

## NIFF Coalition Report—Teresa Wiemerslage

August 2007

--Part of the Educational Campaign was to put weekly articles in the areas news papers related to local food. This series is called the Food & Fitness Connection. This week's article: **Grilling with Fresh Foods**  
<http://www.extension.iastate.edu/allamakee/info/ffconnection.htm>

- Have the NIFF members seen/read these articles?

--In the News—During the week of July 9-13, Waukon was featured in the Our Town Series on KCRG-TV. One of the articles presented was on the local food portion of the Food & Fitness Initiative and features the folks at Sunflower Fields (Thanks for letting us visit!).

Watch it here: <http://www.kcrg.com/ourtown/waukon/8579857.html> .

--Buy Fresh Buy Local: We have received 20 bags to use as gifts for community supporters to the BFBL campaign. We will also be receiving new clipart and marketing materials soon.

--Program: "Building capacity to engage Latinos in local food systems" is a program to provide Extension field staff and other agriculture professionals with the skills and motivation to support the efforts of new and established Latino immigrant farmers. Participants will gain experience and insight into cross-cultural communication and learn effective ways to find and reach Latino farmers. NE staff who have been nominated to attend this program are Teresa Wiemerslage, Craig Chase and Mark Storlie.

--The following Farmers Markets will be surveyed in August and September to ask their customers about the markets: Waukon, Harpers Ferry, Cresco, Edgewood, Guttenberg, Monona, Strawberry Point, Volga, West Union, Oelwein, Elgin, Decorah, Calmar.

- Would anyone be interested in helping? It requires a visit to market day to ask people to complete a survey on site. Information on NIFF, Food & Fitness and BFBL will be available. I will have everything ready in a packet. It is a great way to get to know the customers and vendors and to talk about NIFF and Food & Fitness.

--August 8: ISU Grad students will be touring NE Iowa. On their plan is to visit with Eric Nordschow, Lyle Luzum, myself and possibly Rick Burras in a panel-type discussion about NIFF. They are also planning to visit with Bob Jewel (just north of Decorah) later that morning.

--Work continues on the Feb 8-9, 2008: Women Adding Value to Agriculture (WAVA) conference, Hotel Winneshiek, Decorah. The focus will be on value-added agriculture and local food production.

--I am working on setting up two workshops in October to address serving local food to institutions.

- One workshop would be in the evening and would be targeted toward food establishments.
- The other workshop would be for food producers.
- The workshops would be led by ISU Extension staff from Ames.

--By the end of August, I hope to have a newsletter sent out to all the local food producers in the directory to update them on BFBL, the directory, educational opportunities, NIFF, MarketMaker, etc.

--And finally, the Food & Fitness Initiative has been keeping me very busy. We should have a separate website available soon. I am currently working on updating the listserves to control some of the spam that has been coming through lately. I hope the webcasts are valuable in those discussions. Please continue to send feedback!