

JOHNSON COUNTY FOOD POLICY COUNCIL  
8TH ANNUAL PUBLIC FORUM

# FARM TO INSTITUTION PURCHASING: HOW DO WE INCREASE SALES?

WEDNESDAY, JUNE 8, 2022 | 6 PM - 8 PM  
FREE & OPEN TO THE PUBLIC | JOIN US ON ZOOM



**Food  
Policy  
Council**  
Established in 2012



# Tech Check

- Entering your name and pronouns
- Event will be recorded
- Live Captions
  - English - click **Live Transcript**, then select **Show Subtitles**
  - Spanish, Arabic - click the **link in the chat** and select language
- Use chat for panel & tech questions
- Chat practice question - What is your favorite (local) food for June?



# 2022 Forum Agenda

**6:00 PM** Welcome and Food Policy Council Introduction

**6:10 - 6:20 PM** Introduction to Farm to Institution Purchasing

**6:20 - 7:20 PM** Guest Speaker Panel with Q&A

**7:20 - 7:40 PM** Breakout Groups

**7:40 - 8:00 PM** Large Group Discussion and Feedback Form

# Johnson County Board of Supervisors

## **Food Policy Council Liaison**

Current: Jon Green

Past: Rod Sullivan, Pat Heiden,  
Lisa Green-Douglass



# Food Policy Council Purpose

Improve dialogue and discussion and provide necessary advice on food and agriculture issues to the county, municipalities, community boards, local agencies, non-governmental organizations, businesses, and other interested groups.



# Who is on the Council?

15 volunteer members

Appointed by the Johnson County Board of Supervisors

Recruit from all sectors of the food system

Accepting applications for new members through June 13!

# Current Food Policy Council Members

## **2021-2022 Leadership Team**

Giselle Bruskewitz, Chair

Molly Schintler, Vice Chair

Hannah Shultz, Outreach & Events Chair

Will Kapp, Secretary

Kristy Walker, Past Chair

## **Other Appointed Members**

Ayman Sharif

Bill Weedman Jr

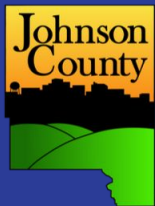
Debbie Klein

Deborah Kuiken

Joseph Klingelhutz

Mike Roelf





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# Food System Values

## Community-based

A community-based food system celebrates cultures and place and is strengthened by dialogue and collective decision making.

## Equitable

Centers people's dignity, provides fair compensation for labor, and meets the social and physical needs of all people addressing historic and institutional barriers informed by race, class, disability, gender, and other identities.

## Resilient

A resilient food system actively supports a thriving, sustainable environment, facilitates diverse systems, and adapts to meet emerging needs



# Food Policy Council Events



# Past Policy Action



- 2013 - Permitted Limited Food Processing on Farms
- 2015 - Poultry Processing on Farms
- 2018 - Field to Family Food Hub funded by Johnson County
- 2018 - Developed local food and agriculture goals for JC Comprehensive Plan
- 2020 - Unified Development Ordinance
  - Creation of an “Agritourism Zoning District”
  - Agriculture Exemption for farms under 40 acres
- 2020 - Expanded Small-scale, custom meat processing
- 2021 - American Rescue Plan Act Funding recommendations resulted in \$200,000 for local food initiatives

# 2022 & Beyond



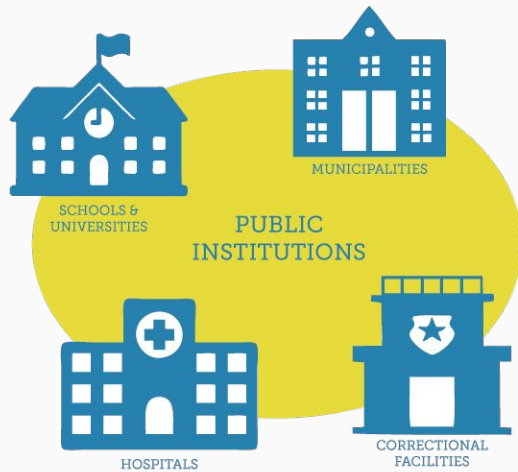
## Working Groups

- Local Food Infrastructure
- Food Justice
- Procurement Policies
- American Rescue Plan Act (ARPA) Local Food Initiatives

