



Economic Impact of Local Food in NE Iowa

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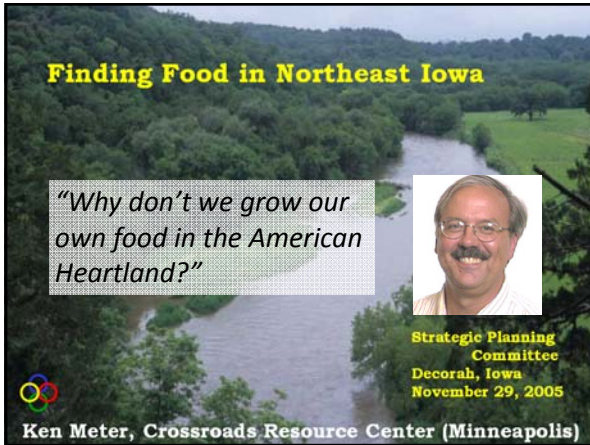
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Focus


- History
- Why Local Food Fits
- Current Projects
- Economic Impacts

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Finding Food in Northeast Iowa

"Why don't we grow our own food in the American Heartland?"




Strategic Planning Committee
Decorah, Iowa
November 29, 2005

Ken Meter, Crossroads Resource Center (Minneapolis)



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Locally Integrated Food Systems
Source: Michigan Good Food Charter



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Promote opportunities for farmers to engage in the local food system.

LEOPOLD CENTER



NORTHEAST IOWA FOOD & FITNESS INITIATIVE

NORTHEAST IOWA COMMUNITY COLLEGE

LEOPOLD CENTER

COMMUNITY FOUNDATION of Greater Dubuque

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LUTHER COLLEGE

Our Vision

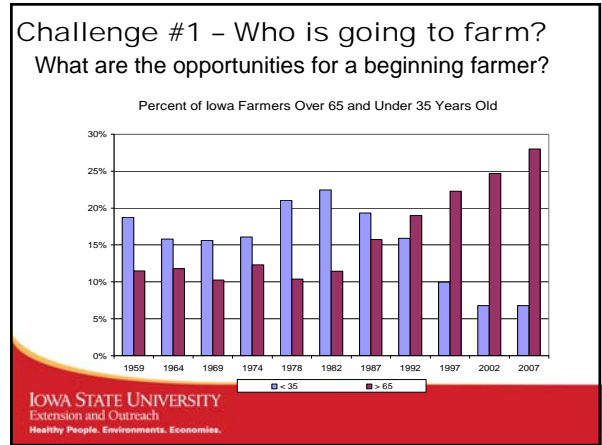
- A rebirth of rural communities led by schools, young people and their communities to promote healthy living.
- Children get a healthy start from birth and come to school ready to learn.
- An economically vibrant and growing regional food system.
- Opportunities for people of all ages to walk, bike and enjoy nature and small towns.
- A culture of health and well-being created by the collaboration and leadership of Northeast Iowans of every income, age, ethnicity, race, education and walk of life.



Why Local Food Fits



Iowa is an agriculture state.



Local Food Systems Opportunity #1

Capital costs are less for beginning farmers due to smaller machinery and land base needed.

Given Gardens, Decorah

Challenge #2

Fewer farms and families in rural communities

Wiemerslage Kids, Dorchester

Local Food System Opportunity #2

Development of local food systems contribute jobs to the Iowa economy. (37 jobs in 4 yr)



WW Homestead Dairy, Waukon opened in 2011

Challenge #3

Global climate changes, energy costs



Local Food Systems Opportunity #3

Enterprise Diversity
Lower input systems
Perennial cover
Long term rotations



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Local Food Systems Opportunity #3

Value Added product = less cows = less feed



Country View Dairy
Hawkeye, Iowa



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Local Food Systems Opportunity #3

Regional distribution, less packaging



Farmers Markets, CSAs and Local Distribution

Challenge #4 - Our Health



Local Food System Opportunity #4



Current Projects

Strategies/Focus Areas...

- Producer Education – beginning, youth
- Connecting: www.iowafreshfood.com
- Business Development
- Buyer Development: F2S, retail
- Food Safety Practices
- Food Aggregation/Food Hub
- Networking opportunities: local, state, regional, national
- Food access

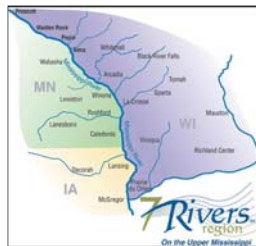
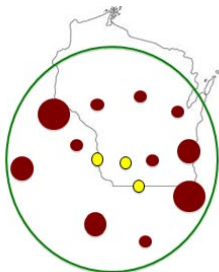
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Farmer Network and Education NE Iowa Food & Farm Coalition



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What is Local?



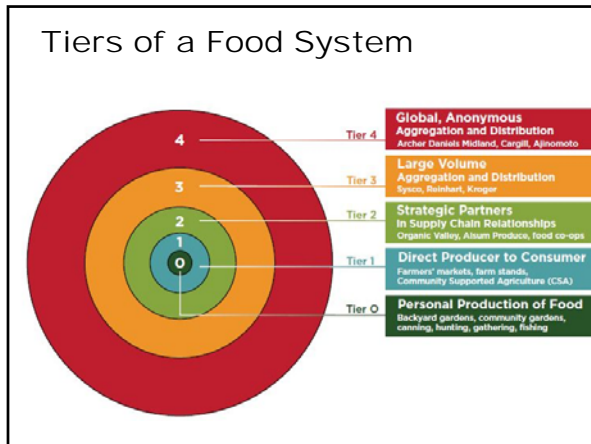
The buyer decides.

