

The NE IA Food & Farm Coalition met on August 30, 2007 at noon at the Winneshiek Medical Center. Twenty-eight members were present in addition to 7 members from the WK Kellogg TAP team.

A brief business meeting was held. The members reviewed the proposed assessment and education timeline. See attached.

#### September

- The final grant report on the Household Consumer Survey has been submitted to the Leopold Center and is posted online at [www.niffcoalition.org](http://www.niffcoalition.org) under resources, survey work.
- Finalize asset mapping report and create webcast. Eric said the report needs more data, there seems to be data missing. M. Storlie, E. Nordschow, M. Steen and J. Schadle will work on the missing items.
- Create webcast and post base-line report for Aug 06-07—Wiemerslage and Ranum will finish
- Complete producer/processor focus groups and develop draft reports. L. Rog, R. Uhl, A. Peake, G. Steinlage will work on this. Arion from ISU has processor info. J. Schadle reported that the governor is very open to health and wellness issues. She suggested we take the information to open forums for discussion. K. Jepsen has information from the SE MN Coalition. Should Mike Mamminga be invited to participate (IDALS)? Lora Freist has a list of processors from the Kellogg planning meetings last year.

#### October

- Begin creating the NE Iowa Story for Building a Local Food System. Angie Tagtow is available to help.

The remainder of the meeting was spent sharing our vision for a local food system in 10 years in NE IA with the TAP team members. Here is a summary of the thoughts.

- Engage more young people in farming
- While initiative becomes sustainable, producers making a living
- Removing the hurdles in direct marketing
- Consumer have a general understanding that no need to import all the food when we live in a very productive part of the world
- Producers have opportunity to think beyond producing for a global commodity market; service the local and global market
- Generational change is occurring; where is the land going to go? Will it benefit local economy?
- We become so educated that we become powerful in the face of large corporation with influence in law and agriculture.
- Continuing a legacy of local ownership, family agriculture, middle sized farms
- Family farms include diversity
- When we make a purchase, we make a vote. Food labeling is essential.
- Food with a face—connections to the producer; telling a story
- Runaway food system; industry is producing outcomes we never asked for; obesity, diabetes, funny food creations.
- Food security—problems increase with increased transportation;
- Lower energy cost on food distribution; ag needs to respond to the demand for energy efficiency
- Consumer education needs to occur about local food
- Fair margins for products
- Less advertising for junk products would be nice; we need to be able to provide a counter view, a new message.
- Building a community around food; preparing, eating, growing together
- Reinventing food culture
- Personal education is more effective than advertising.

- Impact that we need to make today economically—we have opportunities in NE because of culture, topographically, etc. Locally grown foods make environmental change. We have opportunity to take advantage of the LG food trend.
- As people keep talking about it, more and more people will start to listen.
- Most of farmers in NE are still big commodity farmers. We need to take baby steps to expand the food production.
- Need consumers buying, business fronts and retail outlets.
- Adoption/Diffusion curve. NIFF is at the front of the curve. We have opportunity to lead the way in IA, nation to see this as a different way of food usage. Vision=NIFF is the early adoptors of F&F and local food system.
- When people stay at home and work hard, they spend their money locally. Ie. Dairy farmers will buy supplies in town because can't leave the farm too long. As people become more attached to the land, it will keep us closer to home and build economy. Young people are starting to look at coming back to communities where kids are safe, etc.
- Local food builds strong families. Working side by side. Children at home with parents.
- Agriculture is work. Many times fitness needs are met.

Here are challenges mentioned by NIFF members:

- Current Farm Policy
- Development of Marketing Plan for initiative
- Marketing Plan/training for producers
- Telling the story-consumer message, who defines?
- Networking with other groups who are building food systems.
- Helping with funding, cash flow, banker education.
- System for engaging youth in food production

## Levels of Analysis and Change

(Shared by Debora Walker from the TAP team; based on VISIONS, Inc. Organizational Development Model for Organizational/Community Change)

### [Focus of Change Examples](#)

- 1) Community Building Around Food
- 2) Building Sustainable Local Food Systems

<u>Levels of Analysis</u> <i>(i.e. Challenges)</i>	<u>Levels of Change</u>	<u>Change Strategy</u>
Personal (i.e. Values, Beliefs, Feelings)	Personal (i.e. Values, Beliefs, Feelings)	Awareness/Education
Interpersonal (i.e. Behavior, Actions) Related to local food, coops, interaction, messages to each other about food	Interpersonal (i.e. Behavior, Action)	Conflict Resolution/ Problem-Solving/Mediation
Institutional (i.e. rules, policies, practices)	Institutional (i.e. rules, policies, practices)	Build Allies

Cultural  
(i.e. Beauty, Truth, Right)

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Build Allies/New Stories/  
Rituals/Media

Norms, values, what is right and beautiful; stories you tell, food rituals, need to have allies to change culture.

**Note:** Model can be applied to analyzing the personal, interpersonal, institutional, and cultural challenges that might be faced as you analyze Fitness, Food Systems, Communication, Diversity/Multiculturalism issues and evaluate for success using the four levels. Sustainable change occurs at the four levels not just one.