Partners:

Core Values:
**Interconnectedness and Synergy:** Partnerships and personal relationships are essential for food system transformation. This transformation includes cross-cutting opportunities and creative collaborations that solve diverse problems. We value an inclusive process and benefit from the passion, expertise and skills of our diverse community partners.

**Social Equity:** All residents, regardless of their race/ethnicity/nationality, neighborhood residency, or rural or urban background, should be able to fully participate in the economic and cultural success of the community food system and connect with its assets and resources. This includes developing equitable access to food through economic, social, and physical access in the built environment, and overall empowerment for all residents.

**Health and Safety:** We promote foods that are fresh, local, and minimally processed. We align our efforts with organizations who are working to prevent and reduce rates of diet-related illnesses including diabetes and obesity.

**Education:** Opportunities for benefit from an equitable food system should be available to a broad range of audiences. Education is critical to a well-rounded community capable of participating fully in the transformation of the community food system. This includes, but is not limited to education for consumers, producers, processors and distributors, purchasers, and general awareness.

Operating Principles:
**Action:** The coalition will act to improve the food system by creating collective and shared food system goals that generate innovative synergy.

**Collaboration:** We will create an environment for trust, transparency, and timely communication to develop the foundation of a shared, stable, and authentic food system.

**Respect:** We will respect diverse opinions and perspectives to allow for effective systemic change across social boundaries.

**Evaluation:** We will measure and monitor impacts of our work and establish collective and appropriate metrics to advance the field of community food systems.

Vision:
To develop a roadmap for transformation of the local food system by fostering communication and collaboration among diverse stakeholders and community members by identifying the best opportunities for social, economic and environmental resiliency which includes: supporting program implementation and sustaining community food system initiatives, developing and expanding market opportunities, as well as monitoring and reporting food system impacts.

Mission:
To transform the local food system in the Greater Dubuque area through education, planning, implementing, and sustaining healthy, community-based food systems.
The snapshot 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.

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

**Community Food System Sectors:**
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- Distribution .................................. 4
- Consumption  
- Waste ........................................... 5

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- Equity  
- Education ........................................ 7
- Policy

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**Participation requested!**
Please remember, after reading this document and assessing the potential for Dubuque projects, you will be asked to brainstorm on the priority projects for Dubuque to develop the local food system.

Online survey: https://goo.gl/wW8yp4

The results will be discussed at our decision making meeting on July 12th from 9:00-11:00 at GDDC.
Fourth St Mission Garden: Dubuque, Iowa
For the past several years, students from the Multi-Cultural Family Center’s Future Talk Program have been serving the needs of the Dubuque Community and expanding their understandings of “home” and Leopold’s Land Ethic at the Dubuque Rescue Mission’s Community Farm.

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.

Flora park near Irving School: Oms and Irving school can use garden for education and supplement vegetables for lunch: ex. Harvest lettuce for ham sandwich

We need to connect rural communities to urban agriculture options; Dubuque is a supportive community, but need to help inform on how to get land to garden and produce food

Rooted Chef Pizza: Dubuque, Iowa:
Participants will work with Crescent’s Wellness Center and the Dubuque Rescue Mission to co-host a set of 5 classes focused on growing food and preparing at home. Participants receive gift certificates, cooking/gardening equipment, and assistance from a professional chef and health educator.

This is a need for small producers, people who want to do value-added products and can’t invest in their own commercial kitchen

Health dept. rules prevent entrepreneurs from marketing their products, Need approved kitchens, cold storage, “chicken processing” etc.

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.
How do we focus on getting more local food to these high number of low-income individuals. Can CSA and Farmers Market Vouchers assist?

Beans and Greens: Dubuque, Iowa
A program that offers opportunity for young people to learn civic responsibility, job skills, and how to grow and harvest food for market at the Crescent Wellness Center. This will grow to be a collaborative endeavor with Future Talk, Convivium Urban Farmstead, and Dubuque Rescue Mission.

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.

Farm Table Dinner: Four Mounds, Dubuque, Iowa
- bringing awareness about local foods and partnering with Farmers Markets and Healthy Harvest.
www.facebook.com/opportunityvillage

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.

