

Webinar Transcript

Resources for Sustainable Farmers in Iowa

October 23rd, 2024

[00:00:11] Good morning everyone and thank you all

[00:00:14] so much for being here today I'm going

[00:00:16] to go ahead and get started as people

[00:00:19] continue to trickle in because we have a

[00:00:20] lot of really amazing presentations to

[00:00:23] get through this morning and I want to

[00:00:24] make sure that we have time to hear from

[00:00:26] everyone my name is Katie Das my

[00:00:29] pronouns are she her and I am the Des

[00:00:31] Moines regional coordinator with the

[00:00:32] Sustainable Iowa Land Trust and I'd love

[00:00:35] to introduce the rest of our team who

[00:00:37] helped put together this webinar as well

[00:00:39] we have Sophie Sheeder our events and

[00:00:40] Communications coordinator Julie Falcon

[00:00:43] our head of research and Kya Farag our

[00:00:46] assistant researcher so thank you all so

[00:00:48] much for all of your hard work that

[00:00:50] you've done to get putting this webinar

[00:00:52] together and getting everything in order

[00:00:55] I'd also like to give a huge thank you

[00:00:57] to all of our presenters there's going

[00:00:59] to be so many wonderful presentations to
[00:01:01] learn all about different resources for
[00:01:03] sustainable farming and what different
[00:01:05] organizations here in Iowa and in the
[00:01:07] area are doing in that realm so a few
[00:01:11] housekeeping notes before I kick things
[00:01:13] off there is a Q&A function and so each
[00:01:16] speaker is going to get about 10 minutes
[00:01:19] for their presentation and for their Q&A
[00:01:21] so make sure that you're asking
[00:01:23] questions as the presentations go on and
[00:01:25] then after they finish their
[00:01:27] presentations we'll take some time and
[00:01:29] go through to see if we can answer some
[00:01:30] of those questions for you and without
[00:01:33] further ado I am going to kick things
[00:01:36] off and tell you a little bit more about
[00:01:38] the sustainable Iowa Land
[00:01:40] Trust so if you have not heard of silk
[00:01:43] we are a
[00:01:44] 501c3 nonpartisan nonprofit and our
[00:01:48] mission is to permanently protect Iowa's
[00:01:51] agriculture for sustainable food farming
[00:01:54] as well as increase access to land for
[00:01:57] new and beginning Farmers so a little
[00:02:00] bit more on what a land trust is land

[00:02:03] trusts are the only kind of 501c3
[00:02:05] nonprofit organizations that can make
[00:02:08] forever promises on land it does not own
[00:02:11] This Promise is called a conservation
[00:02:13] easement and what that is is a legal
[00:02:16] document that is permanently tied to the
[00:02:18] deed of a property and this document
[00:02:21] says no matter who owns it whether it's
[00:02:23] silt maybe a different landowner maybe
[00:02:26] that landowner is next of kin or a
[00:02:28] friend of that landowner or maybe a new
[00:02:30] and beginning farmer no matter who owns
[00:02:32] it that land always has to be farmed
[00:02:34] sustainably and it always has to stay in
[00:02:37] sustainable
[00:02:40] agriculture a little bit more on how
[00:02:42] silt protects land we do that through
[00:02:44] several different ways one of them being
[00:02:46] conservation easements and another one
[00:02:49] being reserved life Estates which is
[00:02:51] where a land owner can will their land
[00:02:53] to silt so that when they pass silt
[00:02:55] becomes the owner of that land silt can
[00:02:57] also acquire Farms through donations s
[00:03:00] so if people want to donate their Farm
[00:03:02] to Sil during their lifetime that's

[00:03:04] another option that they have as well
[00:03:06] since it's founding in 2015 silt has
[00:03:09] protected 16 Farms across the state of
[00:03:11] Iowa totaling 1,200 acres and we are
[00:03:14] just getting started a little bit more
[00:03:17] about r y in Iowa
[00:03:21] 275 Acres of Farmland are lost per day
[00:03:26] and despite being more than 85% Farmland
[00:03:29] Iowa Imports 90% of our food so our
[00:03:32] vision is to strengthen those Local Food
[00:03:35] Systems by permanently protecting areas
[00:03:37] for food growing especially in areas
[00:03:40] that are most at risk for development
[00:03:43] maybe you're familiar with our Circle
[00:03:44] our cities campaign but this campaign
[00:03:46] aims to permanently protect land that is
[00:03:49] at most risk of development so areas
[00:03:51] that are Farmland closest to new and
[00:03:53] expanding cities in Iowa that way as
[00:03:56] cities continue to grow and expand we
[00:03:58] always have those little areas
[00:04:00] designated for sustainable food farming
[00:04:03] to help promote Local Food Systems as
[00:04:05] well as the soil health of that
[00:04:08] area so a little bit more on silt
[00:04:11] easements with a silt easement it

[00:04:13] devalues the property usually about 40%
[00:04:16] after the land assessment and we know
[00:04:19] that monetary value isn't the only value
[00:04:21] that exists in this world but it's
[00:04:23] definitely an important one but one of
[00:04:25] the main reasons why people get silk
[00:04:27] conservation easements is because it
[00:04:29] provides some peace of mind many of
[00:04:31] these land owners have spent their whole
[00:04:33] lives being stewards of this land and
[00:04:35] maybe for some even it's multiple
[00:04:37] generations of their family members
[00:04:39] who've been caring for this land and
[00:04:41] trying to farm in a way that promotes
[00:04:42] the soil health and so this is one way
[00:04:45] to Forever maintain the legacy of that
[00:04:47] farm even in the face of zoning changes
[00:04:50] and development that land owner knows
[00:04:53] that that land will always be reserved
[00:04:55] to do the thing that they had spent
[00:04:56] their lifetimes doing but there's also
[00:04:59] some monetary ways for land owners to
[00:05:01] recoup some of the loss that occurs from
[00:05:03] the devaluation with a conservation
[00:05:05] easement placing an easement on your
[00:05:07] land through silk qualifies you for a

[00:05:09] 16-year 100% deduction of your adjusted
[00:05:12] gross income at the federal level or up
[00:05:15] to a 20year \$100,000 Iowa state tax
[00:05:18] credit another really important program
[00:05:21] to note is Sil was recently approved as
[00:05:24] an eligible entity for the ACP AL
[00:05:27] program what this means is that when
[00:05:30] land is devalued the owner becomes
[00:05:33] eligible to get 50% of that devaluation
[00:05:35] back so say the land was originally
[00:05:38] \$200,000 and the easement brings the
[00:05:40] value to
[00:05:42] \$100,000 through the AL program land
[00:05:44] owners are eligible to get 50% of that
[00:05:47] back so \$50,000 so that's another great
[00:05:49] incentive to help people maintain some
[00:05:51] of that value as for many land is a
[00:05:54] really important Financial capital and
[00:05:57] something that people are relying on as
[00:05:59] a source of income and so these are some
[00:06:01] ways that people can permanently protect
[00:06:03] their land while also being qualified
[00:06:05] for several state and federal
[00:06:08] benefits so I want to talk a little bit
[00:06:10] more about sustainable agriculture and
[00:06:13] what exactly we mean by that because now

[00:06:15] I know you've heard me say it a couple
[00:06:17] times and generally what that means is
[00:06:20] practices that build the soil health so
[00:06:23] think things that improve water quality
[00:06:25] and air quality and promote Energy
[00:06:28] Efficiency currently with silk
[00:06:29] conservation easements we ask farmers to
[00:06:32] acquire a third-party certification or
[00:06:34] be working towards a thirdparty
[00:06:36] certification because we recognize that
[00:06:38] can be kind of a big barrier for some as
[00:06:40] these certifications take time and often
[00:06:43] require an upfront input cost to acquire
[00:06:45] them and so the different certifications
[00:06:49] that we ask silt Farmers to be working
[00:06:50] towards are certified naturally grown
[00:06:53] Food Alliance approved certified
[00:06:55] biodynamic Animal Welfare approved and
[00:06:58] USDA certified organic but we're also in
[00:07:01] conversations talking about maybe
[00:07:03] expanding those qualifications to also
[00:07:05] include a sustainability plan since the
[00:07:07] certifications are a high cost barrier
[00:07:10] and that may be a barrier to new and
[00:07:11] beginning
[00:07:13] Farmers so a little bit more on a really

[00:07:16] big project that still is working on is
[00:07:19] for one of our really big five-year
[00:07:21] projects we are working on an nracs Grant
[00:07:24] with feed Iowa first and Cedar Rapids
[00:07:26] Global grain Lutheran Services of Iowa
[00:07:29] and de MO and we arose in waterl and our
[00:07:32] goal is to increase land access for
[00:07:34] these organizations and by the end of 5
[00:07:36] years we are trying to connect five
[00:07:38] Farmers to five pieces of land
[00:07:40] throughout the state of Iowa and so many
[00:07:43] of these organizations have already been
[00:07:44] doing so much to uplift new and
[00:07:47] beginning Farmers or Farmers that are
[00:07:49] defined by the USDA as historically
[00:07:51] underserved and so this is just a great
[00:07:53] opportunity for us to partner in order
[00:07:55] to try and increase some land access for
[00:07:58] these Farmers as that's one of the
[00:07:59] biggest barriers they face to farming
[00:08:02] especially with the high price and cost
[00:08:04] of land and startup cost for farming and
[00:08:07] so that's all I have for you about silt
[00:08:11] for now but you're going to get to hear
[00:08:12] from one of these organizations that
[00:08:14] we're working with later so stay tuned

[00:08:16] for that and without further Ado I am
[00:08:20] going to introduce our next presenter of
[00:08:23] the day so next up we have jod
[00:08:27] higer and she is from the Center for
[00:08:30] Energy and Environmental
[00:08:32] Education the Center for Energy and
[00:08:34] Environmental Education creates
[00:08:36] opportunities for uni students faculty
[00:08:39] and staff to work with Community
[00:08:41] Partners and leaders to arrive at
[00:08:43] evidence-based solution oriented
[00:08:45] responses to the problems that they wish
[00:08:47] to address they offer technical
[00:08:49] assistance educational programs and
[00:08:52] leadership in energy conservation
[00:08:54] renewable energy Environmental
[00:08:56] Conservation and community-based
[00:08:58] agriculture this Center also serves Iowa
[00:09:01] cities counties school districts
[00:09:03] teachers Farmers businesses elected
[00:09:05] officials state agencies Community
[00:09:07] leaders citizen organizations and
[00:09:09] individuals so without further Ado Jody
[00:09:12] I will hand things off to you and feel
[00:09:14] free to share your screen if you have
[00:09:16] slides and otherwise take it

[00:09:18] away perfect and you said I have 10
[00:09:21] minutes right before the
[00:09:23] Q&A yes okay okay excellent great well
[00:09:27] thank you everybody for having me yes I
[00:09:31] am with cple
[00:09:33] e
[00:09:39] oh hold on sorry tech oh there we go
[00:09:43] okay all right so little bit about
[00:09:46] myself is I am a registered
[00:09:52] dietitian and I am a value chain
[00:09:55] coordinator in the Cedar Valley area um
[00:09:58] so I work with County but also
[00:10:00] surrounding counties too and I have
[00:10:03] participated in the local food leader
[00:10:05] training for from Iowa State University
[00:10:08] as well as their Community Food Systems
[00:10:15] training just quickly just wanted to
[00:10:18] point out that we do have more than just
[00:10:20] our local food program at the sea tripol
[00:10:22] so lots of different opportunities for
[00:10:25] Farmers as well as communities to work
[00:10:27] with our programs
[00:10:31] all right so specifically want to talk
[00:10:33] about the local food program so we're
[00:10:36] working to develop that local Regional
[00:10:38] food system that positively impacts

