**Mission**
To develop a unique, inter-connected regional community that cultivates health through innovation and thriving economy.

**Vision:**
Grow Pleasant Hill is fostering a unique and creative suburb: promoting quality of life by:
- Partnering with our neighbors;
- Creating a space for food businesses to thrive;
- Offering creative opportunities for everyone to access healthy foods;
- Promoting wellness in education and project collaboration.

**Core Values:**
Collaboration and Partnership: community through relationships based on passion, expertise and skills critical to the development and sustainability for our regional transformation.

Inclusion: access to community food system components, regardless of income, race, gender, or location; encouragement of under-represented people to be leaders in decision-making processes.

Awareness: education and outreach about health, wellness and food systems that encourage all people to advocate and implement priorities.

Innovation and Creativity: creative and dynamic opportunities through innovative strategies that will enhance overall quality of life to live and play.

Economic Development: a suburb of choice; attracting residential development and promoting opportunities for businesses related to health and food sectors.

**Partners:**
City of Pleasant Hill
- Don Sandor
- Ben Champ
- Madeline Sturms
- Rick Courcier
- Kevin Umphress: Berean Church
- Barb Malone: City Council
- John Lerdal: Pleasant Hill Public Library
- Penny Thornsen: Parks and Recreation Commission
- The Homestead:
  - Ashley Bonell
  - Robbie Morris Riley
  - Kelly Hanson: IAEYC
  - Brittney Garvey: Riley Resource Group
  - Bob Riley, Riley Resource Group
  - Deb Calvert: Mid American Energy
  - Matt Eddy, Southeast Polk School District
  - Mark Ackelson, Planning & Zoning Commission
  - Andrea Love: Personal Chef
After reading the snapshot- please participate in the priority project survey: goo.gl/BSduLb

Table of contents

Community Food System Tactics:

Production

Backyard Gardens Grow your own, at home; integrate food plants with ornamental plants; promote healthy lifestyle by growing fresh plants or having small livestock in your backyard.

School Gardens Grow, Teach and Share; Students and teachers participate in activities in the environment and engage in growing food. This offers education to multiple disciplines; math, sciences, English, and nutrition.

Public Edible Landscapes Eat and play; community areas transformed to offer edible option; ranging from parks to sidewalks, organization talents to front porches, fruit trees and shrubs, annual vegetables and more.

Urban Farms Farm in the city; land maintains offer land, buildings and rooftops for growing food. This allows for local food outlets in the city, and new opportunities for farmers and consumers.

Rural Farms Sustainable Farms: Farms often operate at a larger scale than urban farms, and care essential to our food system for production and growth; promote environmental, and stewardship practices.

Agrhoods Live local and sustainable; an agrhood is a residential development that connects the community with nature and a food supply through gardening, farming and planned conservation spaces.

Transformation & Processing

Shared Use Kitchens Create and sell typically licensed commercial kitchens that allow for local food entrepreneurs to rent space for development of product for personal use or sales.

Brewery Drink local; brewery and tap rooms benefit local entrepreneurs and business opportunities.

Dairy Bakery Bake local.

Food Enterprise Centers Create food businesses; opportunities for entrepreneurial investments in local food, creating a well-financed, sustainable model for food entrepreneurs to create unique products.

Distribution & Marketing

Community Supported Agriculture Farm by membership; Community Supported Agriculture relies on membership supported farming, paying upfront to assist in fees with return of weekly product shares.

Farmers’ Markets Support your neighbor with your purchasing power; Farmers Markets operate in a transformed community space where local businesses sell farm products, crafts, and other unique items.

Public Markets Enhance opportunities to buy local. Near round markets provide space for growers and retailers to sell their goods; providing customers with high quality products while building community infrastructure.

Grocery Stores Buy local; Food purchases can happen at convenience stores, grocery stores, and health food stores. Within the local realm, a common goal of these stores is to offer local products.

Food Boxes Buy by membership: Offer multiple products from farmers (meat, vegetables, fruit, etc.) in a weekly box delivery, allowing customers easy access to local and regional food.

Food Trucks Restaurant on wheels; Food trucks offer a business model with relatively low start-up costs, that can transform a parking lot, street, or park into an eatery over breakfast, lunch or dinner.

Cooperatives Member owned, community driven; member owned businesses offering different high quality products from their members, educational and business opportunities, and support for local communities.

