

## Northeast Iowa Food & Farm Coalition Meeting --February 1, 2007

### Survey Update – February 1, 2007

**Institutional Survey** – To identify current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc.) within our region.

- Over 140 surveys were returned. The data has been entered and Craig Chase has begun to analyze the data. (Results have been posted to the NIFF Community Portal)

### Household Consumer Survey

The test-pilot survey was completed with minimum of 10 people in each of the five counties. These test-pilot surveys were sent to Ames the first week in January. The survey was shorted and slightly modified. Survey should be out in late February. Results in May-June. Random 1200 families in 5 counties.

- Kristine Kopperud Jepsen (Web Content Coordinator at Luther College and Beef/Pork Producer with husband) to assist with news releases related to the Household Consumer Survey and eventually sharing data from the other surveys and Food & Fitness Team meetings in each county. We will use grant funds budgeted for this task. For the Household Consumer Survey, approx. two weeks 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. We have a total budget of \$3,150 for marketing and web site development for all surveys.

### Asset Mapping

Craig Chase, Eric Nordschow, Mary Steen, Jim Artes and Brenda Ranum met with Tim Johnson (Iowa Farm Bureau Research Analyst) to prepare him with information needed for this survey.

A sample map was shared with the members. Tim put a few layers together to show some of the data he has found from the DNR's website. We discussed creating the following scenarios:

- 1<sup>st</sup> – Map of Institutions in 5 county region interested in purchasing local foods
- 2<sup>nd</sup> – Map of Farms producing foods in 5 county region
- 3<sup>rd</sup> – Map of Processing Centers (light processing; meat lockers, etc.)
- 4<sup>th</sup> – Map of Trails/RV Parks where tourists would travel, consume food --- opportunity for food institutions to make connection to local foods from producers, healthy foods, safe foods, etc.
- 5<sup>th</sup> – We discussed listing where current distributors of food are located that serve our region to discuss how to market excess produce.

Recommendation: Check out [www.Localharvest.org](http://www.Localharvest.org). The producers are responsible to keep their entries updated. Comment: To keep it easy for producers, tie into existing databases (data sharing).

It was reported that the most googled article last week was NY Times, Unhappy Meals:  
<http://www.nytimes.com/2007/01/28/magazine/28nutritionism.t.html?ex=1327640400&en=7c85a1c254546157&ei=5088&partner=rssnyt&emc=rss>

**Economic Analysis** – (Committee: Craig, Eric and Mary)

Dave Swenson will begin his work in March 2007. He will need the information prepared by Tim Johnson to begin his work.

In summary, we are anticipating 3 scenarios:

- adult and oldest child current;
- 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.

- 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.

Craig Chase will work with Dave and we may need to hire Angie Tagtow (private consultant and former dietician for the Iowa Dept. of Public Health) to analyze data and connect to the new food pyramid.

**Barriers/Challenges** – Is it too early to form a committee to start looking at barriers (local, state, and national) to growing and distributing food? Some of the barriers will come out in the results from the Institutional survey. Once these are known, a committee will work on education of food safety.

### **Education Committee Update:**

#### **Presentations:**

- The next RFSWG Report is March 9, Ames. Any members interested in attending, contact Brenda.
- Presented at Added Value Conference in Red Wing, MN on January 27<sup>th</sup> – (Craig, Brenda, Eric, Solveig)
- Presented at Rural Vitality Meeting (Farm Bureau) in Calmar on January 30<sup>th</sup> – (Brenda)
- Updated new NE Iowa Dairy Foundation Director (Peggy Dierrickx) about NIFF on 1/30 – Brenda
- March 21: Winneshiek County Ag Luncheon, 11:30-12:15. Rock Springs farm will do a basket for a doorprize. Teresa will be there with a display and can do the 1 minute talk about NIFF.
- Lora presented to folks in Fillmore Co, Minnesota about NIFF because we have defined “local” as surrounding counties. Lots of interest.

#### **Other Items:**

- **Small Grants to Producers** –NIFF Coalition working with economic in each county awarded funds to producers looking to start-up or expand food and fiber enterprises in our five county region (\$600 per county – grants awarded were between \$100 and \$300). Economic Development Directors have been requested to submit a summary of the completed projects by the end of June. (Howard County has not awarded their \$600 to date.) Money should be coming soon to Ec. Dev. Office.)
- **NICC Community Outreach Portal Update** –Lyle Luzum and Teresa gave lessons and update prior to meeting– This web site can provide the following collaboration tools to the NIFF Coalition: message boards/discussion forums, calendars, task lists, address books, file storage, web bookmarks, and chat
- **Update on Farmer’s Markets using Credit/Debit cards** – Vince Spain. This is a program through Farm Bureau. Each individual vendor should get their own machine. Jane is interested in coming to talk to hard-core marketers, selling variety of food. Now people with food stamps can use it. Farm Bureau is picking up the transaction fee for one year. Don’t have to buy the machine, they will give you the machine and will train you to use. Fee for billing statement, etc of \$50 per month. Funding available through Oct 2007. To be listed in the statewide campaign, you need your application in by March 1. More information, Jan Walters, 515-281-3588. One month lag to get paid. They do a credit check (10 days).

