Local Food Leader Trainer Overview
The Iowa State University Extension and Outreach Local Food Leader (LFL) Certification is an innovative certification program that provides individual engagement skills for building capacity in food systems. The certification was developed for beginning local food practitioners and local food supporters. The overall goal of the certification is to increase capacity for local food practitioners working on food systems programs around the US. This research-based training is organized to teach core competencies regarding networking and facilitation skills around food systems, building trust and relationships, developing plans of work and funding strategies, and evaluation mechanisms to show impact.

Local Food Leader objectives:
- Increase awareness, understanding, and confidence to work with various individuals, organizations, and institutions to develop their community food system;
- Understand new tools for conducting evaluation of programs, projects, and systems change in their communities;
- Develop new skills for facilitating conversations around topics of food systems and ability to support teamwork within their own communities, including coalition development;
- Identify their personal values and understand the connections they have to their work in food systems;
- Understand the importance of inclusion and building trust with diverse audiences and stakeholders;
- Increase ability to manage and facilitate conversations effectively between dynamic groups of people;
- Improve networks and relationships with both local and regional cohorts;
- Provide partners with tools and resources in developing various food systems sectors: production, transformation, distribution, consumption, and resource management (grants, best practices, research, etc.);
- Understand business development tools such as plans of work, logic models, project scope, and budgets.

The certification can be offered either in-person or virtually and each include four online modules through Moodle. It is anticipated that not all participants will want to receive full certification and may not participate in all modules online. To receive full certification, it is required to participate in both the workshop and modules. Trainers must be certified in Local Food Leader.

Iowa State Contact Information: Kaley Hohenshell, Certification Program Coordinator; kaleyh@iastate.edu; 515-745-2401
LOCAL FOOD LEADER

Train-the-Trainer

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Local Food Leader Trainer
As a certified local food leader you can now teach, host and support online module grading. Iowa State will be continually offering virtual certifications at $375, including both workshops and online module participation. However, as a trainer, you can provide workshops and then have participants enroll in online modules separate depending on your role as either a trainer, host, or contributor. It is suggested that workshops, whether virtual or in-person are $75, however, this may vary based on grant support, partnership, etc. All online modules will be at a set rate shown below for individual participants.

Participant Fees
- Workshop: $75 (suggested rate)
- Online Certification: $300 (note: all modules are required for full certification)
  - Individual Modules: (able to take individually, but won’t receive full certification)
    - Community Food Systems: $75
    - Methods of Engagement + Leadership: $75
    - Creating Teams + Tools for Success: $75
    - Evaluation: $75

Trainer Program Fees
Trainers agree to pay FFED a one-time per trainer fee of $200 in the first year of participating in the program. After the initial payment Trainers pay FFED an annual membership of $100. All payments will occur in February in line with the annual Train-the-Trainer program that is encouraged for all trainers to participate in.
Levels of Involvement for Local Food Leader Trainers

As a Local Food Leader, individuals can be involved in training and hosting Local Food Leader workshops, as well as contributing and grading online module curriculum. The following sections describe the Local Food Leader Trainer options and Iowa State Extension and Outreach Farm, Food and Enterprise Development’s role (FFED).

**Definitions:**

**Level 1:** An individual who supports workshops as a trainer of in-person curriculum. Level 1 trainers are contracted out by Level 2 or 3 trainers and do not play a role in organizing workshops. Time will be paid for by a Level 2 or 3 trainer.

**Level 2:** An individual or organization that hosts the in-person workshops. Level 2 trainers are responsible for organizing workshop logistics, registration and paying trainers for each training. Level 2 trainers have the option of organizing and leading cohort check-in meetings for online module curriculum but are not required.

**Level 3:** An individual or organization that takes on Level 2 trainer duties and manages the Local Food Leader online Moodle course. This includes logistics, teaching and grading of the online curriculum. Level 3 trainers are responsible for organizing and leading cohort check-in meetings for online module curriculum.

<table>
<thead>
<tr>
<th>LEVELS OF CERTIFICATION</th>
<th>TEACHES IN-PERSON WORKSHOPS</th>
<th>HOSTS AND PLANS WORKSHOPS</th>
<th>HOSTS AND GRADES ONLINE CURRICULUM</th>
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<tbody>
<tr>
<td>LEVEL 1</td>
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<td>LEVEL 2</td>
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<tr>
<td>LEVEL 3</td>
<td>X</td>
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*FFED trainers can step in at any training level to assist and support workshop delivery in your community as necessary.*
Level 1 Trainer

Trainer Role:
Supports workshops as a trainer of curriculum. Trainers are contracted and paid by the Level 2 or Level 3 trainers and do not play a role in organizing workshops.

Revenue
- Suggested: receive $40/ hour from Level 2 or 3 trainers for time in workshops
  - Trainer will work with Level 2 or 3 trainers on a fee for their involvement prior to training

Workshop
Curriculum: The curriculum is designed so that trainers can be flexible and responsive to their place-based needs. While FFED is interested in collaborating on activity and presentation development, core learning objectives of the curriculum must be followed, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. You may choose to add to the content provided but cannot not take away from the curriculum. Approval from FFED must be confirmed before any edits to activities and presentations are printed or distributed.

