

# Iowa Food Systems Council

## A Second Generation State Food Policy Council

*A journey in building relationships, cultivating leadership,  
and cultivating Iowa's rich food landscape*



## Iowa Food Policy Council v 1.0

The first Iowa Food Policy Council (IFPC) was established in March 2000 by Iowa Governor Vilsack through Executive Order 16 and was administered by Drake University Agricultural Law Center.

Support came from federal grants and Drake University. The IFPC provided a vehicle for networking, communication, examining the Iowa food system and reporting to the Governor's office policy recommendations to improve the food system in Iowa, specifically food security issues and local food production. To extend the work of the IFPC, Executive Orders 19, 29 and 38 were issued by Governor Vilsack. IFPC activity ceased in 2006 as a result of a change in Governor.

The first IFPC consisted of 21 citizen members, appointed by the Governor and represented diverse food-related sectors (producers; processors, distributors and retailers; cooperative extension and urban agriculture representatives; academicians; researchers; agriculture policy and legal experts, health practitioners, professionals working with immigrant populations; and food security experts). Seven appointed ex-officio state agency advisors representing agriculture, economic development, health, education, elder affairs, inspections, and human services also served on the first IFPC.<sup>1</sup>

Six subcommittees and several task forces were formed including the Food Security and Health Task Force, Institutional Purchasing Task Force and the Promoting Local Foods Task Force. Notable achievements of the Food Security and Health Task Force were the recognition by Congress for leadership and contributions in improving the operation of Iowa's food assistance programs and the Hunger in Iowa Report.<sup>2</sup>

1. IFPC Archives - <http://www.law.drake.edu/academics/agLaw/?pageID=ifpcArchive>

2. 2007 Hunger in Iowa Report - [http://www.idph.state.ia.us/hpcdp/common/pdf/food\\_security/hunger\\_in\\_iowa\\_report.pdf](http://www.idph.state.ia.us/hpcdp/common/pdf/food_security/hunger_in_iowa_report.pdf)

*Iowa has a just and diverse  
food system which supports  
healthier people,  
communities, economies and  
the environment.*

*The charge of the Iowa Food  
Systems Council is to  
advance policy, research and  
program options for an Iowa  
food system which supports  
healthier Iowans,  
communities, economies and  
the environment.*

*Conveners and Founders  
Angie Tagtow, MS, RD, LD  
Susan Roberts, JD, MS, RD*



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## Food Systems Stakeholders Re-establish Council

In 2007 and 2008, stakeholders approached Governor Culver to resume the IFPC, however an Executive Order was not issued. Due to the concerns about food costs, food access, health, farm policies and the environment, stakeholders acknowledged the need to re-establish a state-level food policy council as a vehicle to address these growing concerns among Iowans.

From 2008 to 2010, more than 165 stakeholders representing diverse food system sectors across Iowa engaged in strategic planning and assessment activities in an effort to re-establish a state food policy council. Stakeholders included academia, commodity groups, conservation districts, Extension agents, faith-based communities, farmers and farm organizations, food banks and pantries, food retailers, foundations, health providers, dietitians, planners, public health practitioners, state and county government agencies, and youth. Accomplishments included crafting a mission, vision and goal statements, identifying core values and functions, securing funding, and evaluating options for a stable governance structure.

In March 2010, the W.K. Kellogg Foundation provided a one-year grant to continue the work of the stakeholders. Initiatives included establishing a governance structure and conducting a comprehensive assessment and policy plan of Iowa's food, farming and health landscape. This process formed the foundation for identifying priorities and policies to help ensure that Iowa has a just and diverse food system, which supports healthier people, communities, economies and the environment. The University of Northern Iowa, Center on Health Disparities provided fiscal administration of this grant.



