Leopold Center Marketing and Food Systems Initiative Competitive Grants 2011-2014

The Numbers:
The Leopold Center for Sustainable Agriculture invested $209,707 in 9 food systems and marketing projects from 2011-2014. For every dollar of Leopold Center investment, another $1.20 was leveraged by project leaders and partners, totaling $251,616.

<table>
<thead>
<tr>
<th>Project title and end date</th>
<th>Leopold Center investments</th>
<th>Leveraged funds</th>
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<tbody>
<tr>
<td>Regional Flavors of Northwest Iowa (January 2012)</td>
<td>$47,419</td>
<td>$133,146</td>
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<td>Improving profitability in small and very small meat processors in Iowa (January 2014)</td>
<td>$22,788</td>
<td>$59,600</td>
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<td>Transitioning farmers to produce for wholesale markets (January 2014)</td>
<td>$36,850</td>
<td>$16,820</td>
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<td>Des Moines farm to school pilot project: Local sourcing for special events and summer feeding (December 2012)</td>
<td>$7,475</td>
<td>$16,600</td>
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<td>Procurement tools to develop sustainable local food purchasing models for farm to school chapters (January 2014)</td>
<td>$36,000</td>
<td>$12,000</td>
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<td>Iowa immigrant and refugee incubator farm program (January 2012)</td>
<td>$6,985</td>
<td>$13,450</td>
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<tr>
<td>Harvesting our potential on-farm mentorship program (July 2012)</td>
<td>$2,000</td>
<td>$0</td>
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<tr>
<td>Working together to grow more: A community-based approach to food hub development (July 2012)</td>
<td>$1,700</td>
<td>$0</td>
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<tr>
<td>Research and development of an online local foods buying club cooperative (January 2013)</td>
<td>$48,490</td>
<td>$0</td>
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<tr>
<td>Total</td>
<td>$209,707</td>
<td>$251,616</td>
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More Than 40 New Partnerships

- County economic development groups
- County Extension councils
- Iowa State University
- ISU Extension and Outreach
- ISU Extension and Outreach Vice President’s Office Strategic Initiative
- ISU Beginning Farmer Center
- Farmers markets
- ISU Community Vitality Center
- The Iowa League of Resource Conservation and Development
- USDA Rural Development
- Iowan faith communities
- County Boards of Supervisors
- Siouxlnd District Health Department
- Northeast Iowa Food & Farm Coalition
- Iowa Department of Agriculture and Land Stewardship
- National Center for Appropriate Technology
- The City of Des Moines Parks and Recreation
- Eat Greater Des Moines
- Metro Waste Authority
- Iowa Food Cooperative
- City of Des Moines
- Iowa Department of Education
- Johnson County Employees
- Mathew 25 (community development organization)
- Red Earth Co-Op
- Wallace Centers of Iowa
- Soper Farms
- Rapid Creek Ranch
- Des Moines Central School’s Central Campus Culinary Arts program
- Des Moines Central School’s Food Service and Central Kitchen
- Des Moines School Nutrition Service
- Iowa FoodCorps
- Gateway Market
- Luther College
- Allamakee New Beginnings
- New Iowan Center
COMMUNITY AND FARM DEVELOPMENT

- Des Moines School Nutrition Service staff are less skeptical about working with farmers (produce was cleaner and better quality than they expected)
- About 80 ethnic families were connected to community gardens where they were able to grow their own food (none had previous access to land or a way to grow specialty produce)
- 4 community gardens were created in Des Moines
- Food safety plans and safe food production and post-harvest practices were initiated on many Iowa farms, along with improved efficiencies in distribution and transportation
- 19 producers (including 1 Amish producer) became certified in Good Agricultural Practices (GAP)
- Food safety monitoring plan in process between Hy-Vee and Iowa producers
- 3 peer-to-peer mentoring programs established for producers
- Des Moines Central Schools food service began sourcing locally grown foods

PUBLICATIONS AND OUTREACH

<table>
<thead>
<tr>
<th>Publications</th>
<th>Educational workshops, meetings, outreach programs and special events</th>
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<tr>
<td>1 local food directory was maintained – the Local Food &amp; Flavor Guide for Flavors of Northwest Iowa</td>
<td>1 new class was created for Flavors of Northwest Iowa - Food Preservation 101</td>
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<td>1 producer manual was written – Grower’s Manual: A Template for Grower’s Cooperatives for GROWN Locally</td>
<td>2 producers and HyVee West in Mason City cooperated to develop a pilot marketing collaborative</td>
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<td>1 farm safety checklist was created and 5 schools have agreed to use it</td>
<td>2 GAP workshops held</td>
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<td>1 online local foods buying club cooperative developed documents outlined membership structure and by-laws</td>
<td>Series of 8 workshops on “Growing Food in Iowa” presented in four different languages (Nepali, Kirundi, Karen and Burmese) attended by 55 people</td>
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<td>1 Internet software guide was created by an online local foods buying club cooperative, now used nationally by other co-op’s; this document rates Internet software for buying and selling cooperative goods</td>
<td>Des Moines Central Schools Central Campus Culinary Arts program developed two classes to teach high school students to cook using local foods</td>
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<td>2 local foods newsletters were initiated</td>
<td>Upper Missouri Valley Local Foods Project was created</td>
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<td>1 communal map of producer assets was produced, plus a detailed document outlining collective knowledge of market demand and potential profit</td>
<td>Des Moines Central Schools held 36 events during the summer of 2012 to provide students in need with locally sourced meals</td>
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<td>1 marketing poster was created for Farm to School Month to be used in Des Moines Central Schools and is available for other districts</td>
<td>4 educational sessions were facilitated for Des Moines Central School students regarding the local foods used in their school lunches</td>
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<td>2 websites were updated with local producer information</td>
<td>1 field trip was organized by Des Moines Central School’s Central Campus Culinary Arts program for students to visit a local farm</td>
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INCREASED COMMERCE AND JOB CREATION

- 6 new farmers’ markets were created in Marcus, Quimby, Holstein, Ida Grove, Salix and Onawa, Iowa
- 3 new businesses were created: 2 new wineries (Hannel Cellars, Calico Skies) and Eden Valley Apple Orchard and Farms CSA
- $600,000 of sales were tracked at the Sioux City Farmers Market, with 54 vendors participating
- 296 consumers and 60 vendors joined a new online local foods buying club cooperative serving the Cedar Rapids and Iowa City areas, Iowa Valley Food Cooperative
- 8 Iowa producers expanded their product lines
- 19 producers received Good Agricultural Practices Certification
- GROWN Locally, a producer cooperative in northeast Iowa, is certified to sell to Sysco and Rhinehart companies that serve large-volume institutional buyers
- 2 full-time jobs were created: Regional Foods Coordinator and Regional Foods Program Assistant for Flavors of Northwest Iowa;
- 2 part-time jobs were created: GROWN Locally, a farmer co-op, hired an Order Coordinator and Eat Greater Des Moines, a regional food group, hired a refugee growers consultant
- 240 volunteer hours were donated to the online local foods buying club cooperative

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