The Health and Food System Assessment is a compilation of various research data (Geographic Information Systems, Census Database, Extension, Community Health Needs Assessment, interviews and steering committee discussions). This report has been developed to showcase the existing conditions of the food system sectors (Production, Transformation, Distribution, Consumption + Access and Resource Management) and the various projects that fall within them.

Food and Health Systems involve many different facets of the community, and thus, this document compiles various research and understanding of each food system sector. The final report will represent the community’s interests and core values around food system development. The following sections will include an abstract or overview of each section, interviews, discussion on each topic area, data-based research (quantitative and qualitative), and maps that will be used for decision making and determination of priority projects and programs for the coalition to continue to enhance the collective efforts of the community in regards to health and food systems.

The following pages will describe existing conditions with the food system of Dubuque, and will highlight the priority projects that have been determined by Dubuque Eats Well based on this assessment and the snapshot.

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
About the assessment:

The food system assessment has been developed and arranged to follow the food system sectors:

- **Production**: Science, art, or occupation that involves cultivating land, raising crops, hunting, fishing, foraging or farming
- **Processing**: Transformation of raw ingredients, physically or chemically, transforming into a value-added market
- **Distribution + Marketing**: Moving product from farm or processing site to consumer; including distribution and sales
- **Consumption + Access**: Opportunities for an individual to gain access to food in a physically safe, financially viable, and culturally competent way
- **Resource Management**: Efficient and effective deployment and allocation of community and business resources as it relates to land, water, soil, plants, food and created materials

Within each of the sectors, tactics are researched based on existing conditions within the community; the report is written about tactics that contribute to the overall sector.

- **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.

Each tactic is analyzed on its contributions to core community systems:

- **Economy**: Production, distribution or trade, and consumption of limited goods and services by different agents in a given geographical location
- **Education**: Networks of relationships among people working toward food system development; incorporation of education, culture and arts to achieve goals
- **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 healthy living
- **Health**: Ability to be free from illness or injury with good mental and physical conditions: opportunity to connect to areas to promote healthy lifestyles
- **Environment (Natural and Built)**: Natural assets including geology, soil, air, water, and living things: ecosystem services allowing for healthy, sustainable food production; Material, spatial and cultural product of human labor- combines physical elements and energy for living, working and playing

The assessment is formatted to give an in-depth analysis of individual projects and programs that exist within Dubuque County, and to allow for an assessment of the system as a whole. This assessment provides information to relay how systems that exist (economy, education, health, environment, policy) relate to one another within the food system. As you walk through the assessment, you’ll find that the first page of each sector gives an overview followed by the analysis.

Where appropriate, maps are developed to give a visual demonstration of the information discussed.
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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 processed 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 consumers, 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-feet 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:**
Carolyn Scherf - LFC Dubuque Extension,  
Chris Olson - Four Mounds Foundation  
Teri Goodmann: City of Dubuque- Government Relations  
Jason Neises - Community Foundation of Greater Dubuque  
Paul Schultz - Green Dubuque  
Cori Burbach: Sustainability Coordinator Dubuque  
Jenna Soyer: ECIA  
Maurice Jones: Economic Development Dubuque  
Paul Mariman: ISU Extension and Outreach Director  
Ron McCarthy - NRCS  
Danielle Bay - Dubuque Extension  
Paul Mariman - Dubuque Extension  
Ashley Neises - Dubuque Rescue Mission  
Kristi Bellman- Farmer  
Michael Briebach- Farmer  
Mary Rose Corrigan- City of Dubuque, Public Health  
Charles Isehnart- House Representative  
Jay Whickham- DBQ County Supervisor  
Dave Kendall  
Rhonda Simpson: DCSD- Health Serce  
Joanne Frank: DCSD: Food Services  
Mike Muench: Convivium Urban Farmstead  
Kathy Sutton- St. Steven's Food Bank  
Eric Eugaladaa- Sinsiniwa Mounds  
Stacy Lanison: Crescent Community Health Center  
Dave Langlois: FarmTek  
Wayne Weber: UW Platteville, Dean of Agriculture  
Mark Millitger: Tree of Life Garden  
John Sewell: East Mill Bakery and East Mill Farmers Market  
Brazen Open Kitchen  
Paula Connors: Winter Farmers Market
Production:
This section provides an overview of community projects, programs, businesses, etc. that involve the science, art, or occupation that involves cultivating land, raising crops, hunting, fishing, foraging or farming

Community Conclusions/ priority project development:
• Farm to School Programming:
Farm to School Capacity Building & Outreach
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**Backyard Gardens**

Backyard gardening allows for the integration of food plants with ornamental plants for an aesthetic setting. By incorporating both types of plants, a garden becomes productive as well as beautiful; leading to added health benefits, stress reduction, and personal financial stability. With the incorporation of fruits, vegetables, herbs and beautiful perennials and annuals, your space is sure to have practical and flavorful results.

There are numerous types of gardening that can be used at any scale from the backyard to city streets. Gardening is a great way to introduce healthy, fresh plants into family lifestyle at home as well as grow food for those in need.

**Public Input Session:**

- 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
- Promote lasagna gardening
- Washington/ Northend neighborhood: help train and support food insecure residents in growing and preparing food
- 1000 block of Victoria Street: Have 30’x50’ with 7’ fence- willing to share
- Local communities: look at ways to eliminate unintentional policy barriers to backyard gardening

**Interviews with topic**

**Wading Pool Gardens**

- **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

**Economy:** Individual savings, potential for increased home value

**Education:** Master Gardener programs available
### PRESERVATION SISTERS - COOKING CLASSES

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<th>Audience</th>
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<th>Topic: Cooking &amp; nutrition</th>
<th>Future Opportunities</th>
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<td>Consumer - Adult</td>
<td>Dubuque County ISU Extension: Master Gardener Training Monthly Lunch &amp; Learn the first Wednesday of the month (time) at the Multicultural Family Center - for free to everyone</td>
<td>Hy-Vee: nutrition, cooking, weight management, and meal planning classes and workshops. Fee based, some are free.</td>
<td>Convivium Urban Farmstead - Commercial Kitchen &amp; Event Space (Leslie)</td>
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<td>The Dubuque Rescue Mission Convivium Urban Farmstead Dubuque Community Garden Coalition convenes to coordinate gardening efforts.</td>
<td>Mercy Medical Center: Nutrition • Just for You consultations $125 - includes resting metabolic rate calculation and dietary consultation • Individual consultations with Registered/Licensed Dietitian - Fee depends on amount of time and number of sessions • Free community education classes are also provided throughout the year • Weight Management</td>
<td>Sinsinawa Mound - new program director for ecological education hired in 2015 (Eric)</td>
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<td>• Hy-Vee programs • Individual consultations with Registered/Licensed Dietitian - Fee depends on amount of time and number of sessions • Free community education classes are also provided throughout the year • Weight Management</td>
<td>Dream Center</td>
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<td>• Convivium Urban Farmstead - Commercial Kitchen &amp; Event Space (Leslie)</td>
<td>NICC Student Garden, Health &amp; Wellness Coaching Certificate Program</td>
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<td>• Mercy’s cafeteria is open to the community, includes heart-healthy frozen foods called Healthy Variety</td>
<td>Loras College Student Garden</td>
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<td>• Clarke University: speakers on food and nutrition issues.</td>
<td>Clarke University Student Garden, Food Science program</td>
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<td>Crescent Community Health Center: nutrition/weight management/goal setting classes monthly at their Wellness Center Provide individualized health education and disease management</td>
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<td>Dubuque County Extension: • Canning workshops, food preservation classes, and local food cooking classes • Summer Farmers' Market Demos with Chef Ryan Boughton are held at the Dubuque Farmers' Market the first Saturday of each month.</td>
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<td>The Rescue Mission: Rooted Chef Program</td>
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Equity: opportunity to have better access to food

LOCAL ADVOCACY: COMMUNITY GREEN DUBUQUE

Health: safe food, exercise, gardens are shown to assist with stress reduction; children who eat homegrown fruits and vegetables eat twice the amount of these foods than kids who seldom get fresh fruits and vegetables

Dubuque County Community Health Improvement Plan:

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

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

Natural Systems: improved environment
**Faith Gardens**

Faith Based Gardens are similar to community gardens, with particular faith-based affiliations. Common motivations include feeding the hungry, building community, and creating multigenerational and cultural connections. Many gardens offer produce to their volunteers or congregation members in need, and several also donate produce to food pantries in the community. These gardens typically are focused on creating therapeutic spaces for individuals to relax and contemplate life, allowing for people to feel a part of something larger than themselves. Often, faith based affiliations will connect with businesses outside of the church for participation and or training opportunities: refugee farming, high-school internships, master-gardeners volunteers, etc.

**Discussion from coalition meetings:**

- **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

**Education:** educates and build awareness about hunger, training opportunities for gardening

**Rescue Mission**

- **NEW PRACTICES + EDUCATION**

**Satellite @ New Hope Farm:**

- **ASSISTING IN POVERTY- WORKING WITH HOMELESS MEN**
- **ALSO WORKING ON FUTURE TALK PROGRAM THAT IS MULTI-CULTURAL**

**Equity:** helps promote food security, provides food for the hungry. One acre faith garden donates to kitchens and pantries- and can help feed over 2000 families per year.

**5 MOTHER HOUSES | 16 FOOD PANTRIES -> ST. STEVEN’S FOOD BANK- GLEANING PROGRAM**

**Health:** therapeutic space can help relieve stress; faith gardens create opportunities for volunteerism, volunteering has been shown to develop community capacity and ownership in the community as well as increase social and relationship skills and benefit the mind.

**Natural Systems:** environmental diversity and awareness, promotes therapeutic space
**Corporate Gardens**

Can assist and help establish healthy habits for employees and administration within a company and promote sustainable wellness for the community. Many corporate gardens allow for employees to take home product. Large corporations like PepsiCo to small town neighborhood businesses incorporate gardens for various reasons: lunchtime getaway, health benefits, or fashionable perks. Several employee wellness opportunities can occur: nutritional awareness, mental health, and physical health. Corporate gardens are options to give back to employees and improve quality of life. Gardens can take on many different looks like any community garden- rent for space, corporate giving gardens, or community space to grow and work together free of charge.

**Economy:** Hy-Vee One Step Community Produce Garden- gives back to the community through donations of everyday foods to charitable causes. They also have grant awards for up to $1,000 that must be received by February 1 (2016).
**Education:** promotion of nutritional, mental and physical health *(Corporate Garden Coach)*
**Equity:** Corporate gardens can assist in providing access to land for growing personal food
**Health:** Best practices on employee betterment programs – also identified opportunities for employees to get involved in wellness programs (city employees). Assists in providing emotional and beneficial mental peace. Gardens have been shown to improve health by decreasing blood pressure, reducing hear rate, relieving muscle tension, decreasing patients’ perception of pain, and improving mood. *(Cass County Health System Foundation)*
Community Gardens

Community Gardens create community and neighborhood capital. A community garden is a public space that can be a cross section between public and private entities open to all, or for identified users. These spaces offer opportunities for families to grow their own food leading to financial stability and healthy, fresh food options. Gardening has been shown to reduce stress and promote additional exercise through leisure activity.

