

POTTAWATTAMIE COUNTY FARM TO FORK ACTION PLAN

MISSION STATEMENT: To Facilitate and Stimulate connections between Growers and Consumers, and to provide Fresh, Nutritious, Safe, Local Food while enhancing Community Health and Economic Vitality.

OBJECTIVES:

- Attract and Nurture at least five new growers by 2009 with an economic output of \$25,000, and within five years have 25 growers with \$250,000 production.
- Develop an effective system to market and distribute locally grown foods that connect producers and users in ways that are simple and effective for both.
- Find resources to fund , and provide a support network for the continued stable growth of a long term Local Food System.
- Educate both growers, eaters , and end users on the benefits of locally grown food, Nutritionally, Environmentally, Econom ically, Socially, and Culturally.

Goal	Strategy	Activities	Targets	Key Players	Timeline
Grow Fruit and Vegetable Producers in Pott. County (Grow Growers)	<ol style="list-style-type: none"> 1. Expand inventory of leasable land 2. Identify and engage existing and potential producers willing to participate. 3. Provide technical support and mentoring program. 4. Investigate possible incentives available to producers. 	<ol style="list-style-type: none"> 1. Establish local contacts. 2. Check with Pott. Co. FSA to investigate land coming out of CRP. 3. Contact local governments to inquire about municipal property that may be available. 4. Use of various media to acquire available land for leasing as well as potential producers. <ol style="list-style-type: none"> a.) flyers b.) newspaper articles c.) local governments d.) radio 5. Keep data base with available property, and producers. 6. Conduct Beginning Farmer Seminars through county venues. 7. Compile list of existing producers who would be willing to mentor new farmers, and secure stipends for said advisors. 8. Develop and maintain a web site for producers and consumers with viable links to information. 9. Inquire and address local/county government to see if any incentives would be available to producers who participate in Farm to Fork Program. 	Public, Private, CRP Land Owners Fruit and Vegetable Producers Pork/Beef/Poultry Producers Arts and Crafts Producers Beginning Farmers Established Farmers' Markets Retirees Local Youth Groups Church Groups Grape Growers	Pott. Co. FSA ISU Extension Local Newspapers Local Govt. IWCC County Govt. Radio RC&D Rural Economic Dev. NRCS Community Volunteers Farmer Market Managers	April 08 April 08 June 08 Aug. 08 April 08 April 08 June 08 Aug. 08
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<p>Infrastructure System to Support Local Foods (Technical Support)</p>	<ol style="list-style-type: none"> 1. Find Agency to Affiliate with. 2. Establish a Pottawattamie County Food Council. 3. Develop partnerships with community agencies. 4. Identify and secure funding through grants and partnerships. 5. Sponsor a salaried position to manage Farm to Fork program. 6. Establish centralized information center 	<ol style="list-style-type: none"> 1. Research potential agencies to umbrella under. 2. Appoint members to Food Council 3. Connect with Leopold Center 4. Develop and recommend local and state policies to guide decisions related to food issues. 5. Participate and maintain connection with Regional Food Groups for input and integration of strategies. 6. Investigate what resources are available to fund and sustain local food development through State, Federal, and the Public/Private Sector. 7. Hire director or local food coordinator. <ol style="list-style-type: none"> a.) five year commitment. 8. Apply for grant money for local food staff. 9. Set up website that connect producers and end users as well as links to information. 	<p>RC&D PFI ISU Extension INCA Iowa Farmers Union Master Gardeners SWIFFI Wallace Foundation USDA Iowa West Foundation Farm Bureau Leopold Center SBA</p>	<p>SWIFFI Leopold Center Wallace Foundation RC&D Rural Economic Dev Grant Writing Team ISU Extension Community Volunteers WIGA Wine Trail</p>	<p>April 08 Summer 08 Ongoing Ongoing April 08 2010 2012 Sept. 08 Long Term</p>
<p>Identify and Facilitate Point of Sale Options (Identify Markets/Distribution)</p>	<ol style="list-style-type: none"> 1. Develop potential markets for locally grown produce. 2. Identify Farmers Markets in SWI/Omaha 3. Research feasibility of physical distribution sites, CSA's, buying clubs. 4. Expand market/outlets. 	<ol style="list-style-type: none"> 1. Contact existing Food Service Operations. 2. Gather contact information and maintain data base for existing markets willing to buy local food. 3. Connect with existing local food markets/food systems in neighboring counties. 4. Publicize location, date/time of all Farmers' Markets through use of local media. <ol style="list-style-type: none"> a.) posters b.) flyers c.) Farm to Fork website d.) community calendars e.) newspaper f.) radio 5. Find funding for a Mobile Farmers' Market with use of a bus to deliver produce. 6. Explore benefits and cost effectiveness of a centralized Distribution Center for both growers and end users. 	<p>Individuals Grocery Stores Restaurants Caterers Farmers Markets Nursing Homes Schools Hospitals Independent Food Service Operators</p>	<p>Food Council SWIFFI Wallace Foundation Established Markets Local/County Govt. Local Newspaper Community Volunteers</p>	<p>Long Term Long Term July 08 2009 2011</p>

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Educate Eaters, Growers and End Users (Information)	<ol style="list-style-type: none"> 1. Collect and distribute data to producers regarding market potential and profitability. 2. Conduct Education Sessions for new and existing growers. 3. Engage community so that they understand the benefits of increased local food production and consumption. 4. Marketing to raise awareness of available local produce. 5. Promote participation in Buy Fresh/Buy Local Campaign. 	<ol style="list-style-type: none"> 1. Partner with existing local food promotion groups. 2. Compile informational brochure that targets General Public for soliciting growers. 3. Gather informational material to distribute facts to growers. (Promo Sheet) <ol style="list-style-type: none"> a.) what to grow b.) labor requirements c.) profitability (\$10,000 revenue per acre) d.) market potential 4. Provide information regarding local, state, and national regulations. 5. Secure speakers to address growing, planning marketing, safety and pricing. 6. Hold Conference with speakers from RC&D and IWCC. 7. Provide Culinary Education Classes. 8. Add local food components to Existing Events <ol style="list-style-type: none"> a.) Chef Competitions b.) Charity Events c.) Grower Farm Tour d.) Harvest Banquet 9. Use of various media to educate on the health, and ethical benefits of growing and eating locally grown food. 10. Try to establish a local food corner in the newspaper highlighting growers, and to promote the case for Buy Fresh/Buy Local. 11. Explore the need for branding and logo's. 	Producers Distributors Consumers General Public SWIFFI PFI	IWCC RC&D SWIFFI Local Newspapers Radio/TV Wallace Foundation SWIFFI Iowa Writers Circle Local Grocery Stores Community Volunteers Rural Economic Development	Ongoing Summer 08 Sept. 2008 Ongoing Ongoing Oct. 08 Long Term Ongoing Ongoing Sept.08 2009

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