

**Local Food and Farm Task Force**  
**Friday, April 17**  
**9 a.m. - 2:00 p.m.**  
**Dillon's Headquarters**  
**2700 East 4th Street**  
**Hutchinson, KS, 67504-1608**

**Attendance**

Task force members present: Ron Brown, Chair; David Coltrain, Loren Swenson, Dr. Cary Rivard and Annarose White.

**KDA Staff:** Julie Roller and Kerry Wefald.

**Guests:** Senator Tom Hawk, Jessica Bowser, Jennie Bracken, Nancy Brown, Natalie Fullerton, Sarah Green, Phyll Klima and Dana Knott.

**Welcome and introductions:** Chair Ron Brown called the meeting to order at 9:00 a.m. and asked members of the task force and audience to introduce themselves.

Brown shared background on the Ottawa RC&D (Resource Conservation & Development). According to Brown, RC&D organizations were very strong in Kansas until they faced funding reductions seven or eight years ago. He said since then several organizations have closed.

Brown shared a handout (attached). Building Local Food Capacity in Iowa, and suggested Don Stottlemire, State Association of Kansas RC&D Council president, attend a future task force meeting to share information about RC&D organizations. Brown said RC&D organizations are involved in economic development, conservation and many sponsor farmers' markets. He added that when looking for statewide projects, perhaps the task force could work with RC&Ds to help carry out the task force's recommendations.

Annarose White added that the Sunflower RC&D works with Agritourism, rural conservation, farmers' market and training and educational programs for people with gardens.

Jessica Bowser, USDA, said the grant Iowa received was part of USDA's Rural Community Development Initiative (RCDI) Program. She said they will soon announce funding opportunities for the upcoming year. RCDI Grants, are typically regional in nature, and are to assist with improving community and economic development projects in rural communities. A few years ago, Kansas State University's Advanced Manufacturing Institute, received an RCDI grant to assist Project 17 with increasing manufacturing in the region.

**March 2015 minutes.** Loren Swenson moved to approve the March 2015 task force minutes. White seconded. Motion approved.

**9:30 - Dillon's perishable storage tour.** Dana Knott, Dillon Companies, Inc. welcomed to the task force to the facility and shared a handout (attached) about the company and its local food and community focus.

**11:30 Lunch provided by Dillon's.**

**12:15 - The task force meeting resumed.**

**Farm to School grant recipient discussion** – Kerry Wefald, Kansas Department of Agriculture marketing director, provided the task force with an overview of the Farm to School Grant. According to Wefald, the Kansas Department of Agriculture received a USDA Farm to School Grant. The purpose of the grant is to implement local food and agriculture education programs in school cafeterias.

In 2014, eight schools each received grants for \$12,500 to start or enhance a current school system. Sub-grantees establish or expand upon an agriculture education, student managed food production system to serve a minimum of two locally produced food items in the school cafeteria any five months during the school years 2014-2015 and 2015-2016. In addition, they create and implement a farm to school educational kit and campaign for elementary and middle school students. Each sub-grantee also hosts a Good Agricultural Practices (GAP) workshop in their community.

Wefald shared an overview of projects the grantees are working on:

- **Centre USD 397 of Lost Springs, Kansas** is expanding their school garden, starting an orchard, and integrating hydroponic and aquaponic systems into their existing greenhouse.
- **Doniphan West USD 111 of Highland, Kansas** is updating and expanding their established greenhouse as well as incorporating an aquaponics system.
- **Ell-Saline USD 307 of Brookville, Kansas** is developing a project including raising broiler chickens, turkeys and laying hens. In addition, they are building raised garden beds and installing hydroponic systems into their existing greenhouse.
- **Eudora USD 491 of Eudora, Kansas** is building a hoop house, a chicken coop for laying hens, and expanding their existing Agriculture Education program garden. At the middle and elementary schools, raised garden beds and mini hoop houses are also being constructed.
- **Maize USD 266 of Maize, Kansas** is testing hydroponics, aeroponics, EarthBOX and raisedbed gardens to determine the best system for food production.
- **Pike Valley USD 426 of Scandia, Kansas** is constructing a greenhouse to be utilized for food and flower production and used by the science, media technology, family and consumer sciences, arts and agriculture education programs.
- **Rawlins County USD 105 of Atwood, Kansas** is expanding the greenhouse and the chicken house for laying hens and broilers. In addition, raised bed gardens with irrigation are being built around the community.
- **Saint Francis USD 297 of St. Francis, Kansas** is integrating hydroponics into their greenhouse and building raised bed gardens.

Wefald said there has been a lot of interest from schools wanting to apply for funds and the schools that received funding are doing very good things in their communities.

She also added that the Kansas Department of Agriculture has been working with the Kansas Department of Education and food service managers to host farm to school workshops.

Senator Tom Hawk asked how soon a plant would produce a usable product. Dr. Cary Rivard said that orchards could produce peaches in three years. White added that other schools have orchards, but not all are grantees.

Wefald added that one of the key objectives of the program is to penetrate institutional food service.

Senator Hawk asked if grantees can connect with local producers to help the producer get their products into the cafeterias as well, similar to a train the trainer program.

Wefald said that when rural schools explore growing fresh produce for their schools, it might be more appealing to make connections into the school. She said that KDA is happy to apply for the Farm to School grant again and that feedback has been good. She said some programs are quicker to adopt the expectations of the grant but it is fun to see their reports and the progress they are making in serving items and understanding the connections.

White shared that the school food service director had to sign off on the Ag teacher's plan – it needed administrative support. She said there were 16 applications and that they were strong proposals. She said that KDA funded as many projects as funds allowed.

White added that October is Farm to School month and Maize High School is a model of what the USDA wants to see as they did great work with FACs classes. For example, students prepared the meals and gave reports about where the food came from. She said their project was field to table because their greenhouse was not able to produce in volume, but they did neat things with herbs and did a lot with what they had.

**Community letters (attached).** Natalie Fullerton, Kansas Rural Center, shared letters from communities who are actively working towards addressing their local food systems. She said that she has worked with Misty Lechner, American Heart Association, and will continue to share any additional letters they receive.

Fullerton added that the overall theme of the letters is that the communities encourage support for local and state food policy councils, infrastructure and healthy food access for low-income populations.

White asked what other groups had been contacted about writing letters. Fullerton said they have reached out to many specific farms, but had not heard back from farmers with formal letters.

Chair Brown remarked that the highlighted points about RC&D organizations tie back to what they discussed. He added the task force does not want to reinvent the wheel if it is already in progress, but instead expand on it.

Senator Hawk asked about the need for a refrigerated truck. He commented that it is a big-ticket item and asked how might local food hubs or food council deal with the financial commitment.

Fullerton said that was a good question and when speaking with farmers, financial support for infrastructure is important.

White shared a local car dealer in Allen County donates a truck for the day after a farmers' market so they can haul food to local underserved communities.

Dr. Rivard said that he received a KDA grant to build a mobile cooler. He purchased a box truck and installed a cooling unit in it. He added that most people could rent refrigerated trucks.

Senator Hawk asked where people could rent refrigerated trucks.

Swenson said Ryder does rent refrigerated trucks, and he has rented trucks from a processing plant.

Chair Brown added that grants are available for every source, but we need to be wise enough to find them. He said they seem more prevalent as interest in local foods increase.

**Sales tax exemptions at farmers' markets.** Wefald shared that there has not been action taken on sales tax exemption for farmers' markets. Senator Hawk added that while taxes are still up in the air, there is always a possibility of someone attaching it to another bill. He said that the tax committee would not deal with revenue until they understand what the hole is in the budget. He said that bills costing money are not likely to pass, but nothing ever dies and good ideas resurface.

Senator Hawk commented during the tour of the Dillon's facility, Brown asked if they would have interest in purchasing five cartons of pumpkins. He said Dillon's responded by asking if that was per day and perhaps he could work with another existing producer to sell through them. Hawk asked what policy vehicle could be created at KDA, Kansas Department of Commerce, K-State Research and Extension or other coops to create structure that would allow seasonal crops to be grouped together so they could be marketed to a large chain.