Consumption + Access

Restaurants Support farmers and food businesses, buy local; Local foods restaurants combine two opportunities to support local increasing farmer sales by buying product, and supporting local food entrepreneurs.

Food Trucks Restaurant on wheels; Food trucks offer a business model with relatively low start-up costs, that can transform a parking lot, street, or park into an eatery over breakfast, lunch or dinner.

Farm to School Promote local in schools; Procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening; kids have an opportunity to learn through hands-on experience.

Food Banks + Pantries Food access for all; Many food pantries serve partner agencies; pantries, soup kitchens, and shelters. Pantries offer needed food supply for all families, and typically take donations from gardens, etc.

Food Systems Policy Councils Develop sustainable community policy; collective group that of diverse members from activists to urban and rural planners, governments as partners to create local food initiatives and policy change.

Resource Management

Food Recovery Grow and Donate: Opportunities for donations from farm, garden, or other locations to donate food to people in need.

Community Compost Prevent Food Waste: Opportunities for food waste to be captured in institutions, residential areas or on farm and be turned into a useful resource of compost for resale or donation.

Conservation Programs Develop sustainable environments; conservation programs, pollinator habitats, and many other types of systems offer sustainable solutions for water and air quality and general environmental health.

Assessment Explanation

The snapshot assessment is formatted as an overview of input received from public meetings and coalition discussions about the community food system in Pleasant Hill. The snapshot highlights both existing projects and programs that currently exist, as well as interest from new partners for collaboration. After reviewing this document, our goal is to have you help in the decision making for creative food system development projects.

The following sections will include:

- Abstract of each sector: production, transformation, distribution, consumption, and waste
- Abstract for each key impact area: health, equity, education, policy, and community and economic development.
- Snap Shot of each tactic within the sectors
- Votes: include on-line survey and facebook page; bullets include input from surveys and public input session.
Food sector that contains transformation or processing of food. This includes community projects, businesses, and organizations that offer preparation of fresh food products for markets, including processing, packaging, labeling and marketing of food.

Amend Packing Company- Des Moines, Iowa:
For over 100 years, Amend Packing has served quality beef that includes: dry aged beef, beef halves, beef front and hind quarters, and custom beef processing.

Need area that CSA users can share and put it together

Pleasant Hill Community Garden
The community garden is at full capacity for rent, and offers plots for individuals and families looking to garden; there is currently a need for additional community garden plots.

Community Gardens that exist are full and I, personally, would be interested in a plot or, perhaps, two

Need more education on effective methods to garden in small spaces

Personal chef looking for space to expand business

Food sector that contains production of food from small scale gardening to large scale commodity crops. This sector includes community projects, programs, businesses, farming etc. that involve raising of food (gardening, hunting, fishing, foraging and farming) of food.
Create a food hub near Copper Creek Lake that serves many purposes—shared-use kitchen, edible landscape, community gathering space, an attractive place for people to hang out.

Great Caterers of Iowa is a catering company that works with surrounding communities to offer unique meals; they will cater locally sourced products when available.

Iowa Food Cooperative: Drop Site, Pleasant Hill
Available every other Thursday from 5-6 pm at the Pleasant Hill library. The Co-op offers an online grocery store of local products that are delivered to you on a bi-weekly basis.

Food sector that pertains to the distribution and retail of food products. This includes community projects, businesses, and organizations that involve distribution and retail, such as: wholesale, distribution, warehousing, transportation, restaurants and retail markets of food products.

Food sector that pertains to food access and consumption. This includes community projects, businesses, and organizations that involve education, preservation, preparing, food assistance, and building awareness of food.

I would support a farm to table, local restaurant
https://www.facebook.com/Great-Caterers-Of-Iowa

We lived in OKC, watched them grow a food truck park over the past 3 years. Great sport for family entertainment and supporting local small businesses.
Food sector that pertains to waste and nutrient management. This includes community projects, businesses, and organizations that promote recycling, reducing food waste, recovering, reusing, and composting food products or promoting other natural methods of waste recovery and nutrient management.

Caring Hands: A food pantry that offers individuals the opportunity to receive free food when in need. Individuals and organizations can donate to the program and offer their fresh produce and other products.

Community compost: I have lots of food scraps and would like to not throw away.

Would sense possible with open land near and a population with many retirees, that a garden to supply a food bank would be a viable possibility near pleasant hill.

