

Healthy Harvest

North Iowa Local Food Coalition

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, Access and Waste) 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 abstract or overview of each section, interviews, and 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 community to continue to enhance the collective efforts of the community in regards to health and food systems.



# [HEALTH AND FOOD SYSTEM ASSESSMENT]

## Contents

North Iowa Food Coalition:.....	3
Purpose:.....	3
Mission:.....	3
Core Values: .....	3
Partners.....	3
About the assessment:.....	4
Production:.....	5
Community Conclusions/ Abstract of the report:.....	5
Backyard Gardens.....	6
Faith Gardens.....	7
Corporate Gardens.....	8
Community Gardens.....	9
School Gardens.....	11
Public Edible Landscape.....	14
Incubator Farms:.....	15
Community Supported Agriculture .....	16
Rural Farms.....	19
Transformation:.....	26
Community Conclusions/ Abstract of the report:.....	26
Processing Facilities .....	27
Distribution + Marketing:.....	28
Community Conclusions/ Abstract of the report:.....	28
Food Boxes .....	29
Food Hubs .....	30
Cooperatives.....	31
Auctions:.....	31
Farm to School.....	32
Shared-Use Kitchens.....	33
Awareness Campaign and Branding:.....	34
Consumption and Access:.....	35

Community Conclusions/ Abstract of the report:.....	35
Existing Food Access.....	36
Restaurants:.....	43
Food Trucks.....	44
Farmers Markets.....	45
Public Markets.....	48
Grocery Stores.....	49
Food Enterprise Centers.....	52
Education Centers.....	53
Food Banks:.....	54
Local Food Coordinators and Coalitions:.....	54
Food System Policy Councils:.....	55
Resource and Waste Management.....	56
Food Recovery:.....	56
Works Cited.....	57

## North Iowa Food Coalition:

### PURPOSE:

The North Iowa Local Food Coalition serves as a broad based effort to help identify and connect relationships, technical, business, and communication assets of local and regional food system development that improves the health, economic, and environmental sustainability of producers and communities in North Iowa.

### MISSION:

The North Iowa Local Food Coalition brings people in Cerro Gordo, Franklin, Floyd, Hancock, Kossuth, Mitchell, Winnebago, Worth and Wright counties together to make our region a place where production of and access to healthy, locally grown foods supports community health, a thriving economy and sustainability

### CORE VALUES:

**Respect and Trust:** Relationships of respect and trust create a climate for everyone to contribute to healthy, vibrant, sustainable communities

**Whole Food for the Whole Community:** Food is a basic need, and a food system rooted in local communities and centered on good food enables all people to thrive.

**Local Food Culture:** Communities that recognize food as an economic and community asset are communities that make decisions that impact the whole health of the community

**Community Creativity and Innovation:** Together we have the creative and innovative power in our communities to make choices that will lead us to be healthier people, communities, land and economies

**Accessibility and Equity:** For the regional food system to realize our dreams, it must be accessible geographically, economically, and socially

### PARTNERS

Healthy Harvest of North Iowa Board members:

Roz Hemberger, Chair

Terry Durby, Vice Chair

John Sjolinder, Sec./Treas.

Cathy and Dennis Carlson, At Large

Leigh Trembath

Wendy Johnson

Josh Nelson

Rachel Beck, Ex Officio

Blue Zones

North Iowa Local Foods

HyVee Produce Managers

Chamber

Farm Bureau

AgVentures

ISU Extension

Department Human Services

Mercy Northern Iowa

## ABOUT THE ASSESSMENT:

The food system assessment has been developed and arranged to follow the food system sectors: production, transformation, distribution and retail, food access and consumption, waste management, and policy. Within each of these six sectors, tactics are discussed that contribute to the overall sector. Each tactic is discussed on key information:

- **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 a 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
- **Policy:** system of principles that guide decisions and achieve rational outcomes. Policies create a statement of intent and protocol.

The assessment was formatted this way to give an in-depth analysis of individual projects and programs that exist within healthy harvest, and to allow for an assessment of the system as a whole and how it relates to other systems that exist (economy, education, health, environment, etc.). As you walk through the assessment, you'll find the first page of each sector gives an overview followed by the analysis.

In addition to the qualitative and quantitative data collected, maps are also shown within each sector and tactic to give a visual demonstration of the information discussed.

The following pages will describe all existing conditions within the food system sectors and their tactics. Additionally, it will showcase the priority projects that have been determined by Healthy Harvest and the North Iowa Food Coalition based on this assessment, the snapshot, and the evaluation. Those projects include:

- Incubator Garden and Farm
- Branding and Internal Network Diagram
- Supply Chain Planning
- Advocacy
- Farmers Market Strategic Plan

## Production:

This section provides an overview of the existing community projects, programs, businesses and environmental uses that relate to production (gardening, hunting, fishing, foraging and farming) of food.

## COMMUNITY CONCLUSIONS/ ABSTRACT OF THE REPORT:

**The Incubator and Farm Project will be developed for production due to the findings from this assessment and the coalition evaluation.**

### Incubator Garden and Farm:

The Incubator Gardens Project team was developed to help catalyze gardening and beginning farmer programs in Northern Iowa. The team works together to foster opportunities for edible gardening and production land around the region, and is still considering catalyst sites for the first demonstration of how gardening can be used as a community revitalization tool as well as a meaningful opportunity to supply either one's personal food needs or community food needs. In order to develop the best framework for catalyst sites in the region, the team will research best practices and partner with organizations like Practical Farmers of Iowa to understand what beginning farmers are looking for as they start their new business.

## 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.

### Mason City:

- Mason City/ Blue Zones Project: WE promote gardening and could host education event and/or tour of gardens
- Cerro Gordo County: Low income housing complexes incorporate “communal” gardens/ or other apartment complexes where individual yards are lacking
- Mason City- Many community gardeners transition to backyards

### NIACC:

- Algona, IA- Kossuth County: More donating fresh produce and flowers to food banks

### Charles City

- Lots of places in CC- a tour of gardens would bring pride to many people and bring excitement of food

### Coalition

- Can we make gardening an equal learning opportunity- growing the food, learning how to use it? It starts with teaching the child. Partner with AEA in implementing and ISU Extension.

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

**Education:** Master gardener programs available

**Equity:** opportunity to have better access to food

**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

### Winnebago County Community Health Improvement Plan:

#### PROMOTE HEALTHY BEHAVIORS:

Maintain obesity rate at 59% and not increase

35.44% population overweight, 23.79% obese

Children age 5 and under are at 60% overweight and 49% obese

Promote gardening by education on healthy food choices

**Natural Systems:** improved environment

**Maps (Built Environment) — is this necessary to show for backyard gardens?**

## 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 multi-generational 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.

### February 29:

- CL FM/ Plant a row for the hungry: Gleaning from local producers for summer feeding program
- First Congregational Church: for the summer feeding program
- Messiah Lutheran Church: large sunny location to grow a big garden

### Interviews from topic:

There are plots available at the Clear Lake Church of Christ, but not many are taking the opportunity to use. The food pantry at the Methodist church is still interested in gleaning, specifically from the Farmers Markets and potential partnerships with local farmers.

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

**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.

**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

### Maps (Built Environment)

CHURCH OF CHRIST: CLEAR LAKE



## CORPORATE GARDENS

**Community Conclusions:: Write about next steps and “abstract” from discussion**

**Discussion from coalition meetings:**

- Hanlontown- Poet biorefining corporate garden for employers – team building and healthy food options

### **Interviews with topic:**

POET established a corporate garden to help establish healthy habits and to educate on how to grow food. The goal for the garden is for it to be a visible victory garden for employees to work in and bring home. They have also donated food to Hawkeye Harvest in Mason City, a Food bank in Lake Mills and donations to community kitchens in Mason City. Their garden team consists of 9 individuals, and they have also incorporated a walking path of 1 mile to improve recreational opportunities on site. They have already seen perception and behavior change by offering fruits and vegetables to their employees.

In addition to their victory garden, POET also grows 24 rows of sweet corn each year. Each employee gets 2 dozen ears of corn and they donate the rest. They work diligently to donate away from the areas the local farmers sell to so there isn't competition.

The garden is a small piece of the 200 acres of land that POET owns. Part of the land is also used for pasture, and the primary use is rented for crop. POET is an ethanol plant drawing from 35 miles and 800 corn farmers. They have 42 employees and produce over 60 million gallons of ethanol/year.

POET also has donated time and materials to Hanlontown community garden.