[00:10:41] consumers farmers and communities and
[00:10:44] I'll talk about the work that we do but
[00:10:45] we're working on education we work with
[00:10:48] collaboration on several Partners many
[00:10:50] of them on this call today as well as
[00:10:52] working to um really point out and
[00:10:55] showcase the economic development of
[00:10:58] Local Foods in our region
[00:11:03] all right so a few of the things that we
[00:11:06] have going on um that I wanted to
[00:11:09] mention today that really specifically
[00:11:12] um would be resources to Farmers in our
[00:11:15] area is I'm going to talk about some
[00:11:18] events so we host events for Farmers
[00:11:21] farmer education as well as for our
[00:11:23] community members we also have uh we use
[00:11:27] the acronym CVR FFN so Cedar Valley
[00:11:30] Regional food and farm Network that is
[00:11:32] our Coalition that I'll talk about and
[00:11:35] we love to have Farmers participate in
[00:11:37] that and then working with farmed
[00:11:39] institution that's really my job is
[00:11:42] connecting our Farmers to buyers um that
[00:11:45] could be our consumers at farmers
[00:11:47] markets but more so than our
[00:11:49] institutions like our schools and I'll

[00:11:51] talk about that and then um Outreach and
[00:11:54] education so I'll talk about our grow
[00:11:56] play Campaign and um what we do with
[00:11:59] that as well as our vou voucher program
[00:12:02] that is something that's very beneficial
[00:12:03] to both farmers and consumers in our
[00:12:06] area and I will point out that again I
[00:12:09] mentioned we do a lot of partnership so
[00:12:11] you're going to hear a few similar
[00:12:13] things that Andrea and I will both talk
[00:12:15] about today our regions um sometimes we
[00:12:19] have some of the same farmers in our
[00:12:21] area our regions really um are right
[00:12:24] next to each other so there's a lot of
[00:12:26] overlap in our
[00:12:27] work but some of the things that we do
[00:12:30] for consumers is because we all want you
[00:12:32] know people buying more Local Foods
[00:12:34] eating more Local Foods and supporting
[00:12:36] our local farmers is that first picture
[00:12:40] that you see um is our farm to Fork
[00:12:42] dinner that we would host every February
[00:12:46] we host ours in February because we want
[00:12:49] it to be information for our consumers
[00:12:52] but we also want our Farmers to be able
[00:12:54] to attend this event so we highlight all

[00:12:57] the farmers that participate that attend
[00:12:59] can come eat dinner with us our guests
[00:13:02] love to talk to the farmers network with
[00:13:04] the farmers and then we always have a
[00:13:06] farmer speaker or a farmer panel that is
[00:13:08] sharing their knowledge with the group
[00:13:11] and then we do a annual Farm crawl so
[00:13:13] that's the middle picture so this was
[00:13:15] last year people out in um going from
[00:13:18] Farm to farm um this year we did a
[00:13:20] caravan switched up our events a little
[00:13:23] bit so we were all going together from
[00:13:25] one location to the next having about 30
[00:13:28] minutes at each Farm learning about how
[00:13:30] that farmer grows their food their
[00:13:32] production practices where they can buy
[00:13:34] their products and then at that event we
[00:13:37] had the last picture is a celebration
[00:13:39] then really we was a farm crawl party we
[00:13:42] did have um silt was there practical
[00:13:45] farmers of Iowa some different resources
[00:13:48] for um other Farmers to come check out
[00:13:50] that weren't participating in the farm
[00:13:52] crawl again as well as community members
[00:13:55] and then good food and an opportunity to
[00:13:57] have one last tour at that

[00:14:01] event some of the things that we do for
[00:14:03] Farmers um first picture over there is
[00:14:07] our networking event um this is an event
[00:14:10] that I've been in this position for 10
[00:14:11] years um started out very small and has
[00:14:15] grown from year to year so every January
[00:14:18] usually the end of January we're getting
[00:14:20] our Farmers together those that want to
[00:14:23] sell to those institutions like schools
[00:14:25] restaurants grocery stores and bringing
[00:14:28] them together with those buyers and then
[00:14:31] we set it up in tables where it's like a
[00:14:33] speed dating event where then our buyers
[00:14:37] will get up and move around the room to
[00:14:39] each producer they have about eight to
[00:14:41] 10 minutes and then they move on it's a
[00:14:44] great way for them to start initial
[00:14:47] conversations with the idea that they're
[00:14:48] going to follow up outside of this
[00:14:50] meeting and have further conversations
[00:14:53] about buying and selling their products
[00:14:56] um again that's Farm to for dinner is
[00:14:58] that picture in the middle that was our
[00:15:00] farmer speaker last year um Wendy from
[00:15:03] Joya food farm again a great opportunity
[00:15:06] for Farmers to learn from Farmers as

[00:15:08] well as the consumers learning from the
[00:15:10] farmer and then we host our own Regional
[00:15:13] Farmers Market Workshop is what that
[00:15:15] last picture is usually February time
[00:15:19] it's an opportunity for us to help
[00:15:21] support the farmers markets in our area
[00:15:24] so new vendors and vendors that have
[00:15:27] been doing it for a long time can come
[00:15:29] together Network as well as learn about
[00:15:32] things that they might need to do for
[00:15:34] the upcoming season talk about marketing
[00:15:36] talk about their vendor
[00:15:39] display all right um Cedar Valley
[00:15:42] Regional food and farm network is just
[00:15:44] our local Coalition and we encourage our
[00:15:47] Farmers to get involved um we understand
[00:15:49] you know we meet every other month and
[00:15:51] we understand that our farmers are only
[00:15:52] going to join us in that off seon but we
[00:15:55] love it when they do and really helps us
[00:15:57] all Network and and share ideas at those
[00:16:02] meetings again we do a lot of Outreach
[00:16:04] in education so we are doing where the
[00:16:06] uni local food program we're part of the
[00:16:08] cedar Bley Regional food and farm
[00:16:10] Network and we're showcasing more than

[00:16:13] what we're doing just as a local food
[00:16:15] program so we do all our social media
[00:16:17] through Cedar Valley Regional food and
[00:16:19] farm
[00:16:21] Network I mentioned that um Farm to
[00:16:24] institution I've mentioned you know
[00:16:26] we're working with schools we're working
[00:16:28] with restaurants um some long-term care
[00:16:31] facilities it just really kind of
[00:16:33] depends on the year and you know who is
[00:16:37] employed at those locations some grocery
[00:16:39] stores um Caterers we find um really
[00:16:42] have an opportunity to have a flexible
[00:16:44] menu and purchasing more Local Foods and
[00:16:47] then we're part of the food Hub Network
[00:16:50] um I know Paul is going to talk about
[00:16:51] this a little bit later but we work
[00:16:54] specifically with our Iowa food Hub so
[00:16:55] we're really also looking to get some of
[00:16:58] more institutional buyers purchasing
[00:17:00] from Iowa food Hub and then us being
[00:17:03] able to purchase more from farmers in
[00:17:05] the area too um and I believe we Rose
[00:17:08] was mentioned earlier and they're our
[00:17:09] big partner on the cedar we call it the
[00:17:11] Cedar Valley

[00:17:14] node so I always like to show these
[00:17:16] pictures so our goal you know when we
[00:17:18] think about that fresh and we think
[00:17:19] about the schools is we're working to
[00:17:22] change this picture and make it more
[00:17:24] something like this in our schools so
[00:17:27] it's always good to keep this in mind
[00:17:29] um for ourselves especially as staff and
[00:17:32] just really reminding everybody what our
[00:17:34] goals
[00:17:35] are a little bit about grow play this is
[00:17:38] our regional branding that we use we
[00:17:40] actually were able to take this branding
[00:17:43] and resources from healthy Harvest of
[00:17:45] North Iowa which Andrea is going to talk
[00:17:47] about her work there um but we're doing
[00:17:50] again promotions really trying to
[00:17:52] promote our farmers who want to become
[00:17:54] our grow play members on our website we
[00:17:57] have an online directory uh print
[00:17:59] directory social media as I mentioned
[00:18:01] before we have posters window o clings
[00:18:04] really trying to get people and
[00:18:06] consumers to um really recognize if they
[00:18:08] see grow eat play we're talking about
[00:18:11] Local Foods and we're talking about

[00:18:12] buying from our local
[00:18:14] farmers we have a veggie voucher program
[00:18:17] that I wanted to um mention this is a
[00:18:20] local program different from snap BBT
[00:18:23] different from our Farmers Market
[00:18:24] nutrition program vouchers these are
[00:18:27] vouchers they're five vouchers we have
[00:18:30] host sites that we work with um in the
[00:18:33] Cedar Valley region those host sites
[00:18:35] hand out these veggie vouchers to their
[00:18:38] participants people that they know
[00:18:39] really could use it and then they redeem
[00:18:43] them at the farmers markets or spend
[00:18:44] them at the farmers's market and it is
[00:18:46] just like cash for that client as well
[00:18:49] as for that farmer then the farmer turns
[00:18:51] those vouchers in to us as the uni local
[00:18:54] food program and then we pay them and so
[00:18:58] we've seen significant increase um in
[00:19:01] these being used in the past this is
[00:19:03] about a six-year program every year it
[00:19:05] increases some of our farmers are making
[00:19:08] a sign significant amount of money um at
[00:19:11] the farmers markets from these vouchers
[00:19:13] so it is really just a win-win for our
[00:19:15] community and continuing to be able to

[00:19:18] expand that
[00:19:20] program and I just wanted to mention
[00:19:23] that I also do work with the Iowa food
[00:19:25] system Coalition so the Coalition is our
[00:19:28] Statewide Coalition um and also another
[00:19:31] really great resource for farmers and
[00:19:34] getting involved in our new plan setting
[00:19:37] the table for all
[00:19:38] Ians there are nine different chapters
[00:19:42] and many of them really revolving um and
[00:19:45] and really including um work that
[00:19:47] farmers are doing so if anybody would
[00:19:49] want to get involved with that um check
[00:19:52] out the website at Iowa food system
[00:19:54] coalition.org sign up for the newsletter
[00:19:57] as well as um you can email us from
[00:20:00] there and get
[00:20:02] involved and contact information for
[00:20:05] myself as well as we do have two
[00:20:08] different websites going on our local
[00:20:09] food website as well as our Cedar Valley
[00:20:11] Regional food and farm Network
[00:20:14] website and that is all I have for
[00:20:18] everybody today thank you so much for
[00:20:20] sharing Jody if anyone has any questions
[00:20:24] feel free to put them in the Q&A chat

[00:20:26] but I actually had a question for you I
[00:20:29] was wondering if you could speak to the
[00:20:31] choose Iowa pilot program and how and if
[00:20:33] that impacts the work that you're
[00:20:35] doing yeah definitely um so we as in my
[00:20:40] different hats and rolls um yes choose
[00:20:44] Iowa for their branding part we're
[00:20:46] working at looking at partnering on that
[00:20:49] as well as yes the new choose Iowa
[00:20:51] program that would bring you know funds
[00:20:53] to different organizations um that is
[00:20:56] based on a program that has been really
[00:20:58] really successful people are probably
[00:21:00] familiar with LFPA um and our local food
[00:21:04] for schools those types of things so
[00:21:07] those um I am really that connector
[00:21:10] which goes back to that value chain
[00:21:13] coordinator role that I may be didn't
[00:21:15] say specifically what that is but my job
[00:21:18] is not necessarily um like boots on the
[00:21:20] ground for a lot of those programs but
[00:21:22] helping connect if there's farmers in my
[00:21:25] area or organizations that want to be
[00:21:27] part of that program or they want to get
[00:21:29] connected to a food Hub or even a food
[00:21:32] bank um really working on that

[00:21:35] connection so therefore yes um involved
[00:21:38] in that connection piece for the choose
[00:21:40] Iowa pilot program thank you so much for
[00:21:43] that answer and we actually have another
[00:21:45] question on the veggie vouchers which is
[00:21:48] how are the veggie vouchers
[00:21:50] funded yeah that is a great
[00:21:53] question that um you know has really
[00:21:56] evolved and changed over the years um we
[00:21:59] do still heavily rely on grant funding
[00:22:03] um we've been very successful with a lot
[00:22:05] of our local foundations who are really
[00:22:07] looking to improve the health of our
[00:22:10] communities um in that Waterloo Cedar
[00:22:13] Falls area um but we are also we have
[00:22:16] those host sites that I mentioned and
[00:22:19] we're really looking at also um a little
[00:22:22] bit more skin in the game for those host
[00:22:24] sites because been very very valuable
[00:22:26] for their clients so looking at them
[00:22:30] paying in um some money to the program
[00:22:33] every year we've started really really
[00:22:35] small for that so that is something that
[00:22:37] we'll slowly increase and work on and
[00:22:39] but that also can look at they can help
[00:22:42] us find maybe different sponsors that we