Personal Comments + Notes:

- Resource Management
  - Food banks
  - Composting
  - Gardening
  - Farming
  - Fishing
  - Hunting
  - Foraging
  - Energy recycling
  - Conservation
  - Food rescue
  - Reduction
  - Value-added processing
  - Freezing
  - Canning
  - Packaging
  - Aggregation
  - Transportation
  - Marketing
  - Sales:
    - Direct
    - Wholesale
    - Institutional
    - Retail
  - Consumers:
    - Individuals
    - Institutions
  - Food banks
  - Preparation of meals
  - Equitable access
  - Food security
  - Health
  - Education
  - Wellness
  - Social equity
  - Economy
  - Environment
  - Policy

- Caring Hands: A food pantry that offers individuals the opportunity to receive free food when in need. Individuals and organizations can donate to the program and offer their fresh produce and other products.
### Overall Food Insecurity Rate

<table>
<thead>
<tr>
<th>County</th>
<th>Overall Food Insecurity Rate</th>
<th>Child Food Insecurity Rate</th>
<th>Estimated number food insecure children</th>
<th>Likely ineligible for federal nutrition programs</th>
<th>Income-eligible for nutrition programs</th>
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<tbody>
<tr>
<td>Polk County</td>
<td>12.5%</td>
<td>17.6%</td>
<td>19,870</td>
<td>44%</td>
<td>56%</td>
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</tbody>
</table>

### Des Moines

- **District Enrollment**: 31,939
- **Eligible Free Lunch**: 19,649
- **Eligible Reduced Lunch**: 4,013
- **Free or Reduced Lunch**: 23,662
- **Eligible Free and Reduced Lunch**: 74.08%
- **Average cost of a meal**: $2.82

### SE Polk

- **District Enrollment**: 6,723
- **Eligible Free Lunch**: 1,615
- **Eligible Reduced Lunch**: 287
- **Free or Reduced Lunch**: 1,902
- **Eligible Free and Reduced Lunch**: 28.29%

### Iowa

- **District Enrollment**: 481,588
- **Eligible Free Lunch**: 164,985
- **Eligible Reduced Lunch**: 33,900
- **Free or Reduced Lunch**: 198,885
- **Eligible Free and Reduced Lunch**: 41.3%

### Additional Money Required to Meet Food Needs in 2011

- **Polk County**: $27,266,000

### Average Cost of a Meal

- **Polk County**: $2.82

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### Interviews in School System: Matthew Eddy:

Students currently assist with entrepreneurial projects like mowing, etc. They also can be placed in projects for experience; SE Polk has 2100 students in HS. Current projects include: Greenhouse: SE Polk currently having product go back into school; Aquaculture: Aquaponics-Iowa First; Annual plant sale- plants: Mitchellville and Altoona.

There may also be opportunities to collaborate with the FFA: there are 150-175 students each year - vernacular for FFA to promote curriculum + engage in learning opportunities.

### Amy O’Hearn:

Director of Food and Nutrition for SE Polk: 8 elementary schools, 2 middle schools, and 1 high school. Currently do not have school gardens, but if teachers or principals wanted to, they could add them. Is interested in doing more farm to school stuff or food rescue programs in the future.

### Iowa Association for the Education of Young and Children

Creating a coalition of state-wide partners to implement a farm to school model in elementary or pre-school classrooms.

### Existing Programs:

- **School Districts**: Southeast Polk and Des Moines
- **Altoona Kids Cafe**: Serves lunch to SE Polk kids during summer hours.
- **DNR “Edible Outdoors” Program**:
- **Fresh Conversations (Aging Resources of Central Iowa)**: exercises, recipes and games for older adults
- **SE Polk FFA**: Aquaculture, Flood Table Irrigation, Hydroponics, Ag Biotech Lab
- **SE Polk Ram Garden Club**: 26,000 square foot garden in 2014- donates to Caring Hands.

### Interviews in Policy: Mayor Sara Kurovski

How does local food system development relate to the new comprehensive plan? Can this help with policy and planning? How do we deal with urban chickens? What are the opportunities for community chickens—code issues and policy issues?

### There is an existing Political Action Committee that advocates for food political activity and is interested in current issues.

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### Social Equity

Offering same status and equal access to social goods, services, property, freedom of speech; including equal opportunity for access to a healthy and good quality of life.

### Polk County: 30% of Polk County Have a 30% Low Access to Grocery Stores According to USDA. However, Fareway and Hy-Vee in Pleasant Hill Are WIC-Approved Vendors.