Wefald said that the term "coop" is sensitive, but aggregation is possible. She suggested having someone from the Kansas Cooperative Commission attend a meeting to share what it would take.

Fullerton added that when they were working on the KRC's Feeding Kansas Report, they consulted food hub feasibility studies, but research showed the need to grow the capacity in order to fill those hubs or aggregation sites.

David Coltrain shared that Dillon's, for example, can easily take produce that does not require storage – cantaloupes, watermelons and tomatoes. He added lettuce is more difficult because it needs cooling.

Wefald shared that on the tour she learned producers must have a \$2 million liability insurance policy and asked how Kansas producers can break into larger retail markets with their products.

Swenson said a normal farm policy may contain a farmers' market clause and most farms only carry \$1 million in liability.

Nancy Brown, Kansas Farm Bureau, offered that she could provide additional information on Farm Bureau's insurance coverage.

Swenson added producers at the farmers' market he attends are required to have insurance.

Dr. Rivard commented that \$2 million is not a big deal, if you want it; you can sign up for it.

Senator Hawk questioned that having more than \$1 million in coverage may be an obstacle and more people may need to know the requirements so they can get the added coverage.

Senator Hawk also shared he learned that local Dillon's stores do not have the power to buy. Coltrain commented that rural grocery stores could purchase directly from producers.

Julie Roller shared local Hy-Vee stores are able to purchase locally. Brown added that Hy-Vee would not buy green beans without GAP Certification.

Moving forward, Chair Brown suggested that each of the task force and audience members take time to write down three obstacles they see for local foods.

### **Obstacles:**

Chair Brown –

1. Capabilities of personal from KSRE including funding
2. Market limitations – any kind of certifications, permits, etc.
3. Need some type of clearing house for many things happening in the state, many overlaps
4. Improved communication at the local basis
5. Labor and financial shortages

Senator Hawk -

1. Sales tax
2. Needed incentives for local produce
3. Credit card processing – SNAP
4. Having carriers who will aggregate and be the middle man selling
5. Cooling units
6. Low state funding for extension
7. Don't have financial incentives for intuitional buyers at local level – schools or hospitals

Swenson –

1. Marketing – we can grow many things, but how do we market to get specialty crops into the stores, coops, how to better utilize the *From the Land of Kansas* program.
2. Growing knowledge – more from extension, horticulture departments, increase growing trials
3. Training on how to raise food profitably
4. Obstacles with GAP certifications
5. Sales tax incentives
6. Labor – develop bigger equipment or machines to reduce labor required

Coltrain -

1. Gap training – help famers realize that GAP is not insurmountable; it will help get local products to the market
2. Info on packaging requirements, grade and standards
3. Emphasize to potential growers the low amount of fixed costs with specialty crops compared to commodity ag products
4. Emphasize niche products

5. Look at products offered in store that cannot be grow in Kansas and look at high tunnel possibilities.
6. Central packing grading for small growers to combine into a large entity

White -

1. Access to skilled labor/equipment
2. Make people aware of the profit margins
3. Aggregation facility and storage
4. Processing capacity, just like high tunnels can extend growing season, but processing for meat and vegetable production
5. Knowledge of the specifications for what the buyers want

Dr. Rivard -

1. Volume issue, a lot of growers aren't growing enough volume of sales – training equipment aggregations
2. Gaps
3. Access to resources – KSRE does not have enough funding, but many growers do not know it exists. There is disconnect with fruit and vegetable growers and county extension folks.
4. Equipment and supplies – to buy a harvest bucket you have to go to Michigan or central Missouri. You cannot drive down the road and buy what you need that day. To plant three acres of tomatoes, it's a three weeks supply problem in getting the right materials.
5. Educated consumers – the market is clueless on growing produce and the only way to scale up local production is for consumers to value it more. Do not undervalue things.
6. Selection of diet – Most people in Kansas do not want to buy fresh fruits and veggies.
7. Cultural history – we do not have enough people around here that grew up working in a watermelon or sweet potatoes field.

Coltrain added that children know more about fruits and vegetables than older generations. Dr. Rivard said programs like Farm to School are quickly turning the ship.

Audience comments:

Sarah Green commented when she purchases food, she wants to know where it came from and who grew it. She wants to know where to buy local food.

Swenson commented that at the farmers' market he attends, people are concerned and what to know who grew the foods they are buying.

Coltrain said that according to Dr. Vincent Amanor-Boadu, in Europe when you buy something, you can scan it and it tells a story about the farmer, but Europeans also spend twice as much of their income on food as we do.

White shared that France's "ugly vegetable project campaign" changed buying habits.

Phyll Klima reiterated what the Salina Food Policy Council wrote in its letter – education on the producer and consumer side is important. She said there should be a food policy or food advisory formation in the local or regional areas rather than statewide because every region in the state is different.

Jennie Bracken said obstacles she identified included: food safety regulations, production practices, volumes to meet minimum orders, certifications, processing, packages and marketing meeting the demand were all important.

Jessica Bowser said from a rural development prospective, groups applying for funding need to have a regional approach and add value to the farmer. She said a project should not cause farmers to lose money. She said switching from conventional crops to growing specialty crops is not easy to do, producers need assistance on how to switch, where to buy seeds, etc. She said Kansans know how to grow corn and soybeans; there are small changes that would make it easier to grow more specialty crops.

Natalie Fullerton said that the KRC's report outlines obstacles and opportunities, but the issue of generational stewardship transition is important. She said there are not many young farmers in the state and there are not tremendous amounts of young farmers who are able to enter conventional agriculture unless they have family or a foot in the door. She said specialty crop production is an excellent opportunity for young farmer to enter farming.

White commented that most young people know combines cost hundreds of thousands of dollars, but they do not know the cost of farming specialty crops.

Dr. Rivard said one obstacle is there is no used equipment in Kansas and instead you have to drive to Michigan to buy a used planter or picker.

Chair Brown said automation has taken over agriculture and labor is not one of the things young people want to do. Specialty crops are labor intensive.

Swenson commented that if you want to make money, you can, but it is work. He added you get pleasure from growing specialty crops that you cannot get from corn. You can eat the fresh produce.

Coltrain reminded the task force the Dr. Marr wrote a guide about farming a few acres and list of supplies you need to farm 10 acres.

Swenson said that the task force needs to think larger and if producers want to sell to Dillon's, they must think differently.

White said it would be interesting to see the comparison between selling to the entire Dillon's system and selling to independently owned stores. She said selling to Dillon's is huge and overwhelming.

Chair Brown shared that he receives a weekly e-newsletter from Farm Bureau and asked if they could share information about the task force in a future publication. He said Farm Bureau carries power with the legislature and their grassroots policy development process is effective.

In closing, Brown reminded the group that they are still accepting nominations for the Leopold Award.

The next Local Food and Farm Task Force meeting will be Friday, May 8 in Topeka.

**Attachments:**

1. Building local food capacity in Iowa
2. Dillons Food Stores
3. Letters

**Project Title: *Building Local Food Capacity in Iowa***

**1) Summary page**

- a. **Applicant:** Iowa League of RC&Ds, Inc.
- b. **Address:**  
1513 N. Ankeny Blvd.  
Suite 4  
Ankeny, Iowa 50023
- c. **Telephone:** 515-963-8654, Ext. 4
- d. **Contact Person:** Warren Johnson, Phone: 563-212-1510
- e. **Fax:** 515-963-0910
- f. **County where applicant is located:** Polk County
- g. **Congressional District:** 3
- h. **Grant Award -** \$251,706
- i. **Tax ID Number:** 42-1440027
- j. **DUNS Number:** 806403486
- k. **Recipients –** Five

**2) Matching Funds Sources**

Cedar Valley RC&D, Golden Hills RC&D, Iowa Valley RC&D,  
Pathfinders RC&D, Southern Iowa RC&D,  
Southern Iowa Agricultural Boosters

**Matching Funds Total:** \$251,706

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#### **4) Building Local Food Capacity in Iowa Project Overview**

The *Building Local Food Capacity* project will build the capacity of five individual Resource Conservation and Development areas (RC&D) within Iowa to serve as leaders for building regional food systems in the areas of community and economic development. The capacity building for the RC&Ds as leaders for the regional food systems will be a new or expanded function of the individual RC&Ds.