**Data: Economy,**

**Education**

**Equity:**

CORPORATE GARDENS CAN ASSIST IN PROVIDING ACCESS TO LAND FOR GROWING PERSONAL FOOD –

**Health**

CERRO GORDO COUNTY:

56.8% state having an employee wellness program would help start; or 54.5% state having access to affordable wellness would help maintain

## 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

### Mason City:

- Mason City- Blue Zones Project/ Extension: 2 gardens established, others will be proposed
- Hanlontown- Community garden club initiated a demo garden to encourage citizen to grow in own backyards or potential common space
- Church of Christ Community Garden – Exists now but needs support and publicity
- Blue Zones Project/ MC – we also have an organization pledge for churches and could promote: They have worked with several faith based organizations, assisted with creation of a community kitchen garden cared by a church wanting project outside their walls. Churches use our community gardens also

### Feb. 29:

- East Park- Mason City beside Kentucky: needs a community flower garden for cutting flowers
- Thornton plot where elementary and middle school used to be: opportunity for community to have a place to garden and get money for the town

### Worth County

- Hanlontown Community Garden

### March 15

- Hampton: easier for people who rent houses- learn to grow my own veggies

### Charles City

- Charles City: bring younger people into food processing
- CC, Colwell and Floyd: Would be a benefit I believe

### Interviews from topic:

A small town of 227, Hanlontown, Iowa has a unique community garden featuring 6 raised beds near a community museum and community center. The community garden was built through partnership with POET, and there are plans to create a template of the raised beds so individuals can build their own and have fresh vegetables/herbs at home.

In addition to the garden, they community also hosts fall events where they teach how to make salsa directly from the raised beds.

**Economy:** catalyst for neighborhood development and beautification

**Education:** have been shown to offer inter-generational and cross-cultural learning opportunities

### WRIGHT COUNTY:

71% population overweight or obese

Engage in community gardens in Clarion and Children's garden in Belmont

TOTAL NUMBER OF MASTER GARDENERS:

TOTAL ACTIVE IN 2014:

NUMBER OF VOLUNTEER HOURS IN 2014: 1,639

**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

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

## 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.

### Discussion from coalition meetings:

#### Mason City:

- Laluz Hispana- Hispanic Community
- Clear Creek School- Clear Lake and Central Garden- Bee Happy Garden: Has a garden but needs support to use it/ be better and education
- Lincoln Intermediate School/ Mason City: 2016 Will implement and build school greenhouse and garden- All 5<sup>th</sup> and 6<sup>th</sup> grade students in Mason City
- School gardens located at headstart programs- Mason City: focus on starting young to educate children to eat F/V

#### Feb 29:

- Clear Lake Public Schools: teaching good instruction / responsibility
- Clear Creek Garden: I think it can be a great experience for the kids/ adults to come together- many kids don't have this opportunity at home
- Clear Lake school/ Clear Lake First Congregation Church: use of/ partnership with summer feeding program
- Clear Creek Elementary- Clear Lake: Thornton's plot where the elementary/ middle school used to be- Great learning experience for kids in clear lake or west fork school district

#### Worth County:

- Worth county fairgrounds/ Northwood, Iowa: 4H- 6<sup>th</sup> Grade school garden

#### NIACC:

- Northwood- Worth county: 4H kids plant food at fair grounds- distribute to needy
- Clear Lake grade school: starting school garden

#### Forest City:

- - (with a grant). I am a landscape designer and would love to work with this area:: Sandy Vanek 641-590-4743
- Horticulture Education in FC Community School- production for student meals: establish lifelong attachment to local food and growing pedagogy- Keep kids in Iowa!

#### Charles City

- I.C. school, Mifflin High School (CC), Washington and Lincoln school: garden boxes for school use
- 50616: start younger people in the growing food world
- Floyd County: good to educate children where their food comes from, and how to produce their own food
- Charles City

**Coalition:**

Interest in understanding the education programs that currently exist for schools- is there an opportunity to reach out to schools/ school nurses to facilitate a conversation about new programs? How can we better understand child care programming- focusing on youth is the key way to prevention? It may be beneficial to understand kitchen rules around school lunches.

**INTERVIEWS WITH TOPIC:**

THERE HAS BEEN SPOKEN INTEREST OF CONNECTING WITH CLEAR LAKE SCHOOLS AND CREATING EDUCATIONAL PROGRAMS DURING THE SUMMER AROUND GARDENING.

**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.

**WINNEBAGO COUNTY:**

Children age 5 and under are at 60% overweight and 49% obese  
Promote gardening by education on healthy food choices

**Equity:**

**SCHOOL SUMMER LUNCH PROGRAM IN HAMPTON AND MASON CITY**

**CERRO GORDO:**

In 2008, 33% of public school children were eligible for free and reduced lunch, 37.9% of children 0-4 received WIC services and 45% of children less than 20 years of age are on Medicaid

**Health:** students participating in gardens at school are more willing to eat and grow product: gardening promotes increased fruit and vegetable intake and willingness to taste fruits and vegetables; 98% of children enjoy tasting new fruits and vegetables and 96% enjoy working in the garden

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

IOWA YOUTH SURVEY- UNITS PERCENTAGE	6 <sup>TH</sup> GRADE	8 <sup>TH</sup> GRADE	11 <sup>TH</sup> GRADE	ALL GRADES
CERRO GORDO	7	4	4	5
FLOYD	8	3	4	5
FRANKLIN	11	4	5	6
HANCOCK	10	6	3	6
KOSSUTH	4	7	4	5

MITCHELL	9	5	6	7
WINNEBAGO	6	5	3	5
WORTH	7	4	0	4
WRIGHT	5	4	4	4
AVERAGE FOR REGION:	7	5	3.5	5
STATE:	8	6	5	6

**Youth consuming at least 5 vegetables per day (2012) (The University of Iowa)**

IOWA YOUTH SURVEY	6 <sup>TH</sup> GRADE	8 <sup>TH</sup> GRADE	11 <sup>TH</sup> GRADE	ALL GRADES
CERRO GORDO	5	4	2	4
FLOYD	2	3	3	3
FRANKLIN	10	1	5	4
HANCOCK	9	4	2	5
KOSSUTH	4	5	5	5
MITCHELL	8	3	4	5
WINNEBAGO	7	2	5	5
WORTH	5	3	4	4
WRIGHT	6	4	5	5
TOTAL FOR REGION:	6	3	4	4
STATE:	6	4	4	5

**WINNEBAGO COUNTY:**

Children age 5 and under are at 60% overweight and 49% obese  
 Promote gardening by education on healthy food choices

**CERRO GORDO COUNTY: STRENGTHEN PUBLIC HEALTH INFRASTRUCTURE:**

A regional survey in 2010 stated 70.9% of respondents need education to improve nutrition and eating habits  
 In 2008, 33% of public school children were eligible for free and reduced lunch, 37.9% of children 0-4 received WIC services and 45% of children less than 20 years of age are on Medicaid

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

## 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.

### Discussion from coalition meetings:

#### Mason City:

- East Park Mason City- near children's playgrounds- have edible items where families go for free entertainment- help reach people where they are with their children
- Blue Zones Project- MC : Outdoor dining and other policy supports edible landscapes (I think, need to check if we finalized it) – Restaurants use pots, house eaves, parking to grow veggies. Reduces water run-off, enhance aesthetics, and social place-making
- Clear Lake- would love to see this as a partnership with Farmers Market for a permanent location and community garden
- Lots of great opportunities for this – high visibility

#### Charles City

- Offers healthy food
- Everywhere- reminds people of the importance of food producers\*\*
- Riverfront park- central park: direct connection to 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

## INCUBATOR FARMS:

Community Conclusions:: Write about next steps and “abstract” from discussion

Discussion from coalition meetings:

Floyd County:

- Northern Iowa: re-educate young potential producers



## 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.

### Discussion from coalition meetings:

#### Mason City:

- Mason City (Old Kruegers Greenhouse): turn old/ abandoned greenhouse into a CSA site for Community or a Food Hub?

#### Feb. 29:

- Clear Lake Be Wellness- CSA Drop point

#### Forest City:

- Lake Mills, Forest City, N-Central Iowa: Looking for ideas of crops to grow/ product demand (Sandy Vanek- 641-590-4743)

#### Charles City

- CC Extension: would like help with getting data on our health eating program for low-income families
- Charles City
- Floyd County: help open the market for producers

#### Coalition:

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.