Understanding buying local vs. big guy- and what ways to use or purchase Scratch kitchen

There is a lack of awareness: how and where to get food- when is it grown- how much it takes to grow and purchase? How to create different perceptions: new habits; built access to local food that is both affordable and nearby

Need for farmers to have an avenue to send non-purchased foods within the season- i.e. cooperatives/ auctions—education opportunities for new producers in order to have effective and efficient business
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.

Food Scraps and Co-Composting: Dubuque, Iowa
“Targeting food scraps for diversion helps improve citizen understanding that composting can be the preferred method of waste minimization and pollution prevention for many materials, offering programs for recovering food and promoting food assistance for individuals in need.”
http://www.cityofdubuque.org/DocumentCenter/Home/View/3057

Dubuque area needs a safety and innovation net for future planning and resiliency

Interest in looking alternative forms of agriculture or water management: roadside management/ prairie restoration/ pollinator habitat—opportunity for awareness on various practices for farmers
HEALTH
The ability to be free from illness or injury with good mental and physical conditions; providing opportunities to connect to areas to promote healthy lifestyles.

Community Health Needs Assessment

**PROMOTE HEALTHY BEHAVIORS:**
By 2016 the obesity rate in Dubuque County will decrease from 28% to 24%.
- 27% of the county is obese
- 80% do not eat adequate fruits/vegetables
- 19% of county residents do not exercise
- 29% of residents have high blood pressure
- 6.1% of residents have diabetes

Need for increased education on healthy lifestyle behaviors (including regular exercise and healthy diet/nutrition habits) among young children

**PROMOTE HEALTHY ENVIRONMENTS:**
- By 2016 the air quality in Dubuque County will be in compliance with the Clean Air Act standards by the number of days of moderately unhealthy and unhealthy air days being reduced (from 22 and 2) and by maintaining attainment standards for PM 2.5.
- Current air quality is poor: Dubuque County Particulate Matter days=4 days; State of Iowa=2 days
- Provide safe storage of food to increase safety of food from producer to consumer.
- Improve surface water protection.
- Increase Environmental Health Community Education for general public.
- Explore mass transit options and promote use of public transportation.
- Promote/explore use of alternative energy including ways to reduce carbon footprint; expand/promote for sustainable community and energy efficiency.

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**COMMUNITY + ECONOMIC DEVELOPMENT**
The opportunity for development of production, distribution or trade, and consumption of limited goods and services by different agents in a given geographical location with active participation and community involvement to build strong communities and economy.

**Community gardens are a catalyst for neighborhood development and beautification.** Plots and total garden square footage have dramatically increased over the last 5 years.

**CSA’s promote local and regional production as well as local businesses:**
- Direct economic benefit is seen; 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.

---

**EQUITY**
Ability to be equal in status, rights, and opportunities- specifically for food access, food production, and general ability to have equal opportunity for access to a healthy and high quality of life.

37.1% in Dubuque and 27.4% in Western Dubuque are eligible for free and reduced lunch.

**SNAP tokens and Double Up bucks assist in creating ways for low-resource individuals to have access to fresh fruits and vegetables.**

Over 2,700 families participated in WIC in 2013

<table>
<thead>
<tr>
<th></th>
<th>Food Insecurity Rate</th>
<th>Children under 18 years</th>
<th>Child Food Insecurity Rate</th>
<th>Estimated number food insecure children</th>
<th>Likely income-eligible federal nutrition assistance</th>
<th>not-likely eligible federal nutrition assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubuque</td>
<td>12.3%</td>
<td>22,117</td>
<td>18.9%</td>
<td>4,190</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>State</td>
<td>12.6%</td>
<td>19.3%</td>
<td>59%</td>
<td>5%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Overall Food insecurity rate</th>
<th>Food insecure people</th>
<th>% below SNAP threshold of 160% poverty</th>
<th>% between 160-185% poverty</th>
<th>% above other nutritional program thresholds of 185% poverty</th>
<th>Additional money required to meet food needs in 2011</th>
<th>Average cost of a meal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubuque</td>
<td>11.9%</td>
<td>11,150</td>
<td>48%</td>
<td>9%</td>
<td>43%</td>
<td>5,133,000</td>
<td>2.63</td>
</tr>
<tr>
<td>State</td>
<td>12.9%</td>
<td>395,620</td>
<td>53%</td>
<td>9%</td>
<td>38%</td>
<td>152,212,750</td>
<td>2.36</td>
</tr>
</tbody>
</table>