### Why a Membership Based, Nonprofit Food Policy Council?

Upon thorough evaluation of several governance options, food system stakeholders agreed that a 501(c)(3) nonprofit organization offered the most benefits for a state level food policy council in Iowa. These include:

- Non-partisan, independent organization that can build bridges across food system sectors and government entities.
- Greater opportunities to receive private and public funding.
- Membership program which offers diverse revenue, builds leadership and volunteers.
- Organizational perpetuity and the ability to exist beyond lifetime or enrollment of those who begin it.
- Greater flexibility with advocacy.
- Less beholden to legislative and government funding and restrictions.
- Relatively easy to form.

## 2008-2010 Iowa Food System Stakeholders

The food system work completed in 2008-2010 would not have been possible without the participation of numerous Iowans and organizations that work every day to improve food and farming systems.

1000 Friends of Iowa  
 Abbe Hills Farm  
 City of Des Moines  
 Des Moines University  
 Des Moines Area Religious Council  
 Drake Agricultural Law Center  
 Environmental Law & Policy Center  
 Environmental Nutrition Solutions  
 Food Bank of Iowa  
 Grow Your Small Market Farm Network  
 Golden Hills RC&D  
 HyVee, Inc.  
 Iowa Association of Water Agencies  
 Iowa Beef Industry Council  
 Iowa Department of Agriculture & Land Stewardship  
 Iowa Department of Cultural Affairs  
 Iowa Department of Economic Development  
 Iowa Department of Education  
 Iowa Department of Human Services  
 Iowa Department of Inspections & Appeals  
 Iowa Department of Natural Resources  
 Iowa Department of Public Health  
 Iowa Department on Aging  
 Iowa Dietetic Association  
 Iowa Egg Council  
 Iowa Environmental Council  
 Iowa Farm Bureau Federation  
 Iowa Farmers Union  
 Iowa Food Bank Association  
 Iowa Governor's Office  
 Iowa Grocery Industry Association  
 Iowa League of RC&Ds  
 Iowa Network for Community Agriculture  
 Iowa Policy Project  
 Iowa Pork Producers  
 Iowa Poultry Association  
 Iowa Public Health Association  
 Iowa Restaurant Association  
 Iowa Rural Health Association  
 Iowa State University  
 Iowa State University College of Design  
 Iowa State University Community Vitality Center

Iowa State University College of Agriculture & Life Sciences  
 Iowa State University Extension  
 Iowa Turkey Federation/Iowa Turkey Marketing Council  
 Iowa Valley RC&D  
 Iowa Workforce Development  
 Leopold Center for Sustainable Agriculture  
 Linn County Planning Department  
 Local Foods Connection  
 National Catholic Rural Life Conference  
 National Center for Appropriate Technology  
 Northeast Iowa Food & Fitness Initiative  
 Northeast Iowa Food Bank  
 Pathfinders RC&D  
 Pottawattamie County Farm to Fork Local Food Policy Council  
 Pottawattamie County Local Foods Council  
 Practical Farmers of Iowa  
 Primary Health, Inc.  
 Public Policy Center  
 Roberts Law Firm, PLC  
 Slow Food, USA  
 Southern Iowa RC&D  
 Stir, LLC  
 Story County Board of Supervisors  
 Story County Planning Department  
 Sysco, Inc.  
 The Soyfoods Council & Soy For Life Foundation  
 The Wallace Centers of Iowa  
 University of Iowa College of Public Health  
 University of Northern Iowa Center for Environment, Energy and Environmental Education  
 University of Northern Iowa Center for Immigrant Leadership and Integration  
 Urban Ambassadors  
 USDA Ag Marketing Service  
 USDA Natural Resources Conservation Service  
 Wellmark Foundation  
 Women, Food and Agriculture Network  
 Woodbury County Rural Economic Development

# Iowa Food Systems Council, The Next Generation

A key focus of stakeholders was to evaluate state food policy council governance structures and to identify an infrastructure that garners longevity, viability and capacity to advance a just and diverse food system, which supports healthier lowans, communities, economies, and the environment. Stakeholders decided that a member-based 501(c)(3) non-profit governance structure would provide the greatest opportunities for carrying out the mission and vision.

