

Local Food Purchases and Production Growth In 2007-08
Northeast Iowa Food & Farm Coalition
August 2008

- 1. Document increased sales - above the previous year - of fresh, healthy, local (community-based) foods from three food and farming businesses in at least two Iowa communities. Total overall increase at least \$30,000**

Total over increase for NE Iowa: \$15,099

- GROWN Locally Coop – **Increased sales of \$2,299**
 - \$54,919 from July 1, 2007 – June 30, 2008
 - \$52,620 from July 1, 2006 – June 30, 2007
- New Fruit & Vegetable Producer: - **Increased sales of \$8,000**
- New Food Producer – **Increased sales of \$4,800** in wine grapes sold to processor in Dubuque and made into 4,500 bottles of local wine. His fall harvest this year should be about double that of the first year in late September. Brian also planted 300 fresh market table grape plants that will have their first market this fall.

- 2. Document additional baseline purchases from local producers in four Iowa communities or counties totaling \$200,000 over the baseline collected last year.**

Total additional baseline purchases from local producers in NE Iowa: \$226,648.67

- Local Restaurant #1 – **New report of \$11,744**
- Local Restaurant #2 – **New report of \$6,000** (\$4K on capon, \$500 for fruits & vegetables and \$1.5K on local baked goods). Local food is approximately 12% of food budget. Higher prices limit amount of local purchases.
- Local Restaurant #3 – **New report of \$1,500**. Opened in October 2007.
- Luther College in Winneshiek County - **New report of \$35,000 (increase of \$10,500)**
 - 2006-2007 - \$24,500;
 - 2005-2006 - \$17,800
- Oneota Co-Op in Winneshiek County – **Sales of \$266,425.67 (increase of \$196,904.67;**
 - Tripled in size; 78 vendors
 - 2006 -- 2007 - \$69,521 (18 vendors)
 - 2005 – 2006 - \$54,233

- 3. Leverage \$100,000 in local resources for local food capacity building of producers and entrepreneurs across four Iowa communities or counties.**

In 2008, \$7,545 was awarded to 20 NE Iowa producers. The grant money was used as capital to leverage an additional \$108,242 in funding to start or expand food and fiber enterprises.

ALLAMAKEE COUNTY

Farm Stand Marketing

Bob Raymond of Lansing received \$500 toward the purchase of signage and promotional material to aid in the start-up of a new retail outlet (farm stand) for GROWN Locally just outside of Lansing.

Garden Expansions

Bobbie Young of Waukon and Kathy Kruse of Dorchester each received \$100 to expand a garden to attend the farmers market and possibly sell to a coop.

Expand Poultry Production

Ryan and Kristine Jepsen of Dorchester received \$500 to expand pastured poultry production on newly certified organic farm. They will construct 10 portable shelters and raise 1500 birds per season.

Marketing Locally Grown Food

The 66 Café received \$200 to assist with the marketing of their locally grown menu items.

CLAYTON COUNTY

Expand Honeybee Production

Bill & Louise Johnson received \$500 to purchase additional equipment for honeybee production. They plan to double production to 10,000 lbs of honey per year.

Acreage Expansion

Phil and Charlotte Waldbeser received \$500 to plant 5 acres of organic fruits and vegetables and purchase a 2 wheel, walk behind tractor.

Greenhouse Improvements

Christine Miller received \$500 to install lights in greenhouse to increase growing season and production. They are also remodeling a store in McGregor that will be an organic, locally grown store in June 2008.

FAYETTE COUNTY

Production Expansion

Francis Martin of Wadena received \$375 for expansion of vegetable plantings.

Greenhouse Expansion

Colleen Ohrt of Clermont received \$300 for expansion of a hoophouse.

Construction of Packing Shed

Ann Bushman of Fort Atkinson received \$285 toward the construction of a packing shed.

Construction of Hydroponic System

Scott Smalley of Oelwein received \$340 for the construction of a hydroponic growing system.

New Vegetable Grower

Rick Fink of Maynard received \$100 for start-up costs for vegetable production.

