Dubuque Food System and Health Assessment

**Partners:**
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Chris Olson: Four Mounds Foundation, Terri Goodman: City of Dubuque 
Jason Neises: Community Foundation, Paul Schultz - Green Dubuque 
Corry Burbank: Sustainability Coordinator, Jenna Sawyer: ECIA 
Maurice Jones: Economic Development, Leah Patterson: Dubuque Food Coop 
Paul Mariman: ISU Extension and Outreach, Danielle Day - Dubuque Extension 
Ron McCarthy - NRCS, Ashley Neises - Dubuque Rescue Mission 
Joshua Clements - Dubuque Food Co Op, Laura Bertjens: Dubuque Farmers Market 
Kristi Bellman- Farmer, Michael Brietbach- Farmer 
Anna O'Shey- County Planning, Mary Rose Corrigan- Public Health 
Charles Isenhart- House Representative, Dave Kendall 
Rhonda Simpson, Joanne Frank, Mike Munch, John Sewell, Tim Nelson

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

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

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

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

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

**Education:** 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.
The snap-shot assessment was formatted to give an overview of individual projects and programs that exist within the food and health system in Dubuque, and to allow for decision making for food system development projects.

The following sections will include:
- Abstract for each key impact area: health, equity, education, policy, and community and economic development.
- Abstract of each sector: production, transformation, distribution, consumption, and waste.
- Snap Shot of each tactic within the sectors
Production

Production of food, agricultural commodities and management of agronomy and land amenities. This sections reviews community projects, programs, businesses, that utilize production systems (gardening, hunting, fishing, foraging and farming).

Goals + Gaps:
A county wide concern relating to production in Cerro Gordo included a report on safe-drinking water concern, including issues with bacterial contamination, tests on well water, and Iowa DNR permit for feeding operations

Comments and Ideas:

“There is a lack of awareness: how do we create different perceptions, new habits and build access to local food that is both affordable and nearby”
Transformation

Processing and transformation of food including value-added processing and packaging. This section reviews community businesses, programs and organizations that process and package products after production.

**Goals + Gaps:**

**Comments and Ideas:**
**Distribution + Retail**

**Definition:**
To include all community projects, businesses, etc. that involve distribution and retail (wholesaling, distribution, warehousing, transportation, restaurants, and retail markets) of food.

**Goals + Gaps:**
There are 46 food convenience stores in food deserts- how can we bring in healthier food choices? major institutions need a state-wide goal for procurement.

Dubuque Health Needs Assessment suggests considering safe storage of food needed to increase food safety from producer to consumer; need to explore mass transit options and promote public transportation, and promote the use of alternative energy to reduce carbon footprint.

**“THERE ARE 46 FOOD CONVENIENCE STORES IN FOOD DESERTS- HOW CAN WE BRING IN HEALTHIER FOOD CHOICES?”**
**Consumption + Access**

**Definition:**

asd;flkajs;dfkjasd;lkfjas;dlkfja;lsdkkfj;asd

**Goals + Gaps:**

asd;flkajs;dfkjasd;lkfjas;dlkfja;lsdkkfj;asd

**IMPACT**

**Highlight Quotes**

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

<table>
<thead>
<tr>
<th>Iowa Youth Survey-Units</th>
<th>6th Grade</th>
<th>8th Grade</th>
<th>11th Grade</th>
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<tbody>
<tr>
<td>Dubuque County Males</td>
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<td>7%</td>
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<tr>
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<td>7%</td>
</tr>
<tr>
<td>State Males</td>
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<td>7%</td>
<td>5%</td>
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<tr>
<td>State Females</td>
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**Youth consuming at least 5 vegetables per day (2012)** *(The University of Iowa)*

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<thead>
<tr>
<th>Iowa Youth Survey-Units</th>
<th>6th Grade</th>
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<td>Dubuque County Results Males</td>
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<td>4%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Dubuque County Results Females</td>
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<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>State of Iowa Results Males</td>
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<td>4%</td>
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<tr>
<td>State of Iowa Results Females</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
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Food Waste + Nutrient Management