13 FARMS MARKETED PRODUCTS THROUGH COMMUNITY SUPPORTED AGRICULTURE (CSA):

ONE STEP AT A TIME GARDENS: KANAWHA,- HANCOCK COUNTY

GENUINE FAUX FARM: TRIPOLI

BWA COMMERCIAL GARDENS: NASHUA,

KAISER FARM: WAVERLY

THANKFUL HARVEST: HOLSTEIN

BODE'S MOONLIGHT GARDENS: KOSSUTH COUNTY

KIRSCH GARDENS: KOSSUTH COUNTY

KOENIGS' ACRES: FRANKLIN COUNTY

LINDEN HILL FARM: WINNEBAGO COUNTY

C'S 270<sup>TH</sup> ST. GARDENS- EAGLE GROVE

FORGY'S FARM FRESH: DOWS- FRANKLIN COUNTY

KIRSCH GARDENS: WESLEY - KOSSUTH COUNTY

LINDEN HILL FARM: THOMPSON - WINNEBAGO COUNTY

FRANKLIN COUNTY: CATHY'S COUNTRY COOK'N & CARLSON TREE FARM: HAMPTON, IOWA

KOSSUTH COUNTY: DAILY BREAD BAKER: ALGONA, IOWA  
CERRO GORDO: VENTURA MEAT LOCKER: VENTURA, IOWA  
KOSSUTH: SKOGLUND MEATS AND LOCKER: WEST BEND  
WRIGHT COUNTY: CLARION LOCKER: CLARION

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

**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

## 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.

### Discussion from coalition meetings:

#### Forest City

- Forest City: greenhouse- lease on for sale- can be used for greenhouse (seedlings), flowers, store front to sell goods year round

#### Floyd County:

- Northern Iowa cities: encourages rediscovery of gardening

**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

**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.

## 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.

### Discussion from coalition meetings:

- Hanlontown- Bee keeper- producing local honey on small scale (Jim Rice)
- Lake Mills- perfect circle/ tomato grower

### Floyd County:

- Floyd County: to produce locally sourced protein, connect producer to consumer
- My farm- Wendy Johnson and others in our rural community: use it as an agriculture learning center or stop
- \*\*\*stated at brewery: free-range poultry and eggs/ organic foods
- \*\*stated at brewery: locally grown cannabis
- \*\*stated at buffalo center: fresh eggs from Gerald and Jean Maass- Jack and Mona Jutting used to do farmer's markets—need for community garden: she can do plant starts in her greenhouse

### Coalition:

- Is there a way to work with local restaurants, food service, hospitals to know the amount spent on local food purchases?
- Need for farmers to have an avenue to send non-purchased foods within the season- i.e. cooperatives/ auctions—education opportunities for new producers in order to have effective and efficient business

## Economy

59 FARMS LISTED IN LOCAL FOOD DIRECTORY - (HEALTHY HARVEST OF NORTH IOWA)

### CERRO GORDO

Kelly's Country Green House: Nora Springs

North Iowa Berries and More: Mason City

Elsbernd Farm: Mason City

Chris Peterson: Clear Lake

### FLOYD

Maple Grove Farm: Nora Springs

Big River Meat Company: Charles City

### FRANKLIN

Forgy's Farm Fresh: Dows

Koenigs' Acres: Hampton

Enchanged Acres, LLC: Sheffield

Towns End Winery and Vineyard: Hansell  
Spring Creek Farm: Latimer

HANCOCK

One Step at a Time Gardens: Kanawha  
Spring Valley Honey Farm- Goodell: Goodell  
Winnebago Beeline and Gardens: Ventura

KOSSUTH

Bode Farm- Moonlight Gardens: Algona  
CJ Farms: Fenton  
Kirsch Gardens: Wesley  
Lott's Creek Produce Farms: Fenton

Scuffham's Garden: Algona  
Ingalls Honey, Inc: Bancroft  
Iowa Supreme Meats: Burt

MITCHELL

Kittleson Bros. Inc.: St. Ansgar, Iowa  
Steve's Sweet Corn and Produce: Osage, Iowa  
Stillwater Greenhouse: Orchard, Iowa  
Sugar Creek Farm: Osage

WINNEBAGO

Linden Hill Farm: Thompson, Iowa  
Perfect Circle Corp: Lake Mills, Iowa

WORTH

Fertile Valley Gardens: Fertile  
Bur Oaks, Inc: Fertile

WRIGHT

Otter Creek Acres: Goldfield, Iowa  
Winding Creek Gardens: Belmond, Iowa

NUMBER OF FARMS AND AVERAGE SIZE: (USDA)

	2012			2007	
CENSUS OF AGRICULTURE 2007 - NUMBER OF FARMS OR ACRES	NUMBER OF FARMS	AVERAGE FARM SIZE IN ACRES	TOTAL ACRES IN FARMS	NUMBER OF FARMS	AVERAGE FARM SIZE IN ACRES
CERRO GORDO	780	419	326,879	844	399
FLOYD	944	337	317,709	991	301
FRANKLIN	853	417	355,381	923	397
HANCOCK	889	397	353,351	949	380
KOSSUTH	1349	444	599,439	1395	431
MITCHELL	903	328	296,235	893	329
WINNEBAGO	642	367	235,443	679	370
WORTH	640	367	234,958	683	339

WRIGHT	775	464	359,713	771	425
<b>TOTAL FOR REGION::</b>	<b>7481 FARMS</b>	<b>AVG. ACRES: 394</b>		<b>8128 FARMS</b>	<b>AVG. ACRES: 375</b>
<b>TOTAL FOR STATE:</b>		350			331

NUMBER OF FARMS SMALLER THAN 50 ACRES: (USDA)

	2012		2007	
<b>CENSUS OF AGRICULTURE 2007 - NUMBER OF FARMS OR ACRES</b>	NUMBER OF FARMS : 1-9 ACRES	NUMBER OF FARMS 10-49 ACRES	NUMBER OF FARMS : 1-9 ACRES	NUMBER OF FARMS 10-49 ACRES
CERRO GORDO	54	220	80	194
FLOYD	51	280	74	257
FRANKLIN	65	190	93	187
HANCOCK	65	221	100	186
KOSSUTH	101	236	144	189
MITCHELL	76	187	104	156
WINNEBAGO	42	176	66	149
WORTH	62	152	65	165
WRIGHT	71	194	50	145
<b>TOTAL FOR REGION::</b>	<b>587 FARMS</b>	<b>1856 FARMS</b>	<b>776 FARMS</b>	<b>1628 FARMS</b>

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

<b>CENSUS OF AGRICULTURE 2012 - UNITS IN NUMBER OF FARMS</b>	FEMALE FULL OWNER	PART OWNER	TENANT	SPANISH, HISPANIC OR LATINO	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	WHITE
CERRO GORDO	48	6	6	3	2	3		780
FLOYD	64	5	4	2				943
FRANKLIN	49	5	3	3				853
HANCOCK	60	7	4	4				889
KOSSUTH	57	7	6	1		1		1,349
MITCHELL	40	7	5	2	1			902
WINNEBAGO	37	5	1	3	3			642
WORTH	47	3						640
WRIGHT	51	6	1	1				773

NEW JOBS: (IOWA STATE UNIVERSITY EXTENSION)

10 new jobs in 2014- 2 full time (Healthy Harvest)

REGIONAL ECONOMIC ACCOUNTS- UNITS NUMBER OF JOBS CLASSIFIED SIC OR NAICS	1980	2000	2010	2013	NUMBER OF JOBS LOST BETWEEN 1980-2013
CERRO GORDO	1,474	987	738	731	743
FLOYD	1,545	1,127	979	971	574
FRANKLIN	1,739	1,005	945	939	800
HANCOCK	1,591	1,000	960	952	639
KOSSUTH	2,735	1,643	1,407	1,397	1,338
MITCHELL	1,447	1,090	939	932	515
WINNEBAGO	1,180	734	772	770	410
WORTH	1,130	682	611	603	527
WRIGHT	1,367	948	1,064	1,068	299
<b>TOTAL JOBS IN REGION:</b>	<b>14,208</b>	<b>9,216</b>	<b>8,415</b>	<b>8,363</b>	

Total number of lost jobs between 1980-2013: 5845

FARM INCOME (VALUE OF SALES)

2015: \$822,550 (40 producer survey) (Healthy Harvest)

FARM INCOME (Iowa State University Extension)

LOCAL AREA PERSONAL INCOME- UNITS IN THOUSANDS OF DOLLARS	TOTAL FARM EARNINGS (POW BASIS)	TOTAL NONFARM EARNINGS (POW BASIS)	AVERAGE INCOME PER FARM (BASED ON NUMBER OF FARM AVERAGE PER COUNTY)
CERRO GORDO	83,158	1,423,031	98.53
FLOYD	71,513	309,250	72.16
FRANKLIN	163,274	229,888	176.89
HANCOCK	115,873	380,859	122.10
KOSSUTH	186,838	437,157	133.93
MITCHELL	79,996	353,465	89.58
WINNEBAGO	51,650	202,460	76.07
WORTH	43,480	111,619	63.66
WRIGHT	179,759	300,138	233.15
<b>TOTAL::</b>	<b>975,537</b>		

LIVESTOCK AND POULTRY (USDA): need to add acres

COUNTY SUMMARY HIGHLIGHTS: 2012 - UNITS FARMS	BEEF CATTLE	DAIRY CATTLE	HOGS + PIGS	SHEEP AND LAMBS	LAYERS	BROILERS
CERRO GORDO	67	2	86	17	27	3