Stakeholders agreed that the next generation state food policy council in Iowa would be known as the Iowa Food Systems Council (IFSC). It is governed by an elected 17-member Board of Directors who represent diverse food system sectors and domains. The inaugural election for Directors was November 2010. State government agency representatives serve on the IFSC in an ex-officio, non-voting capacity.

The IFSC has expert subunits that include Food Access & Health, Environment, Economic, Fair Food and Farming, and Education/Outreach. Committees have formed to work on building the capacity of the IFSC. The Council attained non-profit status with the Internal Revenue Service in March 2011.



*IFSC Board Members  
Sally Worley, Chris Petersen, Kurt Michael Friese and Matt Russell*

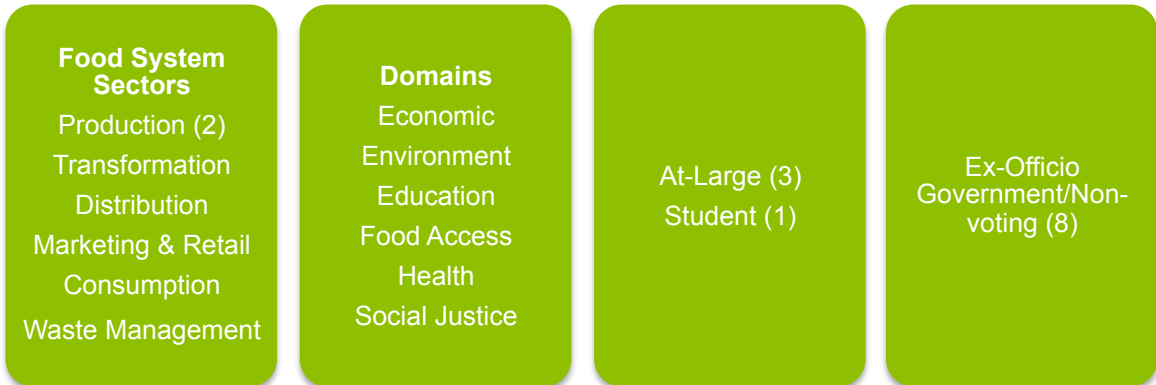
Articles of Incorporation and bylaws were drafted, approved and filed. The IFSC website and a Facebook page were developed to increase communication, accessibility and visibility.

The IFSC membership program was launched in September 2010 and offers membership opportunities for businesses, organizations, individuals, students and government agencies.

Activities in 2011 included drafting a business plan, establishing operational policies, building leadership capacity, submitting grants, building membership, launching a student committee, and convening work groups and committees.

## Iowa Food Systems Council Board of Directors

Executive Committee: President, Vice President, Past President, Treasurer, Secretary



## 2010-2011 Board of Directors

### Executive Committee



President Linda Gobberdiel, MA, RD, Consultant, Food & You, LLC

Vice President F. R. Fritz Nordengren, MPH, Farmer, Assistant Professor, Des Moines University

Treasurer Sarai Schnucker Rice, Executive Director, Des Moines Area Religious Council

Secretary John Dean, Community and Regional Planning/ Sustainable Agriculture, Iowa State University



### Board of Directors

Production	Ellen Walsh-Rosmann, Beginning Farmer, Rosmann Family Farms
Production	Chris Petersen, Family Farmer, President, Iowa Farmer's Union
Transformation	Steven Mandernach, JD, Bureau Chief, Food and Consumer Safety, Iowa Department of Inspections and Appeals
Distribution	Steven Gress, President, Sysco Iowa
Marketing/Retail	Kurt Michael Friese, Chef & Owner, Devotay, Publisher, Edible Iowa River Valley
Consumption	Carol Richardson Smith, Food Systems Consultant
Waste Management	Warren Johnson, Executive Director, Iowa League of RC&Ds
Food Access	Sarai Schnucker Rice, Executive Director, Des Moines Area Religious Council
Health	James A. Roth, DVM, PhD, Director, Center for Food Security and Public Health, Iowa State University College of Veterinary Medicine
Environment	Meg Harris, MPH, CPM, Epidemiology Section Chair, Iowa Public Health Association
Economic	Melvyn Houser, Farmer, Pottawattamie County Board of Supervisor, Pottawattamie County Local Food Council Advisory Board
Social Justice	Linda Gobberdiel, MA, RD, Consultant, Food & You, LLC
Education	Matt Russell, Farmer, Food Policy Project Coordinator, Drake University Agricultural Law Center
Student	Meredith McLean, Undergraduate Student – Dietetics, Iowa State University
At-Large	John Dean Community and Regional Planning/ Sustainable, Agriculture Iowa State University
At-Large	F. R. Fritz Nordengren, MPH, Farmer, Assistant Professor, Des Moines University
At-Large	Sally Worley, Next Generation and Horticulture Director, Practical Farmers of Iowa

