

The NE IA Food & Farm Coalition met on December 4, 2008 at noon at the Winneshiek County Extension office with 24 people present: Teresa Wiemerslage, Craig Mosher, Carolyn Corbin, John-Paul Sipla, Bill Pardee, Diane Narum, Charlie Baier, Caleb Mattison, David Krieger, Larry Grimstad, Mandi Blagsvedt, Jacque Hahn, Karla Organist, Joe Organist, Gordon Murray-John, Johnice Cross, Eric Nordschow, Ron Prescott, Mary Steen, Mark Edelman, Craig Downs, Kyle Holthaus, Liz Rog, Craig Chase.

The minutes from November meeting were approved.  
The Financial Report was approved.

**Tip of the Month: US Food Market estimator** <http://www.ctre.iastate.edu/marketsize/Default.aspx>  
News release: [http://www.leopold.iastate.edu/news/newsreleases/2008/111708\\_market.html](http://www.leopold.iastate.edu/news/newsreleases/2008/111708_market.html)

Potato: The *potato* is known to produce more food *per* unit area of land planted. The average *yield per acre* is 260 CW = 13 ton/acre. NE IA consumes 1548 ton/year = 119 acres to feed NE IA.

### Old Business

- Producer Mini-grant reports are coming in. Still need reports from Colleen Ohrt, Jennifer Kohlmeyer. A summary report will be created when these reports are received.
- Eric contacted Mary Shepherd the editor of the Farmers' Market Magazine you had at the last meeting. She agreed to send extra issues for the NIFF group and some others I will place in our three store lobbies. If they print in time I will have them for Dec meeting if not January. Also she said they are looking for news and can be called and will cover things or send reporter at 1-800-959-3276 extension 8. Also I asked for advertisement rates etc in case anyone in the area is interested.
- Report on the Family Farmed Conference in Chicago. Attended: Dan Lane, Charlie Baier, Craig Chase, Lori Lukes, Mike Gooder, Stacy Bryant, Sharon Boardwell, Rachel Gooder. What is one thing you learned or one contact you made that will help us with our work in NEIA?
  1. Spent time with diners and restaurants. Do you know any producers in Iowa? Lots of people looking for local food (Chicago Diner, etc)
  2. Attended workshop where specialty stores only sold local food. Sometimes farmers deliver, sometimes store picks up. What is local? Varied answers. 70 miles- 7 hours driving. Usually next day.
  3. Triple bottom line concept. Everybody along the food chain makes money. Similar to domestic fair trade. Transparency is needed. Producer-broker-retailer.
  4. Vegetable producer growing in hog hoopouses (south of Chicago)—year around. Stand alone furnace with corncobs.
  5. People should definitely attend. Charter a bus next year.
- 6. NIFF or FFI should look into having a booth at the show.

### New Business

- Request from Luther College for networking opportunities with local food producers. Craig Mosher, Diane Narum, Caleb Mattison.

1. Luther is striving to be more sustainable. Creating a campus sustainability council. Craig is the chair. 4 committees: Food is one of the committees. Board of Regents set up a plan to source 25-35% of dining services food through local sources in the next 4 years.
2. One of the steps is to discuss the needs of Luther in 2009. Have developed numbers of what they need for quantities. Can we get product locally? How can we set a price that works for both parties?
3. ISU is doing a bidding process and setting up contracts. Would like to do a similar meeting. First part of meeting will be from the Luther perspective on needs. Second part of meeting will be open conversation on how to fit in the pieces for infrastructure, transportation and storage. Dec 16, 2 pm. Looking at meat, eggs, fruits and vegetables.
4. Teresa will send labels to Caleb for invitations. Need a press release. Include other institutions. Dan Zimmerman is the contact for Elma producers.

Bill Pardee was present to discuss storage possibilities. It might take the form of a an underground (hillside) giant root cellar/frozen food locker that could store locally grown unprocessed food such as potatoes, apples, carrots, cabbages, turnips, and beef, lamb, pork. (LEFSE: Low Energy Food Storage Environment).

- Recommended to form a team to investigate food storage opportunities. Would like to do a business analysis. Larry Grimstad, Caleb Mattison, Gordon Murrey-John, Joe Organist are willing to help.
- Zero Mountain, Ft. Smith Arkansas (Johnice has info). CTRE at ISU—Randy Beckanstat (Craig Chase has info). Liz Rog also has contacts to send.

Presentation from Community Vitality Center on the Iowa Microloan Enterprise program available to small farmers. Ron Prescott, Craig Downs, Mark Edelman.

- NIFF could have a MOA to open an account at a bank with NIFF Coalition trustees.
- Identify Technical advisors: SBDC, insurance, attorneys, ED, equipment dealers, etc.
- Adm fees include 2 pockets of \$500: \$500 for loan client and \$500 for the TA
- Committee of coaches is a good idea: Jacque, Johnice, Larry, Karla, Dave, Carolyn, Eric. Allamakee and Clayton needed.
- IML Will send a draft affiliate agreement. 2-3 months to work through the process.
- Would WKKF be a good source for loan loss account fund to leverage?

Producers interested in becoming certified to accept Famers Market Nutrition Program Coupons for Seniors and WIC need to send and email to Margaret Long to request at training site in NE IA (Decorah, West Union, Calmar).

Report from the Education Committee on upcoming events. First event is scheduled for Jan 8.

Discuss meeting schedule for 2009. Do the first Thursdays at noon continue to work? Yes. Might want to consider moving the meeting around the area.