<table>
<thead>
<tr>
<th>County</th>
<th>Food Insecurity Rate</th>
<th># of Food insecure people</th>
<th>% below SNAP threshold of 160% poverty</th>
<th>% between 160-185% poverty</th>
<th>% above other nutritional program threshold of 185% poverty</th>
<th>Additional money required to meet food needs in 2011</th>
<th>Average cost of a meal</th>
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<tr>
<td>Polk County</td>
<td>12.5%</td>
<td>55,630</td>
<td>52%</td>
<td>5%</td>
<td>43%</td>
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### Iowa Department of Education 2017

- **District Enrollment**
- **Eligible Free Lunch**
- **Eligible Reduced Lunch**
- **Free or Reduced Lunch**
- **Eligible Free and Reduced Lunch**

### Interviews in Equity and Access: Caring Hands:

A collaboration between 10 church ministries that assists SE Polk and Bondurant Districts as an emergency food pantry and clothing site. The site has storage with refrigeration, freezer, and dry storage space. Master Gardeners, farmers and business can donate product. They would like to expand to a satellite location in Pleasant Hill with more area to include healthier food choices.

### Altoona Kids Cafe:

Offers summer school programming with USDA school lunch program. Fireside Grill and Sugar Shack help provide meals for kids. Over the last 3 years have expanded from 60 kids/ day to over 120 students. The program offers transportation for students with 9 different pick up locations. They are currently looking to build upon their 2 hour daily program and are looking for program partnerships for consistent programming, curriculum ideas, and training opportunities for educators.

### Growing Bolder:

Connecting seniors to nutritional programming. Seniors have talked about constraints with transportation, language barriers, and cultural needs. Also work with SNAP:C to offer senior nutrition component, and have Senior vouchers for Farmers Markets.
**ECONOMY**

wealth and resources of a community or region that relate to the development and consumption of goods and services

**Interviews with Economic Development:**

**East Polk Innovation Collaborative (EPIC):**
Serves Pleasant Hill, Mitchellville, Bondurant, and Altoona.
Current Programs:
Home Base Iowa: Offer retail incentives of 10% off for veterans, and Pleasant Hill is a Veteran friendly community
Business Retention and Expansion Program: Helping with the growth of current businesses and providing incentives for additional training or grants and loans. They work to advocate for businesses and network with local developers

**Agrihood Development: Trenton Grundmeyer and Happe Homes:**
Partnership with several entities in central Iowa- looking to develop property in Pleasant Hill or surrounding suburb of Des Moines for a neighborhood development around farm and open space Currently have talked to Veterans in Agriculture, Beginning Farmer Center, SE Polk, and many other partners for collaboration. Happe Homes is the current proposed developer for Trent’s vision. Next steps are to reach out to landowners.

**City of Pleasant Hill**
Would like to see Community Economic Development programs
Ideas include: Food Truck showdown, event, etc.; restaurants, farmers market expansion, and potential development including food systems programming
How do you build programming - what is the process or barriers to entry for unique, place-based businesses?

**Mid American Energy:**
Regional Economic Development Representative: seeks to have an economic advantage and highlights safety, education and STEM for specialty project funding
May also fund economic development potential for region
Highly networked among businesses in the region

Many existing partnerships can drive the development of new businesses or neighborhood developments in Pleasant Hill to reach the vision that Grow Pleasant Hill has- to become a unique, inter-connected regional community that cultivated innovation.

**WELLNESS**

health status of a community, and individuals that live in it, as it relates to access to affordable and effective options for quality of life.

**Community Health Needs Assessment**
Polk County Priority Goals:
Promote Healthy Living:
“Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

**Interviews with Wellness**

**Unity Point**
Connection to Unity Point Clinics- potential partnership on nutrition education, and expansion of programming; generally would like ot be more involved in place-making in communities
Sharing the social benefits of gardens:
- potential to co-locate gardens with mental health services; opportunities for social connections

**Healthy Altoona Partnership:**
Offer Bountiful Baskets Food Box program
Started a community garden and kids club in Altoona

Environment and Wellness have direct ties in regards to connection to outdoor spaces and recreation or healthy living. Input sessions eluded to the desire for additional educational programs regarding both production and wellness activities.