[00:22:44] might not normally think of but somebody
[00:22:45] that they partner with or somebody that
[00:22:47] really values their work having that
[00:22:50] partner um allocate some funds to the
[00:22:53] veggie voucher program as well as you
[00:22:55] know um as you all know if you're
[00:22:57] writing grants the more people you have
[00:22:59] involved in that partnership so really
[00:23:02] looking at writing you know more and
[00:23:04] different grants with our host sites
[00:23:07] too great thank you so much well thank
[00:23:10] you for that presentation Jody and
[00:23:12] without further Ado I'm going to turn
[00:23:14] things over to Paul McCormick with e
[00:23:17] greater De Moine E grer de Mo's mission
[00:23:20] is to create innovative forward-thinking
[00:23:22] solutions that prove what's possible in
[00:23:24] the food system by working towards a
[00:23:26] system that meets immediate community
[00:23:28] needs and builds a healthier Community
[00:23:30] for the
[00:23:32] future awesome thank you Katie for uh
[00:23:36] yeah sharing this space with us and
[00:23:37] giving us a chance to to share out about
[00:23:39] some of the work we're doing so um yeah
[00:23:42] I will get my screen shared here in a

[00:23:48] moment and are we seeing a slideshow on
[00:23:53] our screens okay perfect all right so um
[00:23:58] yeah my name is Paul McCormack I'm the
[00:24:00] director of operations and Partnerships
[00:24:02] Eat Greater Des Moines and I'm also our uh
[00:24:05] sort of central Iowa representative so
[00:24:07] we are we uh uh despite our name we we
[00:24:10] work uh beyond the the Des Moines metro
[00:24:13] area so I'll talk about that in a moment
[00:24:16] um so what is eater Des Moines a lot of us
[00:24:19] uh a lot of folks know of us as uh you
[00:24:21] know the food rescue people in central
[00:24:23] Iowa that was uh a big part of our
[00:24:26] reputation and our Legacy as an organization
[00:24:28] around the start of this
[00:24:32] calendar year that program transitioned
[00:24:34] over to another organization and so
[00:24:36] we're really focusing a lot on uh local
[00:24:39] food system development uh and uh
[00:24:42] Regional Partnerships to really uh
[00:24:44] strengthen and grow our local food
[00:24:46] systems so uh like I said before we're
[00:24:49] serving Central and Southeast Iowa so
[00:24:51] I'm uh more or less in the de moin metro
[00:24:53] area and its environs and uh my
[00:24:56] colleague Jonathan Lawrence who is our

[00:24:58] senior Valley chain coordinator he is in
[00:25:01] based out of Fairfield serving Southeast
[00:25:03] Iowa uh Jody gave a little bit of an
[00:25:06] introduction about uh value chain
[00:25:08] coordination uh we are uh uh a convenor
[00:25:13] of of of a community of practice around
[00:25:15] uh value chain coordination so uh a lot
[00:25:18] of great company on there uh Jody uh
[00:25:21] Andrea is on the call as well some other
[00:25:23] vccs in the state um we uh have a
[00:25:28] warehouse house in central Iowa I'll
[00:25:29] talk a little bit about uh and uh are
[00:25:32] involved in a lot of events and advocacy
[00:25:34] work as well so um yeah so uh like jod
[00:25:38] introduced uh uh there are plenty of
[00:25:42] value chain coordinators around the
[00:25:43] state of Iowa um many of whom have been
[00:25:46] doing this work for for uh a decade or
[00:25:49] longer um and uh around 20122 e gr Dew
[00:25:54] uh was awarded an rfsp Grant uh to uh
[00:25:58] among other things convene a cohort of
[00:26:01] uh and a community of practice uh for
[00:26:03] the value chain coordinators in the
[00:26:05] state um and really in a nutshell vccs
[00:26:08] are are building collaborative mutually
[00:26:11] beneficial Partnerships throughout the

[00:26:13] food value chain to strength and Equity
[00:26:15] uh and ensure stable livelihoods in the
[00:26:18] food economy um there are a lot of a lot
[00:26:20] of definitions a lot of kinds of work
[00:26:22] that can be called value chain
[00:26:24] coordination um and you know the
[00:26:27] activities and services that each one uh
[00:26:29] is engaged in and offers are going to
[00:26:31] vary a lot by Regional needs as well as
[00:26:33] the expertise of the individual VCC so
[00:26:37] we encourage uh if you're not connected
[00:26:39] with uh a value chain coordinator a
[00:26:41] local food coordinator there's also a
[00:26:44] lot of different potential names for for
[00:26:46] the type of work but um if you're not
[00:26:48] already connected we encourage
[00:26:50] definitely getting connected
[00:26:51] with um with uh your nearest VCC uh and
[00:26:55] if you aren't sure who that is we we uh
[00:26:58] are always happy to help help find who
[00:27:00] that might be so um we are uh we also
[00:27:05] have a wonderful uh warehouse space uh
[00:27:08] in Des Moines really Central to the state
[00:27:12] uh that uh uh among other among many
[00:27:15] things um is home to uh continued food
[00:27:19] rescue programming with Supply Hive uh

[00:27:22] and has grown to be um really a a
[00:27:25] pivotal um a node within the food Hub
[00:27:28] Network of the state so we are connected
[00:27:31] in some way or another to pretty much
[00:27:33] every food Hub in the state um uh many
[00:27:36] of whom uh on on the screen here uh are
[00:27:40] directly um coming coming and going from
[00:27:42] our space um either to Cross or deliver
[00:27:46] for Last Mile deliveries um or uh yeah
[00:27:51] exchange with each other so um uh yeah
[00:27:55] there's a lot more that goes into it
[00:27:56] than that but that's sort of it the
[00:27:58] nutshell so we are uh uh if you are
[00:28:01] selling to any of these food hubs and
[00:28:03] maybe they've mentioned the De Moine
[00:28:04] Warehouse chances are it's it's uh it's
[00:28:08] our space uh that uh things are passing
[00:28:10] through so um yeah and in that space um
[00:28:14] like I was saying we have some cross
[00:28:16] docking uh that goes on uh in uh as well
[00:28:21] as de Mo Metro aggregation for food hubs
[00:28:23] so um others have mentioned the lfpa
[00:28:27] program um several of those food hubs uh
[00:28:31] are uh selling through that program as
[00:28:34] well as lfs local food for schools um we
[00:28:38] uh are partnered with a few food hubs to

[00:28:41] do some of the sort of sorting packing
[00:28:44] um to get things ready for distribution
[00:28:46] for lfpa as well so the network of
[00:28:48] community fridges in the Des Moines Metro
[00:28:50] that Eat Greater De Moines started and
[00:28:53] and is now continued to be managed by
[00:28:54] the supply Hive we are uh able to apply
[00:28:58] those with LFPA Foods uh through a
[00:29:00] partnership with the Iowa food
[00:29:02] Cooperative so uh yeah we're always
[00:29:04] looking for for ways to um you know what
[00:29:08] is the best value of this space what it
[00:29:10] what can we uh how can we Leverage The
[00:29:13] this resource really to to support
[00:29:15] producers um and and the food system as
[00:29:18] a whole um there's also some CSA packing
[00:29:22] that goes on in there uh with LSI Global
[00:29:25] greens but um I I believe they're going
[00:29:27] to be on the call as well so I don't
[00:29:29] I'll give them some time uh uh the floor
[00:29:31] to to talk a little bit more about how
[00:29:33] that works but we are also engaged in a
[00:29:37] lot of local food promotions so one of
[00:29:40] my favorite components of this uh and
[00:29:42] and uh services that we offer is uh we
[00:29:45] have a blender bike that uh has been

[00:29:47] with e Creator de Mo for a few years now
[00:29:49] and has really been a pet project of
[00:29:51] mine um uh just getting it working well
[00:29:54] thinking of kind of standards and
[00:29:56] programs for it to um you know it's a
[00:29:59] it's a really great opportunity it's a
[00:30:01] tool for highlighting either a specific
[00:30:04] product or a recipe uh and engage
[00:30:07] consumers in actually making it making
[00:30:09] their food um we are uh always open to
[00:30:13] suggestions about other kinds of
[00:30:15] interactive food experiences as well um
[00:30:18] and just thinking of um yeah good ways
[00:30:21] to to spend our time um promoting uh our
[00:30:24] local producers and uh and products so
[00:30:27] in this photo here we were uh invited by
[00:30:30] the Farmers Union to join them at their
[00:30:32] uh day at the state fair so you if you
[00:30:34] were there on I think it was the first
[00:30:36] Sunday of the fair you may have seen
[00:30:38] Tommy hexter and I um uh vigorously as
[00:30:41] fast as we could blending I've never
[00:30:44] Blended smoothies faster that than that
[00:30:46] in my life but um really unique products
[00:30:49] as well our slogan quickly became all
[00:30:52] Iowa ingredients even the energy used to

[00:30:54] blend them um because everything that
[00:30:56] went into that smoothie was uh uh
[00:30:59] produced in in Iowa so um uh and it was
[00:31:03] a great opportunity to teach people
[00:31:04] about aronia berries um which you know
[00:31:07] for a lot of people it was their first
[00:31:09] time having an aronia berry so um uh
[00:31:12] just kind of as one example of ways
[00:31:14] that we've used that we've also been
[00:31:15] able to integrate uh rescued food um for
[00:31:18] events for Supply Hive to be able to
[00:31:20] sort of um demonstrate you know the
[00:31:22] utility of of uh prevent you know
[00:31:25] avoiding wasting food and tossing it um
[00:31:28] yeah just um keeping uh making sure that
[00:31:30] good food is going where it's needed
[00:31:33] so um and then just kind of a small
[00:31:37] footnote as well we are also piloting uh
[00:31:40] some smaller scale deliveries by bike in
[00:31:42] the De Moines Area uh we have a trailer
[00:31:45] that was made available to us um that
[00:31:47] has been a great uh uh sort of uh very
[00:31:51] last mile kind of stop Gap if uh you
[00:31:54] know uh we have L extra lpa food to
[00:31:57] distribute or or um uh things along
[00:32:00] those lines uh great tools something

[00:32:02] that uh uh has been a lot of fun to to
[00:32:06] play around with and and look into ways
[00:32:08] to develop so if you're in the DNE Metro
[00:32:10] Urban Farmers or just Distributing in
[00:32:13] that area and have some ideas or uh any
[00:32:16] interest in collaborating on that I uh
[00:32:19] am open to to suggestions as well so um
[00:32:23] and just finally you know moving forward
[00:32:27] uh into
[00:32:28] the years ahead um you know we are
[00:32:32] always trying to keep our ear to the
[00:32:33] ground as to what folks are uh most
[00:32:37] interested in but services or resources
[00:32:40] are in greatest demand um for producers
[00:32:44] for land owners for um you know I think
[00:32:48] there's 40s something people on the call
[00:32:49] I don't know exactly what types of
[00:32:51] people are represented beyond that but
[00:32:54] um you know we're um always always just
[00:32:58] uh yeah open to feedback open to
[00:33:00] suggestions on how to how to serve the
[00:33:03] community best and I think that is all I
[00:33:06] got thank you so much Paul and on your
[00:33:10] question actually about what types of
[00:33:11] people are on the call I'm just going to
[00:33:13] go ahead and read this question that we