#### Upcoming Events

Winter Regional Food Systems Working Group Meeting, 9:00 a.m. - 2:00 p.m.

Pioneer room of the Memorial Union at Iowa State University. Eric, Teresa and Brenda will attend.

<b><u>Dec 4, 2008</u></b>	<u>10:30am</u>	<u>NIFF Coalition Education Committee Meeting - Winneshiek County Extension Office</u>
	<u>12pm</u>	<u>NIFF Coalition Meeting - Winneshiek County Extension Office</u>
<b><u>Dec 9, 2008</u></b>	<u>7:30pm</u>	<u>Dairy and Meat Goat Informational Meeting - Northeast Iowa Dairy Foundation located 1 ½ mile south of Calmar on Highway 150.</u>
<b><u>Dec 15, 2008</u></b>	<u>9am</u>	<u>Winter Regional Food Systems Working Group Meeting - Pioneer room of the Memorial Union at Iowa State University</u>
<b><u>Jan 9, 2009</u></b>	<u>11am</u>	<u>Practical Farmers of Iowa Annual Conference - Marshalltown Community College</u>
<b><u>Jan 10, 2009</u></b>	<u>»5pm</u>	<u>Practical Farmers of Iowa Annual Conference - Marshalltown Community College</u>
<b><u>Jan 22, 2009</u></b>	<u>9am</u>	<u>Midwest Value Added Agriculture Conference - Mayo Civic Center, Rochester, MN</u>
<b><u>Jan 23, 2009</u></b>	<u>»4pm</u>	<u>Midwest Value Added Agriculture Conference - Mayo Civic Center, Rochester, MN</u>
<b><u>Jan 29, 2009</u></b>	<u>9am</u>	<u>Iowa Fruit &amp; Vegetable Growers Association Annual Conference - Sheraton West Des Moines Hotel</u>
<b><u>Jan 30, 2009</u></b>	<u>9am</u>	<u>Post Harvest Handling Conference - Sheraton West Des Moines Hotel</u>
<b><u>Jan 31, 2009</u></b>	<u>9am</u>	<u>Annual Farmers Market Workshop - Sheraton West Des Moines Hotel</u>
<b><u>Feb 6, 2009</u></b>	<u>12pm</u>	<u>Annual INCA Conference (Iowa Network for Community Agriculture) - Clear Lake, IA</u>
<b><u>Feb 7, 2009</u></b>	<u>»5pm</u>	<u>Annual INCA Conference (Iowa Network for Community Agriculture) - Clear Lake, IA</u>
<b><u>Feb 26, 2009</u></b>	<u>9am</u>	<u>20th Annual Organic Farming Conference - LaCrosse, WI</u>
<b><u>Feb 27, 2009</u></b>		<u>20th Annual Organic Farming Conference - LaCrosse, WI</u>
<b><u>Feb 28, 2009</u></b>	<u>»4:30pm</u>	<u>20th Annual Organic Farming Conference - LaCrosse, WI</u>
<b><u>Mar 21, 2009</u></b>	<u>9am</u>	<u>4th Annual Blazing a Trail Organic Conference - Cresco, IA</u>
<b><u>Mar 28, 2009</u></b>	<u>8pm</u>	<u>4th Annual Natural Living Expo - Polk County Convention Center</u>
<b><u>Mar 29, 2009</u></b>	<u>»9pm</u>	<u>4th Annual Natural Living Expo - Polk County Convention Center</u>

## **NEW LEOPOLD TOOL ESTIMATES MARKETS FOR 204 FOOD PRODUCTS NATIONWIDE**

AMES, Iowa -- While large food companies turn to focus groups, regional product testing and consumer surveys to explore future markets, the Leopold Center for Sustainable Agriculture has developed a simple on-line tool to help farmers, agricultural organizations, public agencies and local food and economic development groups get a "first look" at potential markets.

The new tool, called the U.S. Food Market Size Estimator, is available at: [www.ctre.iastate.edu/marketsize](http://www.ctre.iastate.edu/marketsize). Users can find the approximate demand for 204 food products in every county of the United States. Products include milk, cheese and dairy foods; fresh, frozen or canned fruits and vegetables; grains; and meat, fish and nuts.

"This is a simple tool with many uses," said Rich Pirog, associate director of the Leopold Center who worked with the Center for Transportation Research and Education at Iowa State University to develop the tool. "We think it will be used by producer networks to understand potential markets, by economic development groups to make a compelling case for local food systems, and to inform policy as it relates to increasing the capacity of local and regional food efforts."

The tool does not show actual consumption, nor does it account for seasonal or geographic differences in market demand for various foods. Instead, the tool uses information from the USDA Economic Research Service's Food Availability Data System, an annual estimate of the amounts of 204 food products available at a per capita rate in the United States. This per capita rate is combined with the 2007 county population estimates (from the U.S. Census) to determine a potential market for each food product at the county level.

Pirog said the tool might be used by farmers and other direct-market food producers to identify approximate market size in nearby counties or states when they make decisions about marketing, capacity and potential expansion. Government agencies and researchers might find the tool helpful in determining approximate food market size and impact of food production/processing on roads and other infrastructure, or for assessing economic impacts related to changes in food availability, diet and marketing. Possible scenarios might include selecting local purchasing targets for schools, retail, foodservice or other food markets at the county, state or national levels.

Pirog advised users to read the instructions and view a demonstration before using the tool. The project is part of the Leopold Center's Marketing and Food System Initiative, one of three program areas of the Center.