**Equity among farm hire and labor is also a critical issue.**

<table>
<thead>
<tr>
<th></th>
<th>Female full Owner</th>
<th>Spanish; Hispanic or Latino</th>
<th>American Indian or Alaska Native</th>
<th>Asian</th>
<th>Black or African American</th>
<th>More than one race</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farms</td>
<td>40</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>5,133,000</td>
<td>2.63</td>
</tr>
<tr>
<td>Acres</td>
<td>3,321</td>
<td>673</td>
<td>N/A</td>
<td>N/A</td>
<td>735</td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

In 2007, nearly 3,000 farmers sold $16.5 million of local products direct to consumer; compared to 2,455 farmers who sold $11.6 million in products in 2002

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
Learning opportunities for individuals, organizations and the community for community food systems and existing programs; including networks that promote food system development and education.

The Public Health Needs Assessment showed a need for increased education on healthy lifestyles in relation to regular exercise, healthy diet and nutrition habits for children. A Farm to School chapter exists in Northeast Iowa that assists with education on nutrition and farm to school procurement.

Dubuque County: 27% of the population is obese. Promoting education in young children will help prevent this issue.

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.

Current plans include the Catfish Creek Watershed Management Plan and the Dubuque County Regional Smart Plan:

Agriculture and Natural Resources:

1.1. Encourage expansion and recruitment of environmentally conscious businesses.
3.4. Support economic development efforts to diversify the farm economy through "value added" products, organic farming, and alternative crops and livestock.
10.3. Expand food scrap and backyard composting options and awareness.

11.2. Encourage clean-up, beautification, and landscaping for the public, private, and business sectors, i.e. parkland, roadway, and shoreline adoption programs.
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.

Wading Pool Garden Interview:
• Citywide, at participating residences
• Jerelyn O’Connor at 563-589-4326
  • Sponsored by St. Luke’s United Methodist Church, with funding from the Community Foundation of Greater Dubuque and The Virgil and Norma Denlinger Family Foundation
Includes:
• Garden materials
• Garden guide to monitor garden
Eligibility and price:
• Priority given to low and moderate income neighborhoods and childcare, educational, group and nursing institutions
• Free
• Participants receive pool, soil mixture, and seeds free

Potential Community Impact:
• Multiple educational programs are being developed through the Dubuque Rescue Mission, Convivium Urban Farmstead, Sinsiniwa Mounds, NICC and others that will help growers continue to have options for personal sustainability.

Faith Gardens
A garden with particular faith-based affiliations that promote access to food for individuals in need, building community, and creating multi-generational and cultural connections. Generally located near a faith organization or in a common space within the community.

Public input:
• DBQ, Holy Cross, Dyersville: All catholic churches should be in line with us to have local, safe, pesticide free gardens
• 2537 Windoor Avenue, Dubuque: I have an extra lot on my property that has sufficient room. This area of the city has significant numbers of apts. And could enjoy and grow vegetables. – Cheryl Kramer- 563.543.6324
• Westminster Presbyterian Church: turn their gardening group into a productive contributor to food system
• St. Columbkille Catholic church: Has plenty of land and creation core theology
• Dubuque is supportive community, but need to help inform on how to get land to garden and produce food

“St. Columbkille Catholic church: Has plenty of land and creation core theology”

Potential Community Impact:
• Can help promote food security. One acre faith garden donates to kitchens and pantries- and can help feed over 2000 families per year.

“Washington/ Northend neighborhood: help train and support food insecure residents in growing and preparing food”
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.

