



Work Group Updates June 2011

NIFF Coalition

- Local Food Directories are complete and distributed. Additional copies available at Winn. Co. Extension.
- Approved \$12,000 in producer mini-grants. Includes 4 youth projects.
- Processing Updates. Johnice and Teresa are meeting with the regional processing group on June 16 to explore options for lightly processes produce for schools and institutions. Intend to start procuring ingredients for school meal entrees. Plan to run tests this fall with product. Organic Valley is an important partner. Schools interested; LaCrosse, Viroqua, Prairie Du Chien, NE Iowa Schools.
- Distribution Updates
 - USDA study on Food Hubs: USDA – will work with GROWN Locally to design a facility (storage, distribution and eventually be a pack out facility) that will pass a 3rd party audit
 - Making Good Food Work – Johnice attended conference in Detroit. Worked with an issue-based team on a production data base. Actually creating an open-source data base
 - GROWN Locally selling their manual (food hubs) via assistance from ISUE
 - GROWN Locally is selling to Sysco Iowa.
- RFSWG Update: The six most-tenured groups are meeting June 22 to talk about the future of the Regional Food System Working Groups. Teresa and Brenda attending.
- Food Safety Update
 - Submitted an application to IDALS to offer a GAP audit cost-share program
 - Continue to work on training food safety coaches and auditors.
- June 16, Driftless Food & Farm, Farm to Institution Meeting, 10 am – noon, WWTC, LaCrosse (Teresa, Johnice, Lyle) Agenda will focus on innovations region- and nation-wide that tackle the logistical challenges of connecting local farms to area institutions.
- June 21, Renew Rural Iowa Workshop, Dubuque. Information on business development and talking to investors. (Teresa, Rachelle)

Farm to School

There was no Farm to School meeting this month, only May e-mail updates

NE Iowa 5th Season Workshops-Mark your calendars!

- Aug 8-South Winneshiek, Ratatouille Workshop led by Monique Hooker
 - Sept 14-Decorah Middle School, Stir Fry Workshop led by Luther Food Service Chef
 - Oct 10-North Winneshiek, Soup Workshop led by Monique Hooker
- *All attending 11 school districts will receive an All Clad Cook Kit from Share our Strength, All Clad, and FoodCorps. The free cookware kit valued at approximately \$2,000. The kits include a stainless 8-quart stock pot, stainless 3-quart sauce pan, stainless 12" fry pan with lid, induction burner, stainless solid spoon, stainless turner, stainless tongs, 18 cm chef's knife, 4" paring knife, large cutting board, and more.

Food Service Visits

FFI/NIFF is piloting a food spec sheet with local schools. This one-page sheet has been reviewed by MK Madsen (who is retiring Sept 1). There is one sheet for each of the 15 foods identified by FFI earlier as affordable for schools/profitable for farmers. Johnice, Stephanie, and/or Teresa visited 14 schools to deliver the local procurement sheets. The food service director will fill in the blanks and return the sheets to FFI. FFI staff will review the sheets and contact farmers to turn in bids. The bids will be returned to the schools to award the bid in August. Overall, all of the food service directors were very appreciative of the new SPEC sheets. For example, Cheryl Dickman from Howard Winneshiek Schools said, "I think food service directors have been looking for the "how" to buy local food for a long time. And, this is it!"

Folio/Cross-Age Teaching Meeting

This summer, Emily, Teresa, Flannery, Lynette and Stephanie will be finalizing cross-age teaching binders. These binders will then be delivered to the schools.

Garden Reports: Below is the latest update from David about school gardens

- Anna and Heather attended the planting day at St. Joseph with some 240 kids
- Stephanie and David attended the Turkey Valley planting day which was a huge success, too! In general, school gardens are ready for the summer!

The next Farm to School Work Group meeting will take place in early August. For the rest of the summer, work group members will meet in smaller groups as needed.

