

**Northeast Iowa
Food & Fitness Initiative
April 2007 – April 2009**

Purpose:

Food & Fitness is a multi-year national initiative supported by the W.K. Kellogg Foundation that supports community approaches to create and maintain access to fresh, locally grown healthy food and safe environments for physical activity in order to improve and protect the health status of children.

Vision:

Vibrant communities that support families and their children by promoting a way of life focused on healthy food and physical activity and play.

Goal:

To create community environments that support healthy children, youth, and families by making available and promoting the procurement and consumption of local healthy food and the creation of space and structures for physical activity and play.

Northeast Iowa Food & Fitness Initiative Planning Team

Top Priorities

April 2007

Establish Food System: Production, Processing and Distribution System

- Provide producers and light-processing center to access food
- Connect communities with activities that bring different ages and talents together
- Encourage food distribution that promotes locally grown food.
- Health food store – more healthy foods (fruits/veg) available year round
- Local food system to supply school lunches
- Agreed to support Northeast Iowa Food & Farm (NIFF) Coalition in their efforts to grow a local food system, including the development of processing and distribution systems.

Assess & Build Fitness Infra-structure

- Promote Active Lifestyle - bike and walking trails
- Bike/hike from one town to another – access trail from community to community
- Fitness centers
- Gyms
- Safe places for children to go and learn and be active/eating healthy
- Focus on more/better outdoor rec. activities (Ex. Parks, campsite)
- Space, exercise programs accessible to all ages, family-friendly, and play
- Tie with Food & Fitness
 - Play and Recreation
 - Special Meal and Food Connections - tie with classes for cooking, canning, processing groups.

Education

- Multi-faceted Educational Campaign for entire community
- Get community to believe health is most important asset (changing people's perception)
- Determine what motivates people to take action (WIFY)
- Change the way people view health by creating awareness
- Build awareness thru education on cost savings and health benefits
- Promote healthy eating thru/via/with fundraising, cooking
- Raise awareness of residents – what's available locally?
- Educate how to food shop and cook local healthy foods
- Involve everyone (day care, churches, business) to become wellness role models
- Make (education) of our children's healthcare and well-being first; educate and participate
- Convince everyone that coming generations should be our biggest concern.
- Educate youth
- Educate community youth and parents

Create Policy/Wellness Change

- Review and improve school and after-school policies, wellness polices, food activities
- Review cities and work sites polices
- Encourage physical activity, local healthy food in school lunches and at local institutions
- Reduce reliance on cheap food
- Review all polices
- Motivate people to accept change

Northeast Iowa Food & Farm (NIFF) Coalition 5 county region



Web site: www.niffcoalition.org

List Serve: nefoodandfarm@iastate.edu

Mission:

To support the development and marketing of locally grown agricultural products to enhance the lives of local citizens.

Goals:

- Provide an opportunity for existing and new producers to diversify.
- Explore the development of regional processing and storage facilities to add value to all agricultural products in the area.
- Education - Increase sale consumption of locally grown food on a local, regional, and national level.

Current Assessments:

- **Institutional Survey** – Identify current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc.) within our region.
- **Household Consumer Survey Update** – Identify current and potential purchasing patterns of local food products on household consumers in our region.
- **Asset Mapping** – Identify fruits, vegetables, dairy, poultry and meat products are produced in our region; identify where current local food producers, institutions, processors and distributors are located in our region; locate where tourism opportunities exist
- **Economic Analysis** – What economic impact does growing these fruits, vegetables, dairy products, poultry and meat products have on our region?
- **Base-Line Survey** – What is the base-line sales of dollars locally grown food in our five county region?
- **Barriers/Challenges/Policy** – What are the barriers (local, state, and national) to growing and distributing food?