**ENVIRONMENT**

Built and natural surrounding conditions that include both natural environment and built space in which a person or animal lives

**Pleasant Hill currently offers a community garden, but there is need for expanded infrastructure for more plots**

**Pleasant Hill has 6 parks, with less than half within a 1/2 mile walking distance**

**Pleasant Hill is part of the Fourmile Creek Watershed Study- of which one of the top goals is to support productive land use**

**Also a part of Mud, Camp, Spring Creek WMA**

**Interviews with Environment:**

**Snyder and Associates:**
Four Mile Creek Greenway Master Plan: what else should occur in the area? Will include regional trains and public access areas, educational opportunities, habitat protection, and economic development

**Polk Soil and Water Conservation:**
Organization placed on watershed- work closely with NRCS and FSA
Have employees that work with both rural and urban populations on watershed management
In regards to greenbelt- would like to see some acres put in for specialty crop production
### Backyard Gardens

An area individually owned, typically in a residential neighborhood that is part of a personal yard. Gardens can be utilized for various growing purposes and can also be shared among neighbors if appropriate. They promote personal access to food and aesthetic, beautiful spaces.

**Public input:**
- Education on how and where to start gardens in my yard
- Community compost- I have lots of food scraps and would like to not throw away
- Of course, everywhere: Victory gardens ReDUX- make it fashionable and affordable
- How to garden topics

**Potential Community Impact:**
Hosting educational programs for gardens for gardening, composting, and nutrition would assist in many different community impacts for improved wellness.

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### Community Gardens

A public garden that promotes a cross section between public and private entities open to all, or identified users for food access or educational opportunities. Community gardens can be created in a diverse spaces including: rural and urban settings, vacant lots, pocket parks, and local business plots.

**Public input:** (1 Vote | 3 Votes)
- Need more education on effective methods to garden in small spaces
- Next door to Apartments (make a part of zoning requirements): good for apartment dwellers
- Community Gardens that exist are full and I, personally, would be interested in a plot or, perhaps, two
- More options for community gardens
- Expand the Community Garden to include perennial beds like strawberries, raspberries, etc.

**Potential Community Impact:**
Community gardens have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs.
**Urban Farms**

Urban land utilized to maximize local food outputs and assists in meeting needs for local food production and community food security. Farms enhance communities by providing a sustainable food source within city limits develops community capacity; and promoting food access within city limits. Farming in the city enhances the built environment.

**Public input:**
- Preparing for a crisis, with neighborhood greenhouse
- Altoona’s Facebook Development Area; use all the heat that comes off those buildings to heat greenhouses and grow winter veggies!

**Potential Community Impact:**
With every $1 invested in an urban farm or garden, $6 are generated in worth of vegetables. Assist in mitigating soil erosion in urban centers and can assist in decreasing carbon footprint by lowering the amount of miles traveled to market

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**Sustainable Agriculture**

Contributes vast amount of products into the local and regional food system with practices that are typically environmentally conscious practices, socially equitable, and humane to animals. Rural and Sustainable farms are most often operating at a larger scale than urban settings and can thus provide larger quantities into the food system through various means of retail and wholesale marketing, aggregation, or direct sales.

**Public input:**
- Iowa is Rural Ag and we need to continue to educate the community. Ag is much more than gardens
- Increased agro-business development in Pleasant Hill
- Organic production

<table>
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<tr>
<th>2012</th>
<th>Number of Farms: 1-9 acres</th>
<th>Number of farms 10-49 acres</th>
<th>Number of Farms 50-179</th>
<th>Number of farms 180-499</th>
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<tbody>
<tr>
<td>Polk County</td>
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<td>275</td>
<td>164</td>
<td>89</td>
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<table>
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<tr>
<th>Irrigation from U.S. Bureau of Reclamation</th>
<th>Alley cropping or silvopasture</th>
<th>Biomass for Energy</th>
<th>Rotational or Intensive Grazing</th>
<th>Direct Market to Retail</th>
<th>Sold Value-Added Products</th>
<th>CSA</th>
<th>Sold Veal or Calves</th>
<th>On-farm Packing Facility</th>
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</thead>
<tbody>
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<td>26</td>
<td>4</td>
<td>-</td>
<td>13</td>
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</tbody>
</table>

**Potential Community Impact:**
Continuation of rural farming preserves family legacy and natural heritage of the land

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**Agrihood**

Planned residential development that connects the community with nature and a food supply. Many agrihoods also take into consideration conservation programs, gardening, and social gathering spaces. Agrihoods can range in what they offer, but typically they include livestock, orchards, vineyards and crops. Resident housing can range from 100-1000 residents, however, smaller examples exist with up to 12 homes on the development.

