

Northeast Iowa Food & Farm Coalition  
Minutes for August 7, 2008

Welcome and Introductions – What is new and good with you?

Teresa Wiemerslage, Lyle Luzum, Mary Steen, Ann Mansfield, Mike Gooder, Mark Storlie, Brenda Ranum, Dan Burkhart, Dan Lane, Don Arendt.

- NE IA Business Network gave us \$4000 to further develop a local food website
- SeedSavers has a new executive director, George DeVault with Rodale. Also connected with WKKF.  
[http://www.seedsavers.org/Pdf/SSE\\_Press\\_Release\\_George.pdf](http://www.seedsavers.org/Pdf/SSE_Press_Release_George.pdf)
- On-farm processing dairy processing workshop was held on July 2. 60 attended. 15 from NE IA. Would like more info on cheese making.
- 16 people from NE IA attended the FFI Networking conference in Detroit in June.
- At Plantpeddler—started planting tomato and vegetable seeds. Terry Shogren will be helping with the produce marketing side. Have planted strawberry baskets and primocane raspberries.
- Looking at Veriflora Certified Sustainable Grown: everything has to be holistic to be certified. <http://www.scscertified.com/csrpurchasing/veriflora/>
- Decorah received \$290,000 for trails
- Cucumber plants can survive 3 days under water
- Clayton county has a producer that is looking at a candling facility for eggs
- Should NIFF have gardens at each county fair? Farmers Markets?
- One strategy for the future will be to reinvigorate horticulture production at county fairs and with youth groups.
- Support local food and the fair foodstands
- Bike trail will be going in along Great River Road between Clermont and Elgin and also to connect Clermont to Hwy 150 at Calmar.

Gooder moved to approve minutes from July 3 meeting. Seconded. Motion carried.

Ranum shared the Financial Report.

**Project Title: Building a Model Local Food System in Northeast Iowa – Part I -**

**Sponsor:** Iowa DNR/Leopold Center (Wallace Funds)

**Remaining: \$3,650.87**

**Grant Ends: September 30, 2008**

- **Honorarium/Services – \$1888.82** to pay speakers/consultants fees and or assist with Focus Group Collection and Reports
- Used \$250 to cover \$20 scholarships for 11 people attending the Midwest School for On-Farm Processing sponsored by NICC and NIFF and \$30 for a NIFF booth (bill pending)
- **Will pay \$670** to pay an assistant to gather data for NIFF reporting and photos for 2007 & 2008 small producer grants
- **Will pay \$968.82** for NIFF co-sponsored Field Days (4) - \$100 will be paid to the 4 producers whose farm we will be visiting to assist with food expenses. The remaining \$668.82 will be used to help cover food and expenses incurred through the four field days and the meal for the Fruit and Vegetable Grower's Workshop with Don Dwyer scheduled for the last week of August.

▪ **Postage – \$201.85**

Max. of 480 letters to be mailed at .42 ea to promote F&F Field Days OR to bring in a speaker later this summer

**Other Direct – Other – \$1,360.20** for marketing purposes and food and room rental

- \$400.20 to writers, Sarah Marsh and Kristine Jepson to write stories on small producer grant program (June – August 2008)
- \$960 was spent marketing the Regional Buy Fresh/Buy Local Food Directory; producers and institutions contributed to the printing of this directory so that it will become sustainable in the future. (May 2008)

**Printing - \$200** Printing flyers for Field Days/Don Dwyer as a speaker for last week in August

**Project Title: Building a Model Local Food System in Northeast Iowa – Part II –**

Sponsor: Wallace Center of Winrock International/Leopold Center

Remaining: \$2,150.00 Grant ends – August 30, 2008

Honorarium/Services – (\$2,000) - to pay Don Dwyer for workshop at end of August

Other Direct – Other – \$150.00 for meeting expenses

**Project Title: Implementing a Strategic Plan for a Stronger Local Farm and Food Economy in Northeast Iowa**

Sponsor: Winrock International/ Leopold Center's RFSWG

Remaining: \$7,800 remaining of 10,000 Grant ends: August 31, 2009

- Intern - \$2,500
- Other Direct - \$7,500
- Printing - \$500
- Honorarium/Services - \$1,000
- Other - \$6,000
- Producer grants - (\$1K/county) *\$4,200 paid to 4 of 5 counties (Allamakee, Fayette, Clayton and Winneshiek) for 75% of producer grants; \$2,800 will be dispersed to Howard county producers and the producers from the five remaining counties when their final reports are received in Fall 2008*
- Food/room rental - \$1,000