[00:33:15] have from the
[00:33:16] participants it says I'm a new Urban
[00:33:19] Farmer here in De Moine and I was
[00:33:21] wondering if you have a good contact for
[00:33:23] the lfpa program to learn more and
[00:33:26] possibly become a producer for that
[00:33:28] program yeah um that's a great a really
[00:33:31] great question so um and I I remember
[00:33:35] now I had I had something I wanted to
[00:33:37] say about your uh the choose Iowa pilot
[00:33:40] um the question you had asked jod if if
[00:33:42] we have time as well but um first of all
[00:33:46] thank you for for growing food in Des
[00:33:49] Moine um that's just want to get that
[00:33:52] out of the way thank you very much for
[00:33:54] uh for doing that uh Lindsay um I
[00:33:58] a few things about LFPA it is
[00:34:01] um uh the current functioning iteration
[00:34:03] of it was funded for three years where
[00:34:05] in that third year now um technically
[00:34:08] running uh
[00:34:10] through uh I don't want to get this
[00:34:12] wrong I believe through April uh of 2025
[00:34:17] um and so the budgets for this
[00:34:19] phase were decided around May of this
[00:34:22] calendar year um and uh you know just

[00:34:27] due to the nature of crop planning a lot
[00:34:29] of decisions have been made around how
[00:34:31] to spend that already uh at the level of
[00:34:33] the individual hubs um but thing you
[00:34:36] know things always change surprises
[00:34:38] always happen money becomes available or
[00:34:40] a producer you know uh you know anything
[00:34:44] can happen so definitely go go to the
[00:34:46] website it's a beautiful website they
[00:34:48] have a really great team at Iowa Valley
[00:34:50] resource conservation and development um
[00:34:53] that uh they that organization is sort
[00:34:56] of managing lfpa for theate
[00:34:58] um for for Idols essentially and um uh
[00:35:04] uh yeah get in touch with them check out
[00:35:06] that website and and reach out to any of
[00:35:07] the food hubs that are listed on there
[00:35:10] um definitely start with the ones in the
[00:35:11] de moin Metro so um Iowa food
[00:35:15] Cooperative it would be a really great
[00:35:17] option for that um so the their lfpa is
[00:35:20] delivered to our warehouse packed and uh
[00:35:24] packed for distribution we have
[00:35:26] volunteers who uh through the supply Ive
[00:35:28] app that uh we continue to partner with
[00:35:30] them that uh folks will pick that up

[00:35:32] take it to the community fridges from
[00:35:34] there so um yeah hopefully that that
[00:35:37] gives you a few uh places to start but
[00:35:40] feel free to to send me an email uh as
[00:35:43] well if um Katie I don't know if you'll
[00:35:45] be sending the presentations out but I
[00:35:47] have my email address in the um in that
[00:35:51] section so yeah I certainly can well
[00:35:54] thank you so much Paul for all that
[00:35:56] incredible information and to make sure
[00:35:58] we're staying on schedule I'm very
[00:36:00] excited to introduce our next speaker
[00:36:03] originally from North Central Minnesota
[00:36:05] britty fulad grew up in a small
[00:36:07] community with an economy largely
[00:36:09] supported by surrounding agriculture
[00:36:12] through school years he helped on his
[00:36:13] grandparents small cattle operation a
[00:36:16] local strawberry farm and spent a few
[00:36:18] Summers assisting an apeist with the
[00:36:20] production of local honey with 15 years
[00:36:23] of experience in commercial finance and
[00:36:25] a growing passion for quality food and
[00:36:28] health of the environment Brady and his
[00:36:30] wife Kayla founded Ruby Creek Vineyard
[00:36:32] in Southwest Minnesota's drif list

[00:36:34] region while maintaining his primary
[00:36:37] career at the local bank Brady and his
[00:36:39] family are building a sustainable Family
[00:36:41] Farm sensitive to the environment and
[00:36:43] putting the finance and business
[00:36:45] background to
[00:36:47] work hey Katie thank you very much uh
[00:36:50] thank you for everybody participating
[00:36:53] with us today I'm just going to share my
[00:36:57] screen here quick I
[00:37:03] hope there we
[00:37:06] go uh one of the things as as we got
[00:37:09] going uh just a little bit about the
[00:37:11] presentation today and it's uh
[00:37:13] alternative markets I don't know what uh
[00:37:17] everybody's been experiencing around
[00:37:19] them but my family quickly found out
[00:37:22] based on where we are uh that uh the
[00:37:25] alternative markets for our products
[00:37:27] were going to be uh come our primary
[00:37:31] Market a little bit about us as Ruby
[00:37:34] Creek Vineyard my family and our farm uh
[00:37:37] you can see my wife Kayla there on the
[00:37:39] right hand side and my daughter Ruby on
[00:37:42] the left uh that is a picture from our
[00:37:46] first year attempting to grow uh

[00:37:49] anything for a food product uh so uh
[00:37:53] hopefully everybody else's weed
[00:37:54] management is better than we did in year
[00:37:56] number one one because uh that is where
[00:37:59] our pumpkins and squashes came out of
[00:38:01] that field right there and again as we
[00:38:03] talked a little bit about um we are a
[00:38:05] small farm originally as you can see by
[00:38:08] the name we planted a little over a
[00:38:11] couple acres of a Vineyard uh which is
[00:38:13] eventually going to be primarily what we
[00:38:15] have um but through being out there and
[00:38:18] being a part of the land uh we also did
[00:38:21] carve out uh 6 Acres of uh additional
[00:38:25] crop land for for growing food uh we got
[00:38:28] very passionate about uh food and the
[00:38:31] health of our food and the health of the
[00:38:33] land that that grows our food and so we
[00:38:36] really felt like that would be a
[00:38:38] good use of our space there and then so
[00:38:40] various fruits and uh berries that we
[00:38:44] also grow at our at our small
[00:38:48] farm uh just just so everybody knows
[00:38:50] here what I'm not um I I am in banking I
[00:38:54] do a lot of banking uh but I don't do
[00:38:56] egg Bank Kings so if you have questions

[00:38:58] about that that's that's not me um
[00:39:00] you've got some really good people
[00:39:02] locally that'll help you with that um uh
[00:39:06] very much in contrast to what I do out
[00:39:08] at the farm um if you need to do a
[00:39:10] high-rise Condo building or you need to
[00:39:13] uh do a large Housing Development such
[00:39:16] as we're trying to preserve some of this
[00:39:17] land from becoming uh this is uh that's
[00:39:20] that's what I do during the day uh we're
[00:39:22] not we're not massive I'm not great at
[00:39:25] marketing um and I'm also likely not a
[00:39:29] better grower than any of you here um as
[00:39:31] you can see here that would also be one
[00:39:33] of our Foles um evidently you can't
[00:39:37] drive a threee thre wheed vehicle with
[00:39:41] uh 300 gallons of water on the back of
[00:39:43] it and into a pothole but uh we make it
[00:39:47] through so that's a that's another Folly
[00:39:50] that we've had um alternative markets U
[00:39:54] I'm sure many of you on the call are
[00:39:56] very excited about the food that you
[00:39:58] grow getting it into the hands of people
[00:40:00] and and making sure that they can fully
[00:40:02] enjoy healthy things around them I'm
[00:40:05] talking about farmers markets and and

[00:40:08] and friends and family your neighborhood

[00:40:11] Who

[00:40:11] whomever um but the alternative markets

[00:40:14] is who aren't you reaching through those

[00:40:16] through those beginning and kind of

[00:40:18] primary channels um first we'll we'll

[00:40:22] talk a little bit about why I even

[00:40:25] started exploring this is more of our

[00:40:27] primary option versus a secondary option

[00:40:31] uh realistically there's a couple of

[00:40:34] very

[00:40:35] successful um farmers market operations

[00:40:38] in our area that have done a great job

[00:40:41] for the local communities uh near us is

[00:40:43] the m American Farmers Association uh

[00:40:47] they have 180 acres of land that's

[00:40:51] subdivided up into uh between one and

[00:40:55] two acre plots and that means that

[00:40:58] there's a lot of people growing very

[00:41:00] intensely across that land um and

[00:41:03] they're only about eight miles from me

[00:41:06] so they are spread out across a lot of

[00:41:09] the farmers markets in our area they

[00:41:11] work really hard they do a great job

[00:41:14] they they raise very good conventional

[00:41:18] produce is what they is what they

[00:41:19] generally raise um it just became
[00:41:22] difficult at the farmers market mostly
[00:41:25] because they were always going to be
[00:41:27] cheaper than I was um trying to grow
[00:41:29] organic they were they were always going
[00:41:31] to have more and and quite frankly um
[00:41:36] they they they would show up and do a
[00:41:38] great business um but there would be 20
[00:41:41] or 30 of them at the farmers market so
[00:41:43] if you're the highest priced person at
[00:41:45] the farmers market it just made it more
[00:41:47] difficult but a little bit about what we
[00:41:49] discussed earlier kind of the
[00:41:50] Alternatives kind of what's in your
[00:41:52] neighborhood um outside of direct a
[00:41:54] consumer uh grocery stores are in your
[00:41:56] neighborhood Hood restaurants schools uh
[00:42:00] one other thing that's a little bit of
[00:42:01] surprise to me is other csas or Farm
[00:42:04] Market stores those are in your
[00:42:06] neighborhood as well um and and those
[00:42:09] are the things and we'll talk a little
[00:42:11] bit about it is is why to why to enter
[00:42:13] those um with us it was you can you can
[00:42:17] get into it to sell excess product um
[00:42:20] you can get into it to concentrate on

[00:42:21] what you're actually good at growing and
[00:42:23] not trying to grow a whole bunch of
[00:42:24] things that you you don't you do very
[00:42:27] well uh but you think you need to have
[00:42:30] um for me we talk a little bit about
[00:42:33] I've got a full-time job I'm sitting in
[00:42:35] my office right now um it lets me save
[00:42:38] some time as far as the marketing aspect
[00:42:40] is concerned and and the sales is
[00:42:43] concerned um it it's much easier for me
[00:42:47] to fulfill several large orders a week
[00:42:50] than it is to spend realistically all
[00:42:53] Saturday or Sunday out of the farmers
[00:42:54] market and it's and it's been reasonably
[00:42:56] lucrative for us the other thing that
[00:42:59] we've got here at new product
[00:43:01] exploration as you start developing
[00:43:04] relationships with especially
[00:43:06] restaurants um in some of the grocery
[00:43:08] stores they have food buyers that travel
[00:43:09] all over the country um that are looking
[00:43:12] at the latest trends and they come back
[00:43:13] to you and say hey Brady uh can you
[00:43:17] order these uh purple fingerling French
[00:43:21] potatoes are really popular in whatever
[00:43:24] area of the country is that something

[00:43:26] you think you can do well being at the
[00:43:28] scale that I'm at yeah certainly I can
[00:43:30] pop those in the ground in the spring
[00:43:31] and let's see let's see what it is if
[00:43:32] you're if you're willing to buy from
[00:43:35] me
[00:43:37] um next next item here is you know why
[00:43:42] some of the alternative areas that we
[00:43:44] looked at uh one of the best ones has
[00:43:46] actually been large scale uh CSA
[00:43:50] programs across our area to sell into as
[00:43:54] a as a small farmer it was difficult for
[00:43:56] me to grow enough to have a what I felt
[00:43:59] like a well-rounded CSA program is I
[00:44:02] ended up talking to some of the CSA
[00:44:05] programs near us um and just just asked
[00:44:09] them I mean they have two three um
[00:44:12] sometimes in Access of 4,000 CSA
[00:44:14] customers and shares that they're
[00:44:16] fulfilling and I was trying to figure
[00:44:17] out how in the world they grew all the
[00:44:18] product that they that they had in their
[00:44:22] in their CSA
[00:44:23] boxes I found out very quickly they
[00:44:26] didn't
[00:44:28] um that they were they were purchasing