Community gardens can be created in a vast amount of spaces and environments: rural and urban settings, vacant lots, pocket parks, and local business plots.

Public Input Sessions:

- DBQ: 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

Economy: catalyst for neighborhood development and beautification (Long, Agricultural Urbanism Toolkit 18)

SQUARE FOOTAGE (~ 1 ACRE TOTAL)

- 2010: 44,362 sq ft
- 2011: 49,008 sq ft

# OF COMMUNITY GARDENS (2014)

INDIVIDUAL PLOTS MANAGED:

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<thead>
<tr>
<th>Year</th>
<th>PLOTS</th>
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<td>2011</td>
<td>6</td>
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<td>2012</td>
<td>13</td>
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<td>2014</td>
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1. Dubuque Jaycees Community Gardens

- Veterans Memorial Park, 2700 Northview Dr.
- Scott Breitfelder (563-583-5555)
- Sponsored by Dubuque Jaycees

Includes:

- Water supply
- Surrounded by a deer fence
- 8 in-ground beds
- 6 raised garden beds
- 2 waist-high beds for gardeners with limited mobility

Eligibility and price:
Anyone is eligible
Income-based fee waivers available
$30 for in-ground and raised beds
$40 for waist-high beds
$25 refundable deposit is required (returned if plot is cleared after harvest)
Deadline to reserve a plot is May 1st

3. FOUR MOUNDS COMMUNITY GARDEN
   o 4392 Peru Rd
   o Chris Olson
   o Sponsored by Four Mounds
Includes:
   o In-ground plots available for annual rental
   o Large plots available for special rates
   o Limited water
   o No supplied fencing
Eligibility and price:
   o Anyone eligible
   o $25 deposit for all sizes
   o $30 for 15 x 15 ft. plot
   o $40 for 15 x 30 ft. plot
   o $1 per every 10 sq. ft. larger than 500 sq. ft.

4. DR. VINTER GARDEN (CRESCENT COMMUNITY HEALTH CENTER)
   o Sponsored by Crescent Community Health Center
   o 21st Street between Elm and Kneist Streets
   o Kathy Eldridge-Hutton
Eligibility and price:
   o Crescent patients take priority, but open to anyone
   o Free plots

5. WASHINGTON NEIGHBORHOOD COMMUNITY GARDENS
   o Sponsored by Washington Neighborhood Development Corporation
   o 18th & Washington St
   o Megan Starr
Eligibility and price:
   o Open to resident of the Washington Neighborhood
     o Between 11th and 22nd streets and Central Ave. and Elm St.
   o Free plots

6. FIRESHOUSE GARDENS
7. DEM GREENS
Education: have been shown to offer inter-generational and cross-cultural learning opportunities

DUBUQUE COMMUNITY GARDEN COALITION:
(DUBUQUE COMMUNITY GARDEN COALITION)

MASTER GARDENERS: (Scherf), (Iowa State University Extension and Outreach)
Total # Master Gardeners: 121
Total active in 2014: 88
Total active in last 3 years: 104
# Volunteer hours 2014: 4,376
Estimated # People reached: 11,388

RANKED 3RD OUT OF ALL IOWA COUNTIES IN VOLUNTEER HOURS
4206.55 hours in 2012 (Iowa State University Extension and Outreach)

Class times:
TUESDAY CLASSES 6-9:30 PM AT DUBUQUE COUNTY EXTENSION 14585 WEST RIDGE LN., DUBUQUE
SATURDAY CLASS 8:30AM-5:45PM

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>PRESENTER(S)</th>
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<tbody>
<tr>
<td>Tuesday, September 22</td>
<td>Orientation</td>
<td>Laura Klavitter</td>
</tr>
<tr>
<td>Tuesday, September 29</td>
<td>Soils and Botany</td>
<td>Lee Buras, Denny Schrock</td>
</tr>
<tr>
<td>Thursday, October 1</td>
<td>Vegetables</td>
<td>Ashley Neese, Laura Klavitter</td>
</tr>
<tr>
<td>Tuesday, October 6</td>
<td>Plant Pathology and Entomology</td>
<td>Donald Lewis, Lina Rodriguez-Salamance</td>
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<tr>
<td>Thursday, October 8</td>
<td>Herbaceous Ornamentals</td>
<td>Richard Jaurch</td>
</tr>
<tr>
<td>Saturday, October 10</td>
<td>Class on Campus at Iowa State University</td>
<td>Numerous</td>
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<td>Landscape Trees &amp; Shrubs</td>
<td>Jeff Iles</td>
</tr>
<tr>
<td>Tuesday, October 20</td>
<td>Sustainable Home Landscape Design</td>
<td>Lisa Orgler</td>
</tr>
<tr>
<td>Tuesday, October 27</td>
<td>Fruit Culture</td>
<td>Diana Cochran</td>
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<tr>
<td>Tuesday, November 3</td>
<td>Turfgrass Management</td>
<td>Ryan Adams</td>
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<tr>
<td>Tuesday, November 10</td>
<td>Weeds, IPM and Pesticides</td>
<td>Kristine Schaefer, Laura Jesse</td>
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<td>Thursday, November 12</td>
<td>House Plants &amp; Propagation</td>
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<tr>
<td>Tuesday, November 17</td>
<td>Animal Ecology</td>
<td>Mike Rentz</td>
</tr>
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</table>

Equity: neighborhood and community gardens have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs
Health: promotes social interactions with neighbors and allow for better self-reliance for food needs.

DUBUQUE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROMOTE HEALTHY BEHAVIORS:
(DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)

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

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

Natural Systems: promotes additional recreation opportunities, green space improvement, and can minimize heat island effect.

Figure 1: Community Gardens
**School Gardens**

School Gardens create unique learning opportunities for both students and teachers. Gardening can connect multiple disciplines: Math, Science, English, and Nutrition. It can be used to teach children how to sustain themselves, care and respect the earth. School gardens foster growth and knowledge about where food comes from and nourishes healthy living habits.

School gardens can be incorporated as Community Garden spaces and provide inter-generational and cross-cultural learning opportunities. These spaces create aesthetically pleasing ways to learn about the environment, how to grow food, and create social connections and common ground. School gardens show children that they are a part of something bigger in their community and school system. This pride has the chance to grow in all ages from toddlers to high school students.

**Community Conclusions:** During the decision making meeting, the coalition determined a priority project based on Farm to School programming and potential collaboration with school garden design and School Garden 101 training.

**Public Input Session:**

- 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
- 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)

**Economy:**

**find the data for lunch program requirements/ curriculum requirements – is this different per area/ or the same for the entire state**

**Education:** 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.

**WRAP YOUR OWN IOWA GROWN (2010)**

**SCHOOL GARDENS 101 (2015)**

- Hempstead High School Garden: part of Dubuque schools
- Irving Elementary School Garden: part of Dubuque schools

**Dubuque County Community Health Improvement Plan Promote Healthy Behaviors:**

(Dubuque County Health), (Iowa Department of Public Health)

By 2016 the Obesity Rate in Dubuque County will decrease from 28% to 24%.

Need for increased education on healthy lifestyle behaviors (including regular exercise and healthy diet/nutrition habits) among young children.
<table>
<thead>
<tr>
<th>Audience</th>
<th>Topic: Personal food production (Gardening)</th>
<th>Topic: Cooking &amp; nutrition</th>
<th>Future Opportunities</th>
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<tbody>
<tr>
<td>Consumer - Child</td>
<td>School Gardens 101 program at Extension. Garden Programs implemented in 2015: Hempstead, NICC, (ALC?), Sageville Elementary, (Jefferson Jr High) Dubuque Rescue Mission Partnership with Prescott Elementary School Beans &amp; Greens program Mound Bound Program</td>
<td>Nutrition is part of the DCSD K-12 health curriculum. Events: MFC - Spice Night Events: Circles Initiative Leisure Services Summer Programming Mound Bound Program LEAP program for Junior High Schools (Jefferson and Washington) Includes *healthy snack - contact Jackie Webber</td>
<td>Convivium Urban Farmstead The Dream Center - serves meals After School Program (Leisure Services) - serves prepackaged snacks to 5 elementary school students 4H FutureTalk - offers stipends to youth to engage in beautification projects at parks and prairie/wetland areas</td>
</tr>
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</table>

**Equity:**

**Youth consuming at least 5 fruits per day:** (The University of Iowa)

<table>
<thead>
<tr>
<th>IOWA YOUTH SURVEY- UNITS PERCENTAGE</th>
<th>6TH GRADE</th>
<th>8TH GRADE</th>
<th>11TH GRADE</th>
<th>ALL GRADES</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE COUNTY MALES</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
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<tr>
<td>DUBUQUE COUNTY FEMALES</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>STATE MALES</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
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<tr>
<td>STATE FEMALES</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
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**Youth consuming at least 5 vegetables per day (2012)** (The University of Iowa)

<table>
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<tr>
<td>DUBUQUE COUNTY RESULTS MALES</td>
<td>5%</td>
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<tr>
<td>DUBUQUE COUNTY RESULTS FEMALES</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
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<tr>
<td>STATE OF IOWA RESULTS MALES</td>
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<tr>
<td>STATE OF IOWA RESULTS FEMALES</td>
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<td>4%</td>
<td>3%</td>
<td>4%</td>
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</table>

**Free and Reduced Lunch (Iowa Department of Education)**

<table>
<thead>
<tr>
<th>District</th>
<th>Percent Free and Reduced Lunch</th>
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</thead>
<tbody>
<tr>
<td>DUBUQUE</td>
<td>37.1%</td>
</tr>
<tr>
<td>WESTERN DUBUQUE</td>
<td>27.4%</td>
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</table>
STATE AVERAGE 41.0%

PARTICIPATING IN THE COMMUNITY ELIGIBILITY PROVISION FOR SCHOOLS PROGRAM & LEISURE SERVICES AFTER SCHOOL PROGRAM): LINCOLN, AUDUBON, FULTON, MARSHALL, PRESCOTT

Natural Systems: school gardens can promote respect for the earth, and provide improvements to existing green space

Figure 2: School Gardens
**Public Edible Landscape**

Public, edible landscapes combine form and function to create practical and aesthetically pleasing environments in communities. The promotion of visible, edible spaces will build knowledge about where food comes from, how to grow it, and re-connect individuals with their food and nature. 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. This inter-mixing allows for reduced pests, creative textures, and fun environments. Edible landscapes allow for nature to connect with the built environment through architecture, structure, materiality, and productive function.

**Community Conclusions:** During the decision making meeting, the coalition determined a priority project that will evolve the current design for Bee Branch that includes an edible landscape component. In addition, the project will assist with branding and signage for the site to build awareness on edible landscape design and food access.