**Project Title: “NE Iowa Food and Fiber Entrepreneur Educational Assistance Program**

Sponsor: Community Vitality Center Amount: \$2,000

Producer grant assistance - \$400 per county . \$300 paid for 75% of producer grants; \$100 will be dispersed to county producers from the five remaining counties when their final reports are received

**Project Title: “Northeast Iowa Food and Farm Coalition” website development**

**Sponsor:** Northeast Iowa Business Network

**Amount:** \$4,000

Mary moved to approve the financial report. Storlie seconded. Report approved.

### **Old Business:**

- Presented at the Plantpeddler Variety Trials on Aug 2 (Howard)
- Last week of August – Dairy Center, Presentation by Mike Gooder & Don Dwyer – Fruit & Vegetable Growing & Marketing Opportunities in NE Iowa; Developing a Business Plan for your F&V operation (no charge but RSVP) Mon, Aug 25 at the Dairy Center. Freewill donation that goes to food shelf. Share the Saudi Arabia local food system.
- Sidebar: Hazelton Produce Auction has their sale data on their website. Might be useful for production and price records.
- Sunday, September 14 – Village Creek Farm, 3:00 pm (Allamakee)
- Sunday, September 28 – Peake Orchards Farm Tour, 2:00-3:30 pm (Allamakee)
- Sunday, September 21 – Tir na n'og, 3 pm (Clayton)
- Linda Lucy from Harkins office is interested in having a focus group of producers from NE IA. More details to come.

### **Upcoming Events**

**Deadline: August 18** Discuss the Leopold Center's Summer 2008 request for proposals due August 18th. We've been strongly encouraged to submit a proposal on behalf of NIFF - there are more funds available this year than ever before and we do have projects that we could request funding. See the website below and click on Marketing and Food Systems RFP  
<http://www.leopold.iastate.edu/research/rfp/2008.html>.

**Deadline: September 10** Attached please find a revised special call for short proposals from Iowa-based collaborations that are leading food systems development efforts based in specific geographic areas. We are looking to add one or possibly two groups to our current set of four geographic-based groups in Iowa. Hold the September 22 RFSWG meeting date because if approved for some level of support we will be asking at least two members from your group to present to RFSWG as part of the process.

Gooder moved to submit proposals for funding for the food to farm projects. Seconded. Carried.

**Deadline: August 25** Annual report to the Wallace Center of Winrock International for our Value Chain Partnerships project.

1. Document increased sales - above the previous year - of fresh, healthy, local (community-based) foods from three food and farming businesses in at least two Iowa communities. Total overall increase at least \$30,000
2. Document additional baseline purchases from local producers in four Iowa communities or counties totaling \$200,000 over the baseline collected last year

3. Leverage \$100,000 in local resources for local food capacity building of producers and entrepreneurs across four Iowa communities or counties.

**FFI Planning Teams** will be reviewing the Core Theory of Success at their August meetings.

- August 14: Clayton County Planning Team, Stone School, Volga, 6-8 pm.
- August 20: Allamakee County Planning Team, 4:15-6 pm, Dining Center at Waukon Wellness Center.
- August 20: Winneshiek County Planning Team, 4:30-6:30 pm, Decorah City Hall Meeting Room.
- August 21: Fayette County Planning Team, 4-6 pm, Fayette County Extension office.
- August 27: Regional Planning Team meeting, 11 am to 2 pm, Decorah City Hall.
- August 27: Howard County Planning Team, Cresco Hospital, 6-8 pm.

**September 4:** Eat Local America Launch Night at Phelps Park, 6:30 pm

Oneota Coop is hosting **Eat Local America Challenge** inviting you to consume 80% of your diet from food grown or produced locally. Try it for a meal, a day or a week—you choose!

**New Business:**

Sept 24, Jeff Iles, Wendy Wintersteen will be visiting Plantpeddler.

**The Ninth Annual Iowa Venture Capital and Entrepreneur Conference**

Wednesday, October 15, 2008, Polk County Convention Complex, Des Moines, Iowa

**Conference Registration:** Registration information will be announced shortly and will be available at [www.iowalifechanging.com/register](http://www.iowalifechanging.com/register).

Reps from Plantpeddler will be going.

Meeting adjourned 1:47 pm.

Recorded by Teresa Wiemerslage.