The project will involve the following participants:

##### **Intermediary**

The Iowa League of RC&Ds is a 501(c)(6) non-profit corporation in Iowa organized in 1992 with the office located in Ankeny, Iowa. The Iowa League of RC&Ds will be the applicant and provide financial and technical assistance to the recipients.

##### **Recipient**

The recipients will be the regional Resource Conservation and Development Areas (RC&Ds). The RC&Ds are multi-county organizations that provide assistance to individuals, groups, businesses and communities on community and economic development projects that are consistent with natural resource conservation. The recipient RC&Ds are organized as 501 (c) (3) private, non profit corporations. They include: Cedar Valley RC&D (Charles City, IA pop. 7,546), Golden Hills RC&D (Oakland, IA pop.1,395), Iowa Valley RC&D (Amana IA pop. 1,678), Pathfinders RC&D (Fairfield, IA pop. 9,459) and Southern Iowa RC&D (Creston, IA pop. 7,597).

Dedicated part time to fulltime staff persons will be hired at the recipient level with expertise in organizational development to build capacity in community and economic development through regional food system development.

##### **Beneficiaries**

The ultimate beneficiaries of the *Building Local Food Capacity* project will be local food producers in the communities in each regional food system along with food service business and consumers involved in the regional food system. A regional food system is a system where food production, processing, distribution and consumption are integrated to enhance the environmental, economic, and social and nutritional health of a particular region. The beneficiaries in this project are the designated regional food system areas and the associated producers, consumers, communities, and food related businesses. The intent of the project is to improve the recipients' capacity to serve as regional food system leaders to help beneficiaries better capitalize on the growing excitement and momentum of the eat-local movement.

An additional beneficiary will be the Sac and Fox tribe of Iowa (otherwise known as the Meskwaki Settlement) near Tama, Iowa which is included in the Iowa Valley RC&D local food region. The Iowa River Valley is the homeland of the Meskwaki tribe (recognized on the Federal Register as the "Sac and Fox Tribe of the Mississippi in Iowa"). The project will increase the capacity of Iowa Valley RC&D (recipient) to help the tribal population increase their capacity to

produce and consume traditional local foods. Attachment 4 provides the Federal Register list of tribal entities. "Sac and Fox Tribe of the Mississippi in Iowa" (Meskwaki) is listed on Page 18556.

The type of financial and technical assistance and the method of implementation are as follows:

**a. Type of Assistance**

Technical and Financial Assistance

The project will result in dedicated staff persons for each of the regional food systems hired by the RC&Ds (recipients) to build their capacity as food system development leaders. The Iowa League of RC&Ds (Intermediary) will provide training and guidance to the staff persons. The staff persons will assist the recipients in developing individual local food councils to plan and implement projects and improve their local food system. This process will include, but not be limited to the following components:

- Establish a local food producer inventory list for each regional food area. Local food producers will include fruit and vegetable growers as well as meat and dairy producers that market and distribute their products in the local area.
- Create a local food directory for each region. Using the producer inventory information, a directory will be developed and distributed in each region.
- Organize stakeholder meetings to solicit interest in the regional food system and discuss opportunities to strengthen and develop the local food system to stimulate the local economy and increase access to fresh, nutritious foods.
- Establish a local food council in each food system area from interested parties attending the stakeholder group meeting. Each region will strive to develop a council with diverse representation from food producers, retailers, institutions, agri-tourism, nutrition specialists and community leaders.
- Develop a plan of work for each regional food system area. This will be created by working with individual local food councils. The plan of work will include short term and long term goals, objectives and strategies for each regional food area and be updated on an annual basis.
- Develop a fundraising plan for each regional food system area. This will be created by working with individual local food councils and updated on an annual basis.
- Solicit grant funds from other sources to implement plan of work items that are prioritized by each regional food system area. This will be part of implementing the fundraising plan.
- Create an email distribution list in each area to share news, upcoming events, and other relevant informational items with stakeholders.

**b. Improving Capacity**

The capacity and ability of the recipient will be improved as follows:

The RC&Ds will be provided training from the Iowa League of RC&Ds on the following topics:

- Marketing
- Business development
- Food council development
- Food production data collection framework
- Local processing
- Economic data collection framework
- Renewable energy and energy efficiency programs and opportunities
- Value added producer grants

### **c. Overall Goal**

The overall goal to be accomplished by the *Building Local Food Capacity* project is to develop the capacity of the five individual RC&Ds (Recipients) to serve as leaders to develop their regional food system and increase community and economic development. The Iowa League of RC&Ds (Intermediary) will provide training and coordination to the individual RC&Ds (Recipients) through a “train the trainer” program. Developing the capacity of the food system leaders will ultimately help existing producers increase the level of local food production in each region, increase local food sales to institutions, add value added agriculture enterprises and increase food tourism.

A vibrant local food system will also foster other additional entrepreneurial ventures. The individual RC&Ds (Recipients) will provide organizational support, marketing training, and project development assistance for the local food councils, food producers, food retailers, food service business and tourism professionals. (Beneficiaries).

### **d. Benchmarks**

The benchmarks used to define success are as follows:

- \* Minimum of 5 staff persons hired to assist with regional food systems
- \* 5 regional local food producer directories developed
- \* 6 train the trainer workshops
- \* 4 regional meetings per year per regional food area
- \* 5 local food councils formed
- \* 5 regional email distribution networks established
- \* 5 Regional Food System Plans of Work developed
- \* 5 fundraising plans developed

## **5) Organizational Documents of the Intermediary**

The Iowa League of RC&Ds Inc. was organized as a non-profit corporation in 1992. The 501(c) 6 non-profit determination letter from the Internal Revenue Service was received in 1995. Attachment 1 provides a copy of the Certificate of Good Standing from the Iowa Secretary of State and a copy of the Tax Exempt Status letter from the Internal Revenue Service.

## **6) Verification of Matching Funds**

The five RC&Ds that are the recipients for this *Building Local Food Capacity* project are providing matching funds for this project. These funds will be provided over a three-year project period beginning January 1, 2010. Attachment 2 includes letters of commitment from each participating RC&D and Southern Iowa Agricultural Boosters and their level of cash match.

**7) DUNS Number:** 806403486

**8a-e) Recipient Information:** *RC&D Names, Address, County, Congressional District and Contact Information:*

Cedar Valley RC&D, 619 Beck Street, Charles City, Iowa 50616, Floyd County, Congressional Districts 1 & 4. Contact: Rick Juchems, 641-228-1912 Ext 4.

Golden Hills RC&D, 712 S Hwy 6, Oakland, Iowa 51560, Pottawattamie County, Congressional District 5. Contact: Barry Deuel, 712-482-3029.

Iowa Valley RC&D, 920 48th Avenue, Amana, Iowa 52203, Iowa County, Congressional Districts 2 & 3. Contact: Peter Hoehnle, Project Manager, 319-213-9243,

Pathfinders RC&D, 1805 West Jefferson, Fairfield, Iowa 52556, Jefferson County, Congressional Districts 2 & 3. Contact: Marvin Philips, 641-472-6177.

Southern Iowa RC&D, 500 East Taylor, Creston, IA 50801, Union County, Congressional District 5. Contact: Robert Lundquist, 641-782-7058.

## **9a) Recipient Eligibility**

IRS Determination letters of Non-Profit 501(c)3 status are provided in Attachment 3. Attachment 5 is the geographic map showing each RC&D area and associated local food regions.