FLOYD	110	4	115	21	37	8
FRANKLIN	110	4	243	20	22	9
HANCOCK	96	2	181	15	31	10
KOSSUTH	148	6	283	25	26	10
MITCHELL	150	61	203	32	78	20
WINNEBAGO	50	2	70	9	16	7
WORTH	97	13	65	20	29	10
WRIGHT	80		77	13	20	6
<b>TOTAL FOR REGION::</b>	<b>908</b>	<b>130</b>	<b>1,323</b>	<b>172</b>	<b>286</b>	<b>83</b>

FRUITS & VEGETABLES (USDA)

<b>COUNTY SUMMARY HIGHLIGHTS: 2012 UNIT-ACRES</b>	OATS	SOYBEANS FOR BEANS	FORAGE	VEGETABLES	ORCHARDS
CERRO GORDO	240	99,917	2,040	5 FARMS	2 FARMS
FLOYD	266	102,020	4,687	107	
FRANKLIN	677	101,624	2,753	2 FARMS	4
HANCOCK	200	112,921	2,882	10	32
KOSSUTH	346	217,337	2,835	905	32
MITCHELL	979	91,869	6,476	252	43
WINNEBAGO	235	73,486	33,679	235	2 FARMS
WORTH	327	83,225	2,662	162	5
WRIGHT	218	134,693	1,467	5	2 FARMS
<b>TOTAL FOR REGION::</b>	<b>3,488</b>	<b>1,017,092</b>	<b>59,481</b>		



CROPS (USDA)

COUNTY SUMMARY HIGHLIGHTS: 2012 – UNITS ACRES	CORN FOR GRAIN	CORN FOR SILAGE OR GREENCHOP	WHEAT FOR GRAIN	WINTER WHEAT FOR GRAIN	SPRING WHEAT FOR GRAIN
CERRO GORDO	189,004	1,798			
FLOYD	162,427	4,553			
FRANKLIN	218,984	1,204			
HANCOCK	205,559	1,599			
KOSSUTH	324,480	2,554	1 FARM	1 FARM	
MITCHELL	155,093	8,118	1 FARM	1 FARM	
WINNEBAGO	131,087	964	38,226	1,374	
WORTH	120,899	879			
WRIGHT	193,773	168	2 FARMS	2 FARMS	
<b>TOTAL FOR REGION::</b>	<b>1,701,306</b>	<b>21,797</b>	<b>??</b>	<b>??</b>	

Education

Equity:

CROP LAND USED FOR VEGETABLE, FRUIT, AND TREE NUT PRODUCTION: 188 (Iowa State University Extension)

POVERTY AND FOOD NEEDS: PRODUCTION / 1000 RESIDENTS	ACRES
CERRO GORDO	1.5
FLOYD	6.9
FRANKLIN	2.4
HANCOCK	3.8
KOSSUTH	61.3
MITCHELL	28.2
WINNEBAGO	23.2
WORTH	22.5
WRIGHT	1.7
<b>TOTAL FOR REGION::</b>	<b>151.5</b>

**Natural Systems:** Preserves family and natural heritage of the land

CERRO GORDO COUNTY:

Report concern about safe drinking water – including issues with bacterial contamination, tests on well water, and Iowa DNR permit for feeding operations

FRANKLIN COUNTY

Safe drinking water viewed by 55% of the county as priority environmental health concern

MITCHELL COUNTY

58% report concern about safe drinking water

ADDITIVE STATISTICS

# Acres treated (USDA)

COUNTY SUMMARY HIGHLIGHTS: 2012 - UNITS ACRES	COMMERCIAL FERTILIZER, LIME + SOIL	MANURE	CONTROL -INSECTS	WEEDS, GRASS, BRUSH	NEMATODES	DISEASES IN CROPS AND ORCHARDS	CHEMICALS USED TO CONTROL GROWTH: THIN FRUIT- RIPEN, ETC.
CERRO GORDO	248,681	15,400	122,870	287,783	15,158	22,271	2 FARMS
FLOYD	223,941	24,547	89,403	259,561	7,574	12,622	
FRANKLIN	238,348	40,436	106,451	318,881	11,466	21,480	1 FARM
HANCOCK	265,567	37,712	142,330	314,120	18,651	26,389	3 FARMS
KOSSUTH	416,273	60,107	236,033	537,476	39,730	48,987	398
MITCHELL	213,821	35,580	97,111	254,216	10,794	13,297	396
WINNEBAGO	166,289	23,199	81,300	202,724	9,511	17,126	192
WORTH	165,734	6,414	71,267	201,708	9,603	7,589	2 FARMS
WRIGHT	251,336	35,386	82,343	320,733	6,263	5,283	100
<b>TOTAL FOR REGION</b>	<b>2,189,990</b>	<b>278,781</b>	<b>1,029,108</b>	<b>2,697,202</b>	<b>128,750</b>	<b>175,044</b>	

## Transformation:

This section provides an overview of the existing community projects, programs, businesses and natural and built environmental uses that involve transformation or value-added (processing, packaging, labeling and branding) of food

## COMMUNITY CONCLUSIONS/ ABSTRACT OF THE REPORT:

The Supply Chain Planning project team will be developed for transformation and distribution sectors due to the findings from this assessment and the coalition evaluation.

## Supply Chain Planning:

The Supply Chain Project Team is developing an entrepreneurial Food Hub that contains many moving pieces of the food chain: production, distribution, light processing, and more aggregation to buyers. Amidst the complicated system, there are also many players involved: North Iowa producers, North Iowa Fresh food hub, Opportunity Village staff and residents, storage facilities, distribution networks, and institutional buyers. The Supply Chain project team seeks to understand the inter-connections of this and develop both a strategic business plan and a design for the building and transportation framework. The Supply Chain team will highlight best practices of each sector and how, if these sectors work together effectively, it can become a unique and inspiring business and community and economic development driver for Clear Lake.

## 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.

### Discussion from coalition meetings:

#### Clear Lake:

- Local food processing facility: to use extra (over-grown produce – Clear Lake and Opportunity Village! Increase access for schools, etc. and expand markets for producers
- Clear Lake: Opportunity Village- resources need meets possibility

#### Floyd County:

- Northside of CC: we used to have a large processing facility with local deli meats- we need one again to capture all of the meat producers in our area that go out of town to process
- Charles City

## Economy

CERRO GORDO: VENTURA MEAT LOCKER: VENTURA, IOWA

KOSSUTH COUNTY: DAILY BREAD BAKER: ALGONA, IOWA

KOSSUTH: SKOGLUND MEATS AND LOCKER: WEST BEND

WRIGHT COUNTY: CLARION LOCKER: CLARION

WRIGHT COUNTY: LEWRIGHT MEATS INC: EAGLE GROVE

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.

## Distribution + Marketing:

This section provides an overview of the existing community projects, programs, businesses and natural and built environmental uses that involve distribution and marketing (aggregation, wholesale distribution, storage, and marketing) of food

## COMMUNITY CONCLUSIONS/ ABSTRACT OF THE REPORT:

The Supply Chain and Branding + Internal Network Diagram projects will be developed for distribution and marketing sector due to the findings from this assessment and the coalition evaluation.

### Supply Chain Project:

The Supply Chain Project Team is developing an entrepreneurial Food Hub that contains many moving pieces of the food chain: production, distribution, light processing, and more aggregation to buyers. Amidst the complicated system, there are also many players involved: North Iowa producers, North Iowa Fresh food hub, Opportunity Village staff and residents, storage facilities, distribution networks, and institutional buyers. The Supply Chain project team seeks to understand the inter-connections of this and develop both a strategic business plan and a design for the building and transportation framework. The Supply Chain team will highlight best practices of each sector and how, if these sectors work together effectively, it can become a unique and inspiring business and community and economic development driver for Clear Lake.

### Branding and Internal Network Diagram:

Awareness and Branding are critical gaps and opportunities to highlight the work that Healthy Harvest and Partners of the North Iowa Food Coalition are working on. The Branding Project team will work together to develop to different frameworks- external outreach and internal network diagrams:

- External outreach will include the generation of a marketing plan and consistent branding marketing documents

- Internal Network diagrams will assist in understanding the strategic and unique partnerships that have formed between Healthy Harvest and the North Iowa Food Coalition, and what individuals, project teams and overall coalition and board are focusing on as it relates to the food system.

## 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 customer. This type of program allows for community members of in 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.

