

LOCAL FOOD LEADER

Workshop + Certification

Program Narrative

The Iowa State University Extension and Outreach **Local Food Leader (LFL) Certification** is an individual skill development program for beginning local food practitioners and local food supporters. Local Food Leader teaches several foundational competencies critical to successful involvement in community food systems development. Our goal is to increase capacity for local food practitioners working on food systems programs around the US. Additionally, following certification, individuals can become trainers, with the goal to build local and regional capacity for food system development.

The certification includes both an in-person workshop and online modules. However, participants may attend only the workshop if full certification is not desired.

The day-long workshop is centered on activities and networking with colleagues. It focuses on building new skills and awareness for working in food systems, facilitation and capacity building. Participants discuss inclusion and building trust, developing evaluation techniques, and building on personal leadership values and professional development.

The second portion of the certification is conducted through online modules. The modules offer intensive curriculum geared for knowledge and behavior change in community food systems. Module units include: community food systems overview, methods of engagement and leadership, equity and inclusion, creating teams and tools for success, and evaluation.

Participant Learning 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 team work 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.



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Workshop Objectives by Topic:

Certification Introduction + Overview

- Improve awareness of new partners in the room
- Understand common language for community food systems
- Confirm process for certification

Working in Food Systems

- Understand potential collaborations
- Understand how food systems connect across asset areas
- Be aware of local activities

Inclusion

- Increase awareness of different perspectives
- Increase skills for inclusive conversations
- Identify facilitation methods for challenging topics
- Understand the need for personal reflection

Leadership

- Identify personal values
- Understand how personal values relate to leadership styles
- Understand qualities of leaders

Evaluation

- Understand the difference between systems, project, and program evaluation
- Ability to develop an evaluation logic model
- Be aware of additional evaluation tools

Facilitation

- Be aware of additional facilitation methods
- Improve understanding of collective action
- Understand the difference between project management and facilitation

Professional Development

- Identify personal and professional development needs and desires
- Understand the importance of a professional development plan
- Understand different types of professional development

Online Module Objectives:

Module 1: Community Food Systems

- Improve understanding of how food system components work together
- Improve understanding of roles and responsibilities of local food coordinators
- Increase knowledge on the complexities of work-life integration and understanding of the relationship between personal well-being, institutional culture, and work life
- Be aware of different levels of policy

Module 2: Methods of Engagement + Leadership

- Increase knowledge on ways to engage and create inclusive partnerships
- Develop new skills to assess community readiness, develop coalitions with collective plans of work, and understand how to provide leadership in the development of vision, mission and core values
- Increase understanding of why equity and inclusion are important considerations to the work of coalition development and partnerships
- Understand the Strategic Doing framework that will provide new skills to work through strategic planning and moving into action

Module 3: Creating Teams + Tools for Success

- Understand the importance in developing teams and what motivates them in their work
- Understand how to create a logic model that reflects outcomes and goals of their work and the activities and outputs necessary
- Develop new skills in developing team strategic plans and increased understanding of writing and submitting grants
- Ability to identify the five major parts of a feasibility study
- Ability to identify technical assistance resources for their food systems work as well as funding sources for their work
- Aware of food assessments and other tools that exist to assess and analyze existing conditions for their food systems

Module 4: Evaluation

- Increase understanding of basic language in the evaluation field and types of data that can be used in evaluation
- Learn new tools to create, deliver, and evaluate quality local foods programs
- Understand how systems evaluation is unique and be able to think through the many factors that affect food systems