**Discussion from coalition meetings:**

- Encourage people to explore swiss chard as a pretty landscape plant
- Four Mounds Farm 4392 Pearl: demonstration farm for agroforestry
- Dubuque Arboretum: Building Garden of Eatin’ – public food forest demo garden - set to plant by 2016
- Eagle Point Park and Mines of Spain: edible trail-side landscaping with signage
- Sieppel / Cousins Road: 25 Acre Riparian Zone - Future Use?
- Bergfeld Recreation Area: lots of room, plant edible natives, berries, maybe root vegetables
- Jackson Park: edible landscape can add beauty to an area while providing easily harvested fruits and vegetables to a general population: WW-Plateville just implemented this on campus last year to great success with pepper and tomato plants dotting walkways on quads
- Galena, Illinois: Have parks, public spaces with nothing but lawns, need more awareness about local food and fresh food

**Equity:** offers healthy food access within public realms of a city. 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

**Health:** can promote healthy behaviors and be utilized for horticulture therapy

**Natural Systems:** promotes aesthetics around the community and businesses; edible landscapes can cool heat islands, improve air quality and reduce stormwater runoff

PARK SYSTEM: COUNTY AND CITY

**Catfish Creek Watershed:**
Need of conservation: also other watershed authorities

**Bee Branch Creek Restoration in Washington Neighborhood**

**Total Open Space:** 4,523.0 ACRES
Public Open Space area: 1,631.0 ACRES (Scherf)
City of Dubuque has 1600 acres of publicly owned green space (Long, Notes from Dubuque Meeting)

Figure 3: DNR and Conservation Lands
**Incubator Farms:**

Aim to assist new and beginning farmer entrepreneurs in establishing their own successful business. Incubator farms typically train on successful business tactics and provide resources and services that are typically expensive or difficult to come by for start-up entrepreneurs on their own. Many forms of incubator farms exist, but all 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.

**Community Conclusions:** During the decision making meeting, the coalition determined a priority project in collaboration with Sinsinawa Mound. This will involve the development of a collaborative farm that will assist low-resource individuals in finding access to land, business development skills, and farm management training. Additionally, the project will include the design and development of a branding campaign for the Collaborative Farm and a comprehensive master plan design.

**Public Input Sessions:**

- 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.
- Galena, IL: We have farmland and want to add to the local community- Jo Davies Conservation Foundation
- Galena, IL: Need small business opportunities and access to local food. Vision 20/20 economic development group is looking for entrepreneurs

**Interviews with topic:**

Sinsiniwa Mounds/ Cuba City: Eric and Sheila/ Mark (Tree of Life Farm):

- 450 acres- woodlands and agricultural land- leased to organic dairy currently
- Current: summer gardening- doesn’t’ supply need
- Have to re-educate selves and kitchen staff
- How can we coordinate menu to what's coming from garden/

Current project ideas:

Have done two studies: 1- shared-use kitchen and collaborative farm; 2- analysis of food purchases and what we grow

**Goals for Beginning Farmer Project:**

- Currently collaborate with Extension offices- SW Badger RD&C, SW CAP (Community Action Project), regional Planning office, Grow SW Commission
- Trying to become a service base to community- designed with the mission
- Mark has 12 acres of vegetable production- Hope to have start with Mark as mentor-
- Could supply planning skills/ interpretive skills/ marketing etc.
- Interested in Farley Center/ working as a collaborative model vs. an incubator model
- Sinsiniwa could also be a purchaser of products grown on the land

**Mentorship:**

- Mark- bring in experts or field days for learning (farming/ hands-on/ other are teaching)
- Want to connect to the educational component and bring in spiritual base
• Going to train guys from Rescue Mission for training large purchase CSA to help with food purchases

Mark: goals
• Design that incorporates field/ packing/ circulation/ storage and housing
• Has a 5 acre farmstead with hoop and mushroom house- cover crop rotation and soil improvement plan
• In 2016 would like to have 2 sites in production and then distribut from farm
• Goal for all on Sinsiniwa and packing shed

Site development:
• 10 day meeting with sisters: very excited to open up land to public– and facilities
• Need for space is declining as a ministry - chapter has 200 people: land/ building/ mission (what's the future)
• For the future: want to be a place for people to have a "just relationship with the earth"
• Seed of Change grant: equipment
• Have farm buildings from dairy still available
• Concept planning process- including provision of housing
• Have a lot of freezer and cooler space
• Have a lot of group events- meal options/ overnight retreats
COMMUNITY SUPPORTED AGRICULTURE

Community Supported Agriculture (CSA) is a partnership between farmers and community members working together to create a local food system. This differs from direct marketing because members share in the risk of production, allowing for producers to concentrate on growing food and caring for the land. CSAs are a popular way to buy local, seasonal food directly from farmers. Consumers receive ultra-fresh, and often times, unique produce and recipes for cooking. It also allows for consumers to visit farms and learn about different growing styles. CSAs operate under a shared commitment to build a more local and equitable food system, where producers can focus on land stewardship and still maintain productive and profitable small farms; allowing for the highest Ecological potential possible.

Public Input Sessions:

- Roshek lobby drop site- IBMers need healthy food
- Two Onion Farm, BelMont, WI: strong relationship between farmer and eaters. NO middlemen, meaning more $ stays with farmer
- Galena, IA: We have farmland available and want to see a new community benefit Jo Davies Conservation Foundation
- How do we focus on getting more local food to these high number of low-income individuals Can CSA and Farmers Market Vouchers assist?

Economy: 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.

14 FARMS MARKETED PRODUCTS THROUGH COMMUNITY SUPPORTED AGRICULTURE (CSA) IN 2007

- Via market maker- only 6 listed

TWO ONION DROPSITES:

Dubuque
- Dubuque Food Coop: 955 Washington St, #107, Fridays 2:00-6:00 PM
- Honkamp Krueger: 2345 JFK Road, Fridays 2:00-end of day. This site is for Honkamp Krueger employees only.
- Loras College: 1450 Alta Vista St., Fridays 2:45 PM-end of day. This site is for Loras College students and employees only.
- Medical Associates East Campus: 1000 Langworthy St, Fridays 3:00 PM-end of day. This site is for Medical Associates employees only.
- Medical Associates West Campus: 1500 Associates Dr, Fridays 3:00 PM-end of day. This site is for Medical Associates employees only.
- Northwest (Near intersection of NW Arterial and JFK): 12449 Kingston Way, Fridays 3:00-7:00 PM
- Pennsylvania Ave neighborhood: 3871 Andrea St, Fridays 3:00-7:00 PM
- River Lights Bookstore: 1098 Main St., Fridays 2:30-8:00 PM

Galena
- Galena: 10902 Dogleg Ridge, Fridays 4:00-7:00 PM
- Galena Territory: 9 Northstar Ct, Fridays 4:15-6:30 PM

SMALL FAMILY FARM DROP SITES
Dubuque, IA  
Dubuque Community School District (employees only)  
Wed.  1pm to 4pm

Dubuque, IA  
Family First Chiropractic Wellness at 998 Fremont Ave.  
Wed.  1pm to 5:30pm

Dubuque, IA  
The Food Store at 1109 Iowa Street  
Wed.  12pm to 6:30pm

Dubuque, IA  
Ace Home and Garden on JFK  
Wed.  1pm to 7pm

Dubuque, IA  
Free Flight at 5010 Wolff Road  
Wed.  1pm to 6:30pm

Dubuque, IA  
Mercy Medical Center (employees only)  
Wed.  1pm to 5pm

Dubuque, IA  
Medical Associates East Campus (employees only)  
Wed.  1pm to 5pm

Dubuque, IA  
Medical Associates West Campus (employees only)  
Wed.  1pm to 5pm

Dubuque, IA  
Loras College (students and faculty only)  
Wed.  1pm to 5pm

Dubuque, IA  
Wartburg Seminary (employees only)  
Wed.  1pm to 4pm

Dubuque, IA  
Clarke University (students and faculty only)  
Wed.  1pm to 4:30pm

Dubuque, IA  
Unity Point Health Finley Hospital (employees only)  
Wed.  1:30pm to 3:30pm

**HONEY HILL ORGANIC FARM DROP SITES**

**Pickup Sites**  
Saturday mornings at Dubuque Farmer's Market 7-11:30am  
Tuesdays @ Health Living Chiropractic Peosta, IA 11-6pm  
Wednesdays @ Dubuque Food Coop 4-6pm  
Thursdays in Lancaster @ Blue Boy Bakery 10:30 am, Driftless Market in Platteville 12pm, and Fennimore @ The Cottage Baker 11am -1:30pm  
Sunday afternoons at our farm in Potosi 1-5

**Education:** CSA’s allow you to know how your food is grown and where it comes from. Many CSA’s offer workshares for hands-on educational experience  

**Equity:** Many CSA’s offer workshares for a discounted price if you assist in the growing/harvesting process

**Health:** Community members who participate in CSA’s have said they increased the variety of produce eaten, and have increased the quantity of vegetables eaten

**Natural Systems:** CSA’s are typically diverse operations, allowing for more natural environmental processes vs. mono-cropping
Figure 4: Community Supported Agriculture (Market Maker)
**Urban Farms**

Urban farms use urban land to maximize local food outputs and assists in meeting needs for local food production and community food security. This contributes to the safety, health, and diversity of environments, and also promotes economic growth by keeping local dollars within the community. Urban farming enhances the community by providing a sustainable food source within city limits develops community capacity; and improves health through access to nutritious food and exercise opportunities. Farming in the city enhances the built environment through the incorporation of soft and open spaces and also benefits the air quality, bio-diversity, soil quality and overall enhancement of city aesthetics.

**Public Input Sessions:**

- **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 roofes themselves. Please contact me: Mysti Mosley- Green Iowa AmeriCorp 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: 231-580-9480
- **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**

**Interviews with topic:**

**Convivium Urban Farmstead:** Social, education, cooking, permaculture
**Midwest Organic Solution:** Farley / Epworth | Compost, agriculture, garden production

**Economy:** promotion of jobs in food in an unexpected location, in the middle of a city; with ever $1 invested in an urban farm or garden, $6 are generated in worth of vegetables.

**Equity:** Improving the physical space in communities allow for the community parcels to be re-used and creates safe places for community members

**SATELLITE @ NEW HOPE FARM:**

Assisting in poverty- working with homeless men
Also working on future talk program that is multi-cultural

**Natural Systems:** urban farms can assist in mitigating soil erosion in urban centers; they also assist in decreasing the carbon footprint by lowering the amount of miles traveled to market. Food related emissions account for 21% of total emissions; consumer activity (traveling to grocery store/ dining out) accounts for 46%- connecting to urban food systems reduce these percentages.
**CHNA & HIP Priority Goals:**
(Dubuque County Health), (Iowa Department of Public Health)

**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.

*Figure 5: Urban Farms*
Rural Farms

Rural farming is an integral part to the existing food system and directly impacts the affordability of our food. A strong agricultural economy is critical in creating a strong national and rural economy. Current programs exist to assist and support small and medium size farms to diversify and scale up in order to improve access to healthy food for consumers. The Farm Bill directly affects the opportunity to develop farming business and rural development as well as the availability and resources to source local and organic products. Rural, sustainable agriculture contributes vast amount of products into the local and regional food system with practices that are typically environmentally conscious practices, socially equitable, and humane to animals. Rural and Sustainable farms are most often operating at a larger scale than urban settings and can thus provide larger quantities into the food system through various means of retail and wholesale marketing, aggregation, or direct sales.