“Northend: Access to foods- specific to cultural ex. Access to food for Marshallese”

Public Input:
- BBQ: Eagle Point Park - raised bed pop-ups at vacant city lots
- Northend: Access to foods- specific to cultural ex. Access to food for Marshallese
- Flora park near Irving School: Oms and Irving school can use garden for education and supplement vegetables for lunch: ex. Harvest lettuce for ham sandwich
- In Key West: Key West needs a community garden and place to gather for fresh foods
- Dubuque is supportive community, but need to help inform on how to get land to garden and produce food

Existing Gardens:
- Jaycees Community Gardens: Veteran Memorial Park
- Four Mounds Community Garden: 4392 Peru Rd
- Dr. Viner Garden: Crescent Community Health Center
- Washington Neighborhood Community Gardens: Washington Neighborhood Development Corporation
- Firehouse Gardens
- Dem Greens

Potential Community Impact:
- There are 121 Master Gardeners in Dubuque that can assist with education and volunteering; in 2014- Master Gardeners volunteers 4,376 hours and reached over 11,000 people with programs
- Neighborhood and community gardens have shown opportunities to develop self-reliance and access to more nutritious foods, thus creating lower food budgets.

School Gardens
Gardens that assist schools in promotion of alternative learning opportunities for Math, Science, English, and Nutrition. School gardens foster growth and knowledge about where food comes from and nourishes healthy living habits. School gardens show children that they are a part of something bigger in their community and school system.

Public input and coalition meetings:

Public Input
- ALC- Jones School: Develop support for community school gardens- value what good teachers are doing
- Sageville Elementary, Alternative Learning Center: launched a school garden in 2015
- NICC Peosta campus: launched a garden in 2015
- St. Columbkille Catholic: has had in past

Coalition Meetings
- School gardens: what happened in the summer- start thinking creatively about programs: School garden 101-
- Dubuque schools have $2.3 million in funding options
- Central Dubuque School kitchen supplies 8,000 meals per day - there is interest in buying local
- Under-used industrial space (Mill-work district)

Potential Community Impact:
- School gardens can provide numerous learning opportunities for children in schools including learning where food comes from; they also help develop responsibility and nurturing skills. Working in the garden can also build pride in individuals. Evidence has shown that students who participate in school gardens score higher on standardized tests.
- Programs in Dubuque include:
  WRAP YOUR OWN IOWA GROWN (2010)
  SCHOOL GARDENS 101 (2015)
  o Hempstead High School Garden: part of Dubuque schools
  o Irving Elementary School Garden: part of Dubuque schools

Youth Fruit Consumption:

<table>
<thead>
<tr>
<th></th>
<th>6th Grade</th>
<th>8th Grade</th>
<th>11th Grade</th>
<th>All Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubuque: Male</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Dubuque: Female</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Vegetable Consumption:

<table>
<thead>
<tr>
<th></th>
<th>6th Grade</th>
<th>8th Grade</th>
<th>11th Grade</th>
<th>All Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubuque: Male</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Dubuque: Female</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Edible Landscapes

Combine form and function to create practical and edible environments in communities. Edible landscapes build up the environment, increase diversity, and improve food security and horticulture therapy through a connection to nature. Edible landscapes are unique because they incorporate various forms of food such as: fruit trees, berries, herbs, and vegetables with ornamentals.

Public input:
- Encourage people to explore Swiss Chard as a pretty Landscape plant
- Four Mounds Farm 4392 Pearl: demonstration farm for agro-forestry
- Dubuque Arboretum: Building Garden of Eating – public food forest demo garden- set to plant by 2016
- Eagle Point Park and Mines of Spain: edible trail- side landscaping with signage
- Siepel / Cousins Road: 25 Acre Riparian Zone- Future Use?
- Bergfield Recreation Area: lots of room, plant edible natives, berries, maybe root vegetables

Potential Community Impact:
- Currently only 37% of households nationwide have gardens, by offering public access to foods it can improve food security and decreased miles traveled for fruits and vegetables; opportunity to connect with park systems and vacant plots for food access
- There are 4,523 Acres of open space with a total of 1,631 acres of public open space in Dubuque- this resource could help grow publicly accessible food.