**Public input:**
- Preparing for a crisis, with neighborhood greenhouses
- Since we have open areas not developed this would be the first one
- New developments: zoning changes with a mandate: butterfly, bugs, open spaces, gardens - in new development
- Agrihoods
- There is a developer currently interested in creating an agrihood in Pleasant Hill, and has been doing much work to prepare
- Altoona Master Gardeners are looking for land for a new greenhouse

**Potential Community Impact:**
An Agrihood could be the catalyst for Polk County’s Health Improvement Plan to: “Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

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**New development: zoning changes that mandate ...open spaces, and gardens**

**Potential Community Impact:**
Continuation of rural farming preserves family legacy and natural heritage of the land
Public input: (2 votes)
• Need to show the entire food supply. This is a great way to bring community back to the farm
• Homestead: Double Output with city help

Potential Community Impact:
A partnership between farmers and community members working together to create a local food system. There is shared risk of production, allowing for producers to concentrate on growing food and caring for the land and for consumers to receive ultra-fresh, and often times, unique produce and recipes for cooking.

Community Supported Agriculture

The Homestead CSA

The Homestead CSA

Potential Community Impact:
Consumers can save up to %39 by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community.

13 farms currently marketing through a CSA: may be opportunity to continue to grow direct markets.

Shared-Use Kitchens

Shared-use kitchens have the opportunity to bridge a full range of issues in the local food system, including access to healthy foods. Shared-use kitchens provide comprehensive and diverse approaches to offering opportunities to value-added product, and cook from a shared-location to create a self-financed, sustainable business model.

Public input: (1 votes | 3 votes)
• Personal chef looking for space to expand business
• So CSA users can share and put it together
• Shared-Use Kitchen Space

Potential Community Impact:
Shared-use kitchens have the opportunity tobridge a full range of issues in the local food system, including access to healthy foods. Shared-use kitchens provide comprehensive and diverse approaches to offering opportunities to value-added product, and cook from a shared-location to create a self-financed, sustainable business model.

Bakery

Public input: (3 votes)
• Would really like to see a local brewery on the trail system

Food Enterprise Center

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainable profitable model. Many of these programs work hard to include shareholder loyalty by including options to buy into the company or provide memberships. This strategy a market base and assists in community capacity and financial sustainability.

Pleasant Hill- place food and farm producers along watershed management drainage: local food with all value-added kept right here. Create public spaces and farm markets along farmsteads along water management area

Potential Community Impact:
Opportunity for many new businesses and beginning entrepreneurs to start new business and develop potential new products utilizing local ingredients.

Bakery

Public input: (1 vote)

Farmers Markets

Existing city space is re-used as a market for all individuals to socialize and purchase fresh and affordable products that reflect regional and community diversity. Farmers Markets bridge social gaps and create access to affordable, healthy food choices in urban and rural communities.

“Need more accessible local foods than just once a week at a Farmers Market”...“How do we focus on getting more local food to high number of low-income individuals?”

Potential Community Impact:
Opportunity for many new businesses and beginning entrepreneurs to start new business and develop potential new products utilizing local ingredients.

Public input: (4 votes | 8 votes)
• An expanded farmers market in Pleasant Hill- at different times than the Saturday morning in Des Moines- We would use it!
• Saturday afternoon in Pleasant Hill- bring downtown produce left over and sell here at discount
• Improve Farmers Market
• Farmers Market
• Expanding the Local Farmers Market
• Continuation/ expansion of Farmers Market
• Year Round Farmers Market
• Expansion of farmers market
• A more organized, larger local farmers market with a food coop
• Larger more diverse farmers market
• Year round farmers market

Potential Community Impact:
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“Need more accessible local foods than just once a week at a Farmers Market”...“How do we focus on getting more local food to high number of low-income individuals?”

Potential Community Impact:
Opportunity for many new businesses and beginning entrepreneurs to start new business and develop potential new products utilizing local ingredients.