Public Input Sessions:
- 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

Census Data:
Number of Farms and Average size: (USDA)

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<th>2012</th>
<th>2007</th>
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</tr>
<tr>
<td>TOTAL FOR STATE:</td>
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<tr>
<td>AVERAGE FARM SIZE IN ACRES</td>
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<td>MEDIAN SIZE OF FARM IN ACRES</td>
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<td>TOTAL ACRES IN FARMS</td>
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<td>NUMBER OF FARMS</td>
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<tr>
<td>AVERAGE FARM SIZE IN ACRES</td>
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Number of Farms Smaller Than 50 Acres: (USDA)

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Farm by Value of Sales (Value of Sales)

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<td>80</td>
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<td>580</td>
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Farm Employment: (Iowa State University Extension)

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<th>Regional Economic Accounts Units Number of Jobs Classified SIC or NAICS</th>
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<th>2010</th>
<th>2013</th>
<th>Number of Jobs Lost Between 1980-2013</th>
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<tbody>
<tr>
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<td>940</td>
<td>1,976</td>
<td>1,515</td>
<td>1,226</td>
</tr>
</tbody>
</table>
### HIRED FARM LABOR: (USDA)

<table>
<thead>
<tr>
<th>WORKERS AND PAYROLL- 2012</th>
<th>FARMS</th>
<th>WORKERS</th>
<th>PAYROLL ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE</td>
<td>468</td>
<td>1,304</td>
<td>6,472</td>
</tr>
</tbody>
</table>

Average farmworker wage (payroll divided by # workers)

$4,963 PER WORKER

<table>
<thead>
<tr>
<th>WORKERS AND PAYROLL- 2012</th>
<th>1</th>
<th>2</th>
<th>3-4</th>
<th>5-9</th>
<th>10 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>156</td>
<td>141</td>
<td>100</td>
<td>55</td>
<td>16</td>
</tr>
<tr>
<td>NUMBER OF WORKERS</td>
<td>156</td>
<td>282</td>
<td>343</td>
<td>312</td>
<td>211</td>
</tr>
</tbody>
</table>

### MIGRANT LABOR

<table>
<thead>
<tr>
<th>TOTAL MIGRANT WORKERS</th>
<th>FARMS WITH MIGRANT WORKERS</th>
<th>Unpaid workers</th>
<th>Farms with unpaid workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE</td>
<td>414</td>
<td>3</td>
<td>1,097</td>
</tr>
</tbody>
</table>

### SELECTED PRACTICES INVALID SOURCE SPECIFIED.

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS- 2012: UNITS IN FARMS</th>
<th>RECEIVED IRRIGATION WATER FROM US BUREAU OF RECLAMATION</th>
<th>ALLEY CROPPING</th>
<th>BIOMASS FOR ENERGY</th>
<th>ROTATIONAL OR INTENSIVE GRAZING</th>
<th>DIRECT MARKET TO RETAIL</th>
<th>VALUE-ADDED</th>
<th>CSA</th>
<th>VEAL OR Calf</th>
<th>ON FARM PACKING FACILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>1</td>
<td>7</td>
<td>115</td>
<td>9</td>
<td>41</td>
<td>1</td>
<td>14</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
### LIVESTOCK AND POULTRY (USDA)

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012 – UNITS FARMS</th>
<th>BEEF CATTLE</th>
<th>DAIRY CATTLE</th>
<th>HOGS + PIGS</th>
<th>SHEEP + LAMBS</th>
<th>GOATS</th>
<th>LAYERS</th>
<th>PULLET S</th>
<th>BROILER S</th>
<th>TURKEY S</th>
<th>MISC.: DUCKS + GEESE</th>
<th>BEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>378</td>
<td>195</td>
<td>87</td>
<td>33</td>
<td>23</td>
<td>52</td>
<td>1</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>INVENTORY</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-9</td>
<td>71</td>
<td>11</td>
<td>3</td>
<td>&quot;INVENTORY 1-24&quot;</td>
<td>22</td>
<td>45</td>
<td>380</td>
<td>53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10-19</td>
<td>58</td>
<td>6</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-49</td>
<td>159</td>
<td>29</td>
<td>2</td>
<td>&quot;INVENTORY 1-24&quot;</td>
<td>11</td>
<td>2</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>50-99</td>
<td>67</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100-199</td>
<td>23</td>
<td>56</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200-499</td>
<td>18</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500 +</td>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000 +</td>
<td>31</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CROPS (USDA)

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012 -</th>
<th>BARLEY FOR GRAIN</th>
<th>RYE FOR GRAIN</th>
<th>SORGHUM FOR GRAIN</th>
<th>CORN FOR GRAIN</th>
<th>CORN FOR SILAGE</th>
<th>SUNFLOWER SEEDS</th>
<th>FORAGE</th>
<th>OATS FOR GRAIN</th>
<th>SOYBEANS FOR BEANS</th>
<th>WHEAT FOR GRAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>840</td>
<td>52</td>
<td>1</td>
<td>726</td>
<td>154</td>
<td>371</td>
<td>2</td>
</tr>
<tr>
<td>ACRES</td>
<td>199</td>
<td>123,628</td>
<td>3,017</td>
<td>34,767</td>
<td>2,928</td>
<td>26,179</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FRUITS & VEGETABLES (USDA)

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012</th>
<th>VEGETABLES</th>
<th>ORCHARDS</th>
<th>FRUITS AND NUTS</th>
<th>BERRIES</th>
<th>FLORICULTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>18</td>
<td>28</td>
<td>27</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>ACRES</td>
<td>57</td>
<td>129</td>
<td>122</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Education

AUDIENCE:

Farmers

- Production
  (Best Management Practices for different crops/enterprises)
- Food Safety Training
  Iowa State University; GAP training several times per year
- Market Ready Program

Cost Support:
GAP Audits have an average cost of around $900.00 (source: NSAC)
Group GAP cost-share grant opportunities are also available to offset costs of GAP certification. Producers working with Organic Valley are provided with complementary GAP certification services.

Management and Logistics Mentorship & Internship Opportunities:
- PFI - Practical Farmers of Iowa Savings Incentive Program offers mentorship opportunities to beginning farmers
- Record Keeping & Third Party Audits
- FSA programs

Equipment:

Financial Aspects:
- Marketing
- Contracts
- Lending
- Grants

Taxes:
Understanding State and Federal Requirements

Meat/Forage Producers

Iowa Beef Center/Denise Schwab, Extension beef specialist: training in all aspects of beef production and management, record keeping, nutrition, facility design, pasture and grazing management, and pasture design. Programs are offered throughout the year, but focus mostly on winter and summer to avoid spring calving and field work and fall harvest.

Regional/State Networks

Practical Farmers of Iowa - Field Days, Webinars, Beginning Farmer Development Program
WFAN Women Farming & Agriculture Network - Harvesting our Potential program
Fairshare

Equity:

PERCENTAGE OF PRINCIPAL FARM OPERATORS: (USDA) (USDA) (USDA) (USDA)

<table>
<thead>
<tr>
<th>CENSUS OF AGRICULTURE 2012 – UNITS IN NUMBER OF FARMS</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>3</td>
<td>1460</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>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
CROP LAND USED FOR VEGETABLE, FRUIT, AND TREE NUT PRODUCTION: 188 (Iowa State University Extension)

POVERTY AND FOOD NEEDS: PRODUCTION / 1000 RESIDENTS

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cerro Gordo</td>
<td>1.5</td>
</tr>
<tr>
<td>Floyd</td>
<td>6.9</td>
</tr>
<tr>
<td>Franklin</td>
<td>2.4</td>
</tr>
<tr>
<td>Hancock</td>
<td>3.8</td>
</tr>
<tr>
<td>Kossuth</td>
<td>61.3</td>
</tr>
<tr>
<td>Mitchell</td>
<td>28.2</td>
</tr>
<tr>
<td>Winnebago</td>
<td>23.2</td>
</tr>
<tr>
<td>Worth</td>
<td>22.5</td>
</tr>
<tr>
<td>Wright</td>
<td>1.7</td>
</tr>
<tr>
<td>TOTAL FOR REGION:</td>
<td><strong>151.6</strong></td>
</tr>
</tbody>
</table>

Natural Systems: Preserves family and natural heritage of the land

CATFISH CREEK & PM 2.5

Agriculture is damaging to natural resources (Scherf)

CHNA & HIP PRIORITY GOALS: (Dubuque County Health), (Iowa Department of Public Health)

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
- Increase Environmental Health Community Education for general public.
- Provide safe storage of food to increase safety of food from producer to consumer.
- Improve surface water protection.
- 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.

SOIL EROSION- ESTIMATED AVERAGE SHEET AND TILL EROSION ON CROPLAND: 33,797 TONS/YEAR (USDA), (SCHERF)

ORGANIC ACRES (FEEDING AMERICA)

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012 –</th>
<th>USDA CERTIFIED ORGANIC FARMS</th>
<th>USDA ORGANIC PRODUCTION EXEMPT FROM CLASSIFICATION</th>
<th>FARMS WITH SALES FROM $1,000-$4,999</th>
<th>FARMS WITH SALES OVER $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>
Predicted future land use changes show that the largest loss of current land use/land cover is expected to occur on agricultural land where approximately 6,919.1 acres of the existing 21,590.6 acres (15% decrease) is expected to be converted to mostly residential and industrial land uses. The majority of these changes are expected to occur in the northern half of the watershed within the City of Dubuque and the areas surrounding the Southwest Arterial extension. In addition, existing open space is also expected to decrease from 10,060.4 acres to 9,107.6 acres in the future, a 952.8-acre decrease. 111.4 acres of public parks/golf courses are expected to be created. (Scherf)

- Agricultural land use in the watershed is the single largest contributor of nitrogen (58%), phosphorus (64%), and sediment (57%) to streams, followed by streambank erosion and urban land use.
- 71% of stream reaches in the watershed are at least moderately eroded.
- Where livestock is kept, they are often allowed free access to streambanks, contributing to sediment and phosphorus loading.
- While some farms in the watershed utilize conservation practices, much more prevalent use of these practices needs to be implemented throughout the watershed in order to achieve water quality targets.

Land Use
- The region’s karst topography makes the watershed more vulnerable to both surface and groundwater contamination.
- Overall development policy among the watershed communities does not adequately protect green infrastructure.
- Two mulch processing facilities within the watershed drain directly to adjacent streams without additional filtration.

