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NPhoto & Caption

Contact: Teresa Wiemerslag, ISU Extension program coordinator, wiemer@iastate.edu, 563-794-0599

4-H Teen Leaders Attend Regional Training

4-H County Council members recently attended a regional training by Iowa State University Extension. Teen leaders from Allamakee, Chickasaw, Clayton, Howard, Fayette and Winneshiek counties attended.

The County 4-H Council is composed of energetic and positive high school students who act as ambassadors for 4-H. One of their major responsibilities is planning the county 4-H activities each year. At the regional retreat, members get to know each other through team building and leadership activities. 4-H County Council members plan programs, promote 4-H, help to ensure funding for 4-H programs, and form friendships that last a lifetime.

Download Allamakee photo

Pictured are members and advisors from Allamakee County, Back Row (left to right): Cassie Drew, Will Blake, Taji Ahouse, Teresa Myers (advisor), Cora Rubendall, and Theresa Lensing; Middle Row: Hannah Fahey, Mariah Kucera, McKayla Stock, Ciara Welsh, and Kris Fahey (advisor); Front Row: Abby Weighner, Bobbi Jo Wild, Morgan Heim, Taylor Troendle and Brett Yohe.

Download Clayton photo

News Release

Contact: Teresa Wiemerslage, ISU Extension program coordinator, wiemer@iastate.edu, 563-794-0599

ISU Extension Offers BASICS Nutrition Program in NE IA

WAUKON -- ISU Extension in Allamakee County has received a grant to implement the BASICS nutrition program with children and parents in Oelwein, Postville, Waukon, Waterville, Elma and Lime Springs. BASICS stands for Building and Strengthening Iowa Community Support for Nutrition and Physical Activity. The program is sponsored by the Iowa Department of Public Health and Iowa Nutrition Network.

The flagship campaign for the program is Pick a better snack™ & ACT. It encourages children to choose fruits and vegetables as snacks and to be active for 60 minutes every day. Kids get to taste a variety of colorful fruits and vegetables and find fun ways to be fit.

“Allamakee County Extension is proud to be a part of this program,” said Teresa Wiemerslage, Project Director. “Iowans need to be empowered to make the right healthy choices. This is a fun and easy way to change eating and activity habits for the better. The BASICS program is a great fit with the work of the Northeast Iowa Food & Fitness Initiative.”

The BASICS program changes the way children and families think about food. After participating in the BASICS program, one parent said, “Our family’s meals used to be lacking in fruits and vegetables because so much would go to waste. Now I buy produce with confidence it will not go to waste, and our whole family is healthier because of it.”

Another parent said, “Our family used to constantly argue over food – any healthy or green foods offered always resulted in a battle. Now the kids help shop for the healthy foods they tried and liked at school.”

“Allamakee County Extension will be an important partner in providing traditional nutrition education resources combined with unique social marketing practices,” said IDPH Division of Health Promotion and Chronic Disease Prevention Director Julie McMahon.
Twenty-two contracts for the BASICS program have been awarded in Iowa for the 2011 fiscal year. Contractors represent a wide variety of organizations, including state universities, public schools, county extension offices, and others. Audiences include children, families and older adults who are eligible for food assistance programs.

Funds to support the BASICS incentive grants come from the U.S. Department of Agriculture’s Supplemental Nutrition Assistance Program and the Iowa Food Assistance Program. Communities like Allamakee County provide matching funds and resources.

To learn more about the BASICS program, the Iowa Nutrition Network, Pick a better snack™ & ACT, visit www.idph.state.ia.us/nutritionnetwork.

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**News Release**

Contacts: Rich Pirog, Associate Director, (515) 294-1854, rpirog@iastate.edu; or Laura Miller, Communications, (515) 294-5272, lwmiller@iastate.edu

**New Online Tool Helps Users Explore Potential Markets**

AMES--If you are a farmer, the age-old question of “how much of a market is there?” has plagued you forever. A new tool may help Iowa farmers answer that question, at least if they grow fruit and vegetable crops.

The Leopold Center for Sustainable Agriculture and Iowa State’s Transportation Research Institute have teamed up to create the web-based Iowa Fruit and Vegetable Market Planner. The application, and a link to a user’s guide, is at: www.intrans.iastate.edu/marketplanner/

The Iowa Fruit and Vegetable Market Planner shows rates of demand for 80 different crops. Users can target specific regions, consumers by age group, different time frames and product mixes – from fresh off-the-farm produce to demand for canned, dried or frozen products. All results are shown in retail weight, which takes into account spoilage and processing losses that occur after a crop leaves the farm.

“We wanted the Iowa Fruit and Vegetable Market Planner to be flexible, so that farmers could look at their marketing territory, even if it extended outside Iowa because markets transcend state boundaries,” said Leopold Center Associate Director Rich Pirog, who worked closely with engineer Randy Boeckenstedt at the Institute for Transportation to develop the application.

Users of the tool select crops and a central location (such as a farm or business) for the target market, choosing from all incorporated communities in Iowa. They also determine the driving distance from this location to include in the target market, with or without areas in adjoining states.

The tool calculates a rate of demand for each crop the farmer selects, based on food availability data reported each year by the U.S. Department of Agriculture’s Economic Research Service, and U.S. Census data for consumers in the target market. Target market demand can be compared with state-level production (or supply) of a crop to see where the greatest opportunities exist for farmers.
An early version of the tool, the Iowa Produce Market Potential Calculator created in late 2005, included only 37 crops, county-level data for supply and demand, and no regions outside Iowa.

