

**NIFF Coalition**  
**Proposed Assessment & Education Timeline**  
**September 2007 – March 2008**

**September 2007**

No NIFF Meeting (was held on August 29<sup>th</sup> instead)  
Submit final grant report on Household Consumer Survey to Leopold Center  
**Finalize Asset Mapping Report; create and post webcast (SUB-COMMITTEE:  
Eric, Mary, Craig,**  
Create webcast and post Base-line Report  
**Complete Producer/Processor Focus Groups & develop draft reports (SUB-  
COMMITTEE - Randy, Liz, Al, Gary, & Brenda)**

**October 2007**

**NIFF Coalition Meeting – October 4<sup>th</sup>**

- Share Asset Map Report and webcast
- Share Base-line Report and webcast
- Share draft Producer/Processor Reports

**Finalize Producer Processor Report & post webcast**

**Complete Economic Impact Survey & develop draft reports**

**Begin “Creating the NE Iowa Story for Building a Local Food System”**

- Why it is needed (legacy for future generations, stop run-away food system; economically sound for producer and communities, nutritionally sound, environmentally sound, sustainable, .....etc.)
- What we know about our local food system
  - Consumer Survey data
  - Institutional Survey
  - Asset Mapping Survey
  - Base-line Survey data
  - Economic Impact Survey
  - Producers/Processor Focus data
- What is needed to rebuild a local, regional, national food system
  - Producers (new and transitioning) – address options for how they can become involved and invest in local food production and marketing of food produced
    - Mentoring Groups
    - Potential Educational opportunities for Producers (web casts, workshop speakers, etc.)
      - Panel of Producers successfully marketing local foods
      - Speaker: Crane Apple Orchard
      - Adopt-A-Farmer/Adopt-A-Consumer Program
      - School-To Farm Program
      - How To Preserve Land & Environment for local market (discuss our topography – DNR)
  - Tell the “Local Food System Story” to Stakeholders (Producers, Processors, Distributors, Lenders, Policy Makers, Consumers, etc.) through Workshops, Town Hall Meetings, Presentations, Webcast, etc.
    - Discuss Policy to support local food systems

- Discuss Investment Opportunities for Local Food System
      - Production
      - Processing
      - Marketing
      - Distribution
  - Educate Consumers
    - How to prepare whole foods
    - Value and Difference in products (grass-fed, organic, etc.)
  - Institutional food buyers (including school food service directors) workshops/meetings:
    - Cost of local food and added value
    - What's available
    - How to prepare local foods

**November 2007**

**NIFF Coalition Meeting – November 1<sup>st</sup>**

- **Share & Finalize Economic Impact Survey;**
- **Review & Finalize draft of “Creating the NE Iowa Story for Building a Local Food System”**

**Create and post Economic Impact Survey webcast**

**Finalize and post – “Creating the NE Iowa Story for Building a Local Food System**

**Set-up meetings with Stakeholders (Producers, Processors, Distributors, Lenders, Policy Makers, Consumers, etc.) for January – March**

**December 2007**

**NIFF Coalition Meeting – December 6<sup>th</sup>**

- **Finalize meetings for Stakeholders**
- **Set up opportunities to Educate Consumers**
- **Set up meetings with Food Buyers (Jan. – Feb.)**

**Jan. – Mar. 07**

**Meetings with Stakeholders**

**Meetings with Consumers**

**Meetings with Food Buyers**

**March 2007**

**Finalize report for the Leopold Center**