(Source: Catfish Creek Watershed Management Plan)

GOVERNMENT CONSERVATION PROGRAMS

The federal government, the State of Iowa, and Dubuque County have several different conservation programs in which landowners and/or cities can participate. These programs often provide financial assistance for conservation practices, and are listed below. Dubuque Soil and Water Conservation District (SWCD) office, located in Epworth, IA, has more information on the following programs:

STATE PROGRAMS

- Conservation Cost-Sharing
- State Revolving Fund (SRF)
- Water Quality Projects
• Stormwater Best Management Practices Loan
• Resource Enhancement & Protection (REAP)

FEDERAL PROGRAMS
• Conservation Reserve Program (CRP)
• Wetlands Reserve Program (WRP)
• Environmental Quality Incentives Program (EQIP)
• Mississippi River Basin Initiative (MRBI)
• Wildlife Habitat Incentive Program (WHIP)

Figure 6: Agriculture (Market Maker)
**Transformation:**
To include all community projects, businesses, etc. that involve transformation (processing, packaging, labeling and marketing) of food

**Community Conclusions:**
No projects were determined as priorities within transformation.
PROCESSING FACILITIES
Allow for raw food products to be physically or chemically altered into value-added forms. 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 to process individually and typically involves several forms of certifications or licenses. Over the past several decades, the US has had a rapid consolidation of its meat industry. In 2007, four companies controlled over 80% of the country’s beef processing, and three controlled over 60% of the pork processing. Businesses are required to obtain a retail food license or food processing plant license to make or sell food to the public. Independent processing centers and slaughterhouses can help establish economic growth and opportunities for individual producers and farmers to access a means to process smaller quantities of product at a reasonable cost.

Public Input Sessions:
- 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

Economy:
Processing facilities assist in increasing product value and offer niche products. There are also opportunities for multiple scales of businesses and incubator opportunities. Typically there are limited slaughter and processing capacity in states, and this is a key barrier for meat and poultry, as well as value-added produce producers. The number of slaughter plants has decreased significantly in the past 10 years (Long, Agricultural Urbanism Toolkit 54).

Health:
CHNA & HIP Priority Goals: (Dubuque County Health), (Iowa Department of Public Health)
PROMOTE HEALTHY ENVIRONMENTS:
Provide safe storage of food to increase safety of food from producer to consumer.
Figure 7: Processing Facilities (Market Maker)
**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 (Long, Agricultural Urbanism Toolkit 54).

**Economy:**
- Processing facilities assist in increasing product value and offer niche products. There are also opportunities for multiple scales of businesses and incubator opportunities.
- Typically there are limited slaughter and processing capacity in states, and this is a key barrier for meat and poultry, as well as value-added produce producers.
- The number of slaughter plants has decreased significantly in the past 10 years (Long, Agricultural Urbanism Toolkit 54).

**Education:**

Several mobile processing units have opened across the county for poultry and red meat. (eXtension)

5 examples from the site include:

- **SIERRA FOOTHILLS (CA):** ALL POULTRY | INSPECTION: PRODUCERS UNDER 20,000 BIRDS – OR 1,000 BIRD EXEMPTION | CAPACITY: 100-125 BIRDS/DAY | OWNED BY HIGH SIERRA RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL

- **KENTUCKY MOBILE POULTRY PROCESSING UNIT (KY):** SPECIES: POULTRY, AQUACULTURE, RABBITS | STATE APPROVED INSPECTION | CAPACITY: 200-250 BIRDS | OWNED BY KENTUCKY STATE UNIVERSITY RESEARCH FARM

- **ISLAND GROW MARTHA’S VINEYARD (MA):** SPECIES: POULTRY | INSPECTION: PRODUCER OPERATES UNDER 20,000 BIRD EXEMPTION

- **MASSACHUSETTS MOBILE POULTRY PROCESSING UNITS (MA):** SPECIES: POULTRY | INSPECTION: STATE APPROVED-OPEN AIR; PRODUCERS REQUIRED TO HAVE STATE SLAUGHTER LICENSE | CAPACITY: UP TO 300 BIRDS | OWNED BY NEW ENGLAND SMALL FARM INSTITUTE

- **NEW ENTRY SUSTAINABLE FARMING PROJECT, EASTERN MASSACHUSETTS:** SPECIES: POULTRY | INSPECTION: STATE APPROVED, ENCLOSED BUT UNINSPECTED | CAPACITY: UP TO 400 BIRDS | OWNED BY NEW ENTRY SUSTAINABLE FARMING PROJECT
**Distribution + Retail:**
To include all community projects, businesses, etc. that involve distribution and retail (wholesaling, distribution, warehousing, transportation, restaurants, and retail markets) of food

**Community Conclusions/ Priority Project Determined:**
- **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.

- **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.
Restaurants:

Increase the availability of local food benefits to producers, consumers and business owners. By connecting local foods to restaurants, it increases profits, provides customers with high quality products, and builds the infrastructure for effective local food sheds. The demand for local food is rising as customers are embracing the need for increased local food options. 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. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

Public Input Sessions:

- DBQ: Need for celiac friendly services, schools, restaurants, daycares
- 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 canning- 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 with topic:

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

Data:

Economy

BRAZIEN: (Brazen Open Kitchen & Bar), (Long, Notes from Dubuque Meeting)
- No freezer: uses freshest ingredients possible
- Works with local farmers
- Intended to be full farm-to-table
  - Ran into challenges (ex: using Heinz ketchup vs. homemade)
- Uses local + organic vs. cheap ingredients
- Tours farms providing ingredients

FOUR MOUNDS INN:
- Bed & breakfast and conference center
- Serves breakfast and lunch
  - Uses vegetables, herbs, flowers, and fruits from its garden
  - Uses eggs from its own chickens
- 4900 Peru Road Dubuque, IA 52001
- Contact Marie Fitzgerald (563-556-1908 or inn@fourmounds.org)

THE FOOD STORE:
• Natural/organic grocery & deli
• Sells local meat and produce
• Monday-Friday 9AM-7PM; Saturday 6AM-6PM
• 1109 Iowa State Dubuque, Iowa 52007
• Contact Michael Brietbach (563-557-1777 or dubuquefoodstore@gmail.com)
(River Bend Buy Fresh Buy Local)

KELLY’S KITCHEN:
• Take-out dinners
• 535 Hill St. Dubuque, IA 52001
• 563-556-5443

L. MAY EATERY: (L. MAY EATERY)
• Uses local/seasonal ingredients when possible
• 1072 Main Street Dubuque, Iowa 52001
• 1-563-556.0505

WOODFIRE GRILLE: (RIVER BEND BUY FRESH BUY LOCAL)
• In Diamond Jo Casino
• Serves local beef, pork, and produce
• 301 Bell St. Dubuque, IA 52001
• Contact Jeffrey Holder (563-690-4835 or Jeff.Holder@diamondjo.com)

CZIPAR’S APPLE ORCHARD
PEPPER SPROUT
Kim Wolff
563 556 2167
278 Main Street

FRESH TAKE
Richard Hoyer
345 Main St
(563) 845-0773

ADOBOS MEXICAN GRILL
(563) 556-4407
756 Main Street
Food Trucks

Food trucks promote food access through creative ways—like 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. Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status. They also offer opportunities to connect with local food production and community businesses as a means to offer exceptional food in unique locations around the city. City infrastructure lends itself in creative ways to promote food access through public easements, mobile truck parks, and city blocks. These ventures allow under-utilized space to connect residents and business owners alike to support local businesses.

Public Input Sessions:

- 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

Economy

- The average food truck start-up requires between $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
**Farmers Markets**

Allow for food and businesses to expand retail opportunities through access to a market venue. The sales from farmers markets indirectly affect other industries such as manufacturing, transportation, agriculture, and professional services, leading to job creation in these sectors. Existing city space is re-used as a market for all individuals to socialize and purchase fresh and affordable products that reflect regional and community diversity. Social interactions are typically unavailable at regular grocery stores or retail locations; however, farmers markets bridge social gaps and create access to affordable, healthy food choices in urban and rural communities. Unique programs exist that also incorporate food assistance programs like Women Infants and Children (WIC), Family Nutrition Education Programs (FNEP) and Supplemental Nutrition Assistance Programs (SNAP) to further create equitable access to all individuals.

**Public Input Sessions:**

- How do we focus on getting more local food to these high number of low-income individuals. Can CSA and Farmers Market Vouchers assist?
- Dubuque: Additional neighborhood markets throughout the week
- Asbury: Huge potential for $$
- Parking lots of public schools: they are evenly distributed across the Dubuque ‘Landscape where people live

**Interviews with topic:**

**Dubuque Main Street Farmers Market:**

Farmers Market: 100 + vendors: Only rule is that you can’t resell product Saturday- 7:00-12:00:: May 1 through October 31

Received a USDA Farmers Market Promotion Grant to offer EBT Tokens in 2016–56 vendors signed up to offer tokens (blue). EBT users swipe their EBT card and receive vendor token for purchase. Up to 22 EBT purchases a weekend

The Market is hoping to participate in Double-Up bucks in the future

The Farmers Market features demonstrations on healthy food and cooking options. Ashley coordinates this effort and it also ties into the work of the Mission and Circles to bring the process together

Types of farms involved in the market include:
- Community/homesteading: selling as a hobby but not as livelihood
- Farm/homestead: selling as livelihood
- Farm: selling as livelihood but also large enough for some wholesale (co-op)
- Large Farm: sell mainly to large institutions, but use as a market opportunity

Currently don’t have a method for vendors to record sales and report them to the Management

**Economy:**

**Dyersville:**

Thursdays 2:00-5:00pm; May 14- October 8th; Commercial Club Park
DUBUQUE

Saturdays 7:00am-12:00pm; May – October; 1300 Iowa St. Dubuque, IA : Farmers Market: 100 + vendors – rule that says I'm not reselling product- Saturday- 7:00-12:00:: May1 through October 31

WINTER FARMERS MARKET

Under direction of 4 Mounds; 40 full-time tables- cost $10/ week as a fill in; never costs over $70
November-April: Saturday Mornings; colts building downtown

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of vendors</th>
<th>No. FMNP Vendors</th>
<th>No. of SNAP Vendors</th>
</tr>
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<tbody>
<tr>
<td>2009</td>
<td>95</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>2010</td>
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<td>23</td>
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<tr>
<td>2011</td>
<td>103</td>
<td>25</td>
<td>6</td>
</tr>
<tr>
<td>2012</td>
<td>105</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>2013</td>
<td>110</td>
<td>23</td>
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<td>2014</td>
<td>111</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>2015</td>
<td>108</td>
<td>24</td>
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### 2015 Market Money Transactions