Incubator Farms

Assist new and beginning farmers to establish their own successful farm business. Typically programs include training on successful business tactics and share resources. Farms rely on land-based areas for training and include multiple-growers on site. Additionally, trainers and experts can be housed or consulted to teach various technical practices of farming.

Public input:
- Convivium Urban Farmstead: Social, education, cooking, Permaculture
- Sinsinawa Mound: It is important to foster and help young educated farmers. Help them learn how to acquire assets
- Sinsinawa Mounds
- Galena, IL: We have farmland available and want to see a new community benefit Jo Davies Conservation Foundation

Potential Community Impact:
- New opportunity for beginning farmers: 50% of US farmers will retire over the next decade
- Potential to attract new demographics to the area: new farmers are less likely than established farmers to come from a farm background.
**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:**
- Roof top gardens: anywhere with available roofs with capacity to hold gardens in the center of community so visible everyday by the communities. Starting roof top gardens would give community members options for having gardens in properties with no back yard to still be able to have gardens. In the city houses are too close together to allow for backyard gardens in most cases. Roof top gardens are an option if feasible to their building. I believe Dubuque could benefit highly by implementing this program as other cities have. They are also energy efficient as they lower utility bills for the home owners and businesses and extend the life of the roofs themselves. Please contact me: Mysti Mosley- Green Iowa AmeriCorps Dubuque: 563.690.6032; mysti_mosley@yahoo.com; greeniowaDB@gmail.com
- Alamo building: next to co-op and Brazen loading dock. Farm to table in 50 feet
- Dubuque: land by house available if someone wants to set up small garden; I don’t have time or expertise to do so, but would love to see the land used: Sunil Malapati: 231-580-0480
- Need to connect rural communities to urban agriculture options; Dubuque is supportive community, but need to help inform on how to get land to garden and produce food

**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
- Existing urban farms in Dubuque:
  - Convivium Urban Farmstead: Social, education, cooking, Permaculture
  - Midwest Organic Solution: Farley / Epworth | Compost, agriculture, garden production

**Rural Agriculture**

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

**“Tourist industry would also benefit from produce farm tours, etc.”**

**Public input:**
- Galena, IA: All our food is imported! Tourist industry would also benefit from produce, farm tours, etc.
- Land ownership from “retiree” farmers: connect to SILT

**Farm statistics**

<table>
<thead>
<tr>
<th>Number of Farms</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of farms 1-9 acres</td>
<td>100</td>
</tr>
<tr>
<td>Number of farms 10-49 acres</td>
<td>314</td>
</tr>
<tr>
<td>Number of farms 50-179</td>
<td>488</td>
</tr>
<tr>
<td>Number of farms 180-499 acres</td>
<td>409</td>
</tr>
</tbody>
</table>

**Potential Community Impact:**
- Currently 59 farms listed in the local food directory [Healthy Harvest]
- Continuation of rural farming preserves family legacy and natural heritage of the land
- Cerro Gordo, Franklin and Mitchell county all reported concerns about safe drinking water in their Health Needs Assessment: Offering education opportunities for issues on bacterial contamination, tests on well water and DNR permits for feeding operations may be beneficial

**Processing Facilities**

Physically or chemically altering foods to add value. Processing facilities work with everything from produce to dairy to meat and array of activities from mincing to emulsifying to cooking and preserving. This is a way for farmers to add value to their product, but can be a large investment. Independent processing centers can help establish economic growth and opportunities.

**Public input:**
- Galena, IL: Health dept. rules prevent entrepreneurs from marketing their products. Need approved kitchens, cold storage, “chicken processing” etc.
- Anywhere in DBQ: Help prolong life of crops and feed year round

**Potential Community Impact:**
- Processing facilities assist in increasing product value and offer niche products.
- The Health Needs assessment states a goal to provide safe storage to increase food safety

**Mobile Processing Units**

Mobile slaughter units (MSUs) go directly to farms and can generate creative, niche markets for both animal and produce. Since Mobile Processing Units go directly to farm or specific locations, they offer locally processed, locally raised products.
Restaurants
Retail locations that offer opportunities for farm to table, increasing the availability of local food from producers to consumers. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

“...sail banners at restaurants that use local foods with information about the specific farm and food”

Public input:
- DBQ: Need for College friendly services, schools, restaurants, day cares*
- Dyersville: Just starting to get yoga spots and coffee joints, they have an organic grocer, but no locally sourced restaurants
- Asbury: Has no locally sourced restaurants
- Everywhere: Awareness campaign- sail banners at restaurants that use local foods with information about the specific farm and food. We already have a food store/ deli that grows as much produce as grows in Iowa--promote it!!