### Ex-Officio Government (Non-voting) Directors

Iowa Department of Public Health	Brenda Dobson, MS, RD, LD, Bureau Chief, Nutrition and Health Promotion
Iowa Dept of Agriculture and Land Stewardship	Maury Wills, Bureau Chief, Ag Diversification and Market Development
Iowa Department of Natural Resources	William Ehm, Water Policy Coordinator; Agriculture and the Environment
Iowa Department of Cultural Affairs	Rachelle Saltzman, PhD, Folklife Coordinator, Iowa Arts Council
Iowa Department on Aging	Carlene Russell, MS, RD, LD, CGS, Nutrition Program Manager
Iowa State University	Ruth MacDonald, PhD, RD, Professor and Chair, Food Science and Human Nutrition, College of Agriculture & Life Sciences
Leopold Center for Sustainable Agriculture	Rich Pirog, Assistant Executive Director
University of Iowa	Linda G Snetselaar, PhD, RD, Professor, College of Public Health

# Iowa Food Systems Council Goals

The goals of the IFSC are based on core functions - assessment, policy and communication - and key domains of health, environment, economic and social justice.

## Analysis & Evaluation

*Goal 1 - Data Collection.* Collect and objectively analyze data on a regular basis regarding Iowa's food and farming systems to create informed research, program and policy recommendations.

*Goal 2 - Policy Impacts.* Monitor and analyze the health, social, economic and environmental impacts of proposed and existing food and farming policies on Iowa farmers, businesses, communities and citizens.

## Policy

*Goal 3 - Nutrition & Health - Optimize Health.* Develop and recommend policy, research and program options which support systems that produce safe and nutritious food for healthier Iowans.

*Goal 4 - Nutrition & Health - Food Access.* Develop and recommend policy, research and program options which strengthen food access and self-reliance among all citizens and communities in Iowa.

*Goal 5 - Environment - Natural Resources & Land Use.* Develop and recommend food and farming policy, research and program options which improve, protect and conserve Iowa's natural resources and farmland.

*Goal 6 - Economic - Production/Processing/Business Development.* Develop and recommend policy, research and program options which support economic viability, resilient agricultural diversity and regionalized infrastructure for food and farming systems in Iowa.

*Goal 7 - Economic - Buying & Selling.* Develop and recommend policy, research and program options which promote the buying and selling of Iowa-grown foods by Iowans.

*Goal 8 - Fair Food & Farming.* Develop and recommend policy, research and program options which help assure Iowa's food and farming systems are fair.

## Communication

*Goal 9 - Outreach & Education*

- a) Increase dialogue among food system stakeholders across Iowa.
- b) Cooperate with existing local and state-wide food system groups by providing technical assistance and outreach on food and farming research, program and policy options.

Provide outreach and education to Iowans and legislative/regulatory bodies on food and farming research, program and policy options.



## IFSC Vision, Mission & Values

### Vision

Iowa has a just and diverse food system, which supports healthier people, communities, economies and the environment.

### Mission

To recommend policy, research and program options for an Iowa food system which supports healthier Iowans, communities, economies and the environment.

