

Cultivators

Growing a Regional Food System

Second Quarter Report
June 8, 2007

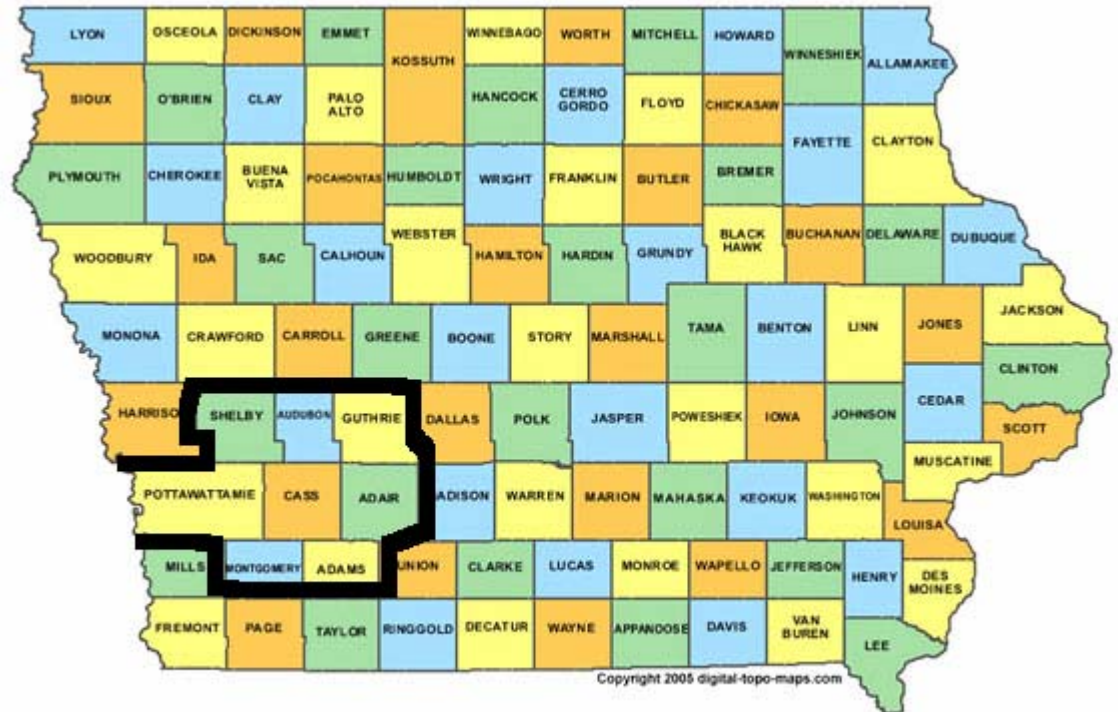


Cultivators: Who We Are

- Wallace Foundation for Research and Development
- Cass County Cooperative Extension
- Cass County Memorial Hospital
- Cass County Public Health
- Cornell University Community Nutrition (New York)
- Global Horizons, LLC
- Harrisdale Homestead
- National Center for Appropriate Technology
- Women, Food and Agriculture

Cultivators: Where We Work

- 8-county area in Southwest Iowa
 - Adair
 - Adams
 - Audubon
 - Cass
 - Guthrie
 - Montgomery
 - Pottawattomie
 - Shelby



Cultivators Report

- Progress we have made
 - Better defined our group and goals
 - Held first series of meetings with Ken Meter
 - First meeting outside Cass
 - Developing communications tools
- Leveraging funding
 - ALCES Foundation funding (thanks, Rich!)
 - Submitted proposals
- Challenges
 - How to engage others and extend our work beyond Cass County?

Progress Made: Better defined our group and goals

- The regional effort is now the
- **Southwest Iowa Food and Farm Initiative**
- The Cultivators are *facilitators*
- We will mentor other county groups, but each county will provide its own leadership
- All county groups will collaborate on the strategic plan

Progress Made: First Meetings

- First series of meetings featuring Ken Meter



Progress Made: First Meetings

- Meetings held in March and April
 - Plan was to have county reps from first meeting recruit other potential champions from their county for the second meeting—not sure how well that worked
 - We filmed Ken Meter for future meetings
 - Keith and Steve had a producer-only breakfast meeting to reach producers who couldn't make other meetings
- Meeting with Pottawattamie County people
 - Keith met with some key people last Tuesday

Progress Made: Communications Tools

- Putting together info packs for Cultivators to use in other counties
 - Template for collecting potential stakeholders
 - Leopold Food System and Food Miles info
 - Food Atlas for that county
- Series of news and radio features being developed
- Food Atlas first drafts available for download at Wallacefdn.org beginning 6/15
 - Pott County is special case
 - Comments and suggestions welcome
 - Help in getting the word out to people who want to tell their local food stories, talk about local food history

Leveraging Funding: ALCES and Proposals Submitted

- Rich found us some funding from the ALCES Foundation for leadership development
- Submitted proposal to Iowa West Foundation to fund local food system work coordinator
- Submitted proposal to NRI to fund food system and related education and outreach activities in Cass County

Questions

- In what manner or format do we use Ken Meter / *King Corn* the best, so we don't antagonize commodity producers?
- Suggestions for great local foods “propaganda” that we can use to better engage people?

Challenges and Issues

- How to expand beyond our home county and make this a truly regional initiative?
 - How to follow up on the meetings and not lose momentum?
 - How to engage people in other counties?
 - How to get other counties involved as equal partners?