[00:44:30] from other farms uh across the area and
[00:44:33] frankly a lot of them were purchasing
[00:44:35] them from wholesalers or auction places
[00:44:38] and they would rather have something
[00:44:40] with a story behind it uh so they could
[00:44:41] feel good about the product every time
[00:44:43] that it arrived as they were passing it
[00:44:45] out to to their other customers uh the
[00:44:48] little photo I have here um my first
[00:44:51] interface with this was actually in the
[00:44:53] in the banking world over a decade ago
[00:44:56] uh uh uh my wife and daughter and I had
[00:45:00] gone to an apple orchard and had a great
[00:45:03] time I'm sure everybody's done that in
[00:45:04] fall and uh you go out there you pick
[00:45:06] your apples you come inside you drink
[00:45:09] apple cider and you know there was a a
[00:45:13] lovely set of grandmas there that were
[00:45:15] baking apple pies and uh people were
[00:45:18] buying them it was it it was amazing
[00:45:22] well a couple weeks later I was at a
[00:45:24] Central Kitchen um and and uh they were
[00:45:27] looking for some financing on some
[00:45:29] actually pie making equipment and as the
[00:45:33] stuff was coming out their existing line
[00:45:35] I saw a label from the place I ended up

[00:45:38] buying a pie from and realized quick
[00:45:42] that even though that they had an
[00:45:43] abundance of apples and everything else
[00:45:45] they needed some help to fulfill their
[00:45:48] customer experience from somebody else
[00:45:50] that's what the Central Kitchen was
[00:45:51] doing that's essentially what we end up
[00:45:54] doing um with our Fillin type products
[00:45:57] that uh we are selling to to these CSA
[00:46:01] boxes um you know you look at some of
[00:46:04] these different operations near you um
[00:46:07] is there something in their current
[00:46:08] operation that might be lacking um you
[00:46:10] have a relationship with them um
[00:46:11] something they can't get um something
[00:46:13] they can't grow uh in driplless area just
[00:46:17] kind of south and east of the Metro we
[00:46:19] had a different soil type than a lot of
[00:46:21] the grillers had right close to the
[00:46:22] metro area so we were able to help them
[00:46:25] with a couple of products that that that
[00:46:27] maybe they couldn't do uh
[00:46:30] previously um other things that I
[00:46:32] noticed real quick as we went through
[00:46:33] here uh first thing I thought of is I'm
[00:46:36] going to sell to restaurants and

[00:46:38] restaurants are going to love me because

[00:46:39] they all want to um sell the best food

[00:46:43] possible to their to their

[00:46:45] customers they do to a certain extent

[00:46:48] but it really depends on um getting to

[00:46:50] know these restaurants and uh who

[00:46:52] actually is going to do the purchasing

[00:46:55] um versus who is doing the cooking um

[00:46:58] farm table is out at a lot of places but

[00:47:02] realistically uh a lot of places just

[00:47:05] get it off the US boots truck which is

[00:47:06] fine um but they're they're just not a

[00:47:09] really good

[00:47:10] customer uh we have had a lot of success

[00:47:13] with a couple of restaurants where the

[00:47:16] executive chef actually does have

[00:47:18] control over the ordering process and uh

[00:47:21] really desires to have high quality food

[00:47:24] and food with a sty it's a lot of fun

[00:47:27] when you go out there and on the menu is

[00:47:29] uh let's see for garlic is one of our

[00:47:32] big ones and uh our our logo will be

[00:47:34] next to the menu item at the restaurant

[00:47:36] that's a that's a cool thing to see and

[00:47:38] they're a they're a huge repeat

[00:47:41] buyer um breaking in to the alternative

[00:47:45] markets for us I mean realistically as a
[00:47:48] banker sales is is what I generally do
[00:47:52] um where where do you already go uh that
[00:47:54] seems to have a passion uh developer
[00:47:56] relationship with them uh restaurant
[00:47:59] grocery store Farm Market Bar uh that's
[00:48:02] that's been an interesting one for us
[00:48:04] one of the products we make we make uh
[00:48:05] instead of maple syrup we make Walnut
[00:48:07] syrup uh same process from our walnut
[00:48:10] trees uh now the tricky part is is it's
[00:48:13] a it's labor intensive and quite an
[00:48:15] expensive product out on the marketplace
[00:48:18] uh so the Alternative Market is is half
[00:48:20] of it does get sold to a wholesaler
[00:48:22] online uh the other half gets bottled up
[00:48:24] real cute and sent to boss
[00:48:27] um you if if you have an establishment
[00:48:31] that's uh serving higher end drinks or
[00:48:33] cocktails near you um they they might
[00:48:36] have margin for some more of your
[00:48:37] garnish type items such as we were able
[00:48:40] to do um again establish relationships
[00:48:45] if you talk to them one time and try to
[00:48:46] sell something to them one time you're
[00:48:49] not going to you're not going to get

[00:48:50] there uh it's going to take a couple of
[00:48:52] repeats uh in order to do that and what
[00:48:55] is your value proposition
[00:48:57] you're you're more expensive than US
[00:48:58] Foods even when you think you're selling
[00:49:01] it for cheaper than anybody else I
[00:49:03] guarantee you that food truck that shows
[00:49:05] up is well cheaper than you and you need
[00:49:07] to make sure that uh they understand the
[00:49:09] difference between cheap and value um
[00:49:12] and and show them don't don't be afraid
[00:49:15] to show them what that looks
[00:49:17] like um again successes there there's us
[00:49:21] again there's our there's our small
[00:49:22] operation popping stuff into the ground
[00:49:25] um my wife and daughter on top of the
[00:49:28] hay with our garlic underneath which has
[00:49:30] been which has been fun um restaurants
[00:49:33] uh passion for high quality food
[00:49:35] unlikely locations has been our biggest
[00:49:38] thing that we found with restaurants uh
[00:49:40] first thing I did being part of the
[00:49:42] greater Minneapolis area as I went to
[00:49:43] downtown Minneapolis to sell into there
[00:49:45] it was absolutely a no uh they were
[00:49:47] looking for margin they needed margin um

[00:49:50] the rural restaurants and establishments
[00:49:52] have been far more receptive to uh what
[00:49:55] we what we have for an offering so uh
[00:49:59] kind of outerring suburbs in rural areas
[00:50:00] have been have been much better for us
[00:50:03] uh CSA um it's it's great we talked a
[00:50:06] little bit about that there's a couple
[00:50:08] of extremely large csas that uh use our
[00:50:11] product to fill in around what they can
[00:50:13] grow um some of it they can't grow based
[00:50:16] on soil conditions some of them they
[00:50:17] don't want to grow based on uh how how
[00:50:21] labor intensive it is and uh that's that
[00:50:24] that's been good for us uh for
[00:50:26] Alternative
[00:50:28] Market um just just other things too uh
[00:50:31] grer in the Suburban
[00:50:34] Market many of them nobody's ever even
[00:50:36] asked which was fascinating to me um
[00:50:40] just to uh find out who their produce
[00:50:42] buy or was um and and give that person a
[00:50:46] call don't don't interrupt them during
[00:50:48] their regular portion of the day but get
[00:50:50] their email address get their phone
[00:50:51] number um so you can have a good
[00:50:54] conversation with them um when when they

[00:50:57] do have time to talk to you uh and uh
[00:51:00] four different places just nobody had
[00:51:03] ever approached them um they were they
[00:51:05] were attempting to Source more and more
[00:51:07] local items but they were roughly
[00:51:10] hamstrung based on whoever their
[00:51:12] supplier was that was that was great um
[00:51:17] for us I mean so realistically um as
[00:51:20] we've gone through and I think uh
[00:51:22] probably others that are small and
[00:51:24] starting operations have have found the
[00:51:26] same
[00:51:27] some of these areas are hard to break
[00:51:28] into some of them have a really thriving
[00:51:30] Farmers Market where you can compete
[00:51:32] well because you're competing against
[00:51:35] other sustainable or organic foods um if
[00:51:39] you're heavily saturated in an area that
[00:51:42] uh is just looking for the lower cost
[00:51:45] provider that's that's more difficult
[00:51:48] and you know realistically this can be a
[00:51:50] good add-on for some folks too uh if you
[00:51:53] if you've got a good direct to Consumer
[00:51:55] Farmers Market option um sourcing a
[00:51:58] couple of these areas that you can sell
[00:52:01] either kind of your passion product to

[00:52:03] or sell uh your excess products to uh
[00:52:06] just kind of rounds things out presently
[00:52:09] our goal is to make the land sustainable
[00:52:12] not just from its fertility and uh its
[00:52:14] Vitality but also make the operation
[00:52:17] sustainable uh from a financial aspect
[00:52:20] and uh this is been a great thing for us
[00:52:23] to get going and get out the ground um
[00:52:26] to to defer a lot of the costs land
[00:52:29] isn't cheap uh buying into a farm buying
[00:52:32] a farm at uh at at the age of almost 40
[00:52:36] is a little more difficult and this is
[00:52:39] this has been a path to be
[00:52:41] successful for
[00:52:44] us thank you so much for sharing Brady
[00:52:47] this was great information about the
[00:52:49] different markets it doesn't look like
[00:52:51] there's any specifically questions for
[00:52:53] you but we're going to save some time at
[00:52:54] the end for any additional questions so
[00:52:56] if anyone thinks of anything for Brady
[00:52:58] for later feel free to drop it in the
[00:53:00] chat in the Q&A but now I am super
[00:53:03] excited to introduce Andrea with healthy
[00:53:07] Harvest of Northern Iowa healthy Harvest
[00:53:09] of Northern Iowa Works to connect and

[00:53:11] educate in support of the local food
[00:53:13] system they are a network of local food
[00:53:16] leaders across North Iowa including Farm
[00:53:18] and Food business owners consumers
[00:53:21] elected officials Community leaders
[00:53:23] Public Health Educators Economic
[00:53:25] Development and more
[00:53:27] so Andrea if you'd like to take it away
[00:53:28] the floor is
[00:53:46] yours okay okay got it got it okay so um
[00:53:50] is the slideshow showing
[00:53:53] here yes okay excellent so thank you for
[00:53:56] for having me today um I'm going to give
[00:53:58] you a little rundown of healthy Harvest
[00:54:00] of North Iowa and um like Katie said our
[00:54:05] mission is to connect and educate in
[00:54:07] support of the local food system and we
[00:54:09] do that in a variety of ways um that I
[00:54:11] will be sharing with you today um so
[00:54:14] first of all uh who am I um I guess I am
[00:54:17] the executive director for healthy
[00:54:18] Harvest of North Iowa um I've been in
[00:54:21] this role only about a year but I've
[00:54:23] been working in local food system for
[00:54:25] about 10 years now done all sorts of
[00:54:27] different things from um working in a

[00:54:29] tomato Greenhouse um picking tomatoes
[00:54:32] and doing some marketing for them um
[00:54:34] coordinating a farmers market being a
[00:54:36] food Hub manager um so a lot of
[00:54:39] different things um taste testing in
[00:54:41] schools and at farmers markets and all
[00:54:43] sorts of things like that um I know
[00:54:45] you've heard a little bit about value
[00:54:46] chain coordinators today I'm also part
[00:54:48] of the value chain coordinator group um
[00:54:51] in Iowa working with Paul and jod and
[00:54:53] others in the state so that's a big part
[00:54:56] of my role um also I'm a passionate
[00:54:58] local bore I love to shop at farmers
[00:55:00] markets I love to cook and eat
[00:55:02] everything um local and then also grow
[00:55:05] um some stuff myself so um we have a
[00:55:08] really great team at healthy Harvest we
[00:55:10] right now um there's five of us working
[00:55:13] most of us are part-time doing different
[00:55:15] um sections of the food system work so
[00:55:18] um you can see we just participated in
[00:55:20] the great apple crunch a couple weeks
[00:55:22] ago and so our team um the whole team is
[00:55:25] very enthusiastic about um uh sourcing
[00:55:28] from local producers and getting to know