### Discussion from coalition meetings:

#### Mason City:

- CC/ MC: An easy starting point to aggregate products from producers
- Mason City: well promoted- it can complement North Iowa Fresh may be a partners/ building infrastructure:: B2 Wellness at walk sites and pulls in C.G.Public Health partners. Potential similarly in other communities but initially smaller core
- Regional- MC Hub: revamp the “backpack buddies” food kits with healthier/ local foods similar to food box theme
- Clear Lake with Opportunity Village or Be Wellness: could complement North Iowa Fresh Food Hub work- could be full menu focus or snacks

#### Feb 29<sup>th</sup>:

- Be Wellness – Clear Lake (Ashley Coleman): Interested in creating food boxes with local food products and other regional products from BE

#### Forest City:

- Lake Mills, Forest city, N-Central, Iowa: Think there is a huge need for this for those of us who can't make it to the local farmers market- begin able to order online and have delivery or pick-up locations of mixed local foods
- Lake Mills: I am raising produce and would like to deliver to a business- Diane Honsey 507-297-5574, 507-402-0047

#### Floyd County:

- Charles City: A “public” CSA box is a great idea- brings producers in an gains awareness of local food
- Northern Iowa: Health food, supports local small producers
- Floyd County: an avenue to distribute local produce

### 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

### Equity:

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

## 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.

### Discussion from coalition meetings:

#### Mason City:

- Mason City/ Clear Lake: A central location for our communities
- Opportunity Village-Clear Lake: We are building our production garden, growing bedding plants, selling produce, starting a light processing aggregation center and opening a restaurant that showcases local foods
- Opportunity Village: converging of all the necessary elements- lets support it! Space, interest and economics

#### Feb. 29:

- North IA Fresh, LLC: Clear Lake/ Mason City area: association of local growers who market locally/ area wide to restaurants and retail outlets
- Opportunity Village: sounds like a great opportunity for OV to take on- they have the space, willingness to learn, and the individuals who are interested in doing the work

#### Forest City

- Lake Mills: want a central location to buy/ sell local foods
- In the past few years I've had bumper crops of squash- lot's went to friends and family. Some went to Local Food Bank and Church- Will a "food hub" be a good place to sell?

#### Floyd County

- Floyd county: help create the connection of producer and consumer
- CC: a lot of smaller communities – neighbor CC and would benefit from this type of set up
- Northeast Iowa: help small/ startup producers

### Economy

NORTH IOWA FRESH LLC (COLLABORATIVE MARKETING AND FOOD HUB)  
INNOVATIVE BUSINESS MODELS THAT ARE FINANCIALLY VIABLE: ANNUAL REVENUE INCREASES BETWEEN 50-80 PERCENT; AND SUBSTANTIAL INCREASE NUMBER OF PRODUCERS SUPPLYING PRODUCT.

## 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.

### Discussion from coalition meetings:

#### Forest City

- Lake Mills: Need a Co-op for Local Foods

#### Floyd County

- Charles City: A healthy food store that encompasses local producers and brings healthy options

\*\*stated at brewery: food market/ co-op with goods

Discussion at NIACC: Need for farmers to have an avenue to send non-purchased foods within the season- i.e. cooperatives/ auctions—education opportunities for new producers in order to have effective and efficient business

### Economy:

KOSSUTH COUNTY- ALGONA: FRESH CONNECTIONS COOPERATIVE

## 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.

### Economy

CEDAR VALLEY PRODUCE AUCTION: ELMA



## **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.

### **Discussion from coalition meetings:**

#### **Forest City**

- Lake Mills: would be great for kids and farmers

#### **Floyd County**

- All schools in Floyd county: children need access to local and nutritional food
- Charles City

#### **Coalition**

We need to better understand kitchen rules around school lunches- what does it take to get more healthy, fresh produce and local foods into schools

### **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

### **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)

Buying local reduces carbon footprint- school gardens and composting also create a healthier environment around the school community

## 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.

### Discussion from coalition meetings:

#### Mason City:

- Opportunity Village/ Clear Lake: We are looking to use our existing commercial kitchen. We are expanding this option as we branch out into a for-profit business. Great dovetail
- Cerro Gordo County: create/ identify a commercial kitchen located near low-income housing or food banks to offer education opportunity and/or meal prep.

#### Feb 29:

- Algona/ Bancroft: facility to do processing

#### March 15:

- Methodist Church/ Hampton: Possible Community Kitchen

#### Floyd County

- Charles City: help starter businesses with a place they could utilize for their products to see if markets are out there for them
- Central Location for max usage: great for start-up and micro-producers
- Downtown Charles City: incubator kitchen for potential restaurant entrepreneurs to task product before make big \$

## **AWARENESS CAMPAIGN AND BRANDING:**

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.

### **Discussion from coalition meetings:**

#### **Mason City:**

- Total area- key communication- county seat: vital to recommend people to buy local- where are those located?
- Charles City: the conversation is just beginning- need more awareness
- Anywhere- grocery stores: grocery store public education on benefits of eating healthy foods – recommended dietician choices
- NI Region- MC Hub: cohesive/ consistent message for all efforts in NI
- Whole Region: Healthy Harvest Needs this

#### **Feb 29:**

- FSA program/ target producers and farmers markets: NAP/ ELAP/ Tree assistance/ educational programming

#### **Forest City:**

- Lake Mills/ Forest City: We need to make consumers aware of why we need local foods and why they may be more expensive

#### **Floyd County**

- Northern Iowa: counter long established unhealthy food production practices
- Have a Paddler's Tap beer festival

## Consumption and Access:

This section provides an overview of the existing community projects, programs, businesses and natural and built environmental uses that involve consumption and access (restaurants, personal food retailers, food assistance, and program development) for food or food systems.

## COMMUNITY CONCLUSIONS/ ABSTRACT OF THE REPORT:

The Farmers Market Strategic Plan, Advocacy, and Branding + Internal Network Diagram projects will be developed for the consumption and access sectors due to the findings from this assessment and the coalition evaluation.

### Farmers Market Strategic Plan

Farmers Markets are a critical piece of food access in communities. They offer unique opportunities for consumers to purchase directly from producers and farmers in their region, and they promote awareness and advocacy for buying local. Similarly, Farmers Markets also promote economic development and the sales of local items staying within the community and supporting our neighbors producing the food we eat.

The Farmers Market Project Team is dedicated to creating a strategic plan for farmers markets with the North Iowa region to create a strategy for partnership between markets and hopeful that through this promotion, communities will see more vibrant markets, consumers will have access to more options, and farmers will have increased opportunities to sell at markets that are heavily marketed and popular.

The goals of this team include:

- development of a strategic plan for small and large community farmers markets
- outreach to producers, market managers, and consumers who frequent farmers markets
- one or two events in the summer of 2017 that highlight the potential for partnerships between markets

### Advocacy:

Advocacy is an important role for any coalition to create awareness about projects and build capacity for teams. The advocacy project team will work to support existing project teams in their efforts whether it be through research, generation of surveys, or assistance in outreach and marketing. The first project that the team has determined is assisting Public Health in their outreach for EBT at Farmers Markets, which will include a survey of customers that utilize Farmers Markets to understand strengths and barriers.

### Branding and Internal Network Diagram:

Awareness and Branding are critical gaps and opportunities to highlight the work that Healthy Harvest and Partners of the North Iowa Food Coalition are working on. The Branding Project team will work together to develop to different frameworks- external outreach and internal network diagrams:

- External outreach will include the generation of a marketing plan and consistent branding marketing documents
- Internal Network diagrams will assist in understanding the strategic and unique partnerships that have formed between Healthy Harvest and the North Iowa Food Coalition, and what individuals, project teams and overall coalition and board are focusing on as it relates to the food system.

## EXISTING FOOD ACCESS

### Discussion from coalition meetings:

Interest in working with children- and families: there is a high amount of food insecurity; can we find information on the percentage of each county that receives food assistance/ snap?  
Interest in creating a flowchart for who does what and where it happens; create a diagram of the collaborative network and include definitions for each of the programs involved

### Education:

NORTH IOWA BUY FRESH BUY LOCAL  
NORTH IOWA LOCAL FOODS COALITION  
BLUE ZONES PROJECT: WORKS WITH 6 SECTORS THAT TOUCH ALL INDIVIDUALS  
HEALTHY HARVEST REGIONAL FOOD SYSTEM WORKING GROUP  
SCHOOL SUMMER LUNCH PROGRAM: HAMPTON AND MASON CITY  
WOMENT INFANTS AND CHILDREN (WIC)  
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAMS (SNAP)  
FARMERS MARKET PROMOTION PROGRAM GRANT (2015-2017)

Direct to consumer marketing: farmer profiles and videos  
Agri-tourism programs  
Employee wellness program and Healthy Harvest bucks

SNAP TOKENS AT FARMERS MARKETS  
DOUBLE BUCKS PROGRAM  
BACKPACK BUDDY PROGRAM: UNITY WAY

Works with Forest City, Garner, Britt, Lake Mills,

4H + FFA PROGRAMS

### Kossuth County Community Health Improvement Plan:

#### PROMOTE HEALTHY BEHAVIORS:

Goal to develop a Kossuth County Wellness Coalition (Live Healthy Kossuth

## Equity

FOOD DESERTS: [HTTP://WWW.ICIP.IASTATE.EDU/SPECIAL-REPORTS/POVERTY](http://www.icip.iastate.edu/special-reports/poverty)

CHILD FOOD INSECURITY 2013: (Feeding America)