## 9b) Low Income Rural Communities

U.S. Census 2000-Median Household Income for recipients headquarter Counties:

County Info	Race							Sex		Median Income	Nat. Origin
	White	Black	American Indian & AK Native	Asian	Native Hawaiian & Other Pacific Islander	Two or more races	Hispanic or Latino	Male	Female		
Floyd	98.1	0.2	0.1	0.4	0.1	0.6	1.3	48.3	51.7	35,237	1.1
Iowa	98.7	0.2	0.1	0.3	0	0.4	1.0	48.7	51.3	41,222	0.8
Jefferson	96.0	0.6	0.2	1.7	0	0.9	1.8	48.9	51.1	33,851	4.0
Pottawattamie	96.0	0.8	0.4	0.5	0	1.1	3.3	48.9	51.1	40,089	2.0
Union	98.4	0.2	0.2	0.3	0	0.6	1.0	47.9	52.1	31,905	0.9

## 9c) Federally Recognized Tribes

No recipients are tribes, however the Sac and Fox Tribe of the Mississippi in Iowa will be a beneficiary.

## 10) Evaluation Criteria

### 10-1 Building Capacity

The *Building Local Food Capacity* project will enable the Iowa League of RC&Ds (applicant) to improve the capacity of five individual Resource Conservation and Development Areas (recipients) in the areas of community and economic development. These five RC&Ds serve 34 Iowa counties (beneficiaries), or one-third of the state. The community and economic development will be a new or expanded function of the recipients and will specifically involve the regional local food systems within the recipient areas.

A 2006 report prepared by the Economics Department – Iowa State University, titled “The Economic Impacts of Increased Fruit and Vegetable Production and Consumption in Iowa” evaluated the economic value of producing 25% of the state’s present consumption of 37 fruits and vegetables and selling this produce directly to Iowans. The report found total industrial output from this scenario would have a net value of \$94.98 million within the Iowa economy. To produce and distribute this output, workers and sole proprietors of farms and other establishments would see a net increase in their labor incomes of \$40.6 million. The report states that this production scenario would directly support 1,556 jobs.

By extrapolation from this report, we estimate that if the five RC&D recipients assisted the 34 Iowa counties (beneficiaries) produce 10% of the state’s present consumption of 37 fruits and vegetables that were sold directly to consumers within Iowa; we would generate a net value of \$37.99 million to the state’s economy and would directly support 622 jobs. If we assume that the 34 beneficiaries would produce 5% of the state’s present consumption of 37 fruits and vegetables that were sold directly to consumers within Iowa we would generate a net value of \$18.99 million and support 311 jobs. This projection of economic impact and job support does not factor in the influence of locally produced meat and dairy products that this project would have an effect on.

**10-1 a.i.** The nature of financial and technical assistance provided to recipients and the activities to be conducted include the following:

The capacity building financial and technical assistance will be provided from the Iowa League of RC&Ds (Intermediary) to the five individual RC&Ds (recipients) in two areas:

a) Training to conduct community and economic development programs on the following:

- 1) Marketing of local foods
- 2) Small business development
- 3) Food council development
- 4) Food production data collection framework and processes
- 5) Local food processing
- 6) Economic impact data collection framework and process
- 7) Renewable energy and energy efficiency programs and opportunities

## 8) Value added producer grant program and opportunities

The intermediary will provide training to the recipients, and then the recipients will provide assistance to their local food system stakeholders (beneficiaries).

b) Staff in the form of new or expanded staff positions at the recipient level. The staff persons at the recipient level will receive assistance provided by the Iowa League of RC&Ds (Intermediary). Staff will increase the capacity of the recipients to focus directly on their regional food system.

The training and staff will enable the recipients to complete the following tasks:

- The applicant will provide training and technical assistance to the staff persons on completing a local food producer inventory list for their respective local food region. Local food producers will include fruit and vegetable growers as well as meat and dairy producers that market and distribute their products in the local area.
- Create and distribute a producer directory in each local food region. The directory will help consumers and food service businesses in each region source locally grown foods for consumption or resale.
- Organize stakeholder meetings to solicit interest in the regional food system and discuss opportunities to strengthen and develop the local food system to stimulate the local economy and increase access to fresh, whole foods. The intermediary will provide training to the staff persons (recipients) on information and opportunities which will then be presented at the stakeholder meetings. The recipients will be instructed in use and maintenance of data to compile and print information, agendas, handouts and supporting information. The project will result in 5 stakeholder meetings for local food system regions in Iowa.
- Organize a local food council in each food system area from interested parties attending the stakeholder group meeting. Each region will strive to develop a council with diverse representation. The food councils will be led by the recipients and will be a new or expanded function of the recipient organizations. Recipients will receive training on the organization of local food councils, the development of an organizational structure development of mission, vision and goals for the local food councils. The project will result in 5 local food council stakeholder organizations.
- The applicant will provide training and technical assistance to the staff persons on developing a plan of work for each regional food system area. This will be created by working with individual local food councils. Building on the mission and vision established by each council, the plan of work will include short term and long term goals, objectives and strategies for each regional food area.
- The staff persons will work with their local food councils to develop a fundraising plan to develop program sustainability. As part of this fundraising plan, staff persons will complete grant research to identify additional sources of future financial support.

- The staff persons will create an email distribution list in each area to share news, upcoming events, and other relevant informational items with stakeholders.

The Iowa League of RC&Ds (intermediary) will provide leadership and organize training to increase the capacity of the recipients to lead local food stakeholders in the following areas. A total of six training sessions covering eight topics will be held:

- **Marketing:** Training will be provided to the recipients on marketing techniques and practices for marketing local food products. Instruction will include information about the Buy Fresh Buy Local program, print ads as well as internet marketing techniques and opportunities.
- **Business development:** Training will be provided to the recipients on small business development for local food ventures, businesses and market farms.
- **Food council development:** Training will be provided to the recipients on best practices to organize, motivate, and engage a diverse group of community leaders to develop a local food council to direct local food efforts in each region.
- **Food production data collection framework:** Training will be provided to the recipients to develop a consistent framework across the regions for quantifying the amount of local food production in each region.
- **Local processing:** Training will be provided to the recipients on regulations and certifications required for local food processing and sales as well as grant sources available to establish processing facilities and acquire equipment.
- **Economic data collection framework:** Training will be provided to the recipients to develop a consistent framework across the regions to quantify the economic impact local food commerce generates in each area. Creating consistent data collection will allow for state-level compilation of the regional data.
- **Value Added Producer Grants :** Training will be provided to recipients on the development of Value Added Producer Grants and how to identify “food-preneuer” initiatives that are eligible for these grants to further develop their business.
- **Renewable energy systems and energy efficiency improvements:** Training will be provided to recipients on renewable energy and energy efficiency improvement projects for processing facilities and community and economic development. In turn the recipients provide information and encourage the development and application for renewable energy and energy efficiency improvement applications from businesses and communities within the designated regional food system area.

**10-1 a.ii.** The financial and technical assistance will develop or increase the recipient’s capacity in the following ways:

The *Building Local Food Capacity* project will result in staff persons hired at the recipient level who will serve as the local food coordinator within their region. This will be a new or expanded function of the recipient organizations. The applicant will provide training to the new recipient staff persons and other recipient staff through formal training and

food system development workshops coordinated by the applicant. The ultimate beneficiaries of the project will be local food producers in the communities in each regional food system along with food service business and consumers involved in the regional food system.

**10-1 a.iii.** The project will address the RCDI purpose area of Community Economic Development as described in section 10A.

Building local food capacity strengthens local economies by keeping money in local communities and creating jobs. Money is captured by investing food dollars to support farmers that grow food in the local area instead of supporting farmers located hundreds or thousands of miles away. The economy is further stimulated through new entrepreneurial ventures such as food tourism, the development of value-added product lines, and expanded markets by food related businesses capitalizing on the eat-local movement.

