification process</li> </ul>				

**Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.**

**Food System Tactic:** Regionally advance planning and policy change to support processing, distribution and storage opportunities in the local food system

**Policy Target #3: Development/maintenance of storage/processing capabilities for local food**

<b>What is the Change?</b>	<b>Local Questions</b>	<b>Potential Key Players Local</b>	<b>State Questions</b>	<b>Potential Key Players State</b>	<b>Federal Questions</b>	<b>Potential Key Players</b>
Processing and storage of local food is a significant part of the regional food system	<p>How much food is consumed in each County?</p> <p>How much of this food is locally produced?</p> <p>What are the storage and processing capabilities of each County?</p> <p>What are the needs for local processing and storage capabilities?</p> <p>What are the barriers to local processing and storage?</p> <p>Who are potential local partners?</p>	<ul style="list-style-type: none"> <li>Local producers of food</li> <li>Local processors of food</li> <li>County Extension</li> <li>County Farm Groups such as Farm Bureau, Farmer's Union</li> <li>County Government: Board of Supervisors, Economic Dev, Health, Planning</li> <li>Private economic development such as Bankers</li> <li>Farmer's Market groups</li> <li>Food Retailers</li> <li>Institutions which buy food</li> </ul>	<p>Are there state incentives to increase processing and storage of local food? If yes, are they working? If no, what is needed?</p> <p>Are there federal stimulus dollars that came to the state that could be used for processing and storage of local food?</p> <p>Are there state barriers to local processing and storage? If yes, what are they?</p>	<ul style="list-style-type: none"> <li>Iowa Dept. of Agriculture, and Economic Development (Stephanie Wisenbach)</li> <li>State Legislators</li> <li>Farm Groups – Iowa Farm Bureau, Iowa National Farmers Union, Iowa Network for Community Agriculture, Practical Farmers of Iowa</li> <li>ISU Extension</li> <li>Iowa Food Policy Council</li> <li>Leopold Center for Sustainable Agriculture</li> <li>Drake Agricultural Law Center</li> <li>Iowa Community Vitality Center</li> </ul>	<p>Are there federal policies which increase local food processing and storage? If yes, what are they?</p> <p>Could these policies be improved? How?</p> <p>What are the federal policies which make difficult local food processing and storage? How should these policies be modified?</p> <p>How are federal incentives for local food production and new farmers in the 2008 Food &amp; Farm bill being implemented at the federal level?</p>	<p>Nat'l Sustainable Agriculture Coalition</p> <p>Community Food Security Coalition</p> <p>Nat'l Conference State Legislatures</p> <p>USDA</p> <p>USHUD</p> <p>Staff of Senators Harkin and Grassley; Rep. Braley &amp; Lathem</p> <p>Nat'l Farmers Market Groups</p> <p>Nat'l Farm Organizations</p> <p>Nat'l Farm to School Network</p>
<b>What might success look like?</b>	<b>How might we measure the impact? (draft)</b>	<b>What Activities will help us activate our Tactic, leading to policy and system change?</b>				
Increased number of local food processing and storage facilities	No. of local storage/ processing facilities supporting local food production Feasibility studies comp	<ul style="list-style-type: none"> <li>✓ Feasibility study on aggregation hubs</li> <li>✓ Feasibility studies on small scale processing facilities</li> </ul>				

**Strategy C: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.**

**Physical Activity and Built Environment Tactic:** Regionally increase youth and family participation opportunities, programming, and system/plans for physical activity and active play every day.

**Policy Target #4: Development/maintenance of infrastructure for walking and bicycling to and from schools in rural communities.**

