

The NIFF Coalition met on September 6, 2006 at noon at the Winneshiek County Extension office. Present: Charlie Baier, Teresa Wiemerslage, Jackie Hahn, Randy Uhl, Eric Nordschow, Ann Mansfield, Liz Rog, Don Elsbernd, Brenda Ranum, Lora Friest, Mary Steen, Lyle Luzum, Jon Jensen, Solveig Hanson.

The group talked about the assessments.

Institutional Survey:

- Teresa will send script for people to use when delivering the surveys. There will be examples included. We need to remind participants that their answers will remain confidential and will be used in summary only.
- Each county needs to organize team and make assignments. Due Oct 1--Each county needs to send email to Brenda for # of copies needed.
- Surveys should be completed between Oct-Nov—November 30 back to Brenda
- Brenda will make a packet for each county. Includes: copies of surveys, mileage sheet, script, and postcards for participants to ask if they are interested in learning more or being contacted with the results.
- Suggested changes:
 - Brenda will ask Kathleen about the scale (1 to 10 or 1-5 or 7)
 - Question 6: should we distinguish between fresh, processed or frozen? How about other forms of processing? i.e. peeled vegetables, diced vegetables, meat by the piece, browned hamburger
 - What is definition of local food? Refer to Kamyar info (blue sheet). Keep it broad—let the participants use their interpretation.
 - Question 7—replicate the table in Q5 to use up empty space on the page
 - Question 5—purchases per year.

Household survey

- About 20 people attended the meeting on Aug 8 @ Calmar including many producers. We will email out changes to this survey this week to get responses by back by Sept 16. Lora, Ann and Eric will digest the comments and get them to Kathleen. Comments should be sent to Lora.
- Section b and c: % might be hard to figure—suggest number of meals per week based on 21. Ask how many meals are eaten.
- Dear Consumer instead of “parent” or “citizen”
- Section H: Add option—“Directly from local farmers”; add “CSA”; no acronyms i.e. WIC or CSA
- Eric reported that he met with Area Cattlemen and they are willing to raise \$3500 for the survey

Asset Mapping

- We have budgeted \$3500 toward Tim Johnson from Farm Bureau
- Kyle Holthaus (Winn County FB) and Jim Artes were lining it up
- County FB presidents and CEEDS should spend some time with him to arrange.
- Brenda will contact Jim Artes
- As a group, we need to determine what information do you want on the map?

Economic Analysis

- Dave Swenson will do the analysis
- NIFF needs to decide what the assumptions for the analysis will be. i.e. kind of meat; months of production; 2-4 scenarios
- Dave will tell us number of jobs (direct and induced); economic impact
- Craig told the group that we can move ahead with this assessment because the information will be independent of the information gathered from the other assessments.
- Craig, Jon, Solveig will work on this.

Base Line Survey

- See Black Hawk survey (blue paper). They just asked for sales for one day and extrapolated.
 - Possible places to ask: Oneota Coop, Grown Locally (sales to institutions), Spillville Locker, Luther College
- Total purchases: Jan to Dec 2005 or most recent year end
- 12-20 businesses surveyed. The overall feeling from the group was to gather as much information as possible—don't just focus on a few businesses.
- Survey will focus on what is purchased from 5 counties and surrounding counties
- The group talked about adding the \$ info from the institutional survey
- Can we convert the amount purchased into pounds purchased? We are looking for increases in poundage—not \$ increase because prices increase/decrease. After discussion the group thought this would be more accurate. Monetary values can be added to the data using current market prices.
- A card will be sent as follow-up to the institutional survey. NIFF members should ask businesses if they want to be listed on the blue sheet

Update on Grant Applications

- Our budget for the RFSWG funds has been approved. See the info from last month's meeting.
- USDA farmers market grant: We should know by end of Sept
- DNR grant: turned down through first committee; not likely to be funded
- Kellogg: waiting....
- Solveig and others submitted a proposal to Leopold Center to improve their website for Grown Locally. Leopold Center is interested in the development of software to be used for public use. They should hear by end of the month.

Staffing

Brenda talked about the possibility of a staff person to help with NIFF coalition work. There is a grad student at ISU that could help us with data analysis. Teresa reported that she will have a dietician intern in March that needs a project to work on.

Education committee: Lora, Brenda and Eric reported on the presentation to RFSWG in Ames on Sept 1. More than 50 people from all over Iowa were in attendance. It was a

diverse group. Common questions included: How do you get people to the table? Keep focusing in on what we have in common.

Other items.

- Brenda shared the info from National Public Radio.
- The Policy Committee (Randy, Rick, Eric, Larry will be meeting soon.
- Lora suggested we start a library of photos of local agriculture. The ISU grad student might be able to help us. The group agreed that this would help us tell our story. Jerry DeWitt has a slide show and Brenda has slide show we can post to the web. Everyone should bring photos to share to the next meeting.
- Upcoming events for the BFBL campaign include:
 - Taste of Local Harvest @ Oneota Coop
 - Taste of Agriculture with Chamber Ag committee in March.
- Lyle reported that Mark Halvorson from Harkin's office was very interested in our progress. Lyle talked to Halvorson at the RC&D annual meeting.
- Eric suggested that another benefit to local food production is the energy savings from transportation of food. Center for Transportation, DOT are looking for projects and they have money.

Submitted by Teresa Wiemerslage.