Active Living/SRTS Team -- Scot, Heidi, Anna

- Bike Rack Challenge – Six schools participated (Valley, Waukon, Decorah, Central, South Winn, and New Hampton – and they were ranked in that order by our judges).
- Heidi has created a website for the Driftless Safari program: www.driftless-safari.org/. The program is up and running, posts are in the ground, and as of June 1st, over 52 families have signed up.
- Heidi & Anna went to North Winn. to do their first ever Bike Rodeo to a group of sixteen 2nd graders. It was a huge success, the kids learned a lot.
- New Hampton Walking School Bus - New Hampton Elementary started 2 walking school buses this spring. The buses ran this May for a few days. The goal was to gain awareness this spring with the hope of increased participation next fall. Linda Kennedy will have a sign up form at summer registration.
- Decorah WSB: Dominique Bockman wants to have a parent party at her house this summer to talk about a neighborhood walking school bus.
- Student Travel Tallies: As of June 1, we have data from 8 schools--10 total including Riceville and North Fayette. This is twice as many as last year. Unfortunately, we weren't able to get data from Waukon this year but they are open to it next year. The data will be processed by Heidi/Anna and sent to the National Center to be processed by June 15 and received back to FFI by July 15.
- Bike to Work Week in Decorah was a HUGE success. Over fifteen businesses participated in giving away freebies and night activities. Winneshiek Energy District has given us permission to bring their marketing templates to other communities who wish to participate next year.
- Go the Distance Day occurred on May 6, 2011. Heidi has contacted Live Healthy Iowa Kids to find out how many schools participated.
- Two proposals were accepted at the August SRTS National Conference. Those interested include Scot Michelson, Larry Liefeld, Lindsay Erdman, or new person at Upper Explorerland. The cost of this conference was included in May's Work Group report.
- Heidi & Anna will be conducting Adventure Hunt with Discovery Camp June 6-10 (equivalent to the Local Food Immersion Trip Rachel and Flannery did last summer).

NE IA Business Network – Rachell Howe (via Teresa) (Report: March 1 - April 30)

- Attended the Northeast Iowa Food and Fitness Spring Conference on April 26, 2011.
- Continue to develop relations, promote, and attended Aim2Win meetings, a 27 county (within Iowa, Wisconsin and Minnesota) economic development group – April 11, 2011, May 9, 2011.
- Continue to develop relations and educate the NIBN group about F&F's work – daily basis and through monthly meetings.
- Submitted USDA RBEG application for the Food Value Coordinator, due April 1, 2011.
- Completed with NIBN to host a Fastrac, 4-series workshop to be hosted in three locations throughout Northeast Iowa, Manchester, Fayette and Decorah throughout the months of December 2010 – May 2011.
- Developing a Dream Big, Grow Here Contest for best ideas for business development within the region – contest to run in July, 2011.
- Completed Quickbook Courses with NIBN and UIU in each County, held November 2010 – May 2011.

- Worked with NIBN to host a series of internet workshops, Cloud Computer, Internet Business and More. Held courses December through April, 2011. Developing more internet courses through NIBN and F&F.
- All FFI and NIFF workshops and events have been added to the NIBN calendar of events and have also been shared with each county economic development office.
- Promoted the Microloan program at the NIBN meetings and various other meetings.
- Follow up with all Microloan applicants within our region (3), assisting with their marketing plans.
- Held NIBN Meetings on February 28, 2011; March 21, 2011; April 14, 2011, April 19, 2011 and April 25, 2011.
- Attended Northeast Iowa Funders Network Conference – April 17, 2011