HOWARD COUNTY

Marketing

Artesian Fresh: Marketing campaign for local artesian water bottling facility

Howard County Farmers Market Association: Purchase signs for six Farmers Markets in Howard County (5 markets are new)

WINNESHIEK COUNTY

Orchard Expansion

David Sliwa of Decorah received \$300 to expand his orchard with 60 pear trees.

Facility Expansion

Eric Sessions of Decorah received \$300 to assist in construction of hoophouse to be used for tomato production which will be marketed at Farmers market, CSA, coop and restaurants.

Glen Elsbernd of Calmar received \$300 to buy additional equipment for a new packing shed.

Chris Askelson of Decorah received \$200 to enclose a greenhouse which will enable him to start seeds earlier in the season.

Poultry Expansion

Jennifer Kohlmeyer of Decorah received \$300 to purchase nesting boxes for laying hens and to buy egg cartons and labels.

Other Highlights:

- **NEW CSA with Annie's Gardens & Greens** with 14 local producers.
<http://anniesgardensandgreens.com/>
- **5 NEW Restaurants started selling or purchasing local food:**
 - The Eastern Star Nursing home is purchasing local food from Grown locally (March 08)
 - Old Man River Brewery, McGregor. Opened on Jan. 22.
 - The 66 Cafe in Waukon opened in October, 2007 and serves local, healthy food.
 - The Rubyat in Decorah opened and serves local food (Dec 07)
 - Top Shelf, McGregor, IA. Sells local food. Opened June 08 and specializes in deli meats, cheeses, wines, liquor, specialty beers and gourmet food items.
- **6 NEW Farmer's Markets:** Lime Springs, Protivin, Elma, Riceville, Chester, Calmar
- **2 NEW Farm Stands:** Village Creek Farm Stand, Lansing; Annie's Gardens and Greens, Ft. Atkinson
- **Producers Expanding in NE Iowa:**
 - **Fayette Producer** has been averaging \$2,500 per week on veggie stand and plans to build a permanent veggie stand in 2009. He is also putting up another green house in 2009.
 - **Mike and Rachel Gooder** – Plantpeddler Owners – The Plantpeddler specializes in Begonias, Geraniums and flowering plants. With three acres of growing area under glass, the Plantpeddler ships to over 2500 businesses in the United States. The Plantpeddler has three facilities including a retail business, wholesale, and young plant facilities.

The Plantpeddler is excited to be part of the local food movement and looks forward to working with other producers to build the system. Don Dwyer, a consultant with over 29 years in the greenhouse and horticulture industry and experience in creating a local food system in harsh international environments, is currently working with Plantpeddler on the diversification of their greenhouse facility for the production of off-season specialty crops, including fruits and vegetables. He is principally involved to develop a formal business plan for them. A key feature of developing a business plan for a local food project is the integration of an 'Enterprise Budget' and the development of 'Plant Production Protocols'.

- **State Fruit & Vegetable Working Group:** On Nov 20, 2007, several NE IA producers were invited and accepted to participate on a state vegetable focus group. Bob Raymond, Lansing; Paul Young, Farmersburg; Kyle and Mari Holthaus, Decorah.
- **Meat Processing Assistance:** During the Summer 2008, Arion Toubomery, an ISU Graduate Student in Sustainable Agriculture and leader of the RFSWG State Small Meat Processors Work Group was in NE Iowa all summer and worked in the Spillville Locker with Steve Lundvedt and also many other lockers. The NIFF Coalition will be consulting with Arion regarding what we might be able to do to support meat processors in the upcoming year from his perspective.
- **Winneshiek County Cattlemen** utilized two, 3 year-old, local cows for their hamburger this year at the Winneshiek County Fair and Nordic fest. Quillins in Waukon processed the meat and amounted to sales of \$3,950.00. Cattle were purchased from Larry Miller for \$2,300.00.
- **BFBL directory** funds were raised locally through sponsorships for printing.
- **Received \$4000 for Local Food Web Page development** from the NE IA Business Network that incorporates producer profiles and BFBL info. (8/1/08)