[00:55:31] uh those Farmers out around in our area
[00:55:34] so um this is our region we are um
[00:55:37] working in a nine count region in north
[00:55:39] central Iowa um we do a little bit of
[00:55:43] work outside of the region and like Jody
[00:55:44] mentioned kind of um Partnerships with
[00:55:47] other parts of the state um specifically
[00:55:50] because we um run kind of right parallel
[00:55:52] or close to jod region we work with them
[00:55:54] a lot um and that a lot of Statewide
[00:55:57] projects as well so um but I want to
[00:56:01] kind of focus this presentation on what
[00:56:03] we do for the producers we do work in um
[00:56:07] two kind of priority areas which is
[00:56:08] producer support and local food
[00:56:10] awareness and but today I'm going to
[00:56:12] really talk to you about what we do um
[00:56:15] on the producer side and kind of touch a
[00:56:17] little bit on the local food awareness
[00:56:19] because obviously um the more people
[00:56:20] that know where and how to find local
[00:56:22] food the more sales and opportunities
[00:56:25] there are for farmers so that that is
[00:56:27] connected but um specifically in terms
[00:56:30] of supporting producers directly I
[00:56:32] wanted to kind of focus on that today so

[00:56:36] um all of these I guess um points here
[00:56:39] we're going to talk about a little bit
[00:56:40] more in depth
[00:56:42] so so in terms of producer support one
[00:56:45] of our big projects right now is a
[00:56:47] shared use kitchen database and
[00:56:49] Equipment Rental um so we have partnered
[00:56:51] with Iowa or with Iowa Valley RC and um
[00:56:54] on their kitchen connect project and you
[00:56:57] can see the website here um the Iowa
[00:56:59] kitchen connect um provides a uh
[00:57:02] resource or database of kitchens in in
[00:57:05] Iowa that are rentable for uses um such
[00:57:09] as product or like maybe producing uh a
[00:57:11] value added product or um hosting a
[00:57:14] cooking class and we're working on
[00:57:16] expanding that kitchen directory in our
[00:57:18] region to be able to have more
[00:57:20] opportunities for producers to have a
[00:57:22] place if they wanted to use um for doing
[00:57:25] share value added item and or um
[00:57:28] teaching classes and um with our
[00:57:31] educational component of our work we are
[00:57:33] really also working on connecting the
[00:57:36] kitchens with um folks that want to host
[00:57:38] classes and that we can get more people

[00:57:41] you know um connected with local food so
[00:57:44] um we've put together eight cooking
[00:57:46] class sets and that you can kind of see
[00:57:48] in this picture to the side um it
[00:57:50] includes a lot of different items so it
[00:57:52] has eight of all the items that you
[00:57:54] would need to teach a class and these
[00:57:56] are going to be um available well
[00:57:58] they're ready now but um so if you're
[00:58:00] interested in hosting a class you can
[00:58:03] contact us we are working on a um system
[00:58:06] for renting them out like a uh rental uh
[00:58:10] inventory system so that's kind of work
[00:58:12] in progress but if you are interested in
[00:58:14] renting or borrowing any of those items
[00:58:17] um they are available so um we think
[00:58:19] that's going to be a really great
[00:58:20] resource for producers to be able to
[00:58:22] share about products that they grow or
[00:58:24] produce um and educate people on how to
[00:58:27] use those products that you're um have
[00:58:29] from the farm um we also have acquired a
[00:58:32] variety of like I I guess I'd call small
[00:58:35] uh processing equipment um because
[00:58:37] sometimes producers want to see if this
[00:58:39] might be a item that um that they would

[00:58:42] want to purchase or they might want to
[00:58:43] just try it out for a while or it might
[00:58:45] be an item that they only use once twice
[00:58:47] three times a year and they don't really
[00:58:49] want to invest in like you know a two
[00:58:50] three \$4,000 item so we've acquired some
[00:58:54] of those larger items so that we can
[00:58:56] lend and rent them out to producers to
[00:58:58] use um for those reasons so um again
[00:59:01] this inventory or database is
[00:59:03] forthcoming as soon as we kind of create
[00:59:06] an easier system to be able to rent
[00:59:07] those out but so that's kind of our um
[00:59:11] newest project and it's pretty exciting
[00:59:13] um to be almost at the point of being
[00:59:15] able to really um launch it um some of
[00:59:17] the other things that we've been doing
[00:59:18] for many years um are is um connected to
[00:59:21] our uh North Iowa local food connections
[00:59:25] program and this is a progr that we've
[00:59:26] worked with um with PFI or practical
[00:59:29] farmers of Iowa they've um partnered
[00:59:31] with us on this project for a number of
[00:59:33] years and and um it includes the field
[00:59:36] day series which is a great opportunity
[00:59:38] to showcase your farm um it's we've done

[00:59:42] field days with farms and uh like on
[00:59:45] farms and then also with food businesses
[00:59:47] such as breweries and Wineries and
[00:59:48] places like that that are using and
[00:59:50] sourcing local ingredients um it is a
[00:59:52] great opportunity for Farmers to learn
[00:59:54] from each other but it's also a really a
[00:59:56] great opportunity for you to get um
[00:59:57] consumers out to your farm and get them
[00:59:59] to know a little more about how you're
[01:00:01] you know producing or growing your
[01:00:03] products and then um a lot of times that
[01:00:05] it like really results in a good
[01:00:07] relationship with the consumer and um
[01:00:09] some repeat sales so um we usually do
[01:00:12] three or four of these a year and then
[01:00:14] um um it rotates around our region and
[01:00:17] with different types of um products so
[01:00:20] also part of the connections program we
[01:00:22] do different workshops we've done a lot
[01:00:24] of workshops around marketing
[01:00:26] um including social media and like
[01:00:28] product photography and things like that
[01:00:31] we've done some business support
[01:00:32] workshops related to farm finances and
[01:00:34] show you's Kitchen in grant writing um

[01:00:37] and we also do uh networking events for
[01:00:40] Farmers to meet with each other and kind
[01:00:42] of learn from each other so we usually
[01:00:44] um try to do a few of those each year
[01:00:46] and this year we've had um a one in
[01:00:49] sagoro County kind of focused really
[01:00:51] specifically on the shared use kitchen
[01:00:53] project and all the equipment that we've
[01:00:54] been acquiring um and then also C County
[01:00:57] and Mitchell County so
[01:01:01] um uh we do related to marketing support
[01:01:05] we are going to be for our members in
[01:01:07] our region um hosting a new workshop
[01:01:10] series um in order for producers to get
[01:01:14] um some kind of one-on-one or small
[01:01:17] group help with um marketing
[01:01:19] specifically uh related to The Grow eat
[01:01:21] play Campaign that um jod mentioned
[01:01:23] earlier so this Workshop series will
[01:01:26] help uh producers to use the resources
[01:01:28] that are developed through the grow play
[01:01:30] Campaign and like better uh utilize
[01:01:32] those to promote their Farms um we also
[01:01:35] do a lot of promotion related to all of
[01:01:38] those grow play farmers in our region so
[01:01:40] we do um fun highlights on Fridays um

[01:01:43] website promotion of things um like
[01:01:45] their events as well as events that we
[01:01:47] do to promote them but if they're doing
[01:01:49] an on-farm event um all of our members
[01:01:51] can have that listed on our website as
[01:01:53] well for extra exposure um and then we
[01:01:56] also do some grant writing support this
[01:01:58] is sort of a newer thing that we've been
[01:01:59] doing um kind of related to the value
[01:02:01] chain coordination and making those
[01:02:03] connections and helping Farmers to
[01:02:05] connect with resources and so we aren't
[01:02:08] writing the grants for the producers but
[01:02:10] we really can help a lot with
[01:02:12] recommendations um application review
[01:02:14] and letters of support
[01:02:16] so uh we have an extensive list of
[01:02:19] online resources I won't go through
[01:02:21] everything but I just want to bring it
[01:02:23] to your attention that if you're looking
[01:02:24] for resources if you go to our website
[01:02:26] and you go under there's a tab that says
[01:02:28] for producers um you're going to find
[01:02:31] all kinds of information about the
[01:02:32] events and workshops that we do um and
[01:02:35] then just a variety of um information

[01:02:38] for you know anything you might be
[01:02:40] looking for beginning Farmers processing
[01:02:42] you know food safety all those things
[01:02:44] links and connections and that's again
[01:02:46] that's really a big part of what we do
[01:02:48] is to connect people with the resources
[01:02:50] that they need um so and that also
[01:02:53] includes um the Statewide projects that
[01:02:55] Paul kind of mention mentioned earlier
[01:02:56] was with the lfpa and lfs and some of
[01:02:58] the food Hub resources so check that out
[01:03:01] if you're looking for things because
[01:03:02] there is so much information on there
[01:03:05] whoops I think I went to oh no that's
[01:03:07] right um back to the uh grow play a
[01:03:10] little bit we do the annual um local
[01:03:12] food guide which of course is a great
[01:03:14] resource to um educate consumers where
[01:03:16] to buy local food but it's it's a great
[01:03:18] opportunity for producers to um you know
[01:03:21] get their name out there a little more
[01:03:23] and we use this resource a lot when
[01:03:24] we're doing um Outreach to all you know
[01:03:27] all kinds of people so um social media
[01:03:31] like jod mentioned Facebook in Instagram
[01:03:33] Pinterest is a big one for us because we

[01:03:35] also have a very extensive um list of
[01:03:38] recipes that we've developed that are
[01:03:39] really seasonally appropriate to North
[01:03:41] Iowa in really all of Iowa and we
[01:03:43] welcome you to use those web or those
[01:03:46] recipe resources um share them use them
[01:03:49] in your newsletters like it's it's up to
[01:03:51] you you you're welcome to um to check
[01:03:53] those out as well and then we do the
[01:03:55] monthly e-newsletter to get information
[01:03:57] out to Consumers but we also have um
[01:04:00] information that comes out directly to
[01:04:01] producers giving you information about
[01:04:04] upcoming events that are pertinent to
[01:04:06] farm
[01:04:07] businesses um so just a little touch on
[01:04:11] the awareness campaign so the more the
[01:04:13] the consumer basing angle that we work
[01:04:15] in um we really try and promote the
[01:04:18] purchase and consumption of Local Foods
[01:04:20] and we do that at farmers markets
[01:04:22] restaurants and retail locations we do a
[01:04:24] lot of um a lot of promotion and
[01:04:27] advertising and those types of things um
[01:04:30] we do taste testing at schools um and
[01:04:33] like get to know your food get to know

[01:04:35] your farmer type of things Farm to Fork
[01:04:37] dinners and demonstrations at farmers
[01:04:40] markets on how to prepare items that are
[01:04:42] coming straight from the farmers markets
[01:04:44] and cooking classes a lot of
[01:04:45] Partnerships with cooking classes and um
[01:04:48] other people like dieticians and
[01:04:50] partners in the community that are um
[01:04:52] wanting people to learn how to eat um
[01:04:55] more nutritious and prepare more
[01:04:57] nutritious Fresh Foods so we do a lot of
[01:04:59] Partnerships with like the Central
[01:05:00] Gardens up here in North Iowa um Roots
[01:05:02] nutrition and L's Cultural Center down
[01:05:05] in Hampton so our consumer resources
[01:05:08] like our producer resources online are
[01:05:11] extensive so I'll let you guys check
[01:05:13] those out at your leisure but um I just
[01:05:15] draw your attention to the grow PlayHub
[01:05:18] a lot of information there related to um
[01:05:20] finding local food the recipes that I
[01:05:22] mentioned and then um finding farmers
[01:05:25] and Market you can search by your ZIP
[01:05:27] code or the type of item that you're
[01:05:29] looking for or the farmer name if you
[01:05:30] know who who you're looking for um and

[01:05:33] then um also check out the calendar of
[01:05:35] regional events that we try to keep up
[01:05:37] to date with all the things going on as
[01:05:39] we find out in our region so and
[01:05:42] Statewide we want to be connected to the
[01:05:45] Statewide Partnerships because that
[01:05:46] helps us to be a better resource to the
[01:05:48] farmers in our region so keeping up to
[01:05:51] speed on all of these coalitions and
[01:05:53] networks is a big part of what I do as
[01:05:55] well as well just so that we can bring
[01:05:56] resources into our region um to help uh
[01:05:59] farmers and connect them with things
[01:06:01] that exist that we may not be doing
[01:06:04] ourselves um if you're interested you
[01:06:06] can become a member of healthy Harvest
[01:06:08] you would get all kinds of um great
[01:06:10] benefits from that including you know
[01:06:12] access to all of the things I talked
[01:06:14] about earlier related to the kitchen
[01:06:16] equipments and the field day
[01:06:17] opportunities priority sourcing for um
[01:06:20] our events and cooking classes and then
[01:06:22] um a lot of times you the workshops and
[01:06:24] stuff are are
[01:06:26] um free for healthy Harvest members