- **Photos for Slide Show** – bring photos to Lora; photos will be posted in the NIFF portal - need permission from producers to use for marketing purposes of NIFF efforts.

#### **Financial Committee Update:**

- Regional County Farm Bureau Boards agreed to award NIFF \$2,200 from their “Wellness” dollars to assist with the coordination of the Food & Fitness Team Meetings in five county region - Brenda
- Update on Grant Proposals and project submitted on behalf of NIFF to Gaming Revenue Committees in region? - Lora
- Presentation to the Sustainable Agriculture and Food System Funder’s (SAFSF’s) 5<sup>th</sup> Annual Forum, June 25-28, 2007 in Des Moines, Iowa; Rich Pirog, Brenda Ranum and Ann Mansfield will present a concurrent session for funders on June 28, 2007 about NIFF’s effort to build a local food system in Northeast Iowa, explaining our connections/partnerships toward creating healthy communities
- Other grant/funding opportunities needed or being sought at this time on behalf of NIFF

#### **Update on W.K. Kellogg Foundation Food & Fitness Initiative** – February 1, 2007

Northeast Iowa **will be visited** by the W.K. Kellogg Food & Fitness Initiative Directors on **Tuesday, Feb. 20**. We are in the process of setting up small group meetings with the directors, with representatives from all five counties, as well as state funders.

Northeast Iowa submitted a full proposal for the Planning Phase of W.K. Kellogg Foundation’s new national Food and Fitness Initiative. (For the Planning Phase, the Foundation anticipates awarding six (6) communities individual grants of approximately \$250,000 per year for two years.)

In the proposal for the Planning Phase we listed NE Iowa RC&D’s Lora Friest serve as Co-Leader and Administrator; ISUE – Winneshiek County’s Brenda Ranum serve as Co-Leader and Convener; and Luther College serves as the Evaluator.

- Brenda Ranum (ISU Extension)
- Ann Mansfield, RN (Facilitator for Luther College and Winn. Co. Medical Center)
- Jane Schadle (Iowa Dept. of Public Health)
- A series of 3-4 strategic planning meetings in the 5 county region (Winneshiek, Allamakee, Clayton, Fayette and Howard) will start in January and be facilitated by Brenda, Ann and Jane.
- The expenses (travel, paper, postage, printing, food, etc.) are being subsidized by funding from the local and state Farm Bureau offices.
- Each county has nominated between 15-40 community members to serve on a Food & Fitness County Planning Team. These individuals will identify assets and barriers related to the procurement and consumption of healthy local foods, as well as access to physical environments and build structures for physical activity and play.
- A background video is being produced to lead-off the Food & Fitness meetings. Craig Chase will share a 5 minute summary about why agriculture is changing and why developing a local food system is a positive direction for NE Iowa. – (Share slides and information for input-- Blue handout.)
- These meetings are being coordinated with the help of the five county ISU Extension Offices, with assistance from Economic Development and Public Health. These meetings will be held between January 2007 and May 2007. See the schedule.
- Kick-off County Food & Fitness Team Meetings (open to the public):
  - i. Clayton – Feb. 8, 6-8 pm, Clayton County Extension Office, Elkader
  - ii. Winneshiek – Feb. 13, 4-6 pm, Olin Building 1<sup>st</sup> Floor Aud, Luther College

- iii. Fayette – Feb. 15, 4-6 pm, Fayette County Extension Office, Fayette
- iv. Howard – Feb. 15, 7-9 pm, Fortress Bank, Cresco
- v. Allamakee – Mar 13, 6-8 pm, Vet's Memorial Hospital, Large Conference Room, Waukon

Buy Fresh, Buy Local Report – February 1, 2007 – Teresa Wiemerslage

#### Local Food Directory

- A draft of the directory is almost ready to be mailed. The draft will be sent along with a letter asking for contributions.
- Funding has been requested from the community foundations in Allamakee, Winneshiek, Fayette and Clayton. Still need to submit applications for Howard County and Upper Mississippi Gaming.
- Please review the directory for any corrections or additions. **Corrections or additions should be emailed to [wiemer@iastate.edu](mailto:wiemer@iastate.edu) by MARCH 1.** We need your help!!

#### Intern

Brandy Strub has been busy working on several projects.

- She did most of the work on the community foundation grant applications.
- She entered the data for the institutional surveys.
- She did the local food directory layout.
- She will be writing 20 short news releases about local and fresh food to be released May–September
- She will be done with her hours the end of February.

#### Buy Fresh, Buy Local Campaign

We are one of 8 campaigns in the state.

The guidelines for the year have been signed. The biggest change is that there are no longer free memberships available for those who want to be listed in the directories.

Mallory at the state level has submitted 2 grant applications for BFBL Iowa with your organization listed as a collaborator--either as a coalition member, campaign or both.