**10-1 a.iv. Benchmarks:**

The benchmarks used to define success are as follows:

- Minimum of five dedicated part time to fulltime staff persons hired at the recipient level to serve as coordinators for the local food system
- Producer inventory list created for each of the five local food regions
- Five local food directories created (one per region)
- Six train the trainer workshops
- 4 regional meetings per year per local food region
- Five local food councils formed
- Five email communication distribution lists developed and implemented
- Five Regional Food Work Plans developed
- Five fundraising plans developed

**10-2. Expertise (30 points)**

*Demonstrate that applicant has conducted programs of financial and technical assistance and achieved measurable results in areas of housing and community facilities, or community and economic development.*

The mission of the Iowa League of RC&Ds is to link individual RC&D councils, inform the public about RC&D activities, advocate for public policy positions related to resource conservation development issues, and provide services to member councils. The organization includes 16 authorized RC&D areas within Iowa involving 99 counties. Each RC&Ds is an independent, non-profit organization.

The Iowa League serves as the coordinating body for all the Iowa RC&Ds and provides capacity building and training for RC&D member organizations and individuals in community and economic development. In 2009 the Iowa League further expanded their ability to offer assistance by hiring an Executive Director to oversee day-to-day operations of the organization.

The Executive Directors works with the Board of Directors to deliver financial and technical assistance to all RC&D organizations across the state.

Specifically the Iowa League has provided or conducted programs of financial and technical assistance on the following projects and activities related to RCDI program activities:

**10-2 a. Nonprofit organizations in rural areas:**

For more information about the items listed below, contact Warren Johnson, Executive Director, Iowa League of RC&Ds, 563-212-1510

- A. Annually. The Iowa League of RC&Ds provides financial assistance to enable RC&D board members from across the state to attend the yearly Leadership Forum in Washington D.C. The financial assistance from the Iowa League enabled the participants from individual RC&Ds to receive training on maintaining effective communication and relationships with national and local elected officials.
- B. September 2009. The Iowa League of RC&Ds organized a Board Development Training workshop for RC&D Coordinators and Board members from Iowa, Minnesota, South Dakota and Nebraska. The Iowa League put together a Request for Proposals that included the core topics to be included in the training. These included: Fundamental Elements of a non-profit board, board governance and responsibility, board member recruitment and retention, board management, and partnerships.
- C. July 2009. The Iowa League of RC&Ds organized and held a training session entitled "Building Sustainable Byway Organizations." The training was targeted at non-profit organizations that are being established as part of an Iowa Byway Sustainability Project being implemented in cooperation with the Iowa Department of Transportation. Training topics included: Leadership, Finance, Community Involvement, Effectiveness and Administrative Capacity for sustainable organizations.
- D. 2008 – present. The Iowa League of RC&D's is implementing a capacity building program for the Iowa Scenic Byway Organizations. The project has resulted in training sessions being organized and held for byway organizations and leaders on: byway intrinsic qualities, corridor management planning, byway website development, and byway signage. Future sessions are being planned for byway resource interpretation, fund raising, marketing and capturing visitor demographics and economic information. The Iowa League has also provided capacity building assistance to the RC&Ds serving as byway leaders in the form of \$71,346.79 of financial assistance from Rural Community Development Initiative Grant funds approved in 2008. The assistance provided has resulted in 9 stakeholder lists developed, 9 byway organizations being formed, new signs for each byway being approved, and at least 2 additional statewide cooperative grant projects being approved.

- E. January 2007. Legislative Training was provided by the Iowa League of RC&Ds to individual RC&D board members to promote understanding of the legislative processes and issues at the state and federal levels.
- F. 2006 – present. The Iowa League of RC&Ds provided technical and organizational assistance to help Iowa RC&Ds secure funds from the Iowa Legislature to support natural resource based economic development projects in rural areas of Iowa. The funds provide financial assistance through individual RC&D's to support rural business development that is based on the local natural resources. In 2006/2007 The Natural Resource Based Opportunity Program provided \$300,000 in competitive grant funds that were leveraged with \$822,362 of local funds in providing assistance to 15 individual projects. The projects assisted included wood pellet businesses, wind energy projects, public/private partnerships for cabins for outdoor recreation, bio energy projects, byway project development, and visitor based business ventures. The 2007/08 program provided an additional \$250,000 for projects that included organic farmers market, woody biomass, rural recreational tourism, cultural resources study, walnut and hazelnut marketing, and water trails. In 2009, the Legislature has appropriated \$250,000 for the program.
- G. October 2006. The Iowa League of RC&Ds coordinated Food and Fitness Systems Development and Expansion Training to all of the Iowa RC&D organizations. Local foods organization assistance and how it relates to a healthy population was also included in the training. A panel of local foods experts provided discussion on items that worked, items that were tried but lacked success and why, all related to widespread adoption of local foods.
- H. September 2006. The Iowa League of RC&Ds organized and provided Non Profit Area Planning Training for the individual RC&Ds across the state. Every five years the RC&Ds are required to create a participatory area wide strategic plan for the future work of the individual RC&Ds. This training focused on methods to achieve a successful Strategic Plan and included public participation processes, developing goals, and included outreach to minority and underserved groups.
- I. September 2005. The Iowa League provided training to RC&D board members on how to use the media to help sustain your organization. The program was titled "Organizational Marketing."
- J. 2005. The Iowa League of RC&Ds provided financial assistance of \$5,000 to enable individual RC&Ds to complete Non-Profit Board Training for their specific organizations. The funds provided through the Iowa League enabled individual RC&D's to contract with local consultants to assist with board development for sustainable revenue generation and strategic planning.

K. 2004 – 2005. The Iowa League of RC&Ds organized and presented a series of 5 training programs for RC&D board members titled “Growing Great Organizations”, A Series for Non-profits: The sessions included the following topics:

- Management and Professional Development- including orientation for new board members, recruiting volunteers, staff/board relationships & running effective meetings.
- Tools for Non-profits- from money matters to marketing.
- Fundraising- thinking creatively on generating revenue.
- Financial Management – reporting and auditing for non-profits.
- Marketing and Communications- outreach on a budget and using the world wide web to reach constituents.

L. March 2004. The Iowa League of RC&Ds provided training to RC&D board members from across the state on Risk Management for Nonprofits. The training included items to consider for officers and directors of nonprofits.

**10-3. Population** (30 points)

Below lists 2000 census data for “communities in which the recipients are located”.

Source [www.census.gov](http://www.census.gov)

RC&D Area	City of Office Location	Population
Cedar Valley	Charles City, Iowa	7,546
Golden Hills	Oakland, Iowa	1,395
Iowa Valley	Amana, Iowa	1,678
Pathfinders	Fairfield, Iowa	9,459
Southern Iowa	Creston, Iowa	7,597

**10-4. Income** (30 points)

Below lists 2000 census data for “median household income for communities where recipients are located”. Source [www.census.gov](http://www.census.gov)

RC&D Area	City of Office Location	Median Household Income	National Median Income
Cedar Valley	Charles City, Iowa	\$30,568	\$41,994
Golden Hills	Oakland, Iowa*	\$40,089	
Iowa Valley	Amana, Iowa*	\$41,222	
Pathfinders	Fairfield, Iowa	\$31,202	
Southern Iowa	Creston, Iowa	\$29,831	

\*No city census data was available for these towns, so county level data is listed instead

### 10-5. Soundness of Approach (50 points)

- a. The ability to provide the proposed financial and technical assistance based on prior accomplishments is discussed in Section 10-2a (pages 12-14).
- b. The proposed financial and technical assistance program and the plan for implementation are discussed on pages 8-11.
- c. Cost effectiveness: The budget information is listed on pages 19-20.
- d. The objectives of the project as they relate to the RCDI program are discussed in Section 10-1 a.i (pages 8-9).

Creating capacity to further develop and enhance local food systems is a logical fit for local RC&D organizations. The focus of the RC&D program is on rural and small community development that is based on the sustainable use of regional natural resources. The RC&Ds serve multi-county regions and correlate well with the locations of evolving regional food efforts.