## Strategic Plan Goals

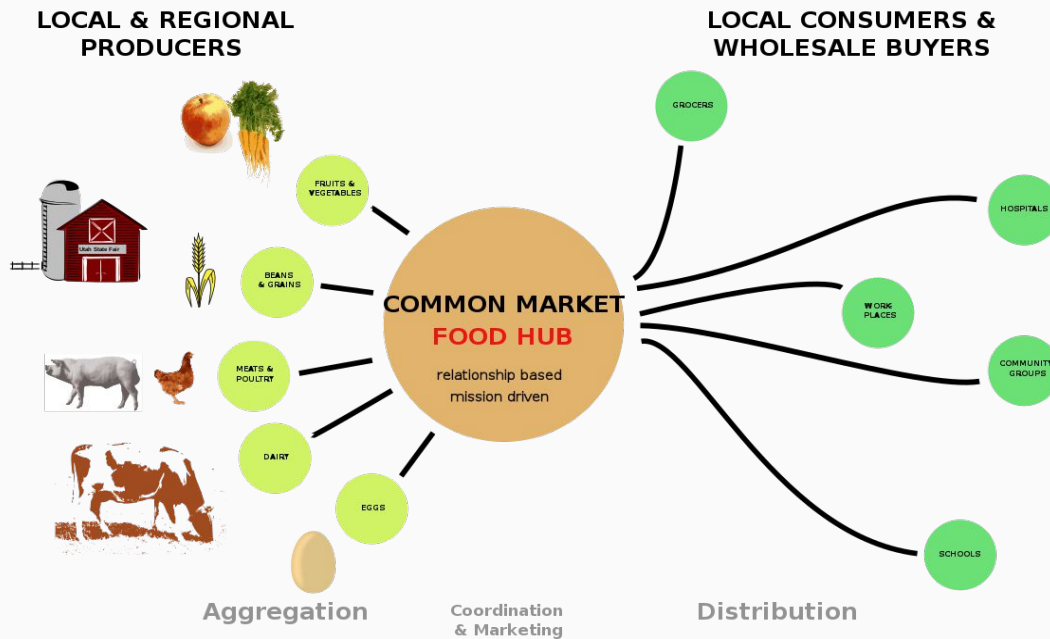
1. Support community connections in the food system
2. Create and share transformational narratives to shape the food system
3. Identify and advocate for inclusive, community-led policy solutions and public investment opportunities

# Community Institutions



- Institutions are places where thousands of people in our communities eat every day
- Institutions include schools, hospitals, retirement communities, prisons and more
- Institutions have a lot of purchasing power and opportunities to invest in and shape our local food system

# Farm to Institution





# Farm to Institution Purchasing

- Case Study from 2020
  - Local Produce and Protein Program through Iowa Department of Agriculture and Land Stewardship
    - Funded schools, farmers and food hubs
- Recent Yale report
  - Ellen Walsh-Rosmann and J.D. Scholten
  - Report 4:1 ROI on food hub investments
- Food Hubs are a critical piece for Farm to Institution Purchasing infrastructure
  - Keep an eye out in the news this week for the Local Food Procurement Agreement (LFPA)

## Summary Report

A REPORT BY THE IOWA FOOD HUB  
MANAGERS WORKING GROUP ON  
THE IMPACTS OF THE PRODUCE AND  
PROTEIN PROGRAM

Authors: Kayla Koether and Arlene Enderton





# Field to Family



- What is a food hub?
  - USDA definition: a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products.”
- F2F's food hub model
  - Nonprofit educational food hub that manages the aggregation, storage, distribution and marketing of local, source-identified food
  - Wholesale + Online Farmers Market
- Other F2F services
  - Marketing - Local Food & Farm Guide
  - Education
  - Food Safety





# Field to Family Food Hub

- Source from:
  - Local growers w/i 100 mile radius of Johnson/Linn counties
  - Partner food hubs in Iowa
- Distribute to:
  - Partnering institutions: Ulowa, Iowa City Community School District, Clear Creek Amana, Solon, Williamsburg, Union, Vinton-Shellsburg & Community College school districts, food access agencies, small businesses.
  - Households via Online Farmers Market
- Impact
  - In 2020-2021, partnered with 31 institutions and 26 growers to provide over \$250,000 in orders of wholesale local foods.
  - In 2021, we increased PK-12 farm to school procurement 65% from 2019 levels!