Pirog said the utility of the new tool will extend beyond farmers. “We think the Iowa Fruit and Vegetable Market Planner will be used by local food groups and county and city governments as they develop planning strategies to increase local food commerce,” he said.

Additional adjustments can be made for age of the consumer, from elementary school-age to retirees, with rates of demand calculated according to population differences for each age group in each area. “We think this option will be very helpful for farm to school groups, and groups working on food and nutrition programs for the young or elderly so they can better assess their population’s needs,” Pirog added.

Results can be shown based on a 10-month school year, a 20-week growing season, a three-month growing season or any time period from one day to a year. Demand can be shown in many units of measurement – from the number of acres required to grow a crop, cubic feet or storage space needed, 20-ton truck loads of the crop, or servings.

Pirog and Boeckenstedt have anticipated interest from other parts of the country about this new tool. They are working on a technical guide that explains how to set up a similar application for other states and regions, to be available later this year.

Pirog strongly recommends that people first review a brief user’s guide before doing their own calculations on the Iowa Fruit and Vegetable Market Planner.

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**News Release**

Contact: Jennifer Bentley, ISU Extension Dairy Specialist, jbentley@iastate.edu, ph. 563-382-2949

**Feeding Strategies Improve Dairy Calf Performance**

CALMAR - Producers can learn about strategies and feeding programs used to improve calf starter intake and overall calf performance at a Dairy Calf Seminar on Nov. 10 at the Northeast Iowa Community Based Dairy Foundation.

The day will also include a hands-on “wet lab” discussion of lab findings on pasteurization and a tour of Dairy Foundation calf facility with use of their pasteurizer.

The program will feature Noah Litherland, Assistant Professor, Dairy Cattle Nutrition, Research and Extension from University of Minnesota. Litherland will discuss current research in milk replacer feeding frequency, accelerated milk replacer feeding programs, combining milk replacer additives, and the use of antibiotics in milk replacer.

Following lunch, Dr. Bob Schell will discuss the use of pasteurizers and their use with automatic calf feeders. Dr. Schell is a practicing veterinarian and owner of CalfStart, and has first-hand experience assisting dairy producers with their pasteurizers. Schell will provide findings from the lab on pasteurized wastemilk.
Jenn Bentley, ISU Extension Dairy Specialist, will discuss a recent survey on pasteurization use in Iowa. The day will conclude with a tour of the Dairy Foundation’s calf facility and discussion on their use of a pasteurizer.

The seminar will be held on Wednesday, November 10 from 11 am – 2 pm at the Northeast Iowa Dairy Foundation Center in Calmar, Iowa. Lunch is sponsored by DairyTech, Inc. and there will be a $5 fee to attend. Please RSVP by Friday, November 5 by calling 563-382-2949 or online at www.extension.iastate.edu/winneshiek. For more information contact Jenn Bentley at jbentley@iastate.edu or 563-382-2949.

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News Release
Contact: Teresa Wiemerslage, ISU Extension program coordinator, wiemer@iastate.edu, 563-794-0599

2011 Nutrition Calendars Available
“Healthy & Homemade” is the theme of the 2011 full-color calendar offered by Iowa State University Extension. Each month features an easy-to-prepare recipe plus menu ideas and an activity tip.

“Our goal is to give families quick, monthly reminders of things they can do to be more healthy,” said Cindy Baumgartner, ISU Extension Nutrition and Health Specialist in northeast Iowa.

Each month features an easy-to-prepare recipe with nutritional analysis, menu idea, and full-color photo. The calendar includes fitness tips plus space for tracking daily fitness activities.

More than 230,000 copies of the English and Spanish versions have been distributed for use in nutrition programs across the country and in Guam.

The Northeast Iowa Food & Fitness Initiative (FFI) is proud to be a sponsor of the 2011 Nutrition Calendar in Allamakee, Clayton, Chickasaw, Howard, Fayette and Winneshiek counties. Contact the county Iowa State University Extension office in those counties for your free copy. The FFI is working to create community environments that support access to fresh, locally grown, healthy, affordable food and safe environments for physical activity and play.

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Other Releases
Current Issues in Nutrition Online Conference Takes Closer Look at Food Systems

Local food, sustainable food and traditional food systems: Where does food come from and does it matter? This question is the focus for Current Issues in Nutrition, a two-part online conference beginning Oct. 18 from Iowa State University Extension.

New Publication Touts Benefits of Prairies in Iowa
New Iowa State University publication looks at ways that prairies can be incorporated into farms, how they affect nearby crops and resources to establish your own prairie. Author Meghann Jarchow provided many of the full-color photographs in the publication.

4-H Film Festival Winners Share Experience
The first 4-H Film Festival at the 2010 Iowa State Fair showcased a variety of short films directed, acted and produced by 4-H’ers. Watch the winners online.

Ask the ISU Extension Garden Experts About: Trees, Composting and Canna Bulbs
Clearing the vegetable garden, watering newly planted trees, planning for additional trees and caring for flower bulbs are all fall gardening activities that people are asking the experts about.

This information has been sent to you by Teresa Wiemerslage, Regional Communications Coordinator for Region 4 ISU Extension, wiemer@iastate.edu, 563-794-0599.

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