The Iowa League of RC&Ds is the organization that coordinates statewide training and organizational development for the individual RC&Ds and will serve as the lead organization to facilitate the training and capacity building to enable the individual RC&Ds to serve as the regional food system leaders. Working through a lead coordinating and training group is a more efficient strategy for train the trainer type activities. Increasing the capacity of the RC&D's ability to serve as food system leaders will ultimately lead to the development of new and bigger community development projects at the local level. The RCDI capacity building assistance will also leverage funds already committed by the individual RC&D's for the project.

The development of regional local food systems rely on local leadership and support to provide the technical knowledge, business expertise and market networks to sustain and enhance the local and state food economy. The Leopold Center for Sustainable Agriculture has outlined several "key elements" that should be in place to develop "Vibrant and Sustainable Local/Regional Food Systems." The components of this project will address several of these elements including: convening a diverse leadership team willing to forge a vision with multiple stakeholders and strong community representation, identifying and empowering multiple champions within a region with social, political and financial influence, a local food coordinator to serve as a facilitator for regional food system development efforts and committed producers with diverse production. In addition, the Leopold Center has cited the importance of a compelling vision, mission and goals for regions. Training facilitated by the Iowa League of RC&Ds for this project will focus on all of these "key elements" to build strong foundations for food system development in each of the RC&D regions.

The *Building Local Food Capacity* project will enable the Iowa League of RC&Ds to provide increased training to the recipient RC&Ds with the best professional expertise in the nation on a variety of related topics. This project will develop the recipient's capacity to lead Iowa's food

system development in the best manner possible. As with any other organization the ability to start with a sound foundation of knowledge increases the probability of future sustainability. Getting the quality training necessary in this new venture may be the difference between finding success in Iowa's regional food systems or a more stagnant local food economy that is often manifested when the local food expertise, support and leadership is insufficient. This project will ultimately provide increased economic return to local food producers and spark new markets and business ventures for food retailers and food service providers.

The necessity of growing, eating and sharing good food is rising up the list of strategies Iowa leaders are working on in their bid to build competitive economies. Many school districts across Iowa now desire to serve local farm foods to help develop healthier kids via nutrient rich fresh foods. The cumulative effect of these and other regional food initiatives is to build that sense of place—rural to urban—that Iowa must strengthen. This project does that by making new local commerce and community connections and by transforming diets, neighborhoods and markets. Iowa becomes stronger on the national and world stage as its individual communities and regions embrace this emerging economic opportunity as part of their overall strategy to build healthy, happening places. Building more cohesive and vibrant regions—made of downtown cultural centers that are well connected to suburbs surrounded by rural areas that provide food, recreation and nature is fundamental to assuring Iowa's future success. That means offering a great quality of life for everyone, and regional food systems can and should be an important part of our economic engine. Local, sustainably raised food can produce new jobs, build public health and attract more family and business investment to Iowa as the state's regions become more attractive places to live and work.

**10-6. Technical Assistance** *for the capacity to develop renewable energy and energy efficiency improvement for housing, community facilities, and community and economic development.*

The *Building Local Food Capacity* project will enable the applicant to improve the capacity of the recipients related to the development of renewable energy systems and energy efficiency improvements by organizing and conducting training workshops on renewable energy and energy efficiency improvement projects for processing facilities and community and economic development. In turn the recipients will organize and conduct renewable energy and energy efficiency training workshops for the beneficiaries within the regional food system area. These workshops will be designed to provide information and encourage the development and application for renewable energy and energy efficiency improvement applications from businesses and communities within the designated regional food system area.

## 11) Timeline

The *Building Local Food Capacity* goal is to increase the capacity of the recipient community in the area of economic and community development will be implemented over a three- year period. The activities and proposed time frame are included in the following work plan.

<u>Timeline</u>	<u>Activity</u>
Mar-Jun 2010	Finalize grant agreement and compose job description Hire staff person Set training schedule with Iowa League of RC&Ds
July-Sept 2010	Compile initial local food producer inventory for each region Create and distribute regional local food producer directories Conduct food production data collection framework training for recipients
Oct- Dec 2010	Compile stakeholder list Plan first stakeholder meeting Discuss opportunities to strengthen the local food system through facilitated discussions Conduct training on renewable energy and energy efficiency and Value Added Producer Grants for recipients Conduct training on food council development for recipients
Jan– Mar 2011	Conduct two (2) stakeholder meetings Develop an inventory of assets for each local food system region Create email distribution list in each region Submit annual report to USDA
Apr – Jun 2011	Conduct three (2) stakeholder meetings Establish local food council in each local food region Develop initial Plan of Work for each local food region Conduct marketing training for recipients
Jul – Sep 2011	Update regional producer inventory Create and distribute regional producer directories Update email distribution list Search grant databases to fund local food system efforts
Oct - Dec 2011	Conduct small business develop training for recipients
Jan– Mar 2012	Conduct two (2) stakeholder meetings Update email distribution list in each region Conduct food tourism training for recipients

- Develop fundraising plan for continued operations
- Submit annual report to USDA
  
- Apr – Aug 2012
  - Conduct three (3) stakeholder meetings
  - Update Plan of Work for each local food region
  - Conduct local food processing training for recipients
  
- Sept - Dec 2012
  - Update regional local food producer inventory
  - Create and distribute regional local food producer directories
  - Update email distribution list
  - Search grant databases to fund local food system efforts
  
- Jan- Mar 2013
  - Conduct two (2) stakeholder meetings
  - Update email distribution list in each region
  - Update fundraising plan for continued operations
  - Complete and submit final report to USDA



# Dillons

FOOD STORES®

SOCIAL

ENVIRONMENT

ECONOMIC

# local food

Produced / Manufactured



## Grocery



### Milk - 13 million gallons sold

Dillons Milk produced in southwest Kansas; bottled at Jackson's Dairy in Hutchinson Ks.  
Hildebrand Milk produced and bottled in Junction City, Ks.  
Hiland Milk bottled in Wichita, Ks.

### Eggs - 7.5 million dozen sold

Dillons Eggs supplied by CalMaine in Chase, Ks.

### Flour - 390,000 five pound bags sold

Kroger and Hudson Cream Flour produced in Stafford and Hudson, Ks.

Gates BBQ Sauce - Kansas City, Ks.

Art's & Mary's Chips - Kingman, Ks.

Guy's Potato Chips - Overland Park, Ks.

Roys BBQ Sauce - Hutchinson, Ks.

Mama Lupe Tortillas - Moundridge, Ks.

## Meat

### Kansas Meat - 3,147,497 million pounds sold

Sterling Silver - Dodge City, Ks.

Fanestil - Emporia, Ks.

Eckrich Smoked Sausage - Junction City, Ks.

Mendolias - Kansas City, Ks.



## Bakery

### Kansas Product - 165,148 units

Tippins - Kansas City, Ks.

Helmuth - Yoder, Ks.

Crust & Crumb - Newton, Ks.

Monica's Bundt Cakes - Wichita, Ks.

Delano - Wichita, Ks.

Wheatfields - Lawrence, Ks.

Little Buddies Gluten Free Foods - Shawnee Mission, Ks. (coming soon)



## Deli

### Kansas Product - 1,200,862 units

Helmuth - Yoder, Ks.

Becky's Beirocks - St. Francis, Ks.

Reser's - Topeka, Ks.

Daddy Jacks - Wichita, Ks.

Alma Cheese - Alma, Ks.

Fanestil - Emporia, Ks.

Country Fresh - Newton, Ks.

## Produce

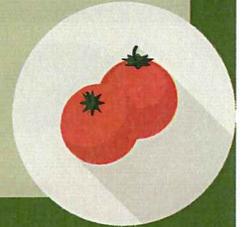


Kansas Produce - 6,300,000 pounds sold  
Equivalent to 150 truckloads of Squash, Cantaloupes,  
Watermelons, Pumpkins and Apple Cider as  
primary commodities.