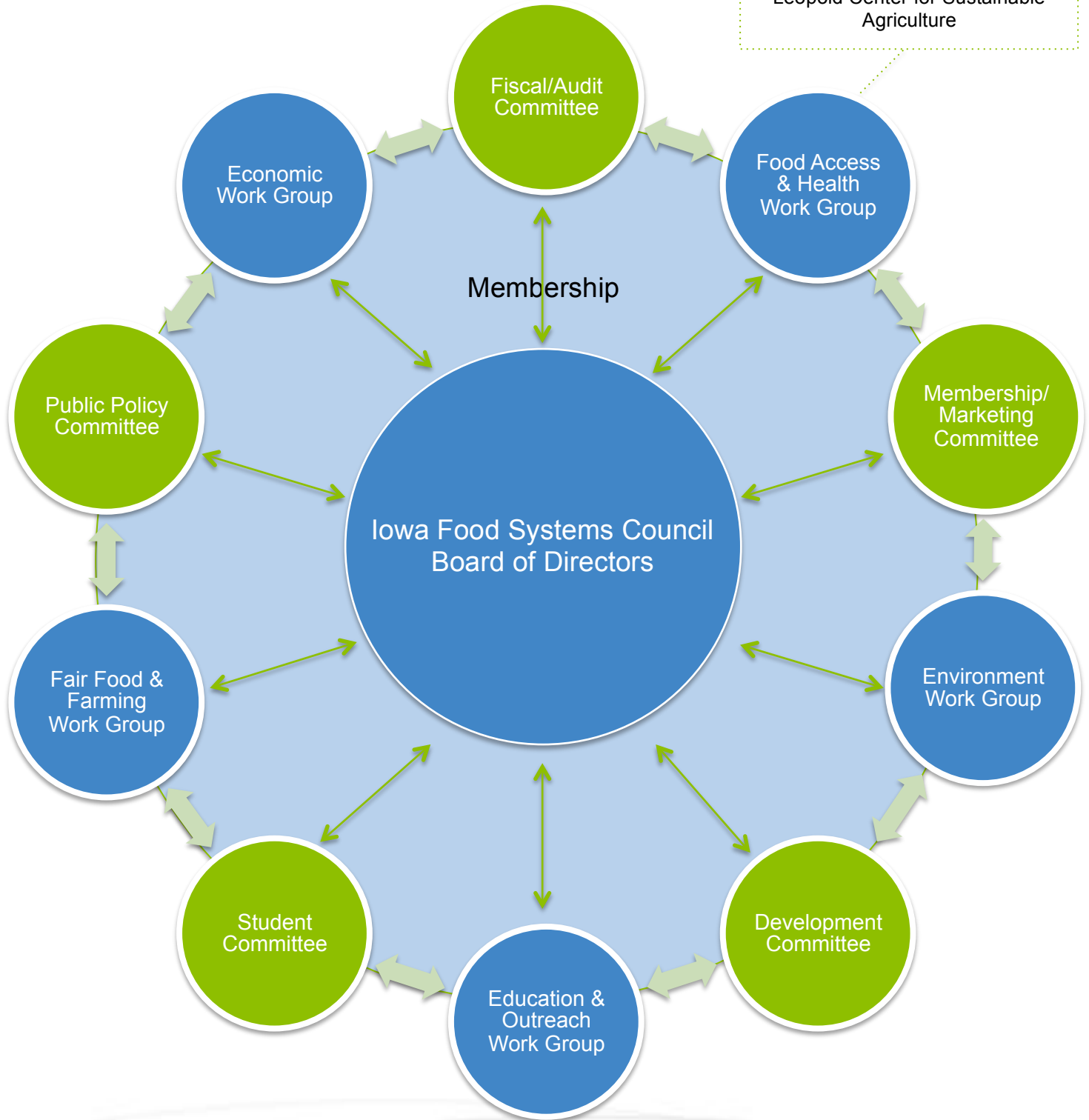
### Values

- Democracy
- Diplomacy
- Participatory
- Transparency
- Diversity

# IFSC Workgroups & Committees

Building Capacity, Leadership & Community

Iowa Network for Food & Agriculture Working Groups, Leopold Center for Sustainable Agriculture



## Cultivating Resilience: A Food System Blueprint that Advances the Health of Iowans, Farms and Communities

The objectives of the *Food System Blueprint* were to measure the health, economic, environmental and social status of Iowa's food system through a food system report card and provide direction for food systems stakeholders to recommend research, programs and policies to ensure a just and diverse food system which supports healthier Iowans, communities, economies, and the environment.

