Case Studies of Various Funding Support for Sustainable Local Food Systems in Midwest Communities

NCRCRD Policy Project Webinar
September 16, 2014

Linda Naeve and Christa Hartsook
Iowa State University Extension and Outreach
Value Added Agriculture Program

Sustainable Local Food Systems in Midwest Communities

• What is the economic impact of local foods in communities?

• What funding sources are selected communities using to support local food systems?

• 10 "Best Practices" learned from this project

The “Local Food Shift”

"Rebuilding our local food system is one of the most important strategies for strengthening our local economy."

"Food localization can create new jobs and generate hundreds of millions of dollars in new economic activity."

Michael H. Shuman, 2012
The 25% Shift: The Benefits of Food Localization for Boulder County and How to Realize Them.
Re-localizing the food system in new and innovative ways can:

• help create jobs
• increase retention of local food dollars
• create a stronger economy
• improve health outcomes

“... local food has big potential for job creation and economic opportunity.”

-- Kathleen Merrigan, Former Deputy Secretary, USDA
North Central Regional Center for Rural Development
Policy Project Grant

Alternative Funding for Local Food Systems Development

Siouxland

Funding Sources

USDA Farmers’ Market Promotion Grant
$42,000 – 1 year

Sustained Funding
Donations
Vendor fees

Siouxland
Farmers’ Markets Benefits to the Community

Iowa Study:
Introduction of 152 farmers markets into the state economy led to the creation of 576 jobs, a $59.4 million increase in output, and a $17.8 million increase in income

(Hood, 2010)
Initial Goals:
• provide an opportunity for existing and new producers to diversify
• explore development of regional processing and storage facilities to add value to all agricultural products in the area
• increase the consumption and sale of locally grown crops.
Primary Funding Sources
W.K. Kellogg Foundation
$650,000 (2008)
$1.2M (2011)
$900,000 (2013)

Leveraged grants
Leopold Center for Sustainable Ag.
Wellmark Foundation
USDA
Iowa DOT
Economic Impact of local foods in NE Iowa

2013
26 farms added $8.6 million to the local economy


“Demand for locally produced food including fruits and vegetables as well as livestock products has shown substantial growth.”

Teresa Wiemerslage
Leader for the Northeast Iowa Food and Farm Coalition and ISU Extension and Outreach program coordinator.

New or Expanded Economic Development Opportunities Associated with NE Iowa Food & Fitness, 2009-2014

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Job Creations, FTE</td>
<td>2</td>
<td>17</td>
<td>8</td>
<td>10</td>
<td>18</td>
<td>37</td>
</tr>
<tr>
<td>Institutional Buyer-Created jobs (FTE)</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>ESL Jobs</td>
<td>2.5</td>
<td>2.5</td>
<td>0</td>
<td>0.7</td>
<td>0</td>
<td>6.7</td>
</tr>
<tr>
<td>New AmerCorps/Food Corps members</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Total number of new jobs created</td>
<td>6.5</td>
<td>21.5</td>
<td>13</td>
<td>14.7</td>
<td>24</td>
<td>79.7</td>
</tr>
<tr>
<td>Number of new local food producers/food</td>
<td>8</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>15</td>
<td>70</td>
</tr>
<tr>
<td>Number of expanded jobs</td>
<td>0</td>
<td>0.5</td>
<td>2.5</td>
<td>6</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL NUMBER OF new or expanded economic opportunities</td>
<td>34.5</td>
<td>34</td>
<td>29.5</td>
<td>36.7</td>
<td>42</td>
<td>150.7</td>
</tr>
</tbody>
</table>
**Driftless Farm Crawl and Farm-to-Table Dinner**

**Primary Funding Sources**

**Sustainable Dubuque Grant**

$2,500

**Leveraged funding**

$500 Event Sponsors
Saturday, September 21st
1:00—5:00pm

Learn how local farmers grow your food and manage their farms on the self-guided tour of Iowa and Wisconsin farms.

Free for all ages. No registration required.

Grab this map and GO!
Rural Coop. Devel. - $83,485
Rural Coop. Devel. - $53,010
Specialty Crop Block Grant - $17,984
CLEF BAR FAMILY FARMING
LEOPOLD CENTER

9/22/2014
Mission:

To develop a sustainable, replicable food system for accessing local and healthy foods for all income levels of the central Iowa foodshed involving residents, producers, distributors, educators and entrepreneurs.

Primary Funding Sources

Health Cabinet of United Way, of the Des Moines Area
$60,000 (2008)

Des Moines Area Religious Council
$45,000

Community Foundation Grant
$3,000
Focus Areas

- Policy
- Health and Nutrition
- Access and Hunger
- Community Outreach
- Business Development

Food and Finance Institute
Willy Street Co-op
Madison, WI
10 Best Practices
Various Funding Support for Sustainable Local Food Systems in Midwest Communities

1. The project or program must align clearly with mission and/or objectives of the funding agency or organization.

2. Utilize an experience grant writer for large, competitive grants.

3. Don't overlook USDA grants because they appear overwhelming and competitive.

Local Food, Local Places Initiative
$650,000 available in 2014

Goals:
• Boost economic opportunities for local farmers and businesses, and foster entrepreneurship;

• Improve access to healthy local food, particularly among disadvantaged groups with limited access to fresh fruits and vegetables; and ...

Goals, continued:
• Revitalize downtowns, main street districts, and traditional neighborhoods by supporting farmers’ markets, food hubs, community gardens, community kitchens, and other kinds of local food enterprises, and by providing people with affordable choices for accessing those amenities, such as walking, biking, or taking transit.
10 Best Practices
Various Funding Support for Sustainable Local Food Systems in Midwest Communities

4. Small community grants and foundation grants can become a catalyst for more funding or continued support.

5. Don't rely on just one grant for single time funding.

6. Use funding to hire a program manager.

7. Partnerships, diversification and an entrepreneurial business plan are essential to sustain the program/project.

8. Success and sustainability of a project of any size requires a diverse group working to create a common vision.

9. When several communities are involved in a visionary project together, a trusting and inclusionary atmosphere must be created at the beginning.

10. When in the planning stages for a community-based local food system program, begin by focusing on one event or activity and don't let it become too large and miss the objective.