What is the Change?	Local Questions	Potential Key Players Local	State Questions	Potential Key Players State	Federal Questions	Potential Key Players
Walking and bicycling infrastructure exists in communities for children and adults to use for local transportation	<p>How many children walk or bike to and from school?</p> <p>How many adults use walking or biking for local transportation?</p> <p>What is the infrastructure that currently exists for walking and biking?</p> <p>What is needed to improve the infrastructure for walking and biking?</p>	<ul style="list-style-type: none"> <li>• School board members</li> <li>• PTA</li> <li>• Wellness Policy Team</li> <li>• School Administration</li> <li>• County/City Dept. of Health, Planning, Public Safety, Transportation</li> <li>• Health Providers</li> <li>• Biking and Trail groups</li> </ul>	<p>Are there state policies regarding children getting to and from school as it relates to walking and biking? If yes, what are they?</p> <p>What are the state opportunities for funding for development and maintenance of walking and bicycling infrastructure?</p>	<ul style="list-style-type: none"> <li>• Iowa Dept. of Education, Iowa Dept. Public Health, Public Safety, Transportation</li> <li>• State Legislators</li> <li>• Iowa State Board of Education</li> <li>• Iowa Healthy Kids Task Force</li> <li>• Iowa Partners for Healthy Kids</li> <li>• State Associations for Physical Education/Activity, Sports, Health, PTA, Biking, Public Safety</li> </ul>	<p>What policies in the Transportation Bill relate to infrastructure for walking and bicycling?</p> <p>What are the federal opportunities for funding for development and maintenance of walking and bicycling infrastructure?</p>	<p>US Departments of Education, Transportation, Public Safety</p> <p>Nat'l Conference State Legislatures</p> <p>House and Senate Committees on Education and Transportation</p> <p>Staff of Senators Harkin and Grassley; Representative Braley and Rep. Latham</p> <p>Nat'l health, Public Safety and Physical Activity Groups</p>
<p><b>What might success look like?</b></p> <p>Increased number of youth walking or biking to school.</p>	<p><b>How might we measure the impact? (draft)</b></p> <p>Number of youth reporting walking &amp; # bikes ridden to school on Fall and Spring dates.</p>	<p><b>What Activities will help us activate our Tactic, leading to policy and system change?</b></p> <ul style="list-style-type: none"> <li>✓ Assessments</li> <li>✓ Educational Speakers</li> <li>✓ Safet Routes to School mini-grants in 6 target schools.</li> </ul>				

**OPTION: Year 2 or Year 3**

**Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.**

**School Food Tactic:** Farm to School: Grow a Farm-to-School program incorporating healthy local foods into school food programs while teaching people about nutrition and the local food system.

**Future Policy Target : Production of health promoting foods schools can purchase**

What is the Change?	Local Questions	Potential Key Players Local	State Questions	Potential Key Players State	Federal Questions	Potential Key Players
<p>Farmers are producing enough local food to meet demands of school districts which are now specifying and buying local foods for school food programs.</p>	<p>How much of the school food is currently from local producers?</p> <p>Is there enough food being produced if purchase demand increased?</p> <p>Are there barriers in production and with farmer working with schools? IF yes, what?</p> <p>Are there County incentives to increase food production for schools?</p> <p>If a school(s) has addressed this, how did they do it?</p>	<ul style="list-style-type: none"> <li>• Local producers of food</li> <li>• Food Service Director School</li> <li>• NIFF Coalition</li> <li>-----</li> <li>• School board members</li> <li>• Administration</li> <li>• Wellness Policy Team</li> <li>• County Extension</li> <li>• County Farm Groups such as Farm Bureau</li> <li>• County Government: Board of Supervisors, Ec. Dev. groups</li> <li>• Private economic development such as Bankers</li> </ul>	<p>Are there barriers to production of local food for school food programs? If yes, what?</p> <p>Are there state incentives to increase production of local food for school food programs? If not, can there be?</p>	<ul style="list-style-type: none"> <li>• Iowa Dept. of Education (Julia Thorius), Agriculture (Maury Wills), and Economic Development (Stephanie Wisenbach)</li> <li>• State Legislators</li> <li>• Iowa Farm to School Task Force</li> <li>• Farm Groups – Iowa Farm Bureau, Iowa National Farmers Union, Iowa Network for Community Agriculture, Practical Farmers of Iowa</li> <li>• ISU Extension</li> <li>• Iowa Food Policy Council</li> <li>• Leopold Center for Sustainable Agriculture</li> <li>• Drake University Agricultural Law Center</li> </ul>	<p>What federal policies are in place to increase production of local foods for school food programs?</p> <p>Is there a need for more policies?</p> <p>How are federal incentives from 2008 Food &amp; Farm bill for increased local food production being implemented in Iowa?</p>	<ul style="list-style-type: none"> <li>• Nat'l Sustainable Ag Coalition</li> <li>• National Conference of State Legis.</li> <li>• USDA</li> <li>• Staff of Senators Harkin and Grassley; Rep. Braley; Rep. Latham</li> </ul>
<p><b>What might success look like?</b></p>	<p><b>How might we measure the impact?</b></p>	<p><b>What Activities will help us activate our Tactic, leading to policy and system change?</b></p>				
<p>Increased number .of lbs. of local healthy food produced and procured by schools.</p>	<p>Lbs. and/or \$ of local food produced by farmers &amp; purchased by schools. # of farmers producing food for schools</p>	<p>Research and gather information which answers questions</p> <p>Meetings with key players</p>				