School Wellness Team

- **2011-2012 School Wellness Team Action Plan Drafts** are due June 3. A checklist has been created to review the Action Plans. Feedback will be sent to schools right away or at the beginning of the school year, depending on what the team chooses.
- **School Wellness Evaluation:** Two Focus Groups have been completed. Scheduling a final FG has been difficult and instead, all Action Plan Reflection Questions will be combined and used for data. Potentially, June 13, Mary will visit Rachel to discuss the Focus Group information.
- **School Wellness Liaison:** Rachel will be compiling and organizing all electronic and hard documents created and used through the year for school wellness, to pass on. Rachel will be finishing her position before the end of the summer.
- **School Wellness Policies:** During the 2011-2012 we will offer more support for school's to improve their School Wellness Policies. A summarized guide and a powerpoint to accompany it has been created.
- **Policy Changes:**
 - North Winn., Decorah, and MFL MarMac Wellness Teams have all changed and decreased the availability of chocolate milk.
 - Postville wrote their job requirements for the food service director to reflect school wellness, local food procurement, and a commitment to nutrition education.

Community Health Team – Halesia

- Met May 25, 2011
IDPH Community Wellness Grant. For sustainability a website is being created that will link to the FFI website. www.healthykidstoday.com. The website was a suggestion from IDPH. It will offer the FFI Nutritional Curriculum, recipes, a kid's corner with activities like coloring pages plus other educational materials.
- 26 of the 30 sites made a verbal contract to teach the curriculum once a month.
- Each County Fair will have pens and post it notes with the website address to pass out.
- A 'Success Story' is due the end of May – Selina submitted one that features 3 county Headstarts – (Winneshiek Co. – decreasing negative behavior, Clayton Co. Guttenberg – picky eater eating more veggies and a story from Howard Co. The final report is due August 9.
- PSA Billboard are up for public awareness: Allamakee – Hwy 76, Winneshiek – Calmar, Howard – Cresco, Chickasaw – Hwy 63 South, Fayette – by West Union Race Track and Clayton Co – one north side of Elkader and one in Guttenberg. All say "Eat Smart – Play Hard".
- Reviewed FFI Fact Sheets - What facts resonate with audiences you work with? Discussion and good feedback.
- WIC Farmer's Market Coupons now available for fresh fruits and vegetables from June to October - \$27 per person in eligible household.

NE IA Funder's Network - MJ Smith -- Next meeting July 7, 2011

Youth Team - Lynette, Heather

- May 3: Youth Mini Conference - Luther College
- May 17: Messaging Workshop
- May 13: North Fayette Go the Distance Day - Heather
- May 18: Riceville Go The Distance Day - Lynette
- May 19: Region 4 Extension Council Report
- May 25: AmeriCorp Site Visit
- Detroit Youth Participants - Kaylee Michelson & Alex Enyart are registered and paperwork faxed to to Canfit.
- Heather began Cresco Wisdom & Wellness Program

Communications Team - Flannery & Teresa

- Curt Ellis visited NE Iowa May 2-3. He spoke with 45 youth at Luther College, and participated in a panel about service programs. Curt will be Iowa's national FoodCorps contact.
- Finished final "Face of the Farmer" lunches at Postville Schools, including Rapson's Dairy and Annie's Gardens and Greens.
- Met with Community Health Work Group to update on FFI Communications, including the Regional Messaging Campaign. The Health Work Group provided excellent feedback about the realities of the audiences they work with-- ie. reading level, how they access information, etc.
- Katie Eukel, Fourth Sector Communications made a site visit to plan for Regional Messaging Campaign. Target audience for initial soft launch will be parents of K-3 grade, in Elkader, Postville, and Decorah. Soft launch will take place in fall 2011. Fourth Sector Consulting will help identify effective strategies, materials, and messages for the campaign.
- Teresa and Flannery reviewed communications plan outlined by Pyramid Communications in August. They will be updating a collaborative list, external/internal contact list. FFI Orientation PowerPoint w/ narration will be updated on Adobe Connect to use for new FFI members and future FoodCorps/AmeriCorps members.
- Riceville Salad Bar story is complete.
- Next "Face of FFI": Recent Starmont High School graduate, Nathan Peck.
- Wellmark Progress Report sent to Matt McGarvey.