# Get Involved with Field to Family!

- Shop at our Online Farmers Market
  - Carts open Monday 8 AM - Tuesday 12 PM
  - Pick up or deliveries on Thursday nights
  - Volunteer on Thursdays noon - 2:00 PM
- Check out our Local Food and Farm Guide
- Contact us
  - Executive Director, Michelle Kenyon [director@fieldtofamily.org](mailto:director@fieldtofamily.org)
  - Operations Manager, Emily Roberts [emily@fieldtofamily.org](mailto:emily@fieldtofamily.org)
  - Phone (319) 855-2649
  - Website <https://fieldtofamily.org/>
  - Storefront [orders.fieldtofamily.org](https://orders.fieldtofamily.org)





**James Nisly**  
Local Producer & Food Hub Manager  
Organic Greens/Kalona Farm Fresh



**Michael Graham**  
Retail Chef  
Ulowa Dining



**Marlie Wilson**  
Good Food Purchasing Project Manager  
Chicago Food Policy Action Council



**Teresa Wiemerslage**  
Field Specialist  
ISU Extension & Outreach

## Guest Speaker Panel

# Breakout Group Discussions

## Community Discussion Agreements

- We are all learners
- Change serves as an opportunity
- Active listening
- Make space, Take space
- Expect & Accept Non closure

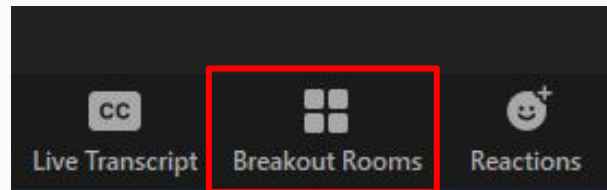
# Breakout Group Discussions

Discussion Theme: **How can we increase sales to institutions in Johnson County?**

- What policies, community investment, & strategic partnerships do we need?

Join a breakout room with one of our guest speakers:

- Click **Breakout Rooms**
- Select **Join** to the right of the group you'd like to participate in, then confirm by clicking **Join**



Breakout Rooms - In Progress

▼ Room 1	0	Join
▼ Room 2	0	Join
▼ Room 3	0	Join
▼ Room 4	0	Join

Join Room 3?

Yes

No



# How can we increase sales to institutions in Johnson County?

- NE Iowa example - connecting with students in sustainability groups
- Food hubs and connections between food hubs are important
- Farmers want to grow food and not have to do the paperwork, should be able to focus on the growing, even with the certifications, it is difficult
- Assessment of institutional landscape - what is the overall purchasing power
- Piloting a Good Food Purchasing assessment
- Transparency - see data readily
- 'Guilt by association' - Knowledge sharing and trust of colleagues
- Buyer meet-ups to build trust - Michael Graham volunteering :)
- Processing - global food supply is not as flexible, available, nor reliable
- Labor shortages

# Contact

Ilsa DeWald, Johnson County Local Foods Coordinator  
idewald@johnsoncountyiowa.gov, (319) 688-5840

Giselle Bruskewitz, Food Policy Council Chair  
[giselle@ivr.cd.org](mailto:giselle@ivr.cd.org), gbruskew@gmail.com, (224) 402-0368



Reach out to join our FPC agenda email list. Our meetings are open to the public and all are welcome! Next council meeting: **Monday, June 27 at 6 PM**

Please fill out our event feedback form: <https://forms.gle/HL3dNdhD41atvVBx7>

Apply to become a FPC member by **Monday, June 13!**