CHILD FOOD INSECURITY IN IOWA BY COUNTY IN 2013- UNITS-NUMBER OF INDIVIDUALS AND PERCENTAGE	FOOD INSECURITY RATE (FULL POPULATION)	CHILDREN UNDER 18 YEARS	CHILD FOOD INSECURITY RATE	ESTIMATED NUMBER FOOD INSECURE CHILDREN	LIKELY INCOME-ELIGIBLE FOR FEDERAL NUTRITION ASSISTANCE	NOT LIKELY INCOME-ELIGIBLE FOR FEDERAL NUTRITION ASSISTANCE
CERRO GORDO	13.1%	9,334	20.7%	1,940	69%	31%
FLOYD	13.2%	3,834	20.3%	800	75%	25%
FRANKLIN	10.8%	2,485	19.9%	500	68%	32%
HANCOCK	10.9%	2,606	19.9%	520	67%	33%
KOSSUTH	10.4%	3,430	18.0%	620	58%	42%
MITCHELL	10.6%	2,569	17.1%	440	66%	34%
WINNEBAGO	12%	2,285	19.3%	440	61%	39%
WORTH	11.7%	1,712	20.1%	340	72%	28%
WRIGHT	10.8%	2,985	18.4%	550	64%	36%
<b>AVERAGE FOR REGION::</b>	<b>11.5</b>	<b>31,240</b>	<b>19.3</b>	<b>6150</b>	<b>66%</b>	<b>33%</b>
<b>STATE::</b>	<b>12.6%</b>		<b>19.3%</b>		<b>59%</b>	<b>41%</b>

LOWEST HIGHEST

FOOD INSECURITY RATES 2013: (Feeding America) (Feeding America)

FOOD INSECURITY RATE	OVERALL FOOD INSECURITY RATE	FOOD INSECURE PEOPLE	% BELOW SNAP THRESHOLD OF 160% POVERTY	% BETWEEN 160-185% POVERTY	% ABOVE OTHER NUTRITION PROGRAM THRESHOLD OF 185% POVERTY	ADDITIONAL MONEY REQUIRED TO MEET FOOD NEEDS IN 2011	AVERAGE COST OF A MEAL
CERRO GORDO	13.1%	5,758	56%	10%	34%	2,616,000	2.57
FLOYD	13.2%	2,140	61%	10%	29%	982,000	2.59
FRANKLIN	10.8%	1,150	59%	11%	30%	525,000	2.58
HANCOCK	10.9%	1,220	54%	12%	34%	562,000	2.60
KOSSUTH	10.4%	1,600	49%	10%	41%	777,000	2.74
MITCHELL	10.6%	1,140	48%	10%	41%	521,000	2.58
WINNEBAGO	12%	1,290	54%	8%	38%	606,000	2.66
WORTH	11.7%	890	56%	8%	36%	406,000	2.58
WRIGHT	10.8%	1,410	57%	9%	34%	633,000	2.54
AVERAGE FOR REGION::	11.5	16,590	55%	10%	35%	847,556	2.60
STATE::	12.9%	395,620	53%	9%	38%	152,212,750	2.36

Income

NUMBER OF FAMILIES IN POVERTY (Iowa State University Extension)

2009-2013 AMERICAN COMMUNITY SURVEY - UNITS NUMBER OF FAMILIES	BELOW 100% POVERTY	BELOW 150% OF POVERTY	BELOW 185% OR POVERTY
CERRO GORDO	94	182	252
FLOYD	352	802	1057
FRANKLIN	144	448	678
HANCOCK	270	390	586
KOSSUTH	179	431	690
MITCHELL	118	324	484
WINNEBAGO	176	486	665
WORTH	207	311	423
WRIGHT	247	456	674
TOTAL FOR REGION::	2610	5477	7779

LOWEST HIGHEST

PERCENT OF FAMILIES AND INDIVIDUALS IN POVERTY: (Iowa State University ) (Iowa State University)

SMALL AREA INCOME AND POVERTY ESTIMATES (2013) - UNITS PERCENTAGE OF INDIVIDUALS BELOW POVERTY	ALL INDIVIDUALS BELOW POVERTY LEVEL	CHILDREN UNDER 18 YEARS	ALL FAMILIES UNDER BELOW POVERTY LEVEL	FAMILIES WITH RELATED CHILDREN BELOW POVERTY LEVEL
CERRO GORDO	11.9	15.8	8.4	13.7
FLOYD	12.1	17.6	7.0	15.2
FRANKLIN	13.6	20.6	8.2	15.4
HANCOCK	10.1	13.9	6.3	12.4
KOSSUTH	9.8	14	4.7	10.9
MITCHELL	10.2	15.7	4.4	7.0
WINNEBAGO	11.1	15.6	8.6	13.1
WORTH	10.9	16.1	8.1	16.3
WRIGHT	10.6	16.8	5.7	10.5
<b>TOTAL FOR REGION::</b>	<b>11.1</b>	<b>16.2</b>	<b>6.8</b>	<b>13.1</b>
<b>STATE::</b>	<b>12.6</b>	<b>16.0</b>	<b>8.1</b>	<b>13.9</b>

LOWEST HIGHEST

IOWA WIC INCOME GUIDELINES: (PROGRAM)

FAMILY SIZE	1	2	3	4	5	6	7	8
GROSS ANNUAL	\$21,775	\$29,471	\$37,167	\$44,863	\$52,559	\$60,225	\$67,951	\$75,647
GROSS MONTHLY	\$1,815	\$2,456	\$3,098	\$3,739	\$4,380	\$5,022	\$5,663	\$6,304
GROSS WEEKLY	\$419	\$567	\$715	\$863	\$1,011	\$1,159	\$1,307	\$1,455



**Health:**

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

IOWA YOUTH SURVEY- UNITS PERCENTAGE	6 <sup>TH</sup> GRADE	8 <sup>TH</sup> GRADE	11 <sup>TH</sup> GRADE	ALL GRADES
CERRO GORDO	7	4	4	5
FLOYD	8	3	4	5
FRANKLIN	11	4	5	6
HANCOCK	10	6	3	6
KOSSUTH	4	5	4	5
MITCHELL	9	5	3	5
WINNEBAGO	6	5	3	5
WORTH	7	4	0	4
WRIGHT	5	4	4	4
<b>AVERAGE FOR REGION::</b>	<b>7</b>	<b>5</b>	<b>3.5</b>	<b>5</b>
<b>STATE::</b>	<b>8</b>	<b>6</b>	<b>5</b>	<b>6</b>

LOWEST HIGHEST

YOUTH CONSUMING AT LEAST 5 VEGETABLES PER DAY (2012) (The University of Iowa)

IOWA YOUTH SURVEY	6 <sup>TH</sup> GRADE	8 <sup>TH</sup> GRADE	11 <sup>TH</sup> GRADE	ALL GRADES
CERRO GORDO	5	4	2	4
FLOYD	2	3	3	3
FRANKLIN	10	1	3	4
HANCOCK	9	4	2	5
KOSSUTH	4	3	3	3
MITCHELL	8	3	4	3
WINNEBAGO	7	2	3	3
WORTH	5	3	4	4
WRIGHT	6	4	3	3
<b>TOTAL FOR REGION::</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>STATE::</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>5</b>

LOWEST HIGHEST

### **Cerro Gordo County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Reduce Obesity in Cerro Gordo County by 2%

84.8% of county identified obesity as top problem

### **Floyd County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Reduce Obesity in Mitchell County by 2%

67% of county saw is currently overweight or obese

Strategy to team up with hospital staff and ISU Extension to promote healthy eating options

### **Franklin County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Maintain obesity rate at 59% and not increase

84% respondents viewed obesity as the number one health issue

### **Hancock County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Maintain obesity rate at 59% and not increase

84.8% respondents viewed obesity as the number one health issue

40.89% population overweight, 20.71% obese

Decrease by 15% the number of people in the county report eating few fruits and vegetables

### **Kossuth County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Decrease obesity rate by 1% by June 2015

83% respondents viewed obesity as the number one health issue

65% population overweight or obese

Goal to develop a Kossuth County Wellness Coalition (Live Healthy Kossuth)

### **Mitchell County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Reduce Obesity in Mitchell County by 3%

78% of county saw obesity as top problem

Current level of obesity is 59%

Promote Live Healthy Iowa Challenge

### **Winnebago County Community Health Improvement Plan:**

#### **PROMOTE HEALTHY BEHAVIORS:**

Maintain obesity rate at 59% and not increase

35.44% population overweight, 23.79% obese

Children age 5 and under are at 60% overweight and 49% obese

### **Worth County :**

#### **PROMOTE HEALTHY BEHAVIORS:**

Decrease those who are getting no physical activity from 25.1% to 22%

**Wright County community health improvement plan:**

**PROMOTE HEALTHY BEHAVIORS:**

Decrease overweight/ obese population by 2%  
71% population overweight or obese

**PROTECT AGAINST ENVIRONMENTAL HAZARDS**

Food Safety issues in regards to contaminated food supply

## 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 shed. 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.

### Discussion from coalition meetings:

#### Mason City:

- MC- CC- Hampton: One way to satisfy producers and foodies and public awareness and keep \$ in each community
- Anywhere with Cafeteria (Mercy?): Get local food into hospital cafeteria
- Clear Lake- Economy to support (\$ interest) – could be both dine-in and delivery (Food truck too?!) – Katelyn Nicholson
- Fertile: New owner fertile café has intention to utilize local food menu items
- MC / CL: used to be restaurant in MC (Mr. Johnson on ped mall)- why did that not go? Could new effort with all other work be successful?

