

Northeast Iowa Food & Farm Coalition -- August 2007

The NIFF Coalition met on August 2, 2007 at the Winneshiek County Extension office at noon with 18 members present.

Craig Tordsen from Iowa MarketMaker (<http://ia.marketmaker.uiuc.edu/>) was present to update us on this resource tool and answer questions. Market Maker is an interactive mapping system that locates businesses and markets of agricultural products in Iowa, providing an important link between producers and consumers.

The members a discussion time to answer the following questions.

1. What conversations have you had in the community recently related to local food production (selling or purchasing)?
2. What have learned recently related to local food production and/or consumption that could benefit our region's local food system? (Speakers, workshops, articles you've read)

A brainstorming session followed where members were asked to review, modify and add to proposed timeline for sharing future reports/learning, as well as bringing in resource speakers in for local food system stakeholders in the coming months. (See handout).

The following updates were available but not discussed. Meeting adjourned at 1:30 pm.

Assessment Committee Update:

Household Consumer Survey Almost Completed - County Summary Reports, with accompany Tables and Figures posted at <http://www.extension.iastate.edu/allamakee/info/niffsurvey.htm>.

Institutional Survey Completed – Executive Summary and webcast are available on the above page.

Asset Mapping Update – Mark Storlie will serve as a liaison with Tim Johnson, Iowa Farm Bureau in preparing GIS maps (anticipate reports by ? 2007). Our goal is to show stakeholders a snapshot in time of the local food system.

Economic Analysis – What economic impact does growing these fruits, vegetables, dairy products, poultry and meat products have on our region? Dave Swenson, Craig Chase and Angie Tagtow are working on this survey.

Base-Line Survey – This information will be completed in August and share report in September.

Barriers/Challenges/Policy Committee – The Leopold Center may form a group to begin looking at barriers/challenges related to policies that impact growing and distributing food for Iowa growers. Our Coalition also has a sub-committee to look at these issues: Don Elsbernd, Rich Lukes and Eric Nordschow. We suggest they work with Leopold Center's group and our Regional Food & Fitness Leadership Team to identify barriers (local, state, and national) related to growing and distributing food. Other volunteers should contact Brenda Ranum.

Producer/Processor Focus Group – Committee of Randy Uhl, Liz Rog, Al Peake and Gary Steinlage. Develop questions and meet with producers in August or September with report by September or October.

3. Future Learning Opportunities/Resources for Coalition & Others:

“Transitioning to Organic Course” to Be Available in January 2008 The Extension offices in NE IA are working on offering this program in our area.

August 25 -- Aronia Berry (Chokeberry) Field Day in SW Iowa

September 13th – 2007 NE Iowa Community Development Conference – “Small Towns on the Road to Success” with Local Development Breakout Sessions:

- Community Visioning and Planning – How and Why
- Local and Regional Trail Development – Design, Funding & Maintenance
- Local and Regional Food Systems Build the Local Economy – Examples and Opportunities Across Iowa – Rich Pirog, Leopold Center
- Generating Public Participation for Planning and Priority Setting in a Small Town

W.K. Kellogg Foundation Food & Fitness Initiative –County Planning teams continue to meet.

5. Funding Committee Report

Project Title: Building a Model Local Food System in Northeast Iowa – Part I - \$13,875

Sponsor: Iowa Department of Natural Resources/Leopold Center (Wallace Funds)

Project Period: 9/01/06 to 08/31/07 **Extension Request to 3/30/08**

Spent: \$2,000 **Remaining: \$11,139.45**

- Intern to assist with assessments– (\$3,000 - assist with Farmer’s Market surveys; producer focus groups; processor’s focus group)
- Subcontracts – (\$3,500 to Dave Swenson, ISU Extension Economist)
- Printing – \$962.60
- Honorarium/Services – \$1,250 remaining of 2,000 - to pay speakers/consultants fees and or assist with Focus Group Collection and Reports
- Postage – (\$201.85 remains of \$250) – max. of 641 letters to be mailed at .39 ea
- Other Direct – Other – (\$2,225)
 1. \$2,025 - for marketing purposes for costs related to publicizing data from the five assessments (news releases, flyers, radio, etc.) and updating the NIFF Coalition website (www.NIFFCoalition.org). (Kristine Jepsen)
 2. \$200 - for meeting expenses, such as food, room rental, etc.

Project Title: Building a Model Local Food System in Northeast Iowa – Part II - \$6,125

Sponsor: Wallace Center of Winrock International/Leopold Center

Project Period: 9/01/06 – 6/30/07 **Extension Request to 3/30/08**

Spent: \$3,515.00 **Remaining: \$2,060.00**

- Honorarium/Services – (\$2,000) - to pay Speakers or Consultants fees

- Other Direct – Other – \$60 remains of \$4,125 to use for meeting expenses
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Project Title: Alces Foundation Grant - \$3,000

Sponsor: Alces Foundation Through the Leopold Center's

Project Period: 8/01/07 – 3/30/07

Spent: \$0.00

Remaining: \$3,000

- Building Leadership Capacity – (\$1,000) – speaker or send NIFF member to a conference and that information is brought back to our region. (SW Iowa is bringing Carol Smith to their group and SE is bringing in Penny Brown. NIFF???)
- Team building and networking across groups - \$1,000 – Leopold Center will coordinate this workshop. There is a strong interest across the three groups to go with a "Market Your Message" workshop or event. What would be another topic of interest? (Policy, Processing, Appealing To New Growers, Pricing, Profits)
- Consulting Services of Kamyar (BFBL in Cedar Falls) and Angie (Nutrition Consultant) - \$1,000 or approximately 6 hours each. Angie is working with Dave Swenson and Craig Chase on our Economic Impact Study. Kamyar???

Next Meetings:

Thursday, August 29, 2007, Noon – 1:30 pm, Winn Medical Center

Thursday, October 4, 2007, Noon – 1:30 pm

Thursday, November 1st, 2007, Noon – 1:30 pm