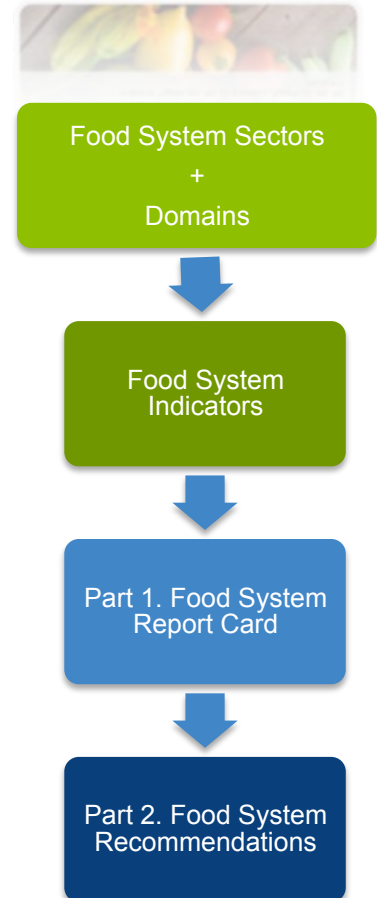
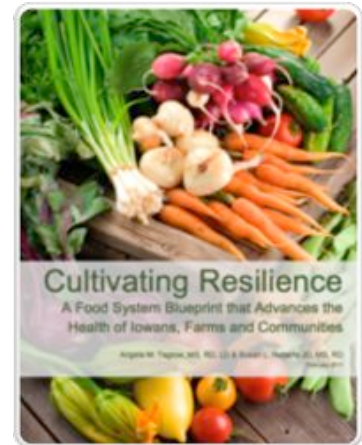
The *Food System Blueprint* report card framework was constructed using: a) key domains (food access and health, environment, economic, and fair food and farming); b) goal statements supporting each domain; c) and food system sectors (production, transformation, distribution/marketing/retail, food access/consumption, and waste management). Stakeholders divided into workgroups and using conference calls and face-to-face meetings, identified key indicators for each domain. The criteria for indicator selection for the report card were:

- a) Valid and measurable;
- b) From a reliable and credible source;
- c) Timely and collected and reported consistently (establish trends);
- d) Publicly available and understandable (transparent);
- e) Available at the state level (county level also preferred); and
- f) Relevant to supporting the goal statement(s) and to ensure a just and diverse food system which supports healthier Iowans, communities, economies and the environment.

Upon reviewing key indicator trends, work groups recommended specific policy, program and research initiatives that ensure a just and diverse food system which supports healthier Iowans, communities, economies, and the environment. This framework enables the IFSC to regularly update the plan, track trends, evaluate progress and offer a template for communities to replicate the process.

The report was distributed to IFSC members, stakeholders and their constituencies, Governor's staff, legislators and state agency directors.

The report is available at [www.IowaFoodSystemsCouncil.org/cultivating-resilience/](http://www.IowaFoodSystemsCouncil.org/cultivating-resilience/).