Interviews: Brazen:
Understanding buying local vs. big guy- and what ways to use or purchase Scratch kitchen – but don’t make the ketchup-example of Heinz- people take things so literally
Right now- farmers are also trying to learn how the system works- difficult to make relationships: Small farmers don’t understand the business side of selling to restaurants

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 locally.

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.

“Industry locations: Many people would appreciate the opportunity for local food choice”

Public input:
- Dubuque: None of the food trucks are organic
- Industry locations: Many people would appreciate the opportunity for local food choice
- Galena, IL: Need access to local food in subdivisions that are not in walking distance to grocery stores

Potential Community Impact:
- Average food truck start-up requires $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
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:
• Anywhere a connection can be made, show up to date products that need to move at good prices: I see a use for this practice connecting local farmers with buyers with the farmers “seconds” or blemished items. Sell at good prices for move at good prices: I see a use for this practice connecting local farmers with
• North end: Need for access to seafood/ fish. Markets for local fishing

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.

Number of Retail Food Establishments

<table>
<thead>
<tr>
<th></th>
<th>Supermarkets</th>
<th>Convenience Stores</th>
<th>Specialty Food Stores</th>
<th>Warehouse Clubs &amp; Supermarkets</th>
<th>Individuals with low access to grocery stores</th>
<th>Percentage of total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubuque</td>
<td>14</td>
<td>46</td>
<td>8</td>
<td>2</td>
<td>18,181</td>
<td>19.4%</td>
</tr>
<tr>
<td>State</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>598,387</td>
<td>19.6%</td>
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</tbody>
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Definitions:
SUPERMARKETS: A full line of fresh produce, fresh meat and poultry, dairy, dry and packaged foods, and canned and frozen foods.
CONVENIENT STORES: A limited line of products that generally include milk, bread, soda, and snacks. May be connected to a gasoline station. Specifically used for access to low cost items: bread, eggs, milk.
SPECIALTY FOOD STORES: Narrow line of specialty products such as meat, fish, fruits and vegetables, baked goods or other foods.
WAREHOUSE CLUBS AND SUPER-CENTERS: A general line of groceries along with other types of merchandise including apparel and household goods.

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.
• Over 2700 families participated in WIC in 2013.
• Opportunities for both locally owned businesses, promotion of local produced goods, and continued promotion of supplemental programs exist within grocery stores.

Food Box
A box of aggregated farm products from producers (meat, vegetables, fruit, etc.). This allows customers to have easy access to local and regional food. Boxes are typically offered on a weekly basis to enjoy fresh, healthy, regionally-sourced products at a retail rate.

“DBQ Community Gardeners: Package for transport to Foodbank”

Public input:
• DBQ Community Gardeners: Package for transport to Foodbank
• Advantage to have consistent format, easily identified source, may support consistent donations, may further develop in scheduled or regular pickup vs. having to deliver,
• Have designated food crop locations based on garden location or preferred organization

Potential Community Impact:
• Opportunity to build new business and source from multiple farmers within the region; In 2007, nearly 3,000 farmers sold $16.5 million of local products direct to consumer; compared to 2,455 farmers who sold $11.6 million in products in 2002
• 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
• Food Boxes can assist to provide families access to fresh, healthy food in an economically friendly manner and promote supplemental programs exist within grocery stores.

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.