**Definition:**

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asd;flkajs;dflkjasd;lkkfjas;dlkfja;lsdkkfj;asd
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**Goals + Gaps:**

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asd;flkajs;dflkjasd;lkkfjas;dlkfja;lsdkkfj;asd
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**Highlight Quotes**

**Comments and Ideas:**

**IMPACT**
**Definition:**
The ability to be free from illness or injury with good mental and physical conditions: opportunity to connect to areas to promote healthy lifestyles; includes health for environmental amenities in the community.

**Goals + Gaps:**
The Community Health Needs Assessment states by 2016 the obesity rate in Dubuque County will **decrease from 28%-24%**; promote access to fruits as vegetables- currently **80% do not eat adequate fruits and vegetables**. The CHNA also states that we need to provide safe storage of food to increase safety of food from producer to consumer.

**Potential Community Impact:**

**Comments and Ideas:**
### Social Equity

**Definition:**
Ability to be equal in status, rights, and opportunities—specifically for food access, food production, and general ability to have equal opportunity for access to a healthy living

<table>
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<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>
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<td>735</td>
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### Goals + Gaps:
Cropland devoted to fruit, vegetable or tree nut production: 188 acres or 2.0 acres/1000 residents) which is comparatively small compared to the average of the state of 3.7 acres/1000 residents and 31.8 acres for the United States.

### Potential Community Impact:
Is there an opportunity for equity portions to create a more skilled workforce to serve local food industry (growing/processing/handling/distributing)
-job training for under-skilled workforce in agriculture :: youth, unemployed, homeless, under-employed or unskilled

### Comments and Ideas:
**Education**

**Definition:**
Networks of relationships among people working toward food system development; incorporation of education, culture and arts to achieve goals

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**Goals + Gaps:**
Need for increased education on **healthy lifestyle behaviors** (including regular exercise and healthy diet/nutrition habits) among **young children**; Increase Environmental Health Community Education for general public.  
**Master Gardeners: 121** – Active members in 2014: 88; Volunteer hours 2014: 4,376; # People reached: 11,388  
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.

**Potential Community Impact:**
Having more opportunities for on-farm or on-garden education provides hands-on educational opportunities

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**Comments and Ideas:**

“We need educational programming and a platform to build awareness about hunger, and training opportunities for gardening”
Potential Community Impact:

Goals + Gaps:
Local communities: look at ways to eliminate unintentional policy barriers to backyard gardening

Potential Community Impact:
asd;flkajs;dfkjasd;fkjasd;kfjasd;lkfja;lsdklfj;asd

Comments and Ideas:
**Goals + Gaps:**
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd

**IMPACT**

**Potential Community Impact:**
Gardens can be a **catalyst** for neighborhood development and beautification
With every **$1 invested** in an urban farm or garden, **$6 are generated** in worth of vegetables.
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.

**Comments and Ideas:**
Production: Backyard Gardens

An area individually owned, typically in a residential neighborhood that is part of a personal yard. Gardens can be utilized for various growing purposes and can also be shared among neighbors if appropriate. They promote personal access to food and aesthetic, beautiful spaces.

“There is a lack of awareness: how do we create different perceptions, new habits and build access to local food that is both affordable and nearby”

Goals + Gaps-- stated at public input sessions:
Existing space: 1000 block of Victoria Street: Have 30’x50’ with 7’ fence- willing to share
Promote lasagna gardening
Washington/ Northend neighborhood: help train and support food insecure residents in growing and preparing food

Potential Community Impact:
Gardens can be productive and beautiful, leading to added health benefits, stress reduction, and personal financial stability. They also provide opportunities for individual savings and potential for increased home value.