**Process for Developing  
Iowa Food System  
Blueprint**

## Iowa Food Systems Council Milestones

### Spring – Fall 2007

- Met with Governor Culver and 3 meetings with staff

### July 2008

- Core group meetings
- Meeting support provided by Iowa Department of Public Health and the Leopold Center for Sustainable Agriculture (LCSA)

### October 2008

- Food System Stakeholder meeting (#1)
- Discussed Iowa food policy issues and characteristics of a successful council

### May 2009

- Food System Stakeholder meeting (#2)
- Drafted IFPC vision and mission and discussed values and functions of a council

### July 2009

- Submitted WK Kellogg Foundation (WKKF) proposal

### September 2009

- Met with Governor Culver's staff

### October 2009

- Food System Stakeholder meeting (#3)
- Drafted council goals, identified strategies and partners, and governance options
- Submitted proposal to the Wellmark Foundation

### November 2009

- Submitted LCSA proposal for Food Access and Health Working Group (FAHWG)

### February 2010

- Received funding from WKKF and LCSA with the University of Northern Iowa, Iowa Center on Health Disparities as fiscal agent

### March 2010

- Conducted 20 stakeholder interviews
- Launched the FAHWG
- Initiated the Governance Task Force to evaluate council governance structure options

### April 2010

- Food System Stakeholder meeting (#4)
- Discussed outcomes of governance structure analysis and assembled economic, environment and fair food and farming workgroups
- Governance Task Force initiated process for establishing a 501(c)(3) nonprofit
- Workgroups identified food system indicators and formed a food system indicators framework

### May 2010

- Governance Task Force meeting to review the Articles of Incorporation
- Developed Food System Blueprint outline
- FAHWG Gathering

### June 2010

- Filed Articles of Incorporation with the Iowa Secretary of State
- Governance Task Force reviewed the bylaws
- Economic, Environment and Fair Food and Farming Work Groups met to review indicators

### July 2010

- Governance Task Force revised bylaws
- Food System Stakeholder meeting (#5)
- Stakeholders named the organization the Iowa Food Systems Council, reviewed bylaws and indicators
- Presentation to the Centers for Disease Control and Prevention's Sustainable Food Systems Working Group
- Presentation to the Iowa Department of Public Health Iowans Fit For Life

### August 2010

- Submitted proposal to the Wellmark Foundation
- Submitted proposal to the LCSA
- FAHWG reviewed indicators
- First Board of Directors meeting, adopted bylaws
- Launched council website and Facebook page
- Obtained EIN number
- Presentation to the University of North Carolina Obesity Prevention Training Course for Public Health Practitioners

### September 2010

- Met with key stakeholders regarding Board nominations and membership
- FAHWG met to develop policy, program and research recommendations
- Acquired council mailing address
- Launched membership program
- Launched the Call for Nominations for the Board of Directors

### October 2010

- Economic, Environment and Fair Food and Farming Work Groups met to develop policy, program and research recommendations
- Established council financial accounts

## Iowa Food Systems Council Milestones *(continued)*

- 27 candidates for 17-member Board of Director positions
- Presentation at the National Community Food Security Coalition Annual Conference
- Presentation at the Iowa Hunger Summit

### November 2010

- IFSC Inaugural Annual Member meeting with guest speaker Dr. Ricardo Salvador
- Members voted to adopt the council name as the Iowa Food Systems Council (IFSC)
- IFSC Board of Directors elected and officers elected
- IFSC Board of Directors meeting (#1)
- Submitted application to IRS for 501(c)(3) status

### December 2010

- IFSC Executive committee conference call and meeting
- IFSC Board of Directors meeting (#2)
- Established development, membership/ marketing, student and public policy committees

### January 2011

- IFSC Executive committee meeting
- IFSC Board of Directors meeting (#3)
- IFSC Committee meetings
- Met with USDA officials regarding grant opportunities
- Met with Senator Harkin's staff
- Submitted FAHWG mid-year progress report to LCSA
- Presentation at Drake University
- Presentation at Hope for the Hungry
- Presentation at Women, Food and Agriculture Conference

### February 2011

- Submitted follow-up items to IRS
- IFSC Executive committee meeting
- IFSC Board of Directors meeting (#4)
- IFSC Committee meetings
- IFSC featured on KCCI TV-8 Special Report on food waste
- Established IFSC Student Committee FaceBook page
- *Cultivating Resilience: A Food System Blueprint that Advances the Health of Iowans, Farms and Communities* released
- WKKF funding ended