[01:06:28] check out the website um also we want to
[01:06:31] do work that benefits your farm so we're
[01:06:34] always looking for what you need and
[01:06:36] what other um things we would you know
[01:06:39] could do we could you know write grants
[01:06:41] for different projects and stuff like
[01:06:42] that if there becomes a need so we're
[01:06:44] happy to talk to you if you're in our
[01:06:46] area and you want to talk about other
[01:06:48] projects or initiatives that we might be
[01:06:50] able to help with um just reach
[01:06:53] out so I guess I don't know if where
[01:06:56] we're at with time I guess but
[01:06:59] um yeah thank you for all that great
[01:07:01] resource sharing I know we're a little
[01:07:03] bit over on time but maybe we could go
[01:07:05] through these two questions really
[01:07:07] quickly the first one is about how your
[01:07:09] organization is funded and then the
[01:07:11] second question is about resources to
[01:07:13] connect with chefs excellent yeah okay
[01:07:17] so um hel Harvest is a 501c3 nonprofit
[01:07:21] and it's about 90% of our funding comes
[01:07:24] from Grant Prof projects so that's why
[01:07:27] when we're doing when I talk about these
[01:07:28] projects a lot a lot of them are um

[01:07:30] Grant funded and um and we have the
[01:07:33] flexibility if there's other initiatives
[01:07:36] that people are looking for support we
[01:07:37] have the you know the ability to um you
[01:07:40] know plan for those and then write
[01:07:42] grants to support those projects so
[01:07:44] mostly grant funding we do the
[01:07:45] membership is a small part of our
[01:07:47] funding and then we have some um like
[01:07:49] independent donations and sponsorships
[01:07:52] as well um and then uh there was a
[01:07:55] question about
[01:07:56] chefs um and this was a question from a
[01:08:00] producer who is interested in connecting
[01:08:02] with chefs who are working on local
[01:08:04] food-based
[01:08:05] restaurants yeah so um that is a
[01:08:10] trickier question because it is a
[01:08:13] especially in North Iowa a less common I
[01:08:16] guess less common practice there's not a
[01:08:18] lot of um restaurants in North Iowa that
[01:08:21] are sourcing locally but if you
[01:08:24] have um like specific products that
[01:08:26] you're looking to sell um definitely you
[01:08:29] should reach out to us and there and we
[01:08:31] can like help you to like kind of get a

[01:08:33] a gauge of some of the you know places
[01:08:35] you can try um to reach out to and um
[01:08:39] also the other option would be to
[01:08:40] connect with one of the food hubs that
[01:08:42] was mentioned earlier um because they do
[01:08:44] local food distribution and they be
[01:08:45] maybe able to move your product into a
[01:08:47] region that has a little bit more um
[01:08:49] activity in that
[01:08:52] area well thank you so much for all of
[01:08:54] that great information I'm super
[01:08:57] excited to introduce our next speaker
[01:08:59] Emily Renshaw she is an urban
[01:09:01] agriculture expert and food systems
[01:09:03] consultant based in Iowa dedicated to
[01:09:06] building resilient sustainable and
[01:09:08] Equitable Food Systems she partners with
[01:09:10] communities and organizations to develop
[01:09:12] practical solutions that strengthen
[01:09:14] Local Food Systems Support New farmers
[01:09:16] and promote environmental stewardship as
[01:09:19] chair of the Lin County food system
[01:09:20] Council and as a leader with Lin County
[01:09:23] Extension Emily drives initiative
[01:09:25] focused on Farmer training local food
[01:09:27] economies and increased access to

[01:09:29] nutritious fresh

[01:09:31] food okay great well thank you let me

[01:09:35] get this going

[01:09:39] here all right can everyone see

[01:09:43] that perfect um so one thing I'd like to

[01:09:47] do today is uh look at especially the

[01:09:50] Eastern Iowa Corridor and um things that

[01:09:53] are available to new and beginning

[01:09:55] farmers so a lot of the work that I have

[01:09:56] done over the last four years is really

[01:09:58] looking at Farmers not only connecting

[01:10:00] them to land but also connecting them to

[01:10:03] re resources to fill the gap between you

[01:10:06] may be able to grow it but how do you

[01:10:08] move it um so the first thing I I want

[01:10:11] to uh look at is the Iowa City area Iowa

[01:10:14] Valley RC andd has been mentioned

[01:10:16] several times already they are a

[01:10:18] phenomenal organization who are really

[01:10:20] doing a lot of the heavy lifting as far

[01:10:22] as grant writing and and program

[01:10:25] especially for new and emerging Farmers

[01:10:28] one exciting thing that they have going

[01:10:29] on this year that is very Centric to

[01:10:32] Iowa City is they are starting a

[01:10:34] fellowship program so to apply for the

[01:10:36] fellowship program the application is
[01:10:38] open right now you do need to be within
[01:10:40] commuting distance of Iowa City but it
[01:10:43] is a 40h hour a week paid apprenticeship
[01:10:48] um for New farmers to just get on the
[01:10:51] grow Johnson County work with industry
[01:10:54] experts and and you know learn learn to
[01:10:57] do it from individuals who have had a
[01:10:59] lot of trial and error over the years um
[01:11:02] they have a great Clean Program I'm
[01:11:04] going to talk about that in a second um
[01:11:06] someone had asked about business
[01:11:08] coaching uh their FR connect business
[01:11:11] coaching is available to New farmers
[01:11:13] across the the state um and then they
[01:11:17] also have a farm that you can just go
[01:11:19] out and volunteer at in the Cedar Rapids
[01:11:22] area this is my area uh there are two
[01:11:24] main land access programs these are
[01:11:26] typically for new and emerging Farmers
[01:11:27] to start to get them onto land V Iowa
[01:11:31] first Has a Field access and business
[01:11:33] support so uh feed works with typically
[01:11:37] two farmers a year so a Max of six to
[01:11:40] seven Farmers over a three-year period
[01:11:42] not only to understand how do you bring

[01:11:44] crops in from across the world and uh
[01:11:48] and grow them in a very different
[01:11:49] climate and very different soils but
[01:11:51] also like how do you Market that how do
[01:11:52] you set up your business how do you do
[01:11:54] invoicing and LLC United We March
[01:11:57] forward is another organization in Cedar
[01:12:00] Rapids that is dedicated specifically to
[01:12:02] African immigrants and this one is more
[01:12:05] again culturally relevant food growing
[01:12:08] um but it's more on a communal plot so
[01:12:11] it's introducing foods into um an area
[01:12:14] where typically uh these Foods just
[01:12:17] can't be found in our in our local
[01:12:18] grocery stores um and supermarkets one
[01:12:22] thing I want to uh point out again on
[01:12:24] that business support uh Kirkwood which
[01:12:27] is our community college has an Iowa
[01:12:29] small business administration now this
[01:12:31] is a federal program it is not Centric
[01:12:34] to farming but it is Central Centric to
[01:12:37] new businesses and it is also great for
[01:12:40] new and emerging Farmers um it is 100%
[01:12:43] free for counseling um there are 15 um
[01:12:49] there are 15 units across the state and
[01:12:52] so all major or all major urban areas

[01:12:57] have one if you go to the link you can
[01:12:59] find yours um but they work with LLC
[01:13:01] formation Insurance questions invoicing
[01:13:05] questions um kind of the nitty-gritty of
[01:13:07] a new business owner and a lot of times
[01:13:10] when I work with new and emerging
[01:13:11] Farmers that's the that's kind of a
[01:13:14] struggle place right we always joke that
[01:13:16] like your farm you know there's very few
[01:13:19] people who are a farmer and a business
[01:13:21] owner but we we have to be both in that
[01:13:25] um um food safety is one of the largest
[01:13:27] gaps I see and so um we have Farmers
[01:13:30] that I I've worked with that um grow
[01:13:34] beautiful vegetables but they don't have
[01:13:36] the means to get them into restaurants
[01:13:38] and institutions and food hubs and one
[01:13:41] of the biggest barriers we see is they
[01:13:43] don't have their food safety
[01:13:44] certification so I have a couple of
[01:13:47] opportunities on here on the left side
[01:13:50] of the screen under the gorgeous uh
[01:13:52] mustard is a produce safety training
[01:13:54] this is called PSA training and this is
[01:13:58] uh to understand uh fsma that's a um the
[01:14:03] food modern modernization act um it is a

[01:14:06] one day training it is a lifetime
[01:14:08] training so it's a one and done and it's
[01:14:10] \$20 a person I highly recommend uh every
[01:14:15] farmer pick this up um it's the Baseline
[01:14:20] of what you need to be able to sell your
[01:14:23] produce um into to
[01:14:26] businesses and there's two great
[01:14:28] programs across the state to help
[01:14:29] farmers do this again Iowa Valley RC
[01:14:32] &D they have the clean Start program
[01:14:34] so this is for New farmers you need to
[01:14:35] be in business for a year um you know
[01:14:39] your farm does not have to be big you
[01:14:41] can be on a an eighth of an acre plot um
[01:14:45] as long as you are selling or or a
[01:14:48] grower um you can apply for it um Iowa
[01:14:53] Valley RC&D is really to help you
[01:14:57] help farmers uh get in a place to be Gap
[01:15:00] or good agricultural practice certified
[01:15:03] right PFI has a very uh similar program
[01:15:06] it opens in November um that when you
[01:15:08] have to have that training that the link
[01:15:10] on the left at PSA training um I've been
[01:15:14] through both of these applications um
[01:15:16] and Reporting they are very very simple
[01:15:18] um they are made to not have a lot of

[01:15:21] barriers um I both of them are kind of
[01:15:23] like a Google doc
[01:15:26] and the reporting is pretty much like
[01:15:28] savior receipts so these are great
[01:15:31] programs that you can go in and get
[01:15:32] things like agricultural lugs um you can
[01:15:36] pay for your portapotty at your farm uh
[01:15:39] you can buy you know scrub brushes and
[01:15:41] just soap and tsunami which is an
[01:15:43] organic cleaner um you know triple dunk
[01:15:46] sinks so anything that supports food
[01:15:48] safety in your operation you can use
[01:15:52] these Grant
[01:15:53] programs and another great resource and
[01:15:56] this is Statewide is Iowa State
[01:15:57] Extension so this is probably one of the
[01:15:59] most underutilized resources I see all
[01:16:02] the time all 99 Counties have an
[01:16:04] extension office and what extension does
[01:16:06] is it takes the research from Iowa State
[01:16:08] University and it brings it to the
[01:16:10] people and so um what you're seeing for
[01:16:13] information there is research based um
[01:16:15] it's what's what's new and upcoming at
[01:16:18] Iowa State most of their services are
[01:16:20] free and their trainings are very low

[01:16:22] cost and so you can walk into your
[01:16:25] extension office or you can go to the
[01:16:27] website and connect for someone for free
[01:16:30] that is a field or variety Specialists
[01:16:33] they also have egg business and tax
[01:16:35] Specialists and so in Cedar Rapids with
[01:16:38] PFI we had a tax specialist come out and
[01:16:41] talk to new and emerging Farmers about
[01:16:44] quarterly taxes like how do you define
[01:16:46] yourself as a farmer tax-wise what are
[01:16:48] those benefits and how does that affect
[01:16:51] cord taxes so those are great um
[01:16:54] opportun
[01:16:55] just for you know a a free uh resource
[01:17:02] for Farmers uh extension can also host
[01:17:05] trainings like uh I have an i in there
[01:17:07] it's fsma or PSA Food Training what we
[01:17:10] were talking about on the previous slide
[01:17:12] um if you're non or non-organic um
[01:17:14] pesticide licensing can be done through
[01:17:17] there um and they also offer a great
[01:17:19] online beekeeping course so down there I
[01:17:22] have their main site so that's going to
[01:17:24] give you all those Specialists um they
[01:17:27] actually have a Horticultural specialist
[01:17:29] on staff uh Dan is fantastic he does all