Production: Faith Gardens

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

“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-

Goals + Gaps- stated at public input sessions:
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

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

Land owned by an organization or business that allows for the use of gardening. Management typically includes volunteers from the organization or a non-profit organization that donates the food to those in need. These gardens build awareness of gardening methods and the food system needs in communities for staff, community members, and additional partners.

**Goals + Gaps - Currently no Corporate Garden Programs**

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**Production: Community Gardens**

A public garden that promotes a cross section between public and private entities open to all, or identified users for food access or educational opportunities. Community gardens can be created in a diverse spaces including: rural and urban settings, vacant lots, pocket parks, and local business plots.

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Goals + Gaps- stated at 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
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Potential Community Impact:
Dubuque has 8 community gardens with 57 plots available
Have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs
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“DUBUQUE IS A SUPPORTIVE COMMUNITY, BUT IT NEEDS TO HELP INFORM ON HOW TO GET LAND TO GARDEN AND PRODUCE FOOD”
Production: School Gardens

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

“ALC- Jones School: Develop support for community school gardens- value what good teachers are doing”

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>

Goals + Gaps:
Look for opportunities to promote School Garden 101; Dubuque schools have $2.3 million in funding opportunities, how do we partner with these resources? Central Dubuque School supplies 8,000 meals/day, can we assist in getting local into the school system. Sageville Elementary, Alternative Learning Center and NICC Peosta launched gardens in 2015.

Potential Community Impact:
Evidence has shown that students who participate in school gardens score higher on standardized tests. Lincoln, Audubon, Fulton, Marshall, Prescott, Jefferson Jr. High participate in after school programs.
Production: Public Edible Landscape

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

Goals + Gaps - stated at public input session:
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

Potential Community Impact:
Currently only 37% of households nationwide have gardens, by offering public access to foods it can improve food security and decreased miles traveled for fruits and vegetables; opportunity to connect with park systems and vacant plots for food access: Total Open Space: 4,523.0 ACRES;
Public Open Space: 1,631.0 ACRES

Production: Incubator Farms

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

Goals + Gaps - stated at public input session:
Convivium Urban Farm has potential to operate as an incubator farm for beginning farmers in Dubuque area
Convivium Urban Farmstead: Social, education, cooking, permaculture
Sinnawa Mound: It is important to foster and help young educated farmers. Help them learn how to acquire assets, ** Multiple comments**
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

Potential Community Impact:
New opportunity for beginning farmers: 50% of US farmers will retire over the next decade Potential to attract new demographics to the area: new farmers are less likely than established farmers to come from a farm background,
A partnership between farmers and community members working together to create a local food system. There is shared risk of production, allowing for producers to concentrate on growing food and caring for the land and for consumers to receive ultra-fresh, and often times, unique produce and recipes for cooking.

**Goals + Gaps- stated at public input session comments**

- 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

**Potential Community Impact:**
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 currently marketing through a CSA: may be opportunity to continue to grow direct markets
Production: Urban Agriculture

Urban land utilized to maximize local food outputs and assists in meeting needs for local food production and community food security. Farms enhance communities by providing a sustainable food source within city limits develops community capacity, and promoting food access within city limits. Farming in the city enhances the built environment.

Goals + Gaps- stated at 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 rooves 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

Potential Community Impact:
Convivium urban farm and Satellite New Hope are current urban farms with potential to expand. With every $1 invested in an urban farm or garden, $6 are generated in worth of vegetables.
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.

“All our food is imported! Tourist industry would also benefit from produce, farm tours, etc.
-Galena resident”

**Goals + Gaps - stated at public input sessions**
Should connect to **SILT** and create land transition plans for **retiring farmers**
Cropland devoted to fruit, vegetable or tree nut production: 188 acres or 2.0 acres/1000 residents) which is comparatively small compared to the average of the state of 3.7 acres/1000 residents and 31.8 acres for the United States.

