

# Northeast Iowa Food & Farm Coalition Update

## September 2007



Web site: [www.niffcoalition.org](http://www.niffcoalition.org)

List Serve: [nefoodandfarm@iastate.edu](mailto:nefoodandfarm@iastate.edu)

**Mission:** To support the development and marketing of locally grown agricultural products to enhance the lives of local citizens.

### Goals:

- Provide an opportunity for existing and new producers to diversify.
- Explore the development of regional processing and storage facilities to add value to all agricultural products in the area.
- Increase sale consumption of locally grown food on a local, regional, and national level

### RFSWG Assistance Plan Objectives:

- 1) Research and produce a report that identifies current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc.) within our region.  
**Outcome: Institutional Survey** – Webcast and Executive Summary available at:  
<http://www.extension.iastate.edu/allamakee/info/niffsurvey.htm>
- 2) Research and produce a report that identifies current and potential purchasing patterns of local food products on household consumers in our region.  
**Outcome: Household Consumer Survey** – PowerPoint Presentation Summary, and County Summary Reports, with accompany Tables and Figures at  
<http://www.extension.iastate.edu/allamakee/info/niffsurvey.htm>

### Key Summary Points:

- **Results the Northeast Iowa Food and Farm Coalition predicted**
  - Consumers want to purchase more locally produced foods
  - Small percentage produce a portion of what they eat
  - Consumers are concerned about availability of high quality locally produced food products
  - Minimal awareness about locally produced foods and a reluctance to change
- **Results about purchasing interests**
  - Majority of respondents interested in buying locally grown/raised meat, vegetables, and fruit
  - 77% gave at least some importance to the statement “Offers fresh meats, dairy, or produce grown in my local area” when deciding where to purchase food”
  - 66% at least somewhat agree with the statement “willing to pay a little more for locally produced food”

- **Results about own food production**
    - 55% of respondents grow/raise their own vegetables
    - 17% of respondents raise at least some their own meat
    - 34% of respondents have obtained food for their household through local hunting or fishing
  - **Results about availability**
    - 48% at least somewhat agreed “Would purchase locally produced foods, but unable to find them”
    - 52% at least somewhat agreed with the statement, “Will go out of their way to purchase locally produced foods”
    - 76% of respondents reported they would be more likely to purchase locally produced foods if they were available in their local grocery store
  - **Results about awareness**
    - 71% had heard of locally produced food before receiving the questionnaire
    - Of those who had heard of this concept, 58% usually shop local, if available
    - On average, the farthest distance respondents are willing to travel to obtain locally produced foods is 30.1 miles
    - 51% of respondents strongly agreed with the statement, “I trust farmers/producers in my local area to grow and offer safe food”
- 3) Research and produce a report that identifies in dollars the base-line sales of healthy locally grown foods in our five county region AND research and produce a report that documents an increase of more than \$50,000 in community-based food sales during the life of this project.

**Anticipated Outcome:** Data has been collected. Below are the preliminary results that will be put into a webcast and executive summary by October 2007.

**Key Summary Points:** Indicators of increased procurement and consumption of healthy, fresh, community-based foods in the five county region of NE Iowa, including Allamakee, Clayton, Fayette, Howard and Winneshiek Counties:

- Two new restaurants, 5 established restaurants and 2 institution have begun buying and serving local food that were not serving in the past
- Increase in the number of local food events or activities where local food has been served and the number of people served.
- Increased the number of producers expanding and/or growing food and fiber enterprises in Northeast Iowa by awarding \$2,940 in grants to 14 producers throughout the 5 county region that was used as capital to leverage \$134,723.60 in funding for the following projects:
- **Increase of local food sales and increased membership by Co-op and regional CSA totaling over \$146,736 in total gross sales from August 2006 – July 2007:**
  - Oneota Co-op membership has grown by 350 members in the last 12 months.
  - Oneota Co-op selected 18 major local vendors and compared their sales of their product from 2006 to 2007 and the increase was \$15,288 (last year \$54,233, this year \$69, 521). This includes beef, produce, pizza, turkey, honey, bison, nuts, grains, and more. *It does not include the huge increase in our deli sales, which are a value-added product that features locally produced goods whenever possible.*
  - Information above also includes sales from 13 producers in a CSA, an orchardist, and direct market sales from a grass feed beef producer.

- 4) Research and produce a report that identifies fruits, vegetables, dairy, poultry, and meat products produced in our region,

**Anticipated Outcome:** Webcast and Executive Summary to be completed by November 2007

**Asset Mapping Report** - Tim Johnson, Iowa Farm Bureau is preparing GIS maps (anticipate reports by July 2007) to visually create the following scenarios:

- 1<sup>st</sup> – Map of Institutions in 5 county region that currently sell or are potential sites to purchase local foods (restaurants, schools, colleges, hospitals, etc.)
- 2<sup>nd</sup> – Map of Farms currently producing and selling food directly to vendors/consumers in 5 county region
- 3<sup>rd</sup> – Map of Processing Centers (light processing; meat lockers, etc.) in region
- 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.

- 5) Research and produce a report that identifies economic impact of growing of fruits, vegetables, dairy, poultry, and meat products produced in our region.

**Anticipated Outcome:** Webcast and Executive Summary to be completed by November 2007

**Economic Analysis** – What economic impact does growing these fruits, vegetables, dairy products, poultry and meat products have on our region? (Committee: Craig, Eric and Mary) Dave Swenson will begin his work this June 2007. He is waiting on the information being prepared by Tim Johnson to begin his work. In summary, we are anticipating 3 scenarios:

- adult and oldest child current;
- adult and oldest child consuming 5 servings a day (including meat and dairy);
- adult and oldest child 7 servings a day (including meat and dairy).

The assumptions on production and consumption patterns will be same as the previous studies completed by Dave Swenson. That is, we will 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. Craig Chase will work with Dave and we hope 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.

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**Thank You!**