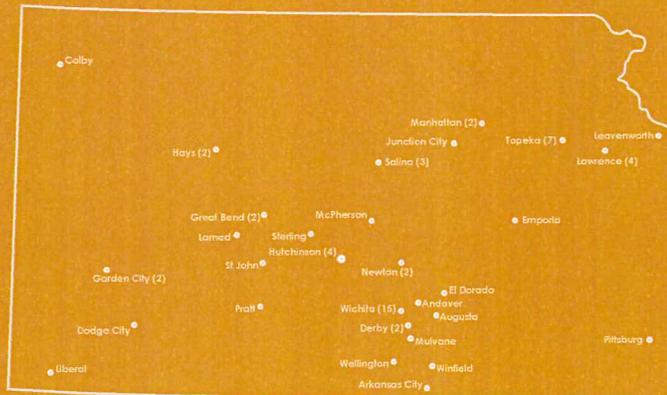
Dillon's has a network of growers consisting of 10 core  
farmers that coordinate crops to limit duplication amongst the  
group to better utilize their resources.

We also work with the Kansas Department of Agriculture -  
From the Land of Kansas project.

DeVore Family Farm - St. John, Ks.  
Gaeddart Farms - Inman, Ks.  
Dan & Kathy Kuhn Depot Market, Courtland, Ks.  
Louisburg Cider Mill - Louisburg, Ks.  
Rita & Don Taylor 4 Star Greenhouse - St. John, Ks.  
Dean Lewis Fruit and Vegetables - Topeka, Ks.  
Ted and Shane Root - Topeka, Ks.  
Bill Coleman - Wichita, Ks.  
Pure Prairie Organic Farm - Clayton, Ks.  
John Able - Eudora, Ks.  
And many more.



Kansas has 64  
Dillon's Stores  
across the state



enjoy food

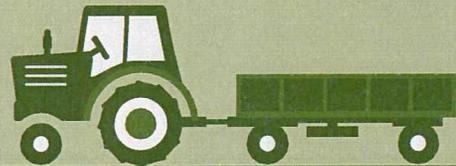
PREMIUM QUALITY

### Shipped from our Fresh Facility

Pounds of Product — 10,700,000 weekly

Cases — 550,000 weekly

Truck Loads — 370 weekly



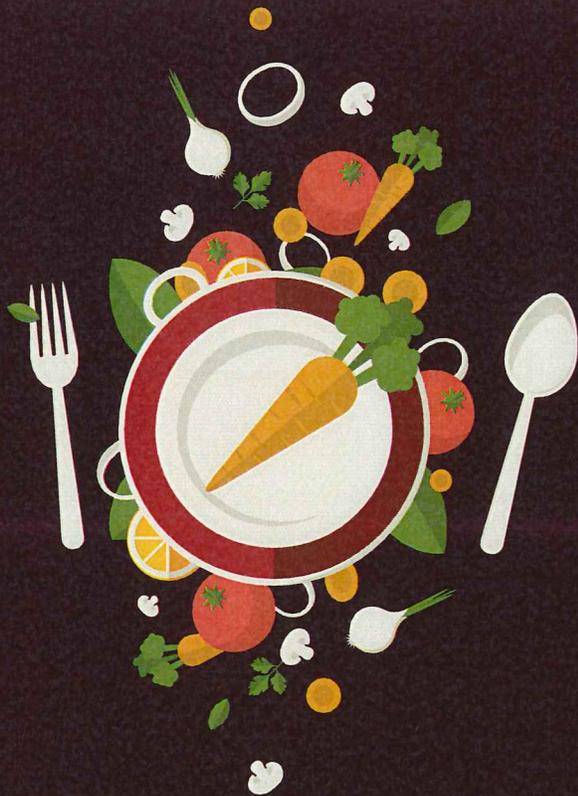
### Dillons Food Stores employees 10,225 Kansans

Stores — 9,610 Kansas associates

Office — 255 Kansas associates

Warehouse — 360 Kansas associates

More than \$125 million in payroll compensation is paid out yearly to our Kansas associates.



Dillons Food Stores have remained very competitive in the marketplace because we recognize the critical importance of reinvesting in our neighborhoods.

Over the past five years, Dillons has invested over \$250 million in capital expenditures across Kansas for store improvements.

Annually, Dillons generates \$100 million in tax revenues for Kansas communities.

## 2014 Donations

Dillons is proud to give back to the Kansas communities in which we serve.

Dillons donates to local hunger relief through our food drives and also our Perishable Donation Partnership. We fill local food pantries with fresh meat, seafood, fruit, vegetables, baked goods, dairy items and other perishable foods.

In addition, Dillons donates to a wide variety of local organizations such as schools, churches, Boy Scouts, Girl Scouts, 4-H, booster clubs, Relay for Life, The Urban League, Inter-Faith Ministries, YMCA and United Way.

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767,009 - Pounds of Product

613,752 - Meals

\$77,926 - Store Contributions

\$2,283,722 - Local  
Organizations



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In 2015,  
Dillons and our Kansas  
associates generously pledged  
over \$708,700  
to local United Way.





Heartland Healthy Neighborhoods  
455 SE Golf Park Blvd.  
Topeka, KS 66605

March 31, 2015

Dear Task Force Members,

Our community of Shawnee County has been actively involved in transforming the food system locally to encourage consumption of healthy local foods. In our 2015 Community Health Improvement Plan for Shawnee County, we included strategies for system and policy change and opportunities for community action to increase healthy eating. We have experienced barriers and challenges during our work that we would like to share with you because of your task of developing a plan and recommendations for local food and farm issues. I have outlined the obstacles we have experienced and recommendations for alleviating those obstacles.

***1) Identification of strategies and funding needs to make fresh and affordable locally grown foods more accessible***

**OBSTACLE:** Fresh healthy food is not the easy choice for most Kansans. Often times Kansas grown fruits and vegetables are NOT made available as a choice in worksites, institutions, or in government facilities.

**RECOMMENDATION:** When Kansas taxpayer dollars are being used, we should be buying healthy foods grown in Kansas when possible. There should be food procurement guidelines that outlines nutrition standards for foods that are purchased with public funding. Local food purchasing preferences should also be incorporated into those nutrition guidelines. These guidelines will lead the way so additional private worksites can also invest more money in purchasing local foods.

**OBSTACLE:** Many of our most vulnerable populations in Kansas also do not have access to Kansas grown fruits and vegetables.

**RECOMMENDATION:** There should be incentives to use SNAP and WIC on Kansas grown fruits and vegetables, such as a "SNAP Double-Up Program" at farmers markets. In a Double-Up Program, like what Douglas County has done, the SNAP recipient is only debited half of the purchase amount from their Vision Card when making eligible purchases at Kansas farmers markets. The other half of this amount is paid for from separate public funding.

***2) Identification of existing local food infrastructures for processing, storing and distributing food and recommendations for potential expansion***

**OBSTACLE:** More coordination is needed across the farm-to-fork food system in Kansas so existing infrastructures can be developed, promoted, or enhanced.

**RECOMMENDATION:** More local, regional AND state level publically-appointed Food and Farm Councils should be encouraged and developed. These need to occur at all three level in Kansas for the most effective approached to infrastructure building and policy support.

If the Task Force has questions on the obstacles and recommendations we have listed in this letter, I would be more than happy to speak with you. You can contact me at [estaley@tscpl.org](mailto:estaley@tscpl.org).

Thank you,



Lissa Staley  
Co-Chair, Healthy Eating Active Living  
Vice Chair, Heartland Healthy Neighborhoods



March 20, 2015

To Whom It May Concern,

In my work with dozens of communities throughout Kansas, American Heart Association has been actively involved in transforming the food system locally to encourage consumption of healthy local foods. We have learned many things on our journey that we would like to share with you in light of your task of developing a plan and recommendations for local food and farm issues. I have outlined the obstacles we have experienced and the recommendations I have for alleviating those obstacles.

**1) Identification of strategies and funding needs to make fresh and affordable locally grown foods more accessible**

OBSTACLE: Fresh healthy food is not the easy choice for most Kansans. Often times Kansas grown fruits and vegetables are NOT even a choice in worksites, institutions, or even in government facilities

RECOMMENDATION: Food Procurement guidelines that outline nutrition standards for foods purchased with public funding. Local food purchasing preferences should be incorporated into those nutrition guidelines.