### March 2011

- IFSC receives 501(c)(3) designation by IRS
- Presentation at Utah State University College of Agriculture

### April 2011

- Met with Governor Branstad's Ag Policy Advisor
- Met with Director Rod Roberts of the Iowa Department of Inspections & Appeals
- Met with Iowa Secretary of Agriculture Bill Northey and Deputy Secretary Karey Cleghorn
- FAHWG Gathering in Iowa City
- IFSC Executive committee meeting
- IFSC Board of Directors meeting (#5)
- IFSC Committee meetings
- IFSC Farms & Food Forum – Production
- Presentation at the Iowans Fit for Life Meeting

### May 2011

- Met with Director Roger Lande and Deputy Director Pat Boddy of the Iowa Department of Natural Resources
- Met with Director Chuck Palmer and Ann Wiebers of the Iowa Department of Human Services
- IFSC Executive committee meeting
- IFSC Board of Directors meeting (#6)
- IFSC Committee meetings
- Submitted USDA grant
- Presentation at the Community Food Security Coalitions Food Policy Conference

### June 2011

- Submitted specialty crop grant
- IFSC Executive committee meeting
- IFSC Board of Directors meeting (#6)
- IFSC Committee meetings
- Met with Director Miller-Meeks, Julie McMahon and Brenda Dobson of the Iowa Department of Public Health
- End of fiscal year

# Iowa Food Access & Health Working Group

The destiny of Iowa is greatly dependent on how we nourish ourselves. How Iowa feeds its people, especially children, determines the health, economic, ecological and social capacity to support future generations. The health of Iowans depends on a food system that makes healthful food the easiest choices.

Launched in March 2010, the Iowa Food Access & Health Working Group (FAHWG) is a statewide network of food and nutrition assistance program providers, public health professionals and food system stakeholders focused on advancing regionally-based food systems that ameliorates hunger and improve the health of Iowans. The goals of FAHWG are to develop and recommend program, research and policy options which support systems that produce safe and nutritious food for healthier



Iowans and to strengthen food access and self-reliance among all eaters and communities in Iowa.

FAHWG is a subunit of the Iowa Food Systems Council and a link to the Iowa-Based Network for Food and Agriculture Working Groups ([www.valuechains.org](http://www.valuechains.org)) of the Leopold Center for Sustainable Agriculture. This dual purpose maximizes opportunities for Iowa to better address research, programs and policies related to food systems, food security and public health.



The objectives of the FAHWG are to:

1. Increase communication, coordination and collaboration among a statewide network of food access, nutrition and health experts.
2. Assess and monitor food access, health and food system indicators as a basis to develop and recommend research, program and policy strategies for advancing food and nutrition assistance programs and public health initiatives that support community-based food system efforts. This includes promoting innovative strategies for connecting low-resource households with healthy, affordable and locally grown food.
3. Function as an information clearinghouse including statewide food security and health knowledge and expertise, programs and research opportunities.
4. Leverage funding and resources from private and public sectors for research, programs and policies that increase Iowans' access to healthy, affordable and locally grown food.

FAHWG partners include the Iowa Food Bank Association; Des Moines Area Religious Council; Iowa Department of Public Health; Iowa Department of Education; Iowa Department on Aging; Iowa Department of Human Services; Iowa Workforce Development; Iowa Department of Inspections and Appeals; Iowa Department of Agriculture and Land Stewardship; Iowa State University and Iowa State University Extension; Table to Table, Healthy Urban Food And Farming Working Group, Local Foods Connection; The Soyfoods Council; and other food system stakeholders.

Funding for FAHWG was provided by the Leopold Center for Sustainable Agriculture and the W. K. Kellogg Foundation. The University of Northern Iowa Center on Health Disparities was the fiscal administrator for this project.

*Photos on this page courtesy of Northeast Iowa Food Bank, Iowa Department on Aging and Local Foods Connection*