The applications are to the Department of Cultural Affairs (Iowa Community Cultural Grants) and the Blooming Prairie Foundation. The project is a Culinary Tourism Initiative--"BFBL Iowa will encourage and coordinate culinary tourism in Iowa by working through regional food groups. We will identify and develop culinary tourism assets, participant networks, marketing materials, and model events." If funded we will continue to do what we already do--directories, events, report results to me, go to meetings etc, with a little more emphasis on tourism and some money to pay for part of the administration of it all. The requests are for \$24,640 from DCA and \$5,000 for match from BP for July 1, 2007 through June 30, 2008.

The next big event will be the Winneshiek County Ag Breakfast in March where NIFF and BFBL will have a display and hopefully the new directories!

**Women's Conference Update** – February 1, 2007 – Teresa Wiemerslage

The pre-proposal that we submitted to host a Women Outreaching Women conference in Decorah in 2008 was accepted and we have been asked to submit a full proposal. This would mean \$15,000 would be available for our conference which is one of three.

**Brief Description of Project:**

Women Outreaching Women is a collaboration of three Iowa groups with similar goals to help women connected to agriculture improve farm business skills, learn more about risk management, and explore other human resource risks. The groups will work together to offer three related conferences, each with its own focus: 1) Reality Outreach for Women (central Iowa), for women ages 40-60+, focuses on estate planning and proactive farm transitioning, 2) Local Food-Healthy Eating-Active Living (Decorah) targets women interested in local food system development and farm diversification, and 3) Overall Women (Iowa City/Cedar Rapids) addresses five risk areas relevant to rural women: production, marketing, financial, legal, and human. Working together, these groups will recruit statewide, promote networking opportunities, and leadership development. North Central Risk Management Education Funds will enable getting the best educators, market all conferences effectively, and do quality follow-up research.

**Describe Participant(s):**

According to the Census of Agriculture, today more than 15% of farmers and farm managers are women, compared to 4.5% in 1970. Furthermore, in the 2002 Iowa Land Tenured Study, 47% of the farm land is owned by women. In addition, women make up the majority of primary operators on small farmers with sales up to \$4,999. Young women in Iowa are embracing agriculture in growing numbers as evidenced by enrollment in Iowa State University's College of Agriculture (40%) and Iowa's FFA membership (35%).

"Women Outreaching Women" is an outgrowth of the efforts of the Overall Women Conference in eastern Iowa begun in 2005, the work of Iowa Women in Agriculture, and the Northeast Iowa Food & Farm Coalition. "Women Outreaching Women" will collaborate to target the various needs of women involved in agriculture throughout Iowa. By marketing their conferences together, they have the potential to reach more of their target audiences and develop new women leaders in Iowa agriculture.

Each conference will complement the other. Together, they will reach rural women of all age groups, from large to small operations, whether from "traditional" agriculture ventures, value-added, or diversified operations. The central Iowa conference, sponsored by Iowa Women in Agriculture, targets women, generally in the 40 to 60 age range, who are either farm partners or who will inherit farm land. The Overall Women Conference has a broader audience, targeting today's rural women involved in or affected by agriculture. They seek women of all ages interested in improving their decision-making skills related to their farm business and women interested in value-added ventures. The Northeast Iowa Food & Farm Coalition will offer the Local Food-Healthy Eating-Active Living conference in Decorah with an emphasis on women either engaged or wanting to sell products in their local food systems and women interested in improving the quality of life in their communities through better food and more active lifestyles.

## **Local Partners**

Because of the quick turnaround for this initial application, we quickly contacted our local partners. We expect this list to change, but here are the folks listed on the original application.

## **Project Team (local members only)**

### **Team leader and members:**

Linda E. Fischer, Benton County Extension Education Director, lefisch@iastate.edu  
April Hemmes, farmer and president of Iowa Women in Agriculture, tkaz@hughes.net  
Teresa Wiemerslage, Allamakee Co. Extension Education Director, wiemer@iastate.edu  
Judy Isaacson, ISU Extension External Relations Specialist, jjaacso@iastate.edu  
Brenda Ranum, Winneshiek County Extension Education Director, ranum@iastate.edu  
Mary Steen, Program Coordinator, steenm@portal.nicc.edu  
Kim Blanchard, producer, chris@rsfarm.com  
Bonnie Lapke, producer, bonnielapke@hughes.net  
Peggy Sparrgrove, producer, Dairy Activities Coordinator, sparrgrovep@nicc.edu  
Neil Shaffer, dairy producer, 563-547-3701, neil.shaffer.ia.usda.gov  
Connie Straw, FSA director, Howard County, connie.straw@ia.usda.gov  
Kelli Boylen, ag journalist, boylenover@yahoo.com  
Ann Mansfield, Lead Facilitator, mansan01@luther.edu  
Lora Friest, RC&D Director, lora.friest@ia.usda.gov  
Nikki Brevig, chamber director, director@decorah-iowa.com

**Total amount requested: \$45,000**