**OPTION: Year 2 or 3**

**Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.**

**School Physical Activity Tactic:** Provide opportunity for a variety of physical activity options before, during and after school time.

**Future Policy Target: Promotion of physical activity in school curriculum**

<b>What is the Change?</b>	<b>Local Questions</b>	<b>Potential Key Players Local</b>	<b>State Questions</b>	<b>Potential Key Players State</b>	<b>Federal Questions</b>	<b>Potential Key Players</b>
Children have daily physical activity of at least 30 minutes built into their school curriculum	<p>What are the physical activity curriculum requirements for each school?</p> <p>Who has the authority to set these curriculum requirements?</p> <p>Are there barriers to physical activity in the school curriculum? If yes, what?</p> <p>If a school(s) has addressed this, how did they do it?</p>	<ul style="list-style-type: none"> <li>Physical Education Teachers</li> <li>School Administration</li> <li>Youth</li> <li>Wellness Policy Team</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>School board members</li> <li>PTA</li> <li>County Dept. of Health</li> <li>Health Providers</li> </ul>	<p>Does the state get involved with physical activity requirements of each school district? If yes, how?</p> <p>Are there state requirements for physical activity for school children? If yes, what?</p> <p>What does the state allow local school districts to do with regard to curriculum?</p>	<ul style="list-style-type: none"> <li>Iowa Dept. of Education and Iowa Dept. Public Health</li> <li>State Legislators</li> <li>Iowa State Board of Education</li> <li>Iowa Healthy Kids Task Force</li> <li>Iowa Partners for Healthy Kids</li> <li>ISU Extension</li> <li>State Assoc. for Physical Education/Activity, Sports, Health, PTA, Public Safety</li> </ul>	<p>Are there national requirements for physical activity in schools? If yes, what are they?</p> <p>How does No Child Left Behind Legislation fit into physical activity goals/policies?</p>	<ul style="list-style-type: none"> <li>US Dept of Ed.</li> <li>Nat'l Conference of State Legislatures</li> <li>House Committee on Education and Labor</li> <li>Senate Education Committee</li> <li>National Health Groups</li> <li>National Physical Activity Groups</li> </ul>
<b>What might success look like?</b>	<b>How might we measure the impact?</b>	<b>What Activities will help us activate our Tactic, leading to policy and system change?</b>				
Increased number of minutes children have physical activity as part of their school curriculum	Number of Minutes of physical activity per student per school day	<p>Research and gather information which answers questions</p> <p>Meetings with key players</p>				

**OPTION: Year 2 or 3**

**Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.**

**School Physical Activity Tactic:** Provide opportunity for a variety of physical activity options before, during and after school time.

**Future Target: Promotion of school facilities use by children and the public outside school hours (Joint-Use Facility Agreements)**