Public input: (4 votes | 8 votes)
• An expanded farmers market in Pleasant Hill- at different times than the Saturday morning in Des Moines- We would use it!
• Saturday afternoon in Pleasant Hill- bring downtown produce left over and sell here at discount
• Improve Farmers Market
• Farmers Market
• Expanding the Local Farmers Market
• Continuation/ expansion of Farmers Market
• Year Round Farmers Market
• Expansion of farmers market
• A more organized, larger local farmers market with a food coop
• Larger more diverse farmers market
• Year round farmers market

Potential Community Impact:
Consumers can save up to %39 by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community.

13 farms currently marketing through a CSA: may be opportunity to continue to grow direct markets.

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainable profitable model. Many of these programs work hard to include shareholder loyalty by including options to buy into the company or provide memberships. This strategy a market base and assists in community capacity and financial sustainability.

Pleasant Hill- place food and farm producers along watershed management drainage: local food with all value-added kept right here. Create public spaces and farm markets along farmsteads along water management area

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**Public Markets**

Public Markets build grocers and retailers that benefit the local economy and deliver seasonal and assorted product, improve their carbon footprint and increase options for natural and organic production. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home.

**Public input:**
- As Pleasant Hill grows and develops more of a community center, this would be a great idea
- Health Food Market
- Health food type of market

**Potential Community Impact:**
Offers space for business incubators, and typically hosts shared-use kitchens for start-ups as well as business programming. This impacts the community by offering space for both farmers and food businesses to develop partnerships and support the local food system from start to finish.

**More Local Produce in Grocery Stores**

Stores come in many sizes and shapes and offer various specialties in regards to retail products. Smaller format stores include convenience stores, delicatessens, greengrocers, and health food stores. Within the local food realm, a common goal is also to enhance community economic development. Local grocers can assist in this movement by offering retail products that celebrate regional and cultural food.

**Potential Community Impact:**
Grocery stores offer opportunities for use of Women Infant and Children as well as Supplemental Nutrition Assistance Programs. There are 33 stores within the region that are Iowa WIC approved. Opportunities for both locally owned businesses, promotion of local produced goods, and continued promotion of supplemental programs exist within grocery stores.

**Food Box**

Aggregate products from producers or farmers (meat, vegetables, fruit, etc.) into a box that allows customers to have easy access to local and regional food. Boxes are typically offered on a weekly basis for customer. Allow for community members of all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate.

**Potential Community Impact:**
Define a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers.

**Food Hubs**

Food Hubs are a bridge between consumers, buyers, producers and food businesses. They provide a middle ground for the food system. This business or organization manages aggregation, distribution, and marketing of products that are primarily from local or regional producers.

**Potential Community Impact:**
Filling a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers.

Additional markets allow for job growth: A Leopold Center at Iowa State University evaluation found that 74 bulk food buyers that purchased $8,934,126 of local food in 2012 also reported 36 new jobs related to food systems work.

**Cooperatives**

Typically in the shape of a grocery store, market, or distribution hub, cooperatives are collectively-owned by workers and/or customers. The goal of being cooperatively owned is to bring the highest quality and best value to members of the business. Many cooperatives offer education opportunities to members, high quality product, member decision making and control, and support for their local communities.

**Public input:** (4 Votes)

**Potential Community Impact:**
- Offer opportunities for mutual benefit within the community and enhances options for community and economic development
- Cooperative businesses stabilize communities because they are community-based business anchors
Restaurants

Builds infrastructure for effective local food shed by increasing the availability of local food from producers to consumers. The demand for local food is rising as customers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

Public input:

(7 votes | 13 votes)

- Would love to have a restaurant in the area that uses locally grown foods
- I would support a restaurant that used local food
- Farm to Table Type restaurant featuring locally grown food
- Locally Sourced Restaurant
- Farm to Table Restaurant
- Start-up restaurants, unique food experiences beyond fast food

Interview: Great Caterers of Iowa/Rib Shack of Knoxville

Would like to have a restaurant in Pleasant Hill—have looked at a few sites—source several products local and grow some produce during the summer Also looking to expand current site for refrigeration storage

Potential Community Impact:

The National Restaurants Association is noticing more interest in what people are eating and where it comes from, thus leading to increased purchases from local and regional producers. Opportunity for education for producers, business owners and consumers on seasonality and what grows local

Farm to Table Restaurant featuring locally grown food

Builds infrastructure for effective local food shed by increasing the availability of local food from producers to consumers.

Food Trucks

Food trucks promote food access through creative ways: restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences.

