

NE Iowa Food & Fitness Initiative
Fayette County Planning Team Meeting Minutes
November 20th, 2008
4:00, ISU Extension Office, Fayette

Attendees: Maureen Johnson, Donna Story, Joe Organist, Kathy Guyer, Gale Bishop, Sheryl Struthers, Vicki Rowland, Deb Kahler, Barbara Ashby, Gordon Murray-John, Rod Marlatt, Meghan Powers, Dave Runyon, Daryl Grove, Martha Bartenhagen, Mandi Blagsvad, Sue Burrack, Karla Organist, Dan Burkhart

1. Committee Members shared someone or an organization that they had shared FFI information with:
 - Many state agencies, through a Great Places Presentation
 - Senator Harkin and aide
 - County representatives at Iowa Association of Counties convention.
 - Local Restaurants – who indicated that they are interested in purchasing locally grown food and would purchase even more if available.
 - Local shoppers @ Annie's and anyone else who will listen!
 - Senator Harkin's staff during a visit to our region.
 - 210 people – under the age of 7! – as part of a pumpkin class.
 - The public, through newspaper articles! An example of a local producer featured in the Newspapers of Fayette County was shared with the group.

Other items members wanted to share:

- A Luther Magazine featuring a story on the college garden.
 - A "locally grown" holiday CD is currently available as a fundraiser for Helping Services of NE Iowa in various county locations.
 - A partnership is in the works between one of our school districts and Nadings Apples – the kids really taste the difference!
 - The Child Nutrition Act is being brought back, hopefully this means more programs for vulnerable children.
 - Several committee members have been taking photos of indoor rec. opportunities.
 - Peake's Orchard had been completely bought out of Haralson apples by Luther College!
 - West Union Park & Rec is busy: looking to improve the tennis courts, build a rec. center, add 8 life stations to the walking trails at the rec. area, and organizing "Live Healthy Iowa" with the local hospital staff.
2. Thanks to Barbara, Mandi (Annie's Garden & Greens), and Dan for the food. We had a fabulous squash soup and plenty of bread, cheese and milk!
 3. Regional F & F Leadership Team Report:
 - Committee members were given the Regional Team Summary report for review. Extra detail was provided on several upcoming events currently being planned by the NIFF Coalition (www.niffcoalition.org).
 4. Looking at the VISION, Strategies and Draft Tactics, group came up with the following specific activities:
 - Strategy #1, Tactic #1:
 - Summer Day Camp w/ garden
 - Elem – High school "trade" courses including growing, cooking, kitchen "ServeSafe".
 - Elementary school field trips to learn about growing, picking and use of local foods.
 - School Gardens
 - Food service training – for staff and students (let students back into the school kitchen!)
 - Tie in FFA programs, kindergarten through high school
 - Strategy #1, Tactic #2:
 - Coordinate efforts to make change in policy – starting at a local level with school board and supervisors
 - A marketing campaign similar to smoking's "Just Eliminate Lies" that reveals the truth about "big" food.
 - Mandate a "Slow Food" class
 - Model Japan's student policy of working/volunteering somewhere.
 - Mandate a certain amount local food purchase.
 - Strategy #1, Tactic #3:
 - Provide local foods at events, make it easy by coordinating a "menu" of available local products and ensuring little prep work.
 - Require labeling to provide a choice to purchasers, could also include a contrast of nutritional value.
 - Promote CSA shares as a fundraising effort.
 - Strategy #1, Tactic #4:
 - Incorporate physical activity breaks into daily schedules
 - Incorporate physical activity in lesson plans

Our Vision:

NE Iowa is a unique place where all residents and guests of every age experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and communities.

- Afterschool playground supervision, supervised open gym
 - Walking School Bus
 - Afterschool programming
 - Strategy #2, Tactic #1:
 - Teach producers to work as a team
 - Provide an area in grocery stores for local food products
 - Provide financial assistance to producers to lower the cost to let people taste the difference.
 - Educate ag loan officers
 - Host a food expo
 - To encourage private investment (either new growers, processors, etc) need to be able to illustrate the return on investment
 - Fresh Food instruction – what does a chef look for?
 - Strategy #2, Tactic #2:
 - Seek out non-profits to write grants for groups of producers to use processing facilities or attend processing workshops
 - Build a processing center
 - Search for venture capitalists with similar values to invest in infrastructure.
 - Ensure that food moves from fresh to processed and then value-added. No waste.
 - Strategy #2, Tactic #3:
 - Develop a regional brand, pour money into marketing.
 - Encourage local food purchases by providing gift certificates or baskets of local products as prizes or gifts.
 - Promote the use of food stamps and other things that help low income residents purchase local foods.
 - Education on the benefits of local foods
 - Encourage local distributors to carry and promote local foods.
 - Need a coordinator.
 - Provide restaurants that feature local product with some type of recognition or designation
 - Strategy #3, Tactic #1:
 - Ensure safe routes to connect our communities.
 - Enforce existing laws – example, marked crosswalks
 - Require new codes/ordinances to include sidewalks
 - Get on City Councils
 - More education, advertisement, workshops
 - Strategy #3, Tactic #2:
 - 24/7 workout sites or gym room
 - Increase the number of new things like ice skating rinks, skateboard parks, bike sharing programs
 - Create something like an FFI Badge – similar to the Presidential Physical Fitness Award
 - Increase intramural sports for all – like midnight basketball – provide a special area for these activities
 - Hire a regional athletic director
5. Will these tactics help us to activate our vision?
- YES! Activities fit under a tactic somewhere.
6. Additional questions/items:
- What supports do local farmers have that want to implement activities that promote food and fitness initiatives? (written note)
7. Next Meeting January 15th, 2009. 4:00 – 6:00, ISU Extension Office.

Our Vision:

NE Iowa is a unique place where all residents and guests of every age experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and communities.