FFED Role:
Workshop
If your state or region does not have Level 2 or Level 3 trainers, FFED can partner with a community organization to host and offer the workshop.
Upon an agreement with a local sponsor, Iowa State will then pay the trainer $40/hour for time in contribution to the workshop. Iowa State will print binders and assist with logistics with the local community organization.

Online Modules
Manages the Local Food Leader online modules, including online registration for cohort, grading coursework, point of contact for course inquiries and technical assistance and updating the course as needed.
- Collects Moodle fee: $/participant—based on certification level chosen by participant
  (see Local Food Leader Fee document)
- Host cohort meetings via Zoom

Materials Provided to Trainer
- Trainer binder
- Presentation slide deck and notes
- Facilitation poster
- Asset and Sector posters
Level 2 Trainer

Trainer Role: Hosts and teaches workshops in their state. Level 2 trainers are responsible for organizing workshop logistics including registration and paying trainers for their time during workshops and are responsible for organizing and leading cohort check-in meetings for online module curriculum.

Expenses
- Level 1 trainer payout: $40 per hour (if applicable)
- Binder fee: $20 per participant (to FFED)

Revenue
- Workshop registrations

Requirements:

Workshop
Curriculum: The curriculum is designed so that trainers can be flexible and responsive to their place-based needs. While FFED is interested in collaborating on activity and presentation development, core learning objectives of the curriculum must be followed, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. As a Level 2 trainer, you may choose to add to the content provided, but not take away. Approval from FFED must be confirmed before any edits to activities and presentations are printed or distributed.

Scheduling: You can schedule, host and receive registration fees for workshops. You must inform FFED at least one (1) month in advance of the dates of your workshop. You must confirm the number of participants at least two (2) weeks prior to your workshop for accurate and timely printing and delivery of participant binders.

Binder: FFED will print all binders for workshops. If you choose to add content or change presentation slides, these presentations must be sent to FFED at least one (1) month before printing workshop binders (2 weeks prior to workshop). This allows for any discussion needed between Level 2 and Level 3 trainers and FFED regarding workshop changes, agenda, etc.

Branding: All co-branding of workshop materials will be done in collaboration with FFED. The binders have several areas for co-branding and partnership resources and can be designed to include those items as needed.

Online Modules
Scheduling: Online modules will be offered through the Iowa State Extension Store, and participants can register following participation in a workshop. Before hosting the workshop, the trainer and FFED will determine the length of time available for registration and cohort meetings as applicable. This timeline will then be shared with all participants. If offering a virtual schedule or having cohort meetings during the online modules, trainer and FFED will agree to a schedule for sharing online activities with the trainer.
LOCAL FOOD LEADER

Train-the-Trainer

FFED Role:

Workshop
*Binder:* FFED will print all binders for workshops.

Online Modules
Manages the Local Food Leader online modules, including online registration for cohort, grading coursework, point of contact for course inquiries and technical assistance and updating the course as needed.
- Collects Moodle fee: $/participant—dependent on certification level chosen (see Participant Fees)
- Send module reports to trainers prior to cohort meetings (if applicable)

Materials Provided to Trainer
- Trainer binder
- Participant binders
- Presentation slide deck and notes
- Facilitation poster
- Cohort discussion meeting agenda and talking points
- Reports of grades and activities from Moodle
Level 3 Trainer

Trainer Role: Acts as the host (see Level 2 roles and responsibilities), as well as manages and grades the Local Food Leader online Moodle course for their cohort(s). Management of the online course includes registering cohort(s), grading assignments and quizzes, acting as point of contact for course inquiries and technical assistance and providing support for participants through cohort check-in meetings.

Expenses
- Trainer payment: $40/hour (paid to Level 1 or Level 2 trainers if applicable)
- Binder fee: $20/participant (paid to FFED)
- Moodle: variable based on time dedicated to Moodle cohort grading

Revenue
- Workshop registration
- Moodle registration: receive half of payment for Moodle registration (see below)

The online module certification fee of $X is divided evenly between FFED and Level 3 trainer. Half of the fee per participant goes to FFED to cover cost for management and Moodle platform hosting fee. The other half goes to Level 3 trainer to support time for grading. FFED will still collect a registration of $X from participants for access to Moodle, and then will pay Level 3 trainer half of the fee/participant for people registered in their cohort. For example, if there are 10 participants going through the full online program ($300/participant), a total of $3,000, $1,500 would stay with FFED, and $1,500 would be paid to the Level 3 trainer.

Requirements:

Workshop
Curriculum: The curriculum is designed so that trainers can be flexible and relative to their place-based needs. While there is high interest from FFED to collaborate on activity and presentation development, core learning objectives of the curriculum must remain, and all presentations must continue regarding content. However, slides and activities may shift based on place-based needs. As a trainer, you may choose to add to the content provided, but not take away from curriculum. Approval from the FFED must be confirmed before any edits to activities and presentations are printed or distributed.