<b>What is the Change?</b>	<b>Local Questions</b>	<b>Potential Key Players Local</b>	<b>State Questions</b>	<b>Potential Key Players State</b>	<b>Federal Questions</b>	<b>Potential Key Players</b>
Use of school facilities for physical activity by children and the public outside school hours	Does the school district have a joint use agreement and covenant with the community?  If not, what are the barriers?	<ul style="list-style-type: none"> <li>• School Administration</li> <li>• School board members</li> <li>• Wellness Policy Team</li> <li>• City Councils/Mayors</li> <li>• County Supervisors</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• Dept. of Health, Planning, Public Safety</li> <li>• Health Providers</li> <li>• PTA</li> </ul>	Is the state involved with policy or regulations regarding joint use agreements and covenants between local school districts and the community?  If yes, what are the policies or regulations?  If yes, do the state policies or regulations form barriers to local policies?	<ul style="list-style-type: none"> <li>• Iowa Attorney General Office</li> <li>• Iowa Dept. of Education, Iowa Dept. Public Health.</li> <li>• State Legislators</li> <li>• Iowa State Board of Education</li> <li>• Iowa Healthy Kids Task Force</li> <li>• Iowa Partners for Healthy Kids</li> <li>• State Associations for Physical Education/Activity, Sports, Health, PTA</li> </ul>	Are there any federal policies which help or hinder the instituting of joint use agreements and covenants at the local school district level? If yes, what?  Are there resources at the federal level that would help communities develop school yards into parks, etc? If yes, what are they?	<ul style="list-style-type: none"> <li>• National Coalition for Promoting Physical Activity</li> <li>• Nat'l Conference of State Legislatures</li> <li>• House Committee on Education and Labor</li> <li>• Senate Education Committee</li> <li>• National Health, Public Health and Physical Activity Groups</li> </ul>
<b>What might success look like?</b>	<b>How might we measure the impact?</b>	<b>What Activities will help us activate our Tactic, leading to policy and system change?</b>				
Increased number of school yards that have become community parks Increased use of school facilities such as the gym used by the community	Number of hours school districts gyms used for community active recreations and parks Number of communities with joint use agreements and covenants	Research and gather information which answers questions  Meetings with key players				

**Date: July 20, 2009**

## **Summary of Year 1 – 3 Strategies, Tactics & Policy Targets for the NE Iowa FFI:**

**Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.**

### **School Food and Physical Activity Tactics to be considered in Year 1:**

- Supports a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Farm to School: Grow a Farm-to-School program incorporating healthy local foods into school food programs while teaching people about nutrition and the local food system.

#### **Policy Target:**

- ✓ **Procurement policy which allows for geographical preferences of local food in schools**
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- Provide opportunity for a variety of physical activity options before, during and after school time.

#### **Policy Target:**

- ✓ **Development/maintenance of infrastructure for walking and bicycling to and from schools in rural communities.**

### **School Food and Physical Activity Tactics to be sequenced in Year 2 and 3:**

- Includes Tactics listed above for Year 1
- **Production of health promoting foods schools can purchase** (See Strategy B)
- Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure school food includes healthy, especially local choices.
- Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure snacks, concessions, fund raisers, vending machines and ala carte items include healthy and especially local choices.
- **Promotion of physical activity in school curriculum**
- **Promotion of school facilities use by children and the public outside school hours** (See Strategy C)

**Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.**

**Food System Tactics to be considered in Year 1:**

- Support a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Promote opportunities for existing and new producers to engage in the local food system.

**Policy Targets:**

- ✓ **Investment in new and existing producers who produce food for local food systems**
- Regionally advance planning and policy change to support processing, distribution and storage opportunities in the local food system.  
**Policy Target:**
  - ✓ **Development/maintenance of storage/processing capabilities for local food**
- Increase sale and consumption of local food on a local, regional and national level.

**Food System Tactics to be considered in Year 2 and 3:**

- Support a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Promote opportunities for existing and new producers to engage in the local food system.  
**Policy Targets:**
  - ✓ **Production of health promoting foods schools can purchase**
- Regionally advance planning and policy change to support processing, distribution and storage opportunities in the local food system.
- Increase sale and consumption of local food on a local, regional and national level.

**Strategy C: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.**

**Physical Activity and Built Environment Tactics to be considered in Year 1:**

- Build and support a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Regionally increase youth and family participation opportunities, programming and system/plans for physical activity and active play every day.

**Policy Targets:**

- ✓ **Development/maintenance of infrastructure for walking and bicycling to and from school in rural communities.**

**Physical Activity and Built Environment Tactics to be considered in Year 2 and 3:**

- Includes Tactics listed above for Year 1
- Regionally advance community planning and policy change to support spaces and places leading to destination sites for youth and their families to be physically active.

**Policy Targets:**

- ✓ **Promotion of school facilities use by children and the public outside school hours (See Strategy A)**