<table>
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<tr>
<th>market date</th>
<th>no. EBT transactions</th>
<th>value of EBT</th>
<th>no. of credit</th>
<th>no. of debit</th>
<th>value of cred/debit</th>
<th>total value</th>
<th>total no. trans.</th>
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<tbody>
<tr>
<td>May 2</td>
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<td>8</td>
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<td>12</td>
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<td>$510.00</td>
<td>$596.00</td>
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<td>June 6</td>
<td>17</td>
<td>$290.00</td>
<td>14</td>
<td>7</td>
<td>$795.00</td>
<td>$1,091.00</td>
<td>39</td>
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<tr>
<td>June 13</td>
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<td>$227.00</td>
<td>7</td>
<td>9</td>
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<td>June 20</td>
<td>8</td>
<td>$110.00</td>
<td>7</td>
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<td>$260.00</td>
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<td>12</td>
<td>8</td>
<td>$270.00</td>
<td>$355.00</td>
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<td>July 4</td>
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<td>July 18**</td>
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<td>$77.00</td>
<td>12</td>
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<td>$385.00</td>
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<td>Aug 29</td>
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<td>$75.00</td>
<td>17</td>
<td>11</td>
<td>$845.00</td>
<td>$620.00</td>
<td>31</td>
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<tr>
<td>Sept 3</td>
<td>14</td>
<td>$183.00</td>
<td>14</td>
<td>10</td>
<td>$515.00</td>
<td>$690.00</td>
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<td>$109.00</td>
<td>9</td>
<td>11</td>
<td>$225.00</td>
<td>$444.00</td>
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<tr>
<td>Sept 26</td>
<td>3</td>
<td>$95.00</td>
<td>8</td>
<td>9</td>
<td>$410.00</td>
<td>$445.00</td>
<td>20</td>
</tr>
<tr>
<td>Oct 3</td>
<td>9</td>
<td>$143.00</td>
<td>9</td>
<td>13</td>
<td>$395.00</td>
<td>$538.00</td>
<td>31</td>
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<tr>
<td>Oct 10</td>
<td>10</td>
<td>$187.00</td>
<td>15</td>
<td>11</td>
<td>$465.00</td>
<td>$612.00</td>
<td>36</td>
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<tr>
<td>Oct 17</td>
<td>8</td>
<td>$500.00</td>
<td>4</td>
<td>9</td>
<td>$245.00</td>
<td>$295.00</td>
<td>18</td>
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<tr>
<td>Oct 24**</td>
<td>13</td>
<td>$233.00</td>
<td>13</td>
<td>10</td>
<td>$340.03</td>
<td>$573.03</td>
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<tr>
<td>Oct 31</td>
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<td>3</td>
<td>$235.00</td>
<td>$330.00</td>
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<tr>
<td><strong>Totals</strong></td>
<td>242</td>
<td>$4,112.16</td>
<td>333</td>
<td>363</td>
<td>$13,003.23</td>
<td>$17,115.39</td>
<td>854</td>
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<tr>
<td>avg/week</td>
<td>9.0</td>
<td>$167.12</td>
<td>12.6</td>
<td>11.1</td>
<td>$481.60</td>
<td>$648.72</td>
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</tr>
</tbody>
</table>

**Education**

**Equity**

**MINI GRANT PROGRAM THROUGH WINTER FARMERS MARKET**

3 micro-grants for up to $1500 to help with business/ farm costs and bring new items to market

**SNAP TOKENS AT FARMERS MARKETS**

**DOUBLE BUCKS PROGRAM**
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. The demand for local food is rising as grocery shoppers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, and healthy meals. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home. The use of local foods is mutually beneficial among producers, consumers and business owners because it increases profits, provides customers with high quality products, and builds the infrastructure for an effective local food shed.

Public Input Sessions:

- 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 restaurants, schools, etc.
- 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. In addition, customers are demanding locally sourced protein and produce, environmentally sustainable options, and healthy meals. Local grocers can assist in this movement by offering retail products that celebrate regional and cultural food. The use of local foods is mutually beneficial among producers, consumers and business owners because it increases profits, provides customers with high quality products, and builds the infrastructure for an effective local food shed.

Economy

There are 46 food convenience stores in food deserts- how can we bring in healthier food choices

Education

Equity

WOMEN INFANTS AND CHILDREN (WIC)
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAMS (SNAP)

# SUPERMARKETS & GROCERY STORES: (USDA)

<table>
<thead>
<tr>
<th>RETAIL FOOD ESTABLISHMENTS</th>
<th>SUPERMARKETS</th>
<th>CONVENIENCE STORES</th>
<th>SPECIALTY FOOD STORES</th>
<th>WAREHOUSES &amp; 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>18,161</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>
</tr>
</tbody>
</table>

*OVER 2700 FAMILIES PARTICIPATE IN WIC IN 2013 (IOWA STATE UNIVERSITY EXTENSION)

INFANTS AND CHILDREN: 2,168
WOMEN: 965
IOWA WIC APPROVED VENDORS IN HEALTHY HARVEST REGION: (IOWA WIC)

<table>
<thead>
<tr>
<th>STORE NAME</th>
<th>PHYSICAL ADDRESS</th>
<th>CITY</th>
<th>ZIP</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silker's Store</td>
<td>101 West Main Street</td>
<td>Epworth</td>
<td>52045</td>
<td>Groc</td>
</tr>
<tr>
<td>HyVee Food Store #1159</td>
<td>3500 Dodge Street</td>
<td>Dubuque</td>
<td>52003</td>
<td>Groc</td>
</tr>
<tr>
<td>Oky Doky #1</td>
<td>250 West 1st Street</td>
<td>Dubuque</td>
<td>52001</td>
<td>Groc</td>
</tr>
<tr>
<td>Greenwood's Grocery</td>
<td>112 - 1st Street NW</td>
<td>Farley</td>
<td>52046</td>
<td>Groc</td>
</tr>
<tr>
<td>Oky Doky #8 (Grandfathered in)</td>
<td>535 Hill Street</td>
<td>Dubuque</td>
<td>52001</td>
<td>Groc</td>
</tr>
<tr>
<td>Walgreens #09708</td>
<td>55 John F Kennedy Drive</td>
<td>Dubuque</td>
<td>52002</td>
<td>SpPur</td>
</tr>
<tr>
<td>Walmart Supercenter #2004</td>
<td>4200 Dodge Street</td>
<td>Dubuque</td>
<td>52003</td>
<td>Groc</td>
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<tr>
<td>HyVee Food Store #1160</td>
<td>2395 NW Arterial Road</td>
<td>Dubuque</td>
<td>52002</td>
<td>Groc</td>
</tr>
<tr>
<td>Fareway Store #008</td>
<td>1207 12th Avenue SE</td>
<td>Dyersville</td>
<td>52040</td>
<td>Groc</td>
</tr>
<tr>
<td>Walgreens #06154</td>
<td>2260 John F. Kennedy Road</td>
<td>Dubuque</td>
<td>52002</td>
<td>SpPur</td>
</tr>
<tr>
<td>Save-A-Lot #24204</td>
<td>2600 Dodge Street</td>
<td>Dubuque</td>
<td>52003</td>
<td>Groc</td>
</tr>
<tr>
<td>Payless Foods #2</td>
<td>733 16th Avenue SE</td>
<td>Dyersville</td>
<td>52040</td>
<td>Groc</td>
</tr>
<tr>
<td>Eagle Country Market #147</td>
<td>1800 Elm Street</td>
<td>Dubuque</td>
<td>52001</td>
<td>Groc</td>
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<tr>
<td>HyVee Food Store #1162</td>
<td>400 South Locust Street</td>
<td>Dubuque</td>
<td>52003</td>
<td>Groc</td>
</tr>
<tr>
<td>Brother's Market</td>
<td>105 SE Nixon Street</td>
<td>Cascade</td>
<td>52033</td>
<td>Groc</td>
</tr>
<tr>
<td>Walgreen's #11942</td>
<td>345 East 20th Street</td>
<td>Dubuque</td>
<td>52001</td>
<td>SpPur</td>
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<tr>
<td>Iowa Street Market</td>
<td>1256 Iowa Street</td>
<td>Dubuque</td>
<td>52001</td>
<td>Groc</td>
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<tr>
<td>Fareway Store #114</td>
<td>2050 John F. Kennedy Road</td>
<td>Dubuque</td>
<td>52002</td>
<td>Groc</td>
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<tr>
<td>Target Store T-0086</td>
<td>3500 Dodge Street</td>
<td>Dubuque</td>
<td>52003</td>
<td>Groc</td>
</tr>
</tbody>
</table>

STORES ACCEPTING WIC AND SNAP: (Scherf), (Iowa State University Extension)
WIC AUTHORIZED STORES/1000 (2012): 2
WIC AUTHORIZED STORES 2008-22
WIC AUTHORIZED STORES % CHANGE 2008-2012: -13.63
SNAP AUTHORIZED STORES/1000: .56
SNAP AUTHORIZED STORES 2008: 51.84
SNAP AUTHORIZED STORES 2012: 69.34
SNAP AUTHORIZED STORES % CHANGE 2008-2012: 30.24
SNAP ACCEPTED IN 70 STORES; WIC ACCEPTED IN 22 STORES
Figure 8: Low Income- Low Access: 1/2 mile walking/ 10 miles driving; with retail locations (Market Maker) (USDA)
**Food Boxes**

Food Boxes aggregate products from producers or farmers (meat, vegetables, fruit, etc.) into a box that allows customers to have easy access to local and regional food. Boxes are typically offered on a weekly basis for customers. This type of program allows for community members of all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate. Food Boxes generally are delivered and packaged for work-site pickups or drop-off sites within major cities. Many programs are set-up for online ordering with the choice of various boxes; newsletters or recipes are then received via email or with the box each week. Many programs also offer an opportunity to customize the box each week for an upcharge which allows for customers to try new and unique options produced locally.

**Public Input Sessions:**

- 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 drop locations based on garden location or preferred organization

**Economy:**

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.

**IOWA FOOD HUB:: FOOD BOX PROGRAM**

- Include milk, eggs, bread, meat, and/or vegetables
- Weekly distribution; picked up by buyers

**Equity:**

ASSISTS FAMILIES TO ACCESS FRESH, HEALTHY FOOD IN AN ECONOMICALLY FRIENDLY MANNER

**Health:**

**CHNA & HIP Priority Goals:**

(Dubuque County Health), (Iowa Department of Public Health)

**Promote Healthy Environments:**

Provide safe storage of food to increase safety of food from producer to consumer.
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. This fills a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers. In turn, food hubs provide an efficient service for local and regional food systems and enhance the ability to serve the wholesale, regional and institutional demand. Food Hubs and Food Boxes create an opportunity to build economic sustainability for multiple agricultural programs in the food system, leading to a holistic and diverse distribution network.

Public Input Sessions:

- 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 Sprengelmeyer: Nealry@yahoo.com

Economy

IOWA FOOD HUB:

- Non-profit organization
  - Connects families to locally-grown food
  - Helps small farms sell and distribute goods

Food Box program

- Include milk, eggs, bread, meat, and/or vegetables
- Weekly distribution; picked up by buyers

Delivery of small farmers’ goods

Researches best practices for small farmers

- Small farms can operate with less risk

Farm to School program

- Connects schools with locally-grown food

Quad City Food Hub

Education

IOWA FOOD HUB MANAGERS WORKING GROUP::
Auctions:

Multiple business models exist for auctions—cooperative, individual sales, for-profit organizations, etc. They are established to allow for consumers to purchase from local/regional producers. The auction method offers a true supply and demand environment. Auctions can offer a variety of products depending on the organization and producers' supply, many also offer choices like wholesale pricing.

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.

Public Input Sessions:

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

Interviews with topic:

Discussion from Main Street Farmers Market:

A few farmers are selling to the co-op as well—but only around 3 individuals. 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—

Dubuque Cooperative:

Need for more growers —
Pork/ grassfed beef/ chicken
How to make that more of an incentive for growers— is it a subsidy program?