“Iowa Food Hub: Food Box”
www.facebook.com/IowaFoodHub

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“Create an association of local growers who market locally/ area wide to restaurants and retail outlets”

Public Input:
• Dubuque: need for more food access with collaboration packing and transportation
• 11th and Rowa on Farmers Market: face on Highway 52, face on Summer Market
distribution to downtown restaurants, schools, etc. create market for local growers and processors- also include regional growers and regional distribution and grow into full distribution of national products in obvious places like citrus, grains, etc.
• In or near Dubuque: Improve local distribution possibly delivery/ distribution/ production : Neal Sprenglemeyer- Nealromo@yahoo.com

Potential Community Impact:
• Fill a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers.
• Existing Food Hubs in Region: Iowa Food Hub and Quad City Food Hub

“Iowa Food Hub: Food Box”
www.facebook.com/IowaFoodHub
**Auctions**

Established to allow consumers to purchase from local/ regional producers. The auction method offers a true supply and demand environment. They can offer a variety of products depending on the organization and producers supply, many also offer choices like wholesale pricing.

**Potential Community Impact:**
- Offer additional markets for producers and bring awareness about local and regional products

**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.

“Looking to start sustainable market space as cooperative”

**Public input:**
- Galena, IA: Looking to start sustainable maker space cooperative: contact: artbyrica@gmail.com

**Interviews: Main Street Farmers Market**

A few farmers are selling to the co-op and farmers market; only around 3. The type of farmers selling to the co-op are at a different capacity to be able to sell wholesale outside of market and are able to do both; some also are at wholesale level and don’t need the farmers market; others are using the farmers market as their living

**Interviews: Dubuque Food Cooperative**

Need for more growers: Pork/ Grass-fed beef/ Chicken

Is there a way to make more of an incentive for growers- is there a subsidy program?

Within the Tri-state area there are prominent CSA growers, this needs to expand significantly; currently they are providing fresh produce.

Also exploring education needs for explaining the current diet of America and how much education we need to do There needs to be places for people to go to buy whole, nutrient dense food- and where can you do that in Dubuque? The in-between market for fast-food and restaurant- healthy take-out?

**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

**Farm to School**

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.

“Major institutions need a plan for procurement”

**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

**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:**
- NICC | St. Mary’s | Clarke’s Food Science Program?: This is a need for small producers, ppl who want to do value-added products and can’t invest in their own commercial kitchen
- I make gallons of fresh salsa at season’s end. I would love to collect produce donations, process, and sell locally to raise funds for local food causes. Carolyn Fettit- Lange: wannabejizo@gmail.com
- Schools/ Churches: not-for-profit cooking classes – it doesn’t matter if you have access to food if you don’t know how to cook it
- Would be nice to use/ rent cross existing place or buy new – would like to be involved in small business development. Have seen this platform being developed in other places like Madison: Neal Sporen: nealrory@yahoo.com

**Potential Community Impact:**
- Assist in developing new businesses within the community and promoting season extension through value-added products
- Supports both producers, culinary entrepreneurs and partnerships with organizations that already have kitchen space
**Awareness Campaign**
Marketing campaigns build public support for particular issues that an organization seeks to resolve or get behind. Campaigns usually have a comprehensive effort among multiple partners to speak to a targeted audience and seek out a particular action for social behavior changes.

**Public input:**
- Currently a gap in perception of local food—need to connect it to health and "frugal and self-sufficient" perception
- Lack of awareness: how/where to get food—when it is grown, how much it takes to grow and purchase
- How to create different perceptions: new habits; built access to local food that is both affordable and nearby
- Showcase the economic development potential behind local food
- Everywhere: Awareness campaign—sail banners at restaurants that use local foods with information about the specific farm and food. We already have a food store/deli that grows as much produce as grows in Iowa—promote it!!

Opportunity to connect the economic development component of local foods

**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.
- The Dubuque County Health Needs Assessment states that it will increase Environmental Health Community Education for general public and that there is a need for increased education on healthy lifestyle behaviors (including regular exercise and healthy diet/nutrition habits) among young children. An awareness campaign could be a strategy for implementation.

**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.

**Public input:**
- Dubuque: Shared maker-space / food hub with attached non-profit restaurant
- Galena, IL: Have small businesses and entrepreneurs—need to work together to supply our own area food needs!

