

Minutes of the NE IA Food and Farm Coalition

The NIFF Coalition met on August 3 at noon at the Winneshiek County Extension office. Present: Eric Nordschow, Lora Friest, Liz Rog, Rick Burras, Dennis Hovden, Brenda Ranum, Rich Lukes, Randy Uhl, Teresa Wiemerslage, Lyle Luzum, Mary Steen, Craig Chase, Solveig Hanson, Al Peake, Larry and Diane Grimstad, Ann Mansfield. The minutes from the last meeting were approved.

Brenda updated the group on the funding received to date.

- \$8000 from the Leopold Center for the Assessments
- \$20,000 from the Regional Food Systems Working group for project development. We are the pilot community in the state. We need to create a plan for these funds.

The group reviewed the Assessment Summary. The following assessments are planned:

- INSTITUTIONAL SURVEY. Can be started any time. Contact your county coordinator to work out a schedule.
 - 3 page survey should be hand delivered to food establishments. Either leave the survey to be completed or complete it on-site. Data will be processed by Craig.
 - Teresa will send out a script for volunteers to use when contacting
 - County coordinator* and volunteers are:
 - Allamakee: Teresa Wiemerslage*, Solveig, Al and GROWN Locally
 - Clayton: Jim Hosch*
 - Fayette: Dan Burkhart*
 - Howard: Mary Steen*, Charlie Baier, Dennis Hovden (Ridgeway area)
 - Winneshiek: Brenda Ranum*, Eric N., Rick B, Larry, Randy and others
- HOUSEHOLD SURVEY. For extra money, CD-DIAL will be able to conduct a more comprehensive survey where county data can be pulled out from the massed data. Coalition members thought this was a good idea.
 - There will be meeting on AUGUST 8 AT THE DAIRY CENTER IN CALMAR, from noon to 2 pm to gather input for the survey. We need as much input as possible. Bring your friends. Meet at the Winn. Extension office at 11:45 am to carpool to Calmar.
 - The coalition approved \$1000 to be set aside to pay for mileage when delivering assessments. Mileage will be paid at \$0.34. Turn in mileage to Winn. Co. Extension. Reimbursement will be made on first come, first serve basis.
- ASSET MAPPING SURVEY. We need to ask the county Farm Bureaus to get Tim Johnson involved in this project. Mark Stock is Allamakee County president. Teresa will contact.
- ECONOMIC IMPACT SURVEY. This survey will be important to get the Board of Supervisors to buy into the project. Refer to the "5 a Day" study on the webpage where Dave Swenson published that if everyone in the state would eat 5 servings of locally grown fruit and vegetables every day, the economic impact would be bigger than all the ethanol plants combined.
- BASE-LINE CONSUMPTION DATA. This data will be important as we work to show local food consumption increase from 2% to 10%. This will be our baseline data. Coalition members pointed out that we need to define "healthy" and "locally grown" before numbers can be collected. Craig will work on this.

Grants submitted:

- USDA Farmer's Market Promotion Program, \$75,000—will know more third week of August
- DNR grant for Sustainable Regional Food System Development, \$50,000—will hear by August 10. Part of this money was to pay a coordinator.
- WK Kellogg Invitation for Letter of Intent. Rich Pirog showed the Kellogg people our Strategic Plan and they liked it. We received an invitation to submit a letter of intent to

- apply for funding to help us continue to develop our project. Six of 16 projects will be funded. We are the only rural area invited. If selected, the Kellogg Foundation will help us define our outcomes and help with our planning for 2 years (\$250,000 per year). THEN...Kellogg will invest in us for 5 years at \$300-500,000 per year to develop infrastructure, facilities, etc. There is the possibility of getting \$250,000 for two more years if needed. Brenda and Lora and a committee of people continue to work on this letter of intent. Over 50 people have provided feedback for this program.
- Teresa reported we have received \$1000 from the Buy Fresh, Buy Local program to complete the Local Food Directory. The group decided the directory should be dated 2006/07. Instead of printing on glossy paper, we will look into printing on newsprint and getting it into the newspaper circulation. Another requirement of this funding is that we host BFBL events in each county. The event in Allamakee County is Sweet Corn days on Aug 10. Information on the coalition and local food samples will be available.

The coalition talked about a spending plan for the \$20,000 RFSWG funds. The RFSWG will invest in us for 2 years and they want to see the processes we use—what works, what doesn't.

- \$1000 –mileage for volunteers to conduct surveys
- \$2000 –for marketing materials, logo development, brochures, etc
- \$2000—for local grants to producers
- \$8000—to fund the assessments
- \$5000—to pay for assistants or coordinator
- \$2000—to bring in speakers

Lora reported that we have been receiving requests to join the coalition. We need to be prepared. The group discussed starting the process to become formally organized and start looking at becoming a 501c3. Committee: Larry, Rick Eric. Brenda is going to work on a job description for the coordinator position.

Craig reported that the Community Vitality Center at ISU is willing to give us \$2000 for entrepreneurialism. The group talked about using those funds for organizational development.

Liz reported that over 80 people attended Ken Meter's presentation in Decorah on June 27.

Brenda, Erik and Lora will be giving a presentation to the RFSWG in Ames on September 1. Anyone interested in going should contact Brenda.

The next meeting will be Sept 6 at noon at the Winn. Co. Ext. office.

Submitted by Teresa Wiemerslage