Tri-state area: prominent CSA growers— but needs to expand significantly—
They are providing fresh produce

Education: explaining the current diet of America and how much education we need to do
Need 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?

Economy:

5th Season Cooperative
Dubuque Cooperative

2050 members
Sells local, natural, and organic products
955 Washington St, #107 Dubuque, IA 52001
563-557-4400; info@dubuquefood.coop
Shared-Use Kitchens

Enhance local and regional food businesses by offering commercial kitchens for public use. 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. Many of these programs work hard to include shareholder loyalty by including options to purchase memberships or rent out space. This strategy builds a market base and assists in community capacity and financial sustainability. In addition, many shared-use kitchens also offer community support through processing food donations.

Public Input Sessions:

- 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
- Somewhere like the Food Store: Start up food processors, sell through Food Hub
- 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 Sporengelmeyer: nealrory@yahoo.com

Economy:

Have a broad public purpose. They celebrate regional culture through food and local business opportunities.
Operate as business incubators: operating under community health and safety standards for value-added products.

Education:

In addition, shared-use kitchens support the local food system; creating a space for both farmers, culinary providers, and entrepreneurs to develop holistic partnerships that support the local food system from start to finish
Food Access and Consumption:
To include all community projects, businesses, etc. that involve production (gleaning, food assistance, preparing, preserving, and awareness) of food

Community Conclusions/ priority project development:
• 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-feet 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.
Discussion from coalition meetings and Public Input Sessions:

**Importance of Relationships:** A high value is placed on “knowing someone.” Knowing farmers on a personal level, and being with people you know when exploring new things like the farmers’ market is important. Value is placed on knowing money is going back into the community, and to farmers.

“Eating healthy together versus alone makes it easier”
“When a friend invites you to the Farmers’ Market, you’re more likely to go because you’ll know someone else there.”
“Farmers are the most down to earth people you’ll ever meet”
“If I drive by, or look at an ad, and I don’t see people that look like me then I might be less interested.”

**Quantity:** Having enough food to feel full is a high value, but getting a lot of fresh food at one time is challenging.

“It doesn’t last as long as we would like it to.”

**Affordability:** A lot of people think that fresh and healthy is more expensive.

**Awareness of Federal Assistance Cycles:** Food Assistance is distributed on a monthly cycle, so often people will use SNAP the first part of the month and emergency food providers & meal programs are more popular towards the end.

**Location:** Transportation is an issue. Public transportation can be time consuming, and using a bike or walking can limit what a person can buy each shopping trip. Having healthy foods close by is important.

**Economy**

<table>
<thead>
<tr>
<th>Group</th>
<th>DuPage County Population by Age</th>
<th>Racial/Ethnic Group % of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under 20</td>
<td>20 to 64</td>
</tr>
<tr>
<td>Total Population</td>
<td>20,046</td>
<td>24,900</td>
</tr>
<tr>
<td>White alone</td>
<td>22,552</td>
<td>27,215</td>
</tr>
<tr>
<td>Black alone</td>
<td>1,145</td>
<td>1,660</td>
</tr>
<tr>
<td>American Indian/Alaska Native alone</td>
<td>79</td>
<td>92</td>
</tr>
<tr>
<td>Asian alone</td>
<td>334</td>
<td>398</td>
</tr>
<tr>
<td>Any other race/combination</td>
<td>926</td>
<td>800</td>
</tr>
<tr>
<td>Hispanic (of any race)</td>
<td>932</td>
<td>704</td>
</tr>
</tbody>
</table>

Dubuque County Population (2012): 93,653
### Equity:

#### FOOD DESERTS (IOWA STATE UNIVERSITY EXTENSION)

Child Food Insecurity 2013: (Feeding America)

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DUBUQUE</td>
<td>STATE:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHILD FOOD</td>
<td>12.3%</td>
<td>12.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSECURITY</td>
<td>22,117</td>
<td>19.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN IOWA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BY COUNTY</td>
<td>CHILDREN</td>
<td></td>
<td>ESTIMATED</td>
<td>LIKELY</td>
<td>NOT LIKELY</td>
</tr>
<tr>
<td>IN 2013</td>
<td>18.9%</td>
<td>FOOD</td>
<td>NUMBER</td>
<td>INCOME-</td>
<td>INCOME-</td>
</tr>
<tr>
<td>UNITS-</td>
<td></td>
<td>INSECURE</td>
<td>FOOD</td>
<td>ELIGIBLE</td>
<td>ELIGIBLE</td>
</tr>
<tr>
<td>NUMBER</td>
<td></td>
<td>PEOPLE</td>
<td>INSECURE</td>
<td>FOR</td>
<td>FOR</td>
</tr>
<tr>
<td>OF INDIVIDUALS</td>
<td></td>
<td></td>
<td>CHILDREN</td>
<td>FEDERAL</td>
<td>FEDERAL</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td></td>
<td></td>
<td></td>
<td>NUTRITION</td>
<td>NUTRITION</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ASSISTANCE</td>
<td>ASSISTANCE</td>
</tr>
<tr>
<td></td>
<td>4,190</td>
<td>59%</td>
<td></td>
<td>60%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Food Insecurity Rates 2013: (Feeding America) (Feeding America)

<table>
<thead>
<tr>
<th></th>
<th>DUBUQUE</th>
<th>STATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD</td>
<td>11.9%</td>
<td>12.9%</td>
</tr>
<tr>
<td>INSECURITY</td>
<td>11,150</td>
<td>395,620</td>
</tr>
<tr>
<td>RATE</td>
<td>48%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>43</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>5,133,000</td>
<td>152,212,750</td>
</tr>
<tr>
<td></td>
<td>2.63</td>
<td>2.36</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### INCOME

Number of families in poverty (Iowa State University Extension)

<table>
<thead>
<tr>
<th></th>
<th>2009-2013</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN</td>
<td>BELOW 100%</td>
<td>BELOW 150</td>
<td>% ABOVE</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>POVERTY</td>
<td>OF POVERTY</td>
<td>OTHER</td>
</tr>
<tr>
<td>SURVEY – UNITS</td>
<td>NUMBER</td>
<td>POVERTY</td>
<td>NUTRITION</td>
</tr>
<tr>
<td>NUMBER OF</td>
<td>OF POVERTY</td>
<td></td>
<td>PROGRAM</td>
</tr>
<tr>
<td>FAMILIES</td>
<td>OF POVERTY</td>
<td></td>
<td>THRESHOLD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>185%</td>
</tr>
<tr>
<td>DUBUQUE</td>
<td>1,593</td>
<td>3,301</td>
<td>4,700</td>
</tr>
<tr>
<td>STATE:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12.6%</td>
<td>16.0%</td>
<td>8.1%</td>
</tr>
<tr>
<td></td>
<td>1.5</td>
<td>13.9</td>
<td></td>
</tr>
</tbody>
</table>

Percent of families and individuals in poverty: (Iowa State University ) (Iowa State University)
### 2015 Federal Poverty Guidelines (Families USA)

<table>
<thead>
<tr>
<th>Household Size</th>
<th>100%</th>
<th>133%</th>
<th>150%</th>
<th>200%</th>
<th>250%</th>
<th>300%</th>
<th>400%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$11,670</td>
<td>$15,521</td>
<td>$17,505</td>
<td>$23,340</td>
<td>$29,175</td>
<td>$35,010</td>
<td>$46,680</td>
</tr>
<tr>
<td>2</td>
<td>$15,730</td>
<td>$20,921</td>
<td>$23,595</td>
<td>$31,460</td>
<td>$39,325</td>
<td>$47,190</td>
<td>$62,920</td>
</tr>
<tr>
<td>3</td>
<td>$19,790</td>
<td>$26,321</td>
<td>$29,685</td>
<td>$39,580</td>
<td>$49,475</td>
<td>$59,370</td>
<td>$79,160</td>
</tr>
<tr>
<td>4</td>
<td>$23,850</td>
<td>$31,721</td>
<td>$35,775</td>
<td>$47,700</td>
<td>$59,625</td>
<td>$71,550</td>
<td>$95,400</td>
</tr>
<tr>
<td>5</td>
<td>$27,910</td>
<td>$37,120</td>
<td>$41,865</td>
<td>$55,820</td>
<td>$69,775</td>
<td>$83,730</td>
<td>$111,640</td>
</tr>
<tr>
<td>6</td>
<td>$31,970</td>
<td>$42,520</td>
<td>$47,955</td>
<td>$63,940</td>
<td>$79,925</td>
<td>$95,910</td>
<td>$127,880</td>
</tr>
<tr>
<td>7</td>
<td>$36,030</td>
<td>$47,920</td>
<td>$54,045</td>
<td>$72,060</td>
<td>$90,075</td>
<td>$108,090</td>
<td>$144,120</td>
</tr>
<tr>
<td>8</td>
<td>$40,090</td>
<td>$53,320</td>
<td>$60,135</td>
<td>$80,180</td>
<td>$100,225</td>
<td>$120,270</td>
<td>$160,360</td>
</tr>
</tbody>
</table>

### Iowa WIC Income Guidelines: (Program)

<table>
<thead>
<tr>
<th>Family Size</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Annual</td>
<td>$21,775</td>
<td>$29,471</td>
<td>$37,167</td>
<td>$44,863</td>
<td>$52,559</td>
<td>$60,225</td>
<td>$67,951</td>
<td>$75,647</td>
</tr>
<tr>
<td>Gross Monthly</td>
<td>$1,815</td>
<td>$2,456</td>
<td>$3,098</td>
<td>$3,739</td>
<td>$4,380</td>
<td>$5,022</td>
<td>$5,663</td>
<td>$6,304</td>
</tr>
<tr>
<td>Gross Weekly</td>
<td>$419</td>
<td>$567</td>
<td>$715</td>
<td>$863</td>
<td>$1,011</td>
<td>$1,159</td>
<td>$1,307</td>
<td>$1,455</td>
</tr>
</tbody>
</table>

### Health:

**CHNA & HIP Priority Goals: (Dubuque County Health), (Iowa Department of Public Health)**

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
YOUTH CONSUMING AT LEAST 5 FRUITS PER DAY: (The University of Iowa)

<table>
<thead>
<tr>
<th>IOWA YOUTH SURVEY- UNITS PERCENTAGE</th>
<th>6TH GRADE</th>
<th>8TH GRADE</th>
<th>11TH GRADE</th>
<th>ALL GRADES</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE COUNTY MALES</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>DUBUQUE COUNTY FEMALES</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>STATE MALES</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>STATE FEMALES</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

YOUTH CONSUMING AT LEAST 5 VEGETABLES PER DAY (2012) (THE UNIVERSITY OF IOWA)

<table>
<thead>
<tr>
<th>IOWA YOUTH SURVEY- UNITS PERCENTAGE</th>
<th>6TH GRADE</th>
<th>8TH GRADE</th>
<th>11TH GRADE</th>
<th>ALL GRADES</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE COUNTY RESULTS MALES</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>DUBUQUE COUNTY RESULTS FEMALES</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>STATE OF IOWA RESULTS MALES</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>STATE OF IOWA RESULTS FEMALES</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

% ADULT OVERWEIGHT OR OBESE (CENTERS FOR DISEASE CONTROL AND PREVENTION) (SCHERF)

<table>
<thead>
<tr>
<th>AVERAGES 2006-2012</th>
<th>DUBUQUE COUNTY</th>
<th>STATE OF IOWA</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBESE (30.0-99.8 BMI)</td>
<td>23.1-31.5%</td>
<td>28.1 - 29.3%</td>
</tr>
<tr>
<td>DIABETIC</td>
<td>5.1-8.6%</td>
<td>7.4-7.9%</td>
</tr>
</tbody>
</table>

Environment:
Dubuque determined a priority project for an edible landscape and awareness signage to help showcase how to grow edible plants within the natural environment in Dubuque

CHNA & HIP PRIORITY GOALS: (DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)

PROMOTE HEALTHY ENVIRONMENTS:
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.

