

Dubuque

Greater Dubuque

The Dubuque Food System Assessment is a compilation of research including quantitative and qualitative data and is was used to both develop priority projects for the Dubuque Eats Well Coalition as well as to build awareness of the existing conditions of the food system in Dubuque for the community. The food system assessment reviews five food system sectors (Production, Processing, Distribution, Consumption + Access, and Resource Management) as they relate to community values (Economy, Education, Equity, Healthy, and Environment).

Food System Sectors are detailed through tactics:

- Production: Gardening, agricultural production (rural and urban agriculture), vertical farming, etc.
- Transformation + Processing: Value-Added processing, freezing, canning, butcher, etc.
- Distribution + Marketing: food hubs, food boxes, CSA's, market and branding, etc.
- Consumption + Access: grocery stores, food trucks, restaurants, food assistance programs, etc.
- Resource Management: conservation programs, food recovery, composting, etc.



From the Assessment the Dubuque Eats Well Coalition determined five priority projects to implement. Projects determined include:

- Farm to School Programming
- Farm to Institution Network
- Bee Branch Food Forest
- Double Up Bucks Promotion and Awareness
- Sinsinawa Mound Collaborative Farm

Food Systems involve many different facets of the community, and thus, the full assessment compiles various different types of research including maps, graphs, and narratives.

Dubuque Eats Well:

Mission:

TO TRANSFORM THE LOCAL FOOD SYSTEM IN THE GREATER DUBUQUE AREA THROUGH EDUCATION, PLANNING, IMPLEMENTING, AND SUSTAINING HEALTHY, COMMUNITY-BASED 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.

Core Values:

INTERCONNECTEDNESS AND SYNERGY: Partnerships and personal relationships lead to food system transformation, leading to cross-cutting opportunities and creative collaborations to solve diverse problems and we welcome input from inclusive and diverse community partners because we thrive on the diversity of our community and their passion, expertise and skills.

SOCIAL EQUITY: All residents, regardless of their race/ ethnicity/ nationality, neighborhood or resident, rural or urban, 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, physical access in the built environment, and overall empowerment for all residents.

HEALTH AND SAFETY: Foods that are fresh, local, and minimally process and seek to align our efforts with organizations who are working to prevent and reduce rates of diet-related illnesses including diabetes and obesity.

EDUCATION: Education opportunities for food systems 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 it not limited to education for consumes, producers, process and distributors, purchasers, and general awareness.

Operating Principles

Action: We will act to improve the food system through collective and shared food system goals within the coalition to generate transformative 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

PRIORITY PROJECTS:

Based on this assessment 5 priority projects were determined by the coalition:

- **Farm to School Programming:**

Farm to School Capacity Building & Outreach

Farm to School is about more than including local food in school lunch. It's also about integrating food and farm education into the classroom through experiential learning - school gardens, taste tests, farm field trips, hands-on cooking activities and more!

The goal of the Farm to School Capacity Building Project Team is to raise awareness of the benefits of farm to school activities, by championing local teachers and increasing awareness of resources and best practices for integrating farm to school policies and programs in Dubuque area schools.

- **Bee Branch Food Forest**

The Bee Branch Creek Restoration Project involves replacing almost one-mile of storm sewer in downtown Dubuque with a creek and floodplain to allow stormwater to move through the area without flooding properties nearby. Included in the City's design for the upper portion of the Bee Branch is a small public orchard nestled within 2,300-foot of landscaping and green space.

The goal of the Bee Branch Food Forest Project Team is to partner with the City to foster community engagement around the food forest. This includes the design of consistent and engaging educational signage. The team will also research best practices for volunteer engagement, educational programs, and curriculum that can be utilized in the food forest.

- **Double Up Bucks Promotion and Awareness**

Double Up Food Bucks (DUFB) is a healthy food incentives program that matches every SNAP dollar spent at Farmers' Market with an additional \$1 for fresh fruits & vegetables up to \$10 per week. Successfully piloted in over 140 communities nationwide, In 2016, Dubuque Farmers' Market joined 5 other markets and Healthiest State Initiative to pilot the first Iowa DUFB program.

The goal of the Double Up Food Bucks Promotion Project Team is to increase awareness and support of the program among potential participants and sponsors. This will also include the development of a "kit of parts" that articulates the process and steps Dubuque has gone through for a successful program. This can be used as a transferable tool for communities who seek to utilize the Double Up Bucks program in the future.

- **Farm to Institution Evaluation and Network:**

Each year institutions including universities, hospitals and grocery stores spend hundreds of thousands of dollars on food. What would the economic impact be if those institutions committed a portion of those dollars to local purchases?

The goal of the Farm to Institution Project Team is to understand the potential for institutional local purchases and quantify the benefits of institutional purchases if made at the local level. Additionally, this team will help connect and develop a network between producers, aggregators and institutional buyers through events and meetings to understand the current constraints and potential possibilities for increasing our local purchases at the institutional level.

- **Sinsinawa Mound Collaborative Farm**

The vision for the farm is to cultivate farmers to grow healthy food for a sustainable community

The Sinsinawa Mound Collaborative Farm assists beginning farmers in their quest to access land and develop a thriving farm business. We mentor farmers on land-stewardship and organic production to promote a healthy, vibrant regional food system. This will be accomplished through:

- Collaborative learning and business environment that provides access to productive land, educational opportunities, mentorship and marketing promotion
- Promotes locally produced, organically grown foods in a land tenure that offers harmony between the natural environment and agricultural land stewardship
- Sustainable community practice that strengthens the development of the local and regional food system

The Cooperative Farm Project Team is dedicated to assisting Sinsinawa in its vision to create a concept design for the 12 acres of vegetable and 20 acres of grazing land and structures related to the master plan developed for the cooperative farm. In addition, the team will work together to find best practices for beginning farmer programs in Wisconsin and Iowa in both grazing, vegetable production, and conservation practices. The team will also help develop strategic partnerships and recruitment for mentors and mentees to farm on-site at Sinsawa.

PARTNERS:

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Brazen Open Kitchen

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