#### Feb 29:

- Be Wellness-Clear Lake: We have a full kitchen license and are hoping to expand to have local food lunch options on regular basis

#### NIACC:

- Clear Lake: want to see more local foods in restaurants- tired of processed foods

#### Forest City

- Lake Mills/ Forest City/ North Central Iowa: looking for foods in demand to grow (specialty crops) for local restaurants: Diane Honsey 507-402-0047

#### Floyd County:

- Charles City, Floyd and Colwell: All these areas have great places to eat and it would be great if these eating places could have consistent access to local products
- Northern Iowa: promote quality restaurants
- \*\*\*stated at brewery: evening restaurant for all
- \*\*stated at brewery: 24 hour organic pizza place (that delivers)
- \*\*stated at brewery: Pancheors and Buffalo Wild Wings

#### Economy

CERRO GORDO: 1910 GRILLE: MASON CITY

WRIGHT COUNTY: CENTRAL GRILL/ FANCY THAT CATERING: CLARION

## 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.

### Discussion from coalition meetings:

#### Mason City:

- I love the food truck idea! Could they go to key communities- who decides need of what?
- Around interface between low food access and food hub development- for now Mason City and Clear Lake – North Iowa Fresh needs to move/ deliver food- what vehicle capacity will they grow into? Could that vehicle or some aspect of this delivery also help expand producers served and/or distribution of food to low access area
- Mason City Food Truck/ Hawkeye Harvest Food Bank: This might be a way to help those who cannot travel well, or manage bags/ boxes (on bus), get into a routine to help establish food security and good nutrition.
- CGC: A traveling food truck to small communities with no grocery/ convenience stores
- Clear Lake, (Ventura and Garner?) Mason City: Economy to support- people will pay for convenience
- Cerro Gordo County: to use/ showcase local foods at public event he donations.

#### NIACC:

- Marble Rock: Consideration of excess produce to food pantries. Some offer state tax credits for the donations. Make people aware of these opportunities

#### Forest City

- Lake Mills/ Forest City/ North Central Iowa: would be great to purchase Healthy food options for lunch, etc. “fast-to go” food

#### Charles City

- Northern Iowa: Bring healthy foods to homes
- Charles City
- \*\*\*stated at brewery: food truck at ball park
- \*\*stated at brewery: taco and hotdog vendors / a real coffeehouse

### 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 effects 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.

### Discussion from coalition meetings:

#### Mason City:

- Hampton: Farmers Market
- Mason City: strong, vibrant market presence needed- help needed here

#### NIACC:

- Thompson, Buffalo, Parks, Lake Mills, etc. : There are many small ones that don't do well. Maybe a central location with many vendors in an all day situation like Sat. 7-4?? The current hours are not great for most working people. I think a central one- maybe at the fairgrounds would be great- we need publicity. Twitter, facebook, radio, flyers, word of the month- to make it visible

#### Forest City

- Forest City Farmers Market- Shopko parking Lot (Tuesday and Thursday)- would like to see a better location, expand market, # of vendors- possibly a single event planned- Local Food Festival
- Current location is Shoko lot (Forest City Farmers Market: good location if you shop at Shopko. Not much drive by traffic- shade under trees good for vendors)
- Consider other locations for FC Farmers Market: near county courthouse, small park east of courthouse, others?

#### Clear Lake

- Mason City: need to strengthen/ revitalize this market- there is great opportunity to market and education using this venue

#### Floyd County

- Charles City: To draw in Floyd, Colwell and CC gardeners and food makers to the public at different times and days
- Northern Iowa: helps family/ local growers to market goods
- \*\*noted at brewery: more accessible to local foods than just once a week like a Farmers Market\*

#### Coalition:

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:**

### **CERRO GORDO**

Clear Lake Farmers Market: 9:00-11:00am: May-October

Mason City Market: 9:00am-12:00 Saturday; 4:00-6:00pm Thursdays; May-Sept

North Iowa Farmers Market: 3:00-6:00pm Tuesday; 3:00-6:00pm Friday; May- October

### **FLOYD**

Charles City Downtown Farmers Market: 9:00am-12:00 Saturday; 3:30pm-6:00pm Wednesday: May-October

### **FRANKLIN**

Franklin County Farmers Market: 5:00am- 7:00pm Tuesday and Friday; May- October

### **HANCOCK**

Britt Farmers Market: 3:00-5:00pm Wednesday; June-October

Corwith Farmers Market: 3:00-5:00pm Thursday; June- October

Kanawha Farmers Market: 3:00-5:00pm Monday; June-October

Garner Farmers Market: 3:00-6:00pm Thursdays

### **KOSSUTH**

Kossuth County Farmers Market: 9:00-11:30am Saturday; 3:00-5:30pm Wednesday; May- October

### **MITCHELL**

Osage Farmers Market: 9:00-11:00AM Saturday; 2:45-5:00pm Wednesday; May- October

St. Ansgar Farmers Market: 4:00-5:30pm Fridays; May-September

### **WINNEBAGO**

Forest City Farmers Market: 3:00-6:00pm Tuesday and Thursday; June-October

Lake Mills Farmers Market: 4:00-6:00pm Thursday; June- September

### **WRIGHT**

Belmond Area Farmers Market: 9:00-11:00am; June-October

Dows Farmers Market: 5:00-6:00pm; June-September

Eagle Grove Farmers Market: 3:00-6:30pm; June-October

Market in the Park: 9:00-12:00am Saturday; May-October

## **Education**

### **FARMERS MARKET PROMOTION PROGRAM GRANT (2015-2017)**

- Direct to consumer marketing: farmer profiles and videos

- Agri-tourism programs

- Employee wellness program and Healthy Harvest bucks

## **Equity**

### **FARMERS MARKET PROMOTION PROGRAM GRANT (2015-2017)**

- Direct to consumer marketing: farmer profiles and videos

- Agri-tourism programs

- Employee wellness program and Healthy Harvest bucks

### **SNAP TOKENS AT FARMERS MARKETS**

### **DOUBLE BUCKS PROGRAM**

FARMERS MARKET NUTRITION PROGRAM: NORTH IOWA COMMUNITY ACTION PROGRAM:

Total of 9,639 checks issued to clients. 5,640 (58.51%) checks redeemed- total of \$16,920.00  
This accounts for 4.478% of all checks sent out state wide

**Health**

HANCOCK COUNTY

Decrease by 15% the number of people in the county report eating few fruits and vegetables  
Promote Farmers Markets and access to local growers : Hancock County Wellness  
Coalition

KOSSUTH COUNTY

Decrease by 15% the number of people in the county report eating few fruits and vegetables  
Promote Farmers Markets and access to local growers :: Hancock County Wellness  
Coalition

WRIGHT COUNTY

71% population overweight or obese  
Offer farmers markets in summer/fall and encourage more interest



## 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.

### Discussion from coalition meetings:

#### Mason City:

- South parking lot and along river south of the mall- this is known as part of Mason's City "Cultural Crescent" – this area along the river is scenic. Mason City is known as "river city". The venue could have opportunity year round
- Everywhere: focus on use of local foods and awareness to public

#### Feb 29:

- Market at Be Wellness: transitioning to more local/ regionally sourced products and more specialty market

#### Forest city

- Lake Mills/ Forest City: Having a central location (store/ co-op./etc.) to purchase/ order local foods would be great- I love local co-ops/ natural food stores
- Local Produce in F.C. Markets: we can grow anything in this soil- we SHOULD!- take back social/ geographic space from industrial food system occupation

#### Floyd County

- Northern Iowa: Provides markets for local producers to sell seasonal foods
- CC: Network local producers to market all items produced locally

## 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.

### Discussion from coalition meetings:

#### Feb 29:

- Wright and Hancock County: Belmond Kanawha church: multiple Hispanic individuals purchasing acreage for production

#### Clear Lake

- Anywhere near MC- other than Farmer's Market that is limited- there is nothing available locally

### Economy

#### CERRO GORDO COUNTY:

HY-VEE EAST: MASON CITY AND WEST: MASON CITY

BE WELLNESS MARKET: CLEAR LAKE

LOUIES: CLEAR LAKE

#### FLOYD COUNTY:

HY-VEE: CHARLES CITY

BILLS - SELLS LOCAL

### Equity

WOMENT INFANTS AND CHILDREN (WIC)

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAMS (SNAP)

### # SUPERMARKETS & GROCERY STORES:

Retail Food Establishments	Supermarkets	Convenience Stores	Specialty Food Stores	Warehouse Clubs & Supermarkets	Individuals with low access to grocery stores	Percentage of total population
CERRO GORDO	10	20	3	2	7,339	19.6%
FLOYD	2	10			3,027	18.6%
FRANKLIN	2	5			1,930	18.1%
HANCOCK	4	7			1,424	12.6%
KOSSUTH	8	10			7,179	46.2%
MITCHELL	5	7	2		2,222	20.6%
WINNEBAGO	3	7			1,920	17.7%
WORTH	2	5			610	8.0%
WRIGHT	5	11	3		887	6.7%
TOTAL FOR REGION::						
STATE::					598,387	19.6%

**SUPERMARKETS** : A FULL LINE OF FRESH PRODUCE, FRESH MEAT AND POULTRY, DAIRY, DRY AND PACKAGED FOODS, AND CANNED AND FROZEN FOODS.