TRANSPORTATION:

The Nightrider
During college school year: weekends from 6 p.m.-2:30 a.m.
During summer: 6 p.m.-11 p.m.

City of Dubuque Trolleys
Goes to downtown, port of Dubuque and tourist destinations
Saturdays in the summer from 10am-6pm

The Business Shuttle
Goes between downtown parking areas and employers
Monday-Friday 6:45 a.m. – 9:00 a.m. and 3:45 p.m. – 6:30 p.m.

PUBLIC SPACE
Park system: County and city
Parks to People
Health and Wellness programs for parks

Catfish Creek Watershed:
Need of conservation: also other watershed authorities

Bee Branch Creek Restoration in Washington Neighborhood

TOTAL OPEN SPACE: 4,523.0 ACRES
PUBLIC OPEN SPACE AREA: 1,631.0 ACRES (SCHERF)
Figure 9: Park Space
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.

Dubuque determined a priority project to assist Farm to School programming to highlight education opportunities for growing food at schools and at home.

Public Input Sessions:

MAJOR INSTITUTIONS NEED A STATE-WIDE GOAL FOR PROCUREMENT

Economy:

Significant financial opportunity for producers and processors by opening door for institutional market; average 5 percent increase in income from farm to school sales for individual farmers

CLARK UNIVERSITY: Contact- Andrew Mettert

UNIVERSITY OF DUBUQUE: Contact- Andrew Mettert

IOWA FOOD HUB: CONNECTS WITH SCHOOL FOR LOCALLY-GROWN FOOD

Education

Provides kids access to nutritious, high quality local food so they are ready to learn- also enhances classroom education through hands on learning (Farm to School)

NORTHEAST IOWA FARM TO SCHOOL CHAPTER RESOURCES: (NORTHEAST IOWA FARM TO SCHOOL CHAPTER RESOURCES)

Farm to School Programs: (Scherf)

- WRAP YOUR OWN IOWA GROWN (2010)
- SCHOOL GARDENS 101 (2015)
  - Hempstead High School Garden: part of Dubuque schools
  - Irving Elementary School Garden: part of Dubuque schools

Equity

FREE AND REDUCED LUNCH (IOWA DEPARTMENT OF EDUCATION)

<table>
<thead>
<tr>
<th>District</th>
<th>Percent Free and Reduced Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUBUQUE</td>
<td>37.1%</td>
</tr>
<tr>
<td>WESTERN DUBUQUE</td>
<td>27.4%</td>
</tr>
<tr>
<td>STATE AVERAGE</td>
<td>41.0%</td>
</tr>
</tbody>
</table>

Health:

Buying local reduces carbon footprint- school gardens and composting also create a healthier environment around the school community
LOCAL FOOD COORDINATORS AND COALITIONS:

Many groups and organizations can play a role in initiating a local food system. However, experience suggests the most efficient way to build a sustainable and effective local food system is to have a person serve in a leadership role to orchestrate and coordinate its evolution. The creation of a resilient local food system requires the participation of many different community stakeholders: producers, consumers, institutions, businesses, and government agencies. Because of the number of participants with varied agendas, different geographic areas need to employ their own local food coordinators. Among the coordinators main responsibilities are to:

• bring participants together
• connect and create efficient working groups that succeed in reaching common goals, and
• raise community awareness, providing the foundation for a stable local food system. (Iowa State University Extension and Outreach)

DRIFTLESS FOOD SYSTEMS ALLIANCE- RFSWG FOR DUBUQUE COUNTY

Regional Food Systems Working Group: (Dubuque Eats Well)
Identify the key elements found in specific geographic areas that create a vibrant and sustainable regional food system.
Work with leaders and food businesses in specific geographic areas and/or communities to identify and support the key elements that are not yet well developed.
Help identify and measure key indicators that determine whether there is positive change in the regional food system as a result of projects or programs.
Develop and implement a process for continuous learning across Iowa about what it takes to make a regional food system more vibrant and sustainable.

Focuses on six areas:

• Production
  o Profitability for farmers
  o Reducing environmental impact of farms
• Distribution & Marketing
  o Expanding options for healthy, local food (ex: CSAs)
• Processing
• Purchasing & Consumption
  o Encourage buying healthy, local food for nutrition, environmental impact, and food security
• Preparation
  o Increase citizens’ cooking skills through classes
• Minimization of Wasting
  o Increase portion control
  o Get excess food to hungry, low-income residents

DUBUQUE WELLNESS COALITION (SUSTAINABLE DUBUQUE)

Supports local organizations working in public wellness
Identifies gaps and duplication of work by organizations
Analyzes data to promote public health
CATFISH CREEK WATERSHED (CATFISH CREEK WATERSHED)

Reduce risk of flooding in watershed area
Improve watershed water quality
Promote health for all living things in watershed area

Economy
RIVER BEND BUY FRESH BUY LOCAL: (RIVER BEND BUY FRESH BUY LOCAL)

Connects consumers to locally-produced foods
Creates directory of local producers: River Bend Buy Fresh Buy Local Directory

GREATER DUBUQUE COMMUNITY FOUNDATION: ECONOMIC DEVELOPMENT COALITION

Education:

PROGRAMMING THROUGH DUBUQUE EATS WELL; CATFISH CREEK WATERSHED;
LOCAL ADVOCACY: COMMUNITY GREEN DUBUQUE
NICC: COMMUNITY EDUCATION CREDITS
FARM AND FOOD WEEKEND

CHNA & HIP PRIORITY GOALS:
(Dubuque County Health), (Iowa Department of Public Health)

PROMOTE HEALTHY ENVIRONMENTS:
Increase Environmental Health Community Education for general public.

Health

DUBUQUE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROMOTE HEALTHY BEHAVIORS:
(DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)
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
**Awareness Campaign:**

Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners and includes many different forms of outreach through organizations, public and social media, branding, and overall mission of a particular group or organization. A campaign should speak to a targeted audience and seek out a particular action. Awareness campaigns have the opportunity to support community and organizational identity and assist in bringing visibility, and attention to a specific cause; if used as a call to action, it can assist in behavior change and make significant strides for social behavior improvements.

**Dubuque determined to highlight and build awareness for two projects: Double Up Food Bucks and the Bee Branch Food Forest. These awareness campaigns will look different depending on marketing needs, but both will assist in bringing awareness to local food components of each program.**

**Public Input sessions:**

- 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!!

**Economy:**

**OPPORTUNITY TO SHOWCASE THE ECONOMIC DEVELOPMENT POTENTIAL BEHIND LOCAL FOOD**

**Environment**

**CHNA & HIP PRIORITY GOALS:**

(Dubuque County Health, Iowa Department of Public Health)

**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

Increase Environmental Health Community Education for general public.

Provide safe storage of food to increase safety of food from producer to consumer.

Improve surface water protection.

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.
Health

DUBUQUE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROMOTE HEALTHY BEHAVIORS:
(DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)
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

Food Enterprise Centers

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainably profitable model. Food enterprise centers are focused on positive cash flow, food, local ownership and local control. 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. In addition to community support, typically businesses also devote time to give back to the community through good stewardship of the land, sustainable waste management, and affordable food programs.

Discussion from coalition meetings:

- 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!
**Education Centers**

Agriculture education centers teach 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 different types of opportunities to learn about types of food production and ways to integrate food production into life at home. Centers can also be housed via the web, and offer web-based tutorials, webinars, and literature for personal education. These centers serve as a warehouse of information on numerous types of food.

**Public Input Sessions:**

- 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 Avene, 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, vermi-compost, low-input, growing greens, culinary: Deborah Ritt- 15615 Washington Mills Road, Zwingle, IA 52079- Deborah.ritt@yahoo.com 563-513-9848
- 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.
Food Banks:
Offer dry, cooled and freezer storage space for distribution to individuals. Many food banks serve partner agencies (pantries, soup kitchens, and shelters), organizations and individuals within a large region. 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.

Discussion from coalition meetings:
Is there an opportunity for equity portions to create a more skilled workforce to serve local food industry (growing/ processing/ handling/ distributing)

Education
PRESERVATION SISTERS COOKING CLASSES
RESCUE MISSION – NEW PRACTICES + EDUCATION

Equity:
5 MOTHER HOUSES | 16 FOOD PANTRIES -> ST. STEVEN'S FOOD BANK- GLEANING PROGRAM
SATELLITE @ NEW HOPE FARM:

- Assisting in poverty- working with homeless men
- Also working on future talk program that is multi-cultural
**Food System Policy Councils:**

Food Policy Councils bring together food activists, community members, urban and rural planners, and local, municipal and state governments as partners in creating local food initiatives. Food policy councils support communities in their efforts to rebuild, with existing community assets, local and regional food systems. This collaboration assists partners within various scales of communities to move forward in food system change through coordinated efforts for policy change. These coalitions of leaders give a voice to numerous, compassionate individuals and organizations within the community. 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.

**Public Input Sessions:**

- 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

**Education**

*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.*

**Natural Systems**

*The Catfish Creek Watershed Management Plan (2014)* identifies specific sites on public and privately held land in the Dubuque area that are in need of restoration. The report identifies specific sites in the watershed that are, for example, in need of riparian buffer restoration, woodlands in need of understory management, as well as noting where privately-owned farms’ grazing and crop production practices threaten the health of the Catfish Creek watershed.

*Dubuque County Regional Smart Plan (2013)* identifies several goals relevant to local food systems development including:

**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.
Waste Management

To include all community projects, businesses, etc. that involve production (recycling, reducing, recovering, reusing, composting) of food or other natural resources

Discussion from coalition meetings:

INTEREST IN LOOKING ALTERNATIVE FORMS OF AGRICULTURE OR WATER MANAGEMENT:
ROADSIDE MANAGEMENT/ PRAIRIE RESTORATION/ POLLINATOR HABITAT—OPPORTUNITY FOR AWARENESS ON VARIOUS PRACTICES FOR FARMERS

Environment:

CHNA & HIP PRIORITY GOALS:
(DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)

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

   Increase Environmental Health Community Education for general public.
   Provide safe storage of food to increase safety of food from producer to consumer.
   Improve surface water protection.
   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.

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.
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