**Potential Community Impact:**
Currently agriculture promotes an estimates average sheet and till erosion of 33,797 tons/year on cropland. Best practices for soil management and agriculture, soil erosion could be mitigated.

<table>
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<tr>
<th>SELECTED PRACTICES (USDA)</th>
<th>FARMS</th>
<th>1</th>
<th>7</th>
<th>115</th>
<th>9</th>
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<tr>
<td>County Summary: Highlights 2012: Units in Farms</td>
<td>ALLEY CROPPING</td>
<td>BIOMASS FOR ENERGY</td>
<td>ROTATIONAL OR INTENSIVE GRAZING</td>
<td>DIRECT MARKET TO RETAIL</td>
<td>VALUE-ADDED</td>
<td>CSA</td>
<td>VEAL OR CALF</td>
<td>ON FARM PACKING FACILITY</td>
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### LIVESTOCK AND POULTRY (USDA)

<table>
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<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012 - UNITS FARMS</th>
<th>BEEF CATTLE</th>
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<th>SHEEP + LAMBS</th>
<th>GOATS</th>
<th>LAYERS</th>
<th>PULLETS</th>
<th>BROILER S</th>
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### CROPS (USDA)

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<th>RYE FOR GRAIN</th>
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<th>CORN FOR SILAGE</th>
<th>SUNFLOWER SEEDS</th>
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<td>34,767</td>
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### FRUITS & VEGETABLES (USDA)

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<tr>
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<td>FARMS ACREs</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>120</td>
<td>122</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### ADDITIVE STATISTICS: FERTILIZER AND CHEMICALS APPLIES (FEEDING AMERICA)

<table>
<thead>
<tr>
<th>COUNTY SUMMARY HIGHLIGHTS: 2012 -</th>
<th>COMMERCIAL FERTILIZER, LIME + SOIL</th>
<th>MANURE</th>
<th>CONTROL- INSECTS</th>
<th>WEEDS, GRASS, BRUSH</th>
<th>NEMATODES</th>
<th>DISEASES IN CROPS AND ORCHARD S</th>
<th>CHEMICALS USED TO CONTROL GROWTH</th>
<th>THIN FRUIT- RIPEN, ETC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMS ACREs</td>
<td>948</td>
<td>552</td>
<td>656</td>
<td>940</td>
<td>97</td>
<td>95</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ACREs</td>
<td>18,478</td>
<td>55,475</td>
<td>110,926</td>
<td>171,109</td>
<td>13,117</td>
<td>16,995</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CENSUS DATA: Number of Farms and Average size: (USDA)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENSUS OF AGRICULTURE 2012 -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUMBER OF FARMS</td>
<td>1462</td>
<td>1096</td>
</tr>
<tr>
<td>AVERAGE FARM SIZE IN ACREs</td>
<td>345</td>
<td>345</td>
</tr>
<tr>
<td>MEDIAN SIZE OF FARM IN ACREs</td>
<td>123</td>
<td>121</td>
</tr>
<tr>
<td>TOTAL ACRES IN FARMS</td>
<td>291,441</td>
<td>1483</td>
</tr>
<tr>
<td>NUMBER OF FARMS</td>
<td>1463</td>
<td>1096</td>
</tr>
<tr>
<td>AVERAGE FARM SIZE IN ACREs</td>
<td>345</td>
<td>345</td>
</tr>
</tbody>
</table>

| FARMS OR ACREs TOTAL FOR STATE: | 1462 | 1096 |

| NUMBER OF FARMS SMALLER THAN 50 ACREs: (USDA)
|--------------------------------------|      |      |
| CENSUS OF AGRICULTURE 2012 -         |      |      |
| NUMBER OF FARMS 1-9 ACREs            | 100  | 314  |
| NUMBER OF FARMS 10-49 ACREs          | 314  | 468  |
| NUMBER OF FARMS 50-179 ACRES         | 468  | 469  |
| NUMBER OF FARMS 180-499 ACREs        |      |      |
Transformation: Processing Facilities

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

Goals + Gaps - stated at 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

Potential Community Impact:
Community Health Needs Assessment stated need to promote health environments: Provide safe storage of food to increase safety of food from producer to consumer.

