

**HEALTHY HARVEST
OF NORTH IOWA**

2020



2024

STRATEGIC PLAN

WHY TO CONNECT AND EDUCATE IN SUPPORT OF THE LOCAL FOOD SYSTEM



PRODUCTION

GOAL 1: INCREASE PROFITABILITY OF LOCAL COMMERCIAL PRODUCERS

- Strategy 1.1: Provide Producer Resources on HHNI Website
- Strategy 1.2: Evaluate and Plan Winter Workshops
- Strategy 1.3: Provide One-on-One Consultation
- Strategy 1.4: Plan Field Days

GOAL 2: KEEP PRODUCERS ACTIVELY ENGAGED WITH LOCAL FOOD SYSTEM PLANNING

- Strategy 2.1: Promote producer leadership opportunities
- Strategy 2.2: Survey producers periodically to assess needs for programming direction
- Strategy 2.3: Plan and offer local food and farm networking opportunities.

GOAL 3: SUPPORT HOME/COMMUNITY GARDENS

- Strategy 3.1: Provide Home/Community Garden Resources on HHNI Website

DISTRIBUTION & RETAIL

GOAL 1: DEVELOP REGIONAL FARMERS MARKET COLLABORATION EFFORTS

- Strategy 1: Provide Technical Support
- Strategy 1.2: Host educational opportunities for local farmer market leaders

GOAL 2: SUPPORT DISTRIBUTION/RETAIL MODELS

- Strategy 2.1: Evaluate HHNI Role for Technical Support
- Strategy 2.2: Monitor Economic Indicators

ACCESS & CONSUMPTION

GOAL 1: INCREASE LOCAL FOOD AWARENESS

- Strategy 2.1: Develop & track local food marketing resources
- Strategy 2.2: Promote local food access points

GOAL 2: SUPPORT REGIONAL AND STATE-WIDE FOOD SYSTEM EFFORTS

- Strategy 2.1: Keep regional partners actively engaged with local food system **planning**
- Strategy 2.2: Contribute to state-wide efforts



ORGANIZATIONAL CAPACITY

GOAL 1: ENHANCE MARKETING EFFORTS OF HHNI

- Strategy 1.1: Promote the Healthy Harvest brand
- Strategy 1.2: Maintain Healthy Harvest website
- Strategy 1.3: Create educational newsletters
- Strategy 1.4: Produce Annual Report



GOAL 2: SUSTAIN FINANCIAL RESOURCES

- Strategy 2.1: Develop grant plan
- Strategy 2.2: Maintain diversified grant support
- Strategy 2.3: Generate revenue through technical support
- Strategy 2.4: Build community sponsors

GOAL 3: MAINTAIN BOARD OPERATIONS

- Strategy 4.1: Maintain regular Board Meeting schedule
- Strategy 4.2: Maintain Board Member On-Boarding Process
- Strategy 4.3: Perform Regular Board self-assessment