Public input:

(2 Votes | 10 Votes)

- We lived in OKC, watched them grow a food truck park over the past 3 years. Great sport for family entertainment and supporting local small businesses
- Food Truck Events
- Food Trucks and ethnic food options
- Food truck park

Potential Community Impact:

The average food truck start-up requires between $55,000-75,000: about $200,000-400,000 less than bricks and mortar.

- Economic Development Generation: In 2012 $650 million in revenue was generated from food trucks—approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about $2.7 billion

Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status

Potentially

Social Eats and Crafts
https://www.facebook.com/socialiowa

Potential Community Impact:

Financial opportunity for producers and processors by opening the door to an institutional market; average 5% increase in income from farm to school sales for individual farmers

Provides education on nutrition, high quality local food for children and enhances classroom education through hands-on learning

Reduces carbon footprint and enhances environmental quality through school gardens and composting programs

Awareness Campaign

Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners. A campaign should speak to a targeted audience and seek out a particular action for social behavior improvements.

Public input:

(3 Votes)

- Sweet corn feed
- Food Festival
- Festival for locals and their food recipes
- Discover Iowa Commodities Day

Potential Community Impact:

Awareness campaigns can effect behaviors of individuals, or build relationships that change lives. Strategic development of campaigns can have lasting positive impacts on building awareness for a particular organization, initiative, or topic.

Discover Iowa Commodities Day

Implementation for farm to school can include procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening where kids have an opportunity to learn through hands-on experiences. The goal for farm to school is for children, producers and communities to be vibrant.

K-12 Agricultural- Food Supply Education

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Food Banks

Offer dry, cooled and freezer storage space for distribution to individuals. Many food banks serve partner agencies (pantries, soup kitchens, and shelters). Food within the food banks are donated from food drives, individual donations, retail donations and other sources. Food banks store and have direct service programs and partner agencies to give out food to individuals in need.

- **Mobile Pantries**: people could take their extra gardens produce

**Public input:**
- Would like to be involved- working with world hunger organizations, local organizations: Andrea Love
- Mobile Pantries: people could take their extra gardens produce
- Iowa Food Bank- get commodity groups involved for steady flow
- Would sense possible with open land near and a population with many retirees, that a garden to supply a food bank would be a viable possibility near pleasant hill

Interview with Caring Hands:
Interested in finding additional ways to partner and broaden reach of program

**Potential Community Impact:**
Food banks are community leaders and assist people in need. Food banks are also able to advocate for programs that are at the root causes of poverty.

Food banks provide meals by looking into opportunities for wasted food; provide services for disaster release and targeted programs for children and seniors, and lead in the fight against hunger by raising awareness, advocating for food-insecure individuals and conducting research.

Food System Policy Councils

Bring together multiple community sectors around common goals for the community food system. Food policy councils support communities in their efforts to rebuild, with existing community assets, local and regional food systems. This collaboration assists partners within various scales of communities to move forward in food system change through coordinated efforts for policy change. Food policy councils defend and articulate the priorities of the community that inform local and regional policies to continue to enhance the opportunity for implementation of local food systems.

**Public input:**
- Interested in good policy and access
- As Phill grows, important to lay the framework to have educated leaders
- Create a policy that all new residential development set aside 1/4 acre for community gardening with deer fence and maintained by homeowners association

**Potential Community Impact:**
Number of food policy councils nearly doubled from 111 councils in 2010 to 193 councils in 2012: representing and advocating for health, environmental sustainability, economic viability and socially just food systems.

Community Compost Programs

Bridge between food waste and fighting hunger. Food recovery works to offer opportunities for individuals, organizations, and farmers to donate food that is not used rather than throwing it away. This can be done through gleaning programs at farms or supermarkets where non-sold goods are donated to food banks; or can be offered through new programs like phone applications where individuals and businesses can link up with food banks and food pantries for needed donations of food.

**Public input:**
- Community compost- I have lots of food scraps and would like to not throw away
- Community Compost

**Potential Community Impact:**
Allow for additional venues for volunteer programs and organizations to give back to their community
Promote sustainability and using food in all of its potential.

Conservation Programs

**Public input:**
- Create conservation nursery

The snap-shot assessment is formatted as an overview of input received from public meetings and coalition discussions about the community food system in Northern Iowa. In addition, a snapshot of existing projects and programs that currently exist have been shown to allow for creative decision making for food system development projects.

**After reading the snapshot- please participate in the priority project survey:**
goo.gl/BSduLb