October 11, 2019 marked the 2\textsuperscript{nd} annual Iowa Local Food Day (ILFD), a statewide event that encourages schools to celebrate and serve at least two Iowa-grown foods in their meal programs. ILFD engages farmers and food service directors as partners, grows sales and viable markets for farmers, and expands local product options into more schools. An evaluation of the event finds that 33 survey respondents (52\% response rate) had a positive experience participating in 2019 and will do so again. It is clear that local procurement requires support and partnership at the community and state level, and ILFD is key to learning and growing engagement across Iowa.

\textbf{ILFD Benefits \textit{Meals Programs} at Schools and Early Care Sites}

- 100\% of respondents plan to participate in 2020 ILFD
- Meal participation rates increased on ILFD at 33\% of sites
- 64\% received \textbf{positive feedback} from families, students, staff

\textbf{ILFD Benefits \textit{Iowa Farmers and Producers} Selling to Schools}

- Respondents purchased from \textbf{50 unique farmers} and producers
- \textbf{New local procurement partnerships emerged}, as 24 purchases were first-time purchases by schools and sites
- \textbf{Food hubs fill a critical role} in aggregation and delivery to support ILFD and overcome the challenge of finding local food

\textbf{Local Procurement: Insights and Highlights}

- Most sites (88\%) served local food through their \textit{lunch program}
- \textbf{Local produce} was sourced more often than dairy, meat, grains
- 91\% of sites featured 2+ \textbf{varieties of local food}, 48\% featured 3+

\textbf{Participant Highlights}

- “The best part of the experience is how easy it was to work with our local food hub to obtain local, high-quality food.”
- “The food smelled great and tasted even better!”
- “Local growers were happy to support this and gave us new food resources.”
- “We are an alternative school. The students felt included on Iowa Local Food Day.”
- “Kids liked the local items and continue asking for them.”
- “Families commented with appreciation for providing local foods to their children.”
- “They’re so happy and excited I’m offering locally sourced foods!”

\textbf{Valuable State Resources}

- 67\% of sites used the website, IowaLocalFoodDay.org, as a planning and support resource
- 97\% of sites promoted the event and used marketing materials

\textbf{April 2020 Evaluation: \textit{Results compiled by Program Coordinator, Chelsea Krist}}

\textbf{Iowa State University Extension and Outreach}

\textbf{Farm, Food, and Enterprise Development}