

Northeast Iowa Food & Fitness Initiative  
Winneshiek County Planning Team  
July 15, 2009  
Decorah City Hall  
Meeting Minutes

**PRESENT:** Brenda Ranum, Ann Mansfield, Sheryl Holien, Marissa Nordschow, Eric Nordschow, Ron Bullerman, Randy Uhl, Lyle Luzum, Lyle Otte, Johnice Cross, Elizabeth Kane, Liz Dovenberg, Deborah Bishop, Craig Mosher, Joann Hagen, Janelle Pavlovec and Donella Darrington.

**INTRODUCTIONS AND POLICY CHANGE:** During introductions, participants were asked to share what they believe is the most significant policy change they have observed since FFI began meeting two years ago. The following comments were offered:

- Completion of hard-surfacing the Prairie Farmer Recreational Trail has resulted in increased trail-related activity in Calmar. A food vendor has been added and parking lots near the trail seem to fill up on weekends
- The Calmar Farmer's Market is doing well
- Annie's Garden is expanding its business in Calmar
- Food & Fitness related discussions that were novel 3 years ago are now routine. There is a change of thinking and numerous small changes
- Regular producer meetings on local-food production have been held
- PlantPeddler in Cresco has converted significant greenhouse space from flower growth to vegetable growth
- 14 or 18 local school district administrators agreed to send representatives to a Regional School Planning Team to explore options for getting more local healthy foods and increased physical activity into the schools
- Luther College has committed to buying 35% of its food from local producers, if such sales are competitive
- GROWN Locally, which has 20 producers, is up about 90% in sales over '08
- A household garden was doubled in size from last year
- There are three, 4-H community gardens in the county
- Collaboration community to community, county to county and school to school as increased
- There is a positive change in foods offered in local schools
- There is an increase of local foods in local restaurants
- Outdoor recreational skills such as fly fishing, canoeing, etc. are being piloted in local schools
- There are significant plans for expanded Farmer's Market in Decorah

**REGIONAL TEAM MEETING:** The only discussion about the regional team activity was that the framework of the community action plan continues to be worked on.

**VIDEO:** Participants watched a 12-minute video clip of First Lady Michelle Obama talking to children who helped plant and grow the White House Garden. Her message of the importance of health and nutrition tied in closely with the NE Iowa FFI. The following comments were made after the video:

- The message that today's children are not expected to live as long as their messages is startling
- The first lady's message is similar to that of the NE Iowa FFI
- There is system change in more ways than through just Kellogg
- Safety is a huge issue for many in large cities as it relates to physical activity
- The nation is experiencing about \$120 billion per year in health costs related to obesity, heart disease, diabetes, etc.
- Obesity patterns are often detected for life by the time a child is age 8

**GROUP DISCUSSION:** Participants were asked, "If our success in the NE Iowa Food and Fitness Initiative was completely guaranteed, what bold steps might we choose?" The following answers were provided:

- Walking school bus routes
- After-school programs that aren't glorified babysitting
- Integrated curriculum K-12 about growing and preparing food
- There is a strong interest by youth in cooking healthy foods
- There is a trail system that goes all over the region