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FOOD HUB: A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of **source-identified food products** primarily from local and regional producers to strengthen their ability to satisfy **wholesale, retail, and institutional demand.**



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Key Questions

- How will the food hub make money?
- Who will run the hub and supervise staff?
- What is needed to develop the local grocery store markets?

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Initial Pilot Projects

- Rural Grocery Store Pilot (Fall 2012)
- Worksite Food Box Pilot
- Delivery Frequency Pilot (May 2013)
- Farm to School Deliveries (Oct 2013)

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Non-Profit Sponsor

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NE Iowa Food Box – Worksite CSA



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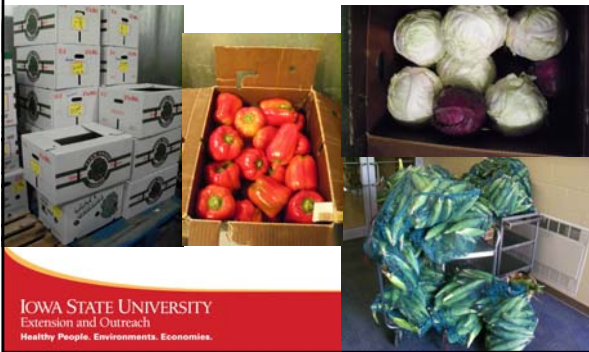
Needed a Truck!



Funded by USDA RBEG grant

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Farm to School Delivery pilot



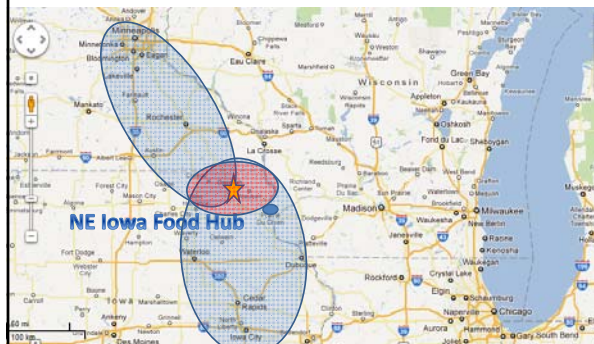
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Current Hub Services

- Worksite Food Box program
- Delivery Service for hire
- New market development and research
- Local food procurement and sales

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Current Projects... Food Aggregation Partnerships



Current Delivery Schedule

- Monday: Farm to School and Local routes
- Tuesday: Route to Cedar Rapids area
- Wednesday: Route to Twin Cities
- Thursday: off
- Friday: Route to Waterloo area
- Saturday: Route to Twin Cities

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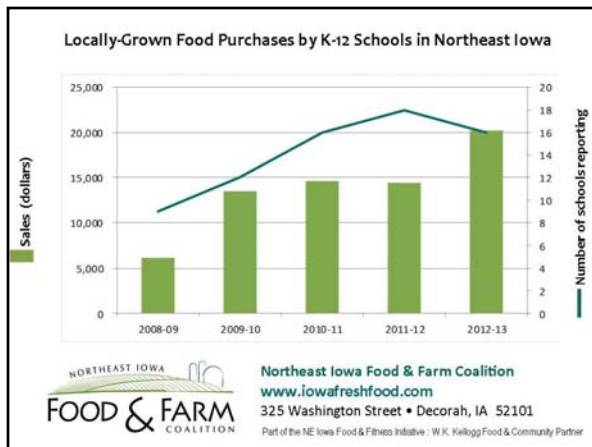
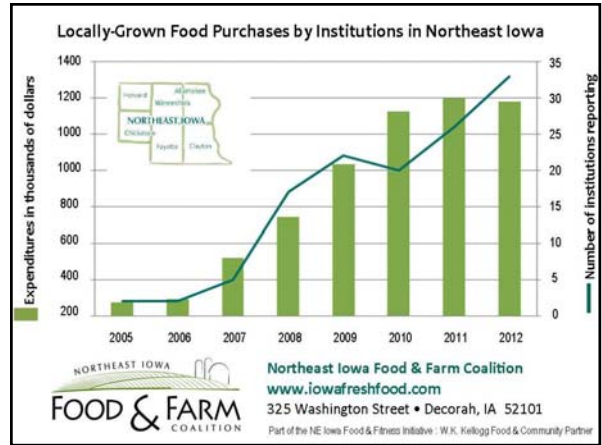


Food Access

- Expand food box in a school setting
- Option to use EBT (SNAP)
- Local Food in schools
- Local Food in rural grocery stores
- Moving product to the larger markets is helping serve local markets



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	Year 1 (2009-2010)	Year 2 (2010-2011)	Year 3 (2011-2012)	Year 4 (2012)	Total
Economic Opportunity					
New Job Creation, FTE					
Farm-level and value added jobs	2	17	8	10	37
Institutional buyer-created jobs	0	0	4	3	7
Total number of new jobs created	2	17	12	13	44
Number of new local food producers/food enterprises	8	12	14	14	43

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Economic Impacts of Local Food in Iowa
www.leopold.iastate.edu/local-food

- 103 farmers reported more than \$10 million in local food sales in 2012.
- 74 buyers reported nearly \$9 million in 2012
- If all 74 buyers increased local food purchases to 30%, these markets would have reported more than \$21.5 million in local food purchases in 2012, potentially creating 93 new full-time jobs.
- Eight regional food groups leveraged \$766,020 for local food efforts

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Economic Impacts of Local Food in Iowa
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- It cost the public much less to support one new FTE job in the local foods sector in Iowa, compared to the retail or high-tech industry sectors.
- Direct markets represent only a small portion of local food sales, potential markets and a population that needs greater access to healthy food.
- Re-localizing the food system can help create jobs lost during the recession, increase retention of local food dollars, create a stronger economy and potentially improve health outcomes

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