Transformation: 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.
Transformation: 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 customer. Allow for community members of in all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate.

Goals + Gaps- stated at public input session

The Iowa Food Hub offers a Food Box program

DBQ Community Gardeners: Package for transport to Food Bank

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 or locations based on garden location or preferred organization

Potential Community Impact:

Opportunity to build new business and source from multiple farmers within the region

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

Additional markets allow for job growth: A Leopold Center at Iowa State University evaluation found that 74 bulk food buyers that purchased $8,934,126 of local food in 2012 also reported 36 new jobs related to food systems work

DBQ Community Gardeners could package and transport food from gardens to food banks

Transformation: 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.
Distribution and Retail: Restaurants

Builds infrastructure for effective local food shed by increasing the availability of local food from producers to consumers. The demand for local food is rising as customers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

Goals + Gaps- stated in interviews and public input sessions
DBQ: Need for celiac friendly services schools, restaurants, daycared
Dyersville: just starting to get yoga spots and coffee joints, they have an organic grocer, but no locally sourced restaurants
Asbury: Has no locally sourced restaurants
Everywhere: Awareness campaign- sail banners at restaurants that use local foods with information about the specific farm and food We already have a food store/ deli that grows as much produce as grows in Iowa—promote it!!

Understanding buying local vs. big guy- and what ways to use or purchase
Right now- farmers are also trying to learn how the system works- difficult to make relationships:
Small farmers don’t understand the business side of selling to restaurants

Potential Community Impact:
The National Restaurants Association is noticing more interest in what people are eating and where it comes from, thus leading to increased purchases from local and regional producers.

“We already have a store/ deli -- promote it!! ... Need for celiac friendly services, schools, restaurants, daycares...”
Goals + Gaps- stated in interviews and public input sessions

Cultural/ Social dynamic- training for vendors on how to interact with people on how to use a token as well as describing products- have open conversations and treat people fairly-

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

**Potential Community Impact:**

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.
Distribution + Retail: Public Markets

Public Markets build grocers and retailers that benefit the local economy and deliver seasonal and assorted product, improve their carbon footprint and increase options for natural and organic production. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home.

**Goals + Gaps- stated at 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

---

Distribution + Retail: Grocery Stores

<table>
<thead>
<tr>
<th>Retail Food Establishments</th>
<th>Supermarkets</th>
<th>Convenience Stores</th>
<th>Specialty Food Stores</th>
<th>Warehouse Clubs and 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>Iowa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>598,387</td>
<td>19.6%</td>
</tr>
</tbody>
</table>

---

“I see a use for this practice connecting local farmers with buyers with the farmers “seconds” or blemished items.”

---

“*There are 46 food convenience stores in food deserts- how can we bring in healthier food choices*”
Industry locations- Many people would appreciate the opportunity for local food choice.

Goals + Gaps- stated at 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

Potential Community Impact:
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
Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status.

Distribution + Retail: Food Trucks

Food trucks promote food access through creative ways: restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences.

Distribution + Retail: 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.

Goals + Gaps- stated at 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-Nealrory@yahoo.com

Potential Community Impact:
Fill a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers.
Distribution + Retail: Cooperatives

**Definition:**

Goals + Gaps:

Potential Community Impact:

Comments and Ideas:
Definition:

```
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd
```

Goals + Gaps:

```
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd
```

Potential Community Impact:

```
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd
```

“Major Institutions need a state-wide goal for precedent”

<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>

Goals + Gaps:

```
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd
```

Potential Community Impact:

```
asd;flkajs;dflkjasd;lfkjasd;lkkfjas;dlkfja;lsdkkfj;asd
```

Comments and Ideas:

```
```