Scheduling: You can schedule, host and receive registration fees for workshops. It is required to inform FFED at least one (1) month in advance of the dates of your workshop. It is required to confirm the number of participants at least two (2) weeks prior to your workshop for accurate and timely printing and delivery.

Binder: FFED will print all binders for workshops. If you choose to add content or change presentation slides, these presentations must be sent to FFED at least one (1) month before printing workshop binders (2 weeks prior to workshop). This allows for any discussion needed between Level 2 and Level 3 trainers and FFED regarding workshop changes, agenda, etc.
Branding: All co-branding of workshop materials will be done in collaboration with FFED. The binders have several areas for co-branding and partnership resources and can be designed to include those items as needed.

Online Modules
Scheduling: Online modules will be offered through the Iowa State Extension Store, and participants can register following participation in a workshop. Before hosting the workshop, Level 3 trainers and FFED will determine the length of time available for participant registration for online modules and the timeline for cohort meetings. This timeline will then be shared in the Moodle platform with all participants.

Branding: All co-branding of online modules will be done in collaboration with FFED. Partnership logos can be added to the Moodle platform. In addition, if you wish to create a local presentation and welcome, that can be added to your Moodle page.

Grading: Online modules are required to be graded in a timely fashion as it applies to your cohort meeting timeline.

FFED Role:
Hosts the Local Food Leader online modules and supports the Level 3 trainer on necessary technical assistance as related to course content
  • Collects Moodle Fee: $X/ participant—based on the certification level chosen
  • Pays Contributor: half of Moodle fee/ participant

Workshop
Binder: FFED will print all binders for workshops.

Online Modules
Branding: Develop co-branded Moodle course and add needed local presentations and materials.

Materials Provided to Trainer
  • Trainer binder
  • Participant binders
  • Presentation slide deck and notes
  • Facilitation Poster
  • Teacher access to Moodle
  • Support for Moodle course editing and branding
  • Cohort discussion meeting agenda and talking points
  • Moodle guide
Local Food Leader Trainer Agreement
This form serves as an agreement for one year as a Local Food Leader Trainer. In the sections below, you will be able to determine your preferred level of trainer. Please send your completed agreement form to Kaley Hohenshell, Food Systems program coordinator with the Farm, Food and Enterprise Development Program of Iowa State University Extension and Outreach.
Contact:  kaleyh@iastate.edu | 515-745-2401

Terms
Final acceptance to participate as a trainer of the Local Food Leader program is contingent upon the submission of this signed partnership agreement. By submitting a signed agreement, you are agreeing to the requirements and expectations of the various levels of trainers.

This is an annual agreement form. Iowa State University Extension and Outreach will reach out each February for trainers to renew their membership to teach Local Food Leader. Additionally, trainers will be able to participate semi-annual cohort meetings to discuss curriculum, trainer needs and general information and updates. Meetings will happen via Zoom or other online communication platforms. This will be scheduled through Doodle in the future.

Payment and Contracts
An annual payment will be made along with the renewal of the trainer agreement form. Payment will occur via registration to the annual train-the-trainer workshop. Trainers are strongly encouraged to attend the train-the-trainer, however, if scheduling does not allow, the workshop will be recorded, and trainers can view after. Registration for the workshop will include the renewal of membership for training. Following this registration, trainers will review and resign an agreement for the next year.

For questions regarding the Local Food Leader Trainer Agreement, please contact Kaley Hohenshell:  kaleyh@iastate.edu
Local Food Leader Trainer Agreement

Name: 

Email: __________________________ Phone: __________________________

Address: __________________________

1. Please select the level of involvement at which you will participate in the Local Food Leader Trainer program:
   - Level 1: Supports and teaches workshops; contracted out by the Level 2 or 3 Trainers or FFED.
   - Level 2: Hosts and teaches workshops; responsible for organizing workshop logistics, registration and paying trainers (as appropriate) for time in workshops.
   - Level 3: Host and teaches workshops and helps grade online modules in Moodle; responsible for organizing and leading cohort check-in meetings as appropriate.

2. Please select your level of interest in supporting national workshops that FFED Hosts (select all that apply):
   - I am interested in being a trainer in virtual workshops
   - I am interested in being a trainer in in-person workshops
   - I am not interested in being a trainer for national workshops

3. Please select whether you will be participating as an individual or on behalf of an organization:
   - I am participating as an individual
   - I am participating on behalf of an organization
     Organization name: __________________________

4. Please select whether you will be participating with a training team in your state:
   - Yes, I am participating as a part of a state training team
   - No, I am not participating as a part of a state training team

Acceptance of Agreement
I understand the requirements and expectations of the Local Food Leader Trainer program. I agree to work cooperatively with program partners and fulfill the responsibilities of my identified level of participation.

(Printed Name) __________________________ (Signature) __________________________ (Date) __________________________