**CONVENIENT STORES:** A LIMITED LINE OF PRODUCTS THAT GENERALLY INCLUDE MILK, BREAD, SODA, AND SNACKS. MAY BE CONNECTED TO A GASOLINE STATION. SPECIFICALLY USED FOR ACCESS TO LOW COST ITEMS: BREAD, EGGS, MILK,

**SPECIALTY FOOD STORES:** NARROW LINE OF SPECIALTY PRODUCTS SUCH AS MEAT, FISH, FRUITS AND VEGETABLES, BAKED GOODS, OR OTHER FOODS.

**WAREHOUSE CLUBS AND SUPERCENTERS:** A GENERAL LINE OF GROCERIES ALONG WITH OTHER TYPES OF MERCHANDISE INCLUDING APPAREL AND HOUSEHOLD GOODS.

(USDA)

**IOWA WIC APPROVED VENDORS IN HEALTHY HARVEST REGION: (IOWA WIC )**

Store Name	Physical Address	City	ZIP	Type
Fareway	115 2 <sup>nd</sup> Avenue SE	Belmond	50421	Retail
P & G Market	403 East Main Street	Belmond	50421	Retail
Clarion Super Foods	325 Central Avenue West	Clarion	50525	Retail
Fareway	205 NW 1 <sup>st</sup> Street	Eagle Grove	50533	Retail
Fareway	1905 Hwy 18 East	Algona	50511	Retail
HyVee	1500 Hwy 169 North	Algona	50511	Retail
Hager Foods	112 East Ramsey Street	Bancroft	50517	Retail
Britt Food Center	8-2 <sup>nd</sup> Street NW	Britt	50423	Retail
Buffalo Center Foods	209 North Main Street PO Box 389	Buffalo Center	50424	Retail
Fareway	910 Hwy 18 West	Clear Lake	50428	Retail
Payless Foods	20 South 4 <sup>th</sup> Street	Clear Lake	50428	Retail
Corwith Farm Service	205 NW Elm Street	Corwith	50430	Retail
Bill's Family Foods	3153 North Hwy 69	Forest City	50436	Retail
Forest City Foods	145 East 'L' Street	Forest City	50436	Retail
Bill's Family Foods	255 West Hwy 18 PO Box 98	Garner	50438	Retail
T & M Foods	107 East Traer Street PO Box 566	Greene	50636	Retail
Fareway	309 Central Avenue W	Hampton	50441	Retail

David's Foods	103 N Washington St	Lake Mills	50450	Retail
Ledyard Country Store	205 Edmund Street PO Box 40	Ledyard	50556	Retail
Stop-N-Shop	201 Bradford Street	Marble Rock	50653	Retail
Fareway	400 North Delaware	Mason City	50401	Retail
HyVee	2400 4 <sup>th</sup> Street SW	Mason City	50401	Retail
HyVee	551 S Illinois Avenue	Mason City	50401	Retail
Super Target	3450 4 <sup>th</sup> Street SW	Mason City	50401	Retail
Walmart	4151 4 <sup>th</sup> Street SW	Mason City	50401	Retail
Walgreens	1251 4 <sup>th</sup> Street SW	Mason City	50401	Pharmacy
Fallgatter's Market	98 7 <sup>th</sup> Street North PO Box 169	Northwood	50459	Retail
Osage Payless Foods	633 Chase Street	Osage	50461	Retail
Dugan's Supermarket	204 N 4 <sup>th</sup> Street PO Box 286	Rockwell	50469	Retail
Dugan's Supermarket	205 Gilman St PO Box 156	Sheffield	50475	Retail
Titonka Food Center	235 Main Street N	Titonka	50480	Retail
Hometown Market	11717 Hwy 9 PO Box 86	Thompson	50478	Retail
Peachey's Family Market	115 Woodland Ave. PO Box 284	Riceville	50466	Retail

## 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:

#### Mason City:

- Mason city: all the benefits if this brings everything together: education/ producers/ aggregate control/ social change
- Clear Lake Industrial Park: a center in Clear Lake is ideal for being more centrally located for this type of work

#### NIACC

- Regional- farmers need options with the variable production: building market opportunity so no waste- Healthy Harvest should and would and could be a resource

#### Floyd County

- Northern Iowa: bring people together to educate, inform and motivate

## 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 system, agriculture production, or general health and wellness research.

### Discussion from coalition meetings:

#### Mason City:

- Vacant nursery building on HWY 65 N or 3- education/ 4H
- Charles City: a farm outside of CC that can be used as an education center is necessary to teach about other types of agriculture including growing food ((is Algona a good location for this??-CAL)
- Kanawha Research Farm – Central Gardens: well known area people relate to innovation and knowledge
- Mason City: use Krigers as an education center- urban farm, Farmers Market
- Clear Lake Clear Creek School and Food fair like Rochester has: Education for kids/ food for schools and Opportunity Village would love to host Food Fair for this project- we have the room and it fits with our mission and values

#### Floyd County

- Carrie Chapman Catt House: historical education 19<sup>th</sup>/20<sup>th</sup> century farming methods, prairie reconstruction, pollinator habitat, some of these tactics already exist. Connect it to agricultural gardens
- 50616: part of system to bring people together

## 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:

#### March 15:

- St. Patrick's Food Pantry- Hampton: Clients love fresh fruits and veggies, maybe suggest to our clients that they might like to have a garden and share with the food pantry

### Equity:

BACKPACK BUDDY PROGRAM: UNITY WAY

## LOCAL FOOD COORDINATORS AND COALITIONS:

Local Food Coordinators support the development of local food systems by bringing participants together and increasing community awareness through educational and promotional marketing. Typically, local food coordinators have support through the development of coalitions. Coalitions are groups of individuals, or steering committees that help lead and develop a collective vision through common projects.

Within North Iowa, Healthy Harvest exists as the non-profit organization that houses two local food coordinators- Jan Libbey and Andrea Evelsizer. This group has a board that helps determine next steps for the organization. Additionally, the North Iowa Food Coalition is a group of stakeholders from the nine region area that helps support the food system and bring emphasis from additional community sectors including: community and economic development, planning and policy, and health.

### Education:

NORTH IOWA BUY FRESH, BUY LOCAL

LOCAL LUNCHES

FARM FRESH EVENTS:

Farm to Fork

Fresh on the Farm

LOCAL FOOD PLANNING

PUBLIC REPORTS: Local Food Impact: prepared by Rachel Beck  
Making the Local Food Connection for North Iowans: Healthy Harvest

## 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.

### Discussion from coalition meetings:

#### Mason City:

- Each county: Economic development directors – city council and manager- each county have council
- Regional: Work with low-income populations and organizations serving those groups to set policy to allow/ entice those residents to gain a benefit from partaking in a local foods initiative: for example: if a family utilized food bank, could they use a community garden plot to grow produce to donate to their daycare to get lower rate

#### NIACC

- Idea: all counties- subsidies and policies that are supportive of diverse food production (not just corn/ soybeans) – also policy work to allow for urban food production (chickens, small livestock, maybe?)
- Iowa: Policy to align food assistance programs to access to whole foods and/ or local foods to improve health of community
- Northwood, IA: raising chickens in city limits is against ordinance. No willingness to discuss a change or what new rules might make this possible?

#### Forest City

- Reform local, state, federal policies to protect and incentivize horticultural producers at small scale: ecology (social and environmental), Food sovereignty, rural brain drain, we need culture, not cheap fuel and meat produced @ the expense of living communities

#### Floyd County

- Northeastern Iowa: part of system to change food quality, safety, distributor

## 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.



## Resource and Waste Management

This section provides an overview of the existing community projects, businesses, programs and natural and built environment that involves resource and waste management practices (recycling, reducing, recovering, reusing, composting) of food or other natural resources

### 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.

### Education

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