

The Northeast Iowa Food and Farm Coalition met on December 7, 2006 at noon at the Winneshiek county Extension office. Those in attendance: Teresa Wiemerslage, Brenda Ranum, Lyle Luzum, Charlie Baier, Liz Rog, Don Arndt, Connie Smith, Dan Burkhart, Ann Mansfield, Don Elsbernd, Larry & Diane Grimstad, Chris Blanchard, Mary Steen, Dennis Hovden, Eric Nordschow, Vince Spain, Darla Kelchen.

Ranum called the meeting to order at noon. She reminded everyone that the meeting room is available one hour before the monthly meetings for networking, etc.

1. Education Committee Update:

- Lyle Luzum's article in the Oneota Co-op's Scoop called "Hope Rises" was shared with the group. Please contact Liz to be added to the Scoop mailing list. LizCoop@oneota.net
- NIFF members presented at the Leopold Center's Marketing Initiative Workshop in Ames on November 6. Comments from those attending.
 1. Eric—Local consumption and processing of meat is new topic
 2. Mary—Interesting to hear what is being done and how we blend in. Tremendous amount of resources. The presentations from the day are posted at http://www.leopold.iastate.edu/research/marketing_files/workshop06/index.htm
 3. Ann—Proud to be from NE IA with the work we are doing. Lots of interest from the state
 4. Charlie—NE is the example for the state—the "gem". There are new grazing and organic projects occurring.
 5. Brenda—coming down the road: what are distributors looking for? Buyers and distributors want to meet with producers before planting starts. NIFF could facilitate these conversations.
 1. Transportation costs are being studied.
 2. Sam Beattie at ISU talked about their new light freezing processing process and trailer --(\$300,000).
 3. Discussed Farm to School program and the economic impact in the area
- Upcoming NIFF Presentations
 1. December 14--RFSWG – Update on NIFF Surveys and Kellogg Proposal (Brenda and Craig)
 2. January 27--Added Value Conference in Red Wing, MN, January 27 – (Craig, Brenda, Eric)
 3. June 28--Sustainable Ag and Food System Funders conference on June 28, 2007 – (Rich Pirog and Brenda) <http://www.safsf.org/>
 4. The group suggested that we pitch to Iowa Great Places group next time around. They have funding for trails, downtown improvements, community improvements.
- Report on Small Grants to Producers –NIFF Coalition has matching grant dollars available through the economic development directors for producers looking to start-up or expand food and fiber enterprises in our five county region (\$600 per county – maximum grant size \$250)
 1. Allamakee Update –3 applications in. Deadline Dec 15.
 2. Clayton Update—see attached sheet. 8 applications received. Awards went to Paul Young, Brandon Friedlein. Requested matching funds from Farm Bureau. There have been other inquiries.
 3. Fayette Update – 7 applications. Winners will be announced next week. They also have some revolving loan funds available.
 4. Howard Update – No report from Charlie
 5. Winneshiek Update - No report from Randy

- Community Vitality Center has \$2000. The group decided to use the funds for training for producers. For example, Clayton County is having MyEntrenet classes starting Jan 28. NIFF could be an invited speaker. NICC also is having business planning workshops this spring. The CVC funds could be used for scholarships in local conferences (include travel, lodging and registration). Connie and Brenda will work on the publicity for this opportunity.
- Web Site –Teresa reminded all to send member info to be posted.
- Lyle reported on the NICC community outreach portal. More information will be presented in the future.
- Update on State and Local Buy Fresh/Buy Local Campaign (Teresa) This report will be posted to the web.
- Eric presented info about credit cards at Farmers Markets. Vince and Teresa will work on getting info out to local farmers markets.

2. Assessment Committee Update:

- **Institutional Survey** – To identify current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc.) within our region.
 1. Data will begin to be entered by staff and interns during the month of December and January. Summary report will be completed in January. There is still time to turn in surveys!!
Returned # Surveys in each county
 - a. **Allamakee:** 21
 - b. **Clayton:** 29
 - c. **Fayette:**15
 - d. **Howard:**17
 - e. **Winneshiiek:**43
- **Household Consumer Survey Update**– Final changes have been made and the Extension Directors each have 15-20 pilot test surveys to complete in December. CD-DIAL will distribute the survey in January. Just prior to the survey being mailed, we will want to do a mass media campaign (radio, newspaper, web) explaining NIFF and asking people to complete the survey, when to expect it, how the results will be used, etc.
- **Asset Mapping** –Tim Johnson will be completing this survey for our Coalition beginning in January (estimated value \$4,000). Craig Chase will work with Tim to prepare him with information needed for this survey.
- **Economic Analysis** –Committee: Craig, Eric and Mary
Used food pyramid as a model. Dave Swenson will begin his work in January 2007. Data used from household survey. We are anticipating 3 scenarios:
 - adult and oldest child current consumption;
 - adult and oldest child 5 a day (including meat and dairy);
 - adult and oldest child 7 a day (including meat and dairy).

The assumptions on production and consumption patterns will be same as the previous studies completed by Dave Swenson. (assume fruits and vegetables are produced seasonally and heavily consumed in the summer to reach the consumption requirements for the year.) Meat and dairy will assume a smaller percentage of consumption monthly, but will be consumed year-round to meet consumption requirements.

- **Base-Line Survey** –Data is being collected from Institutions through the Institutional Survey.

Brenda gave an update on the W.K. Kellogg Foundation Food & Fitness Initiative application due Dec 11.

Next Meetings: **Thursday, January 4, 2007, Noon – 2:00 pm**
 Thursday, February 1, 2007, Noon – 2:00 pm

Submitted by Teresa Wiemerslage.