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

**Education Centers**
Education for young and old alike about agricultural systems through hands-on experience. These centers can take on many perspectives from sustainable agriculture production, the history of agriculture, or philosophies and theories behind best management practices of production. Many centers offer learning labs, workshops, and many other types of engaged learning.

**Public input:**
- Dubuque Rescue Mission: They already do an awesome job. (rooted chef! And Sustainability Fair), but I think even more public opportunity to be involved/volunteer would be great. I would gladly pay to take a cooking/gardening class too!
- Sinsinawa Mound, WI: Beginning farmer incubator
- County line- Dubuque county/ Jackson County/ Washington Mills Road and 154th Ave, Zwingle, Iowa: Will do workshops and hands-on education. Will give garden tours for the public—especially kids and interested adults on organic, permacultural production. Will talk about open-pollinated crops, seed saving, hardy crops, and winter production and harvest; biodiversity; low-input crop production, ecological gardening; environmental awareness; crops for attracting beneficial insects; medicinal wild herbs, green manures, cover crops, mulching, vermicompost, low-input, growing greens, culinary: Deborah Ritt- 15615 Washington Mills Road, Zwingle, IA 52079- Deborah.ritt@yahoo.com 563-519-9848
- Arboretum: Educational classes on growing fresh vegetables and fruits—educational classes on preparing the food for children to adults
  - City of DBQ / Would love to share and teach on Pet waste digesters! Yay!
  - City of DBQ: Would love to share/teach on vermiculture—go worm farms!
  - Education program on edible landscape for residence. Starting a home garden. Homesteading topics such as canning/preserving. Cooking education—affordable eating education.
  - 28th and Jackson/ Convivium: Developing urban farming examples-engaging community
  - 15615 Washington Mills Road and 154th Ave. Zwingle Iowa: Dubuque and Jackson County Line: Deb—growing gardens and welcome people and children to come learn about nature, stewardship of land, growing good food, making compost, etc.

**Potential Community Impact:**
- Agricultural education centers allow for immersion into the landscape that is being portrayed and developed; creating a lasting impact on the user
- Providing access to agricultural systems and community-based curriculum or educational opportunities, allows for students (young and old) to be better connected and aware of their environment

**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.

**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 and promote existing community assets for local and regional food systems. 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.

**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.

Existing policy groups to work with include: Dubuque County Regional Smart Plan (2013)

**AGRICULTURE AND NATURAL RESOURCES:**

1. **Encourage expansion and recruitment of environmentally conscious businesses.**
2. **Support economic development efforts to diversify the farm economy through “value added” products, organic farming, and alternative crops and livestock.**
3. **Expand food scrap and backyard composting options and awareness.**
4. **Encourage clean-up, beautification, and landscaping for the public, private, and business sectors, i.e., parkland, roadway, and shoreline adoption programs.**

**Public input:**
- Discuss barriers to selling fish from M. River
- **Dubuque – Dubuque area needs a safety and innovation net for future planning and resiliency**
- Key West (maybe by Casey’s?): I’m a key west resident. It’s a food desert. I’m interested in getting folks connected to healthy foods (maybe a community garden?) here. Stacy Larrison: 563-590-8200

- Interest in looking alternative forms of agriculture or water management: roadside management/ prairie restoration/ pollinator habitat—opportunity for awareness on various practices for farmers

**Food Recovery**

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.

**Personal Comments + Notes:**

**Participation requested!**
Thank you for reading through this brief snapshot of the existing programs and practices in Dubuque. Now, it’s your turn to brainstorm on potential projects that this coalition can work on together to develop the local food system.

Please access the online survey to list your top 4 priority projects for the next two years. Your participation will assist in determining the next steps for our coalition.

We have suggested 2 short term projects (9-12 months), 1 intermediate project (12-16 months), and 1 long term project (2-5 years)

THANK YOU!!

Online survey: [https://goo.gl/wW8yp4](https://goo.gl/wW8yp4)

The results will be discussed at our decision making meeting on July 12th from 9:00-11:00 at GDDC.