**2) Identification of existing local food infrastructures for processing, storing and distributing food and recommendations for potential expansion**

OBSTACLE: More coordination is needed across the farm-to-fork food system in Kansas so existing infrastructures can be developed, promoted, or enhanced)

RECOMMENDATION: Local, regional AND state level publically-appointed Food and Farm Councils should be encouraged and developed. These councils need to be organized at all three level in Kansas for the most effective approaches to infrastructure building and food and farm policy support

If you would like more information on the obstacles and recommendations we have listed in this letter, I would be more than happy to speak with you. You can contact me at 785-383-6293 or [missty.lechner@heart.org](mailto:missty.lechner@heart.org).

Thank you,

A handwritten signature in black ink, appearing to read "Missty Lechner", is written over a horizontal line.

Missty Lechner  
Advocacy Project Director, American Heart Association

**KANSAS STATE**  
**UNIVERSITY**

Pollution Prevention Institute

133 Ward Hall, Manhattan, KS 66506-2508

785-532-6501

Fax: 785-532-6952

800-578-8898

[www.sbeap.org](http://www.sbeap.org)

April 13, 2015

Dear Task Force Members,

Since October 2014, the Salina Area Local Food Task Force (SALFTF) has been actively involved in assessing our food system. K-State Engineering Extension's Pollution Prevention Institute received a USDA AMS Local Food Promotion Program (LFPP) planning grant and is managing the project. Our 15-member task force, representing 13 organizations have facilitated a community planning process that assessed the Salina area food system. We held two events, well-attended by stakeholders representing all aspects of our food system, especially producers. The first event, attended by 180 individuals, was a meet-and-greet to inform stakeholders of our project and to get input on barriers, benefits, and possible solutions. The second event, attended by 70 individuals, was a six-hour workshop. Attendees at the first workshop learned from a panel who educated us on key categories of a food system. Attendees at the second workshop learned from a panel who educated us on topics including food policy council, food hub/coop, and food insecurity.

Regarding your task of *identification of existing local food infrastructures for processing, storing and distributing food and recommendations for potential expansion*, we found a huge gap in our food system in this area. There is a need to connect local growers with local consumers. The demand for local foods will need to be driven by both the market and policy. After small group discussions and prioritizing activities, the workshop identified the following greatest needs for our area: a food policy council/advisory board; a food hub or cooperative; and education (especially for the consumer).

We identified the need for a food policy council or advisory board at both the local and state levels to incentivize the demand for local foods. We identified the need for a distribution system that is organized as a food hub or cooperative model (possibly a virtual food hub model). Also, to expand the demand for local foods, consumers need much education and a paradigm shift in their way of purchasing and using food.

We are continuing to explore solutions to the needs identified. If you have questions or would like additional information, please contact me at 785-452-9456 or [barblj@ksu.edu](mailto:barblj@ksu.edu).

Thank you for serving on the state local food and farm task force. We look forward to changes that will be made to our local food system as a result of your hard work.

Sincerely,



Barbara L. Goode, P.E.  
Project Manager  
K-State Engineering Extension, PPI

## Northwest KS Healthy Communities Initiative

Mr. Chris Sramek, Coordinator  
112 S 4<sup>th</sup> St. - Atwood, KS 67730  
(785) 626-8066 / [chris@decisionweather.com](mailto:chris@decisionweather.com)

Wednesday, April 15, 2015

To Whom It May Concern,

My community of Rawlins and Cheyenne Counties Kansas has been actively involved in transforming the food system locally to encourage consumption of healthy local foods. We have experienced barriers and challenges during our work that we would like to share with you because of your task of developing a plan and recommendations for local food and farm issues. I have outlined the obstacles, most important in my mind that I have heard from KRC or from other stakeholders at meetings.

**1) Identification of financial opportunities, technical support and training necessary for local and specialty crop production**

- We need K-state and our Community Colleges step-up and use the changing local food and health systems and identify the economic opportunities for our communities and then provide technical support for young farmers to grow specialty crops.

**2) Identification of strategies and funding needs to make fresh and affordable locally grown foods more accessible**

- This is where a State system of local food councils, reporting to a State level task force or commission makes the most sense.

**3) Identification of existing local food infrastructures for processing, storing and distributing food and recommendations for potential expansion**

- Again this is where the local, regional AND state level food councils should be encouraged and developed. Incentives or policies can be guided to on the ground grass routes efforts in communities. **We need to look at using the existing RC&D's to be the link between local and statewide communication. RC&D's need a new purpose and reinvigorated leadership and local food fits right into their expertise, vision and framework. We need to be creative on how to match local, State and Federal funding to make it happen.**

**4) Strategies for encouragement of farmers' markets, roadside markets and local grocery stores in unserved and underserved areas**

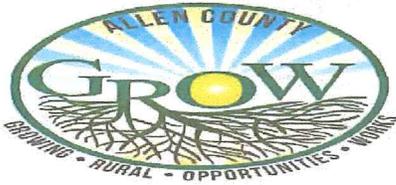
- With more farmers and production this will happen.

If the Task Force has questions on the obstacles and recommendations we have listed in this letter, I would be more than happy to speak with you.

Thank you,



Chris Sramek, Coordinator  
Northwest KS Healthy Communities Initiative



Allen County GROW  
12 W. Jackson  
Iola, KS 66749  
620-365-8128

April 14, 2015

To Whom It May Concern,

My community of Allen County, Kansas has been actively involved in transforming the food system locally to encourage consumption of healthy local foods. We have experienced barriers and challenges during our work that we would like to share with you because of your task of developing a plan and recommendations for local food and farm issues. I have outlined the obstacles we have experienced and the recommendations I have for alleviating those obstacles.

1) ***Identification of financial opportunities, technical support and training necessary for local and specialty crop production***

OBSTACLE: (i.e. There is a lack of research-based information and more technical support is needed on commercial fruit and vegetable production)

RECOMMENDATION: (i.e. More regional fruit and vegetable extension specialist positions, an Agricultural Economist and stable funding are needed to meet the needs of my community)

2) ***Identification of strategies and funding needs to make fresh and affordable locally grown foods more accessible***

OBSTACLE: (i.e. Fresh healthy food is not the easy choice for most Kansans. Often times Kansas grown fruits and vegetables are NOT even a choice in worksites, institutions, or even in government facilities)

RECOMMENDATION: (i.e. Food Procurement guidelines that outlines nutrition standards for foods that are purchased with public funding. Local food purchasing preferences should also be incorporated into those nutrition guidelines.)

3) ***Identification of existing local food infrastructures for processing, storing and distributing food and recommendations for potential expansion***

OBSTACLE: (i.e. More coordination is needed across the farm-to-fork food system in Kansas so existing infrastructures can be developed, promoted, or enhanced)

RECOMMENDATION: (i.e. More local, regional AND state level publically-appointed Food and Farm Councils should be encouraged and developed. These need to occur at all three level in Kansas for the most effective approach to infrastructure building and policy support. Allen County GROW Food Policy Council was appointed last fall by the Allen County Commissioners.)

4) ***Strategies for encouragement of farmers' markets, roadside markets and local grocery stores in unserved and underserved areas***

OBSTACLE: (i.e. Vision card users need more incentive to shop at farmers' markets along with education on how to use the wide variety of produce available from which to choose. Transportation is often an issue for these shoppers so a refrigerated truck that could facilitate a mobile market would increase the use of produce in the underserved areas that have no grocery store.

RECOMMENDATION: (i.e. Information on where funding for Double Bucks for SNAP users and the purchase of equipment such as the refrigerated truck can be obtained would be helpful to our community.

If the Task Force has questions on the obstacles and recommendations we have listed in this letter, I would be more than happy to speak with you. You can contact me at 620-228-3069 or email [allenfb@kfb.org](mailto:allenfb@kfb.org).

Thank you,

Debbie Bearden  
Allen County GROW Core Leadership Team