



**IN  
HARMONY  
FARM**



# Gateway Market

Helping you bring the best of local flavor to your customers



# Welcome to In Harmony Farm

We are a nonprofit in Iowa empowering up-and-coming farmers to grow healthy food and build thriving farm businesses by providing access to land, infrastructure, education, markets, and other resources. Through the use of sustainable agricultural practices, we are improving soil health and working in harmony with the land and our natural resources.

In Harmony Farm producers cultivate a vibrant mix of nutrient-dense vegetables — greens, peppers, onions, garlic, radishes, turnips, beets, squash, carrots, cabbage, herbs, and more — on farm sites across our campus. Together, we're growing not just food, but a healthier, more connected community.

We love having visitors at the farm and would like to invite you to experience and see for yourself.



# What do you need from a produce vendor?

- What % of produce sold/used is local now?
- What do you need from a vendor to increase the amount and/or variety of local produce you use/sell?
- Do you have needs that could be met with local vendors that are not today?
- What are your non-negotiables for local vendors?
- How do you structure pre-sale contracts?
- How can IHF producers earn your business?



You could easily live your whole life in Iowa without eating an Iowa-grown meal. More than 85% of Iowa's land is farmed, yet Iowa imports 90% of its food.

*Iowa's Local Food Systems: A Place to Grow by Laura KrouseTeresa Galluzzo*

Why does local food matter?



# Why purchase from IHF producers?

- Ability to purchase from single farm or as a cooperative which allows you to scale orders with us that you couldn't with a single farmer
- New, unique or specific produce available
- Keep local dollars local
- Help preserve Iowa land using regenerative agriculture practices
- You can receive the freshest food in hours not weeks
- Fresher more nutritious food tastes better
- Reduce food miles and environmental impact
- Meaningful impact on the farmers and community



# Next Steps

1

Assess your produce needs and where you can incorporate locally sourced food.

2

Define how IHF can meet your produce needs.

3

Schedule a follow up meeting or begin drafting a contract.



# Thank You

We look forward to providing you with fresh, high-quality local produce and connecting you with Iowa farmers who are dedicated to feeding their neighbors and caring for their land sustainably.

Questions?

Contact: Amanda Werts, Market Engagement Specialist

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