[01:17:33] types of vegetables so if you're having
[01:17:35] issues with fungus or um different types
[01:17:38] of diseases or pest they have someone
[01:17:41] that you can connect to at no cost to
[01:17:43] help you through those
[01:17:45] issues the last thing I want to talk
[01:17:48] about is food councils and coalitions
[01:17:49] now these are all over the state um a
[01:17:52] lot of them have a tendency to be in
[01:17:53] more urban areas
[01:17:55] um but they die and these are um
[01:17:58] typically these are our volunteer
[01:18:00] councils that bring industry experts
[01:18:02] together um I'll showcase our two ly
[01:18:05] County Food Systems Council and Johnson
[01:18:07] um County Pol food policy Council both
[01:18:10] of them someone was asking about events
[01:18:13] how do you connect to restaurants both
[01:18:15] of these councils and coalitions are um
[01:18:19] you know three or four times a year
[01:18:21] they'll host events to connect uh
[01:18:24] farmers with procurers so restaurants uh
[01:18:28] sometimes they have speakers come in I
[01:18:30] do want to highlight Ling County um on
[01:18:33] Friday February 7th it's a save of
[01:18:35] the date right now um but we'll be doing

[01:18:38] our second food Symposium so that's
[01:18:40] bringing in speakers um really uh just
[01:18:44] uh table workshops so getting grocery
[01:18:48] stores and institutions and Farmers all
[01:18:51] in the same room and being able to make
[01:18:53] those connections and one thing that
[01:18:55] we're really looking at doing at Food
[01:18:56] Systems Council for this particular
[01:18:59] Symposium is having a day of trainings
[01:19:02] so whether that is PSA training or Safe
[01:19:05] Serve training for restaurants that
[01:19:07] individuals can come you can you know
[01:19:09] hear speakers or you can come and
[01:19:12] actually walk away with a certification
[01:19:14] the last thing I want to point out for
[01:19:16] Farmers is Johnson County uh food policy
[01:19:19] Council has a fantastic snap farmer
[01:19:22] application walkth through so if you've
[01:19:25] ever applied for snap it is very
[01:19:27] convoluted for Farmers um I think I've
[01:19:30] taken a dozen Farmers through it now and
[01:19:33] I always say remember this application
[01:19:35] is made for Casey's not for a Farm Stand
[01:19:39] um and they have a just a really great
[01:19:42] guide for being able to uh if you're a
[01:19:45] farmer wanting to take snap and more

[01:19:47] Farmers should be you know uh if they
[01:19:50] want to like participating in the snap
[01:19:52] program it's a great addition
[01:19:55] Revenue um and also opens up food access
[01:19:58] to more communities um so they have a
[01:20:01] great guide on there and that's all I
[01:20:03] have minus this very cool picture
[01:20:07] of yeah a watermelon that's diseased um
[01:20:11] do are there any
[01:20:16] questions it looks like there aren't any
[01:20:19] new questions that are coming up there's
[01:20:21] some general ones so maybe we'll save
[01:20:23] that for the last few minutes since I
[01:20:24] know we're a little short on time if all
[01:20:27] the participants have an extra few
[01:20:29] minutes to stick around too that would
[01:20:30] be amazing cuz I know silt has some
[01:20:32] exciting opportunities for a farm for
[01:20:35] rent and a party that we are having in
[01:20:37] De Moine on November 20th featuring some
[01:20:39] local producers and so definitely if you
[01:20:42] can stick around for an extra five
[01:20:43] minutes that would be greatly
[01:20:45] appreciated but I want to give Zach the
[01:20:47] full 10 minutes to to present about
[01:20:49] global greens LSI so thank you so much

[01:20:51] Emily for all of that incredible
[01:20:53] information a little bit about global
[01:20:55] greens is Lutheran Services of Iowa
[01:20:58] Global greens reconnects former Refugee
[01:21:01] Farmers with land as they build their
[01:21:03] new life in the US through Glo in the US
[01:21:06] through Global greens Farmers access
[01:21:08] spaces to grow food learn more about us
[01:21:11] Agriculture and start their own
[01:21:12] businesses by selling produce at the
[01:21:14] global greens International Market and
[01:21:16] in their
[01:21:19] CSA hey thanks um I'm going to do I'm
[01:21:23] going to see if I can get this to work
[01:21:25] uh can you guys see
[01:21:28] that um can you see my presentation yeah
[01:21:32] we can see it it's not in presenter
[01:21:34] format if that matters what's
[01:21:37] that oh just kidding it is now yeah and
[01:21:40] I'll just I'll do five minutes um real
[01:21:43] quick because a lot of the resources
[01:21:45] that are available through us are
[01:21:47] available to all people um so I'll just
[01:21:49] tell you what we do um and how we're
[01:21:52] supporting people who came here as
[01:21:53] refugees in central

[01:21:56] Iowa um and I'll also mention that um
[01:22:00] it's it's been great I think we're one
[01:22:02] of the first programs to start doing um
[01:22:06] direct access to land uh and farmer
[01:22:09] education and I can see how it's um
[01:22:13] important for farmers in Iowa who are
[01:22:16] not currently growing vegetables to
[01:22:18] actually start growing food and I
[01:22:20] appreciate the partnership with a lot of
[01:22:22] these other organizations um because I I
[01:22:24] think we're just at the beginning of
[01:22:26] this and um all of our Collective um
[01:22:30] momentum and uh the work that people are
[01:22:33] doing in the trenches is um really
[01:22:36] amazing and it's really hard work so
[01:22:39] thank you everybody um on here uh and
[01:22:42] everybody who has interest in these
[01:22:43] things so um we started out of a desire
[01:22:47] for uh community members to grow food um
[01:22:50] and coming as refugees um people knew
[01:22:53] how to grow food in their country in
[01:22:55] traditional ways and then they said
[01:22:57] there's this land how do we do this um
[01:22:59] this is Fairman he actually had to get
[01:23:01] out of a car one time and go and touch
[01:23:03] the corn and be like oh this this is

[01:23:05] like corn and we grow this in our
[01:23:07] country you know we're learning oh well
[01:23:11] most of it's genetically modified and
[01:23:13] most of it's used for fuel uh and animal
[01:23:17] feed but um the point remains that um
[01:23:20] iow has a great um wealth of land and
[01:23:23] resources available um and scan that
[01:23:25] code there if you want to see our
[01:23:27] 10-year video it's fiveyear that'll give
[01:23:28] a much better uh farmer-led overview of
[01:23:32] what Global greens is um I won't go
[01:23:35] through why we do it but again um you
[01:23:37] guys know all the reasons that we're all
[01:23:39] trying to grow more food um we're
[01:23:41] especially seeing um lots of benefits in
[01:23:44] physical and mental health um that are
[01:23:46] really not talked about as much um when
[01:23:49] we're talking about um getting back to
[01:23:51] the land um but it's very important
[01:23:54] important um we do a lot of things at
[01:23:57] Global greens we host community gardens
[01:23:59] around town um and there's 232 families
[01:24:04] that we place in gardens around De Moine
[01:24:07] so if you're in a place especially an
[01:24:09] urban place and you want to start a
[01:24:10] garden we can get you hooked up with all

[01:24:12] the educational materials all of the
[01:24:15] plans I can get you budgets I can let
[01:24:17] you know how much staff time what
[01:24:18] equipment you're going to need um so uh
[01:24:22] and that's something what we've done in
[01:24:23] a couple other places around the state
[01:24:24] and the region
[01:24:26] too
[01:24:27] um we have a lot of Partners around de
[01:24:30] Mo um churches and businesses um and
[01:24:33] again I think just seeing there's a lot
[01:24:35] that has to do with relationships and
[01:24:37] not being afraid to just go ahead and
[01:24:39] try it again our first Garden was just
[01:24:42] like people wanted to do it and we're
[01:24:43] like that lot over there is empty who
[01:24:45] owns it figure that out and then do some
[01:24:48] door knocking we get rejected a lot but
[01:24:51] um just keep going for it guys and don't
[01:24:53] be afraid to fail
[01:24:56] people from all over the world are very
[01:24:57] interested in this
[01:25:00] um I'm going to skip this one there's no
[01:25:02] time for this but we work hard with our
[01:25:05] partners to make sure we have good
[01:25:06] partners and that when we're working um

[01:25:09] in these new spaces with new people that
[01:25:11] people have cultural
[01:25:13] sensitivity um our incubator farm so
[01:25:16] people from The Gardens wanted to grow
[01:25:18] more food so we connect people to
[01:25:20] quarter acre plots um in De Mo and from
[01:25:23] there people are graduate they're
[01:25:25] learning along the way learning from
[01:25:28] mentors um this is on the right side as
[01:25:31] a farmer uh using a desk calendar to
[01:25:34] make a crop plan for our CSA um so we
[01:25:37] can these are things we're doing
[01:25:39] internally with global greens Farmers
[01:25:41] but again we can um help walk people
[01:25:43] through some of these and give people
[01:25:45] resources if they need it um as part of
[01:25:48] this to we've made um over
[01:25:50] 150 uh plain language um and Visually
[01:25:53] based
[01:25:54] um educational materials on topics from
[01:25:57] anything Farm related and I know there's
[01:25:59] a lot of info on YouTube but sometimes
[01:26:01] you don't know how to Wade through it so
[01:26:03] we focus heavily on helping people
[01:26:05] navigate information so if you want to
[01:26:08] follow up we can help you do that sounds

[01:26:09] like there's a lot of information out
[01:26:11] there um so make sure you connect with
[01:26:14] that our Farmers Market if you're a
[01:26:16] consumer um we do double up food bucks
[01:26:19] at hours um and uh
[01:26:23] we double of food bucks where people
[01:26:25] have snap and then they get a double on
[01:26:27] their money so then they can buy more
[01:26:29] fresh vegetables so please get out there
[01:26:32] and Lobby for more money for that um
[01:26:35] because we all know veggies are really
[01:26:37] expensive um and we're the largest uh
[01:26:40] snap uh or the largest double up food
[01:26:43] bucks uh vendor in the State uh in terms
[01:26:46] of fresh vegetables
[01:26:48] so um going to pass that this is just to
[01:26:51] show you that during covid a lot of
[01:26:53] people sales went
[01:26:55] down open something okay sorry I have a
[01:26:58] sick kid at home today um but you can
[01:27:01] see like I think um we need to grow more
[01:27:04] food here locally in Iowa these are our
[01:27:06] um farmer facilitated sales that Global
[01:27:09] greens did in the last few years and you
[01:27:12] can see during covid it went up so I
[01:27:14] think we forget easily how important

[01:27:16] this is um so just keep doing at
[01:27:21] everybody um land access is the number
[01:27:23] one challenge that people have
[01:27:25] identified um let me share real quick
[01:27:28] with you this uh this is a guide that we
[01:27:30] worked on for land for with land for
[01:27:33] good so just you can Google accessing
[01:27:35] Farmland together land for good um
[01:27:39] there's a guide that walks you through
[01:27:42] um is group land access something that
[01:27:44] is right for me and maybe people around
[01:27:46] me um group land access is a strategy
[01:27:49] you can use if you can't get the money
[01:27:51] yourself or maybe you want to team with
[01:27:54] some people like Emily said there are
[01:27:56] resources available to help you form
[01:27:59] entities um and uh we're we're also
[01:28:02] partnered with and I know silt is
[01:28:03] partner with Drake a Law Center um here
[01:28:07] in De Moine and they have um some
[01:28:09] student attorneys that may be able to
[01:28:12] help you with your case if you apply so
[01:28:14] keep that in mind um in addition to land
[01:28:17] access I know another resource and
[01:28:20] potentially people talked about this
[01:28:21] already but there are grants available

[01:28:25] uh through um Regional Food business
[01:28:27] centers and the Heartland Food business
[01:28:29] center uh to help grow your uh business
[01:28:32] so you can um go on here um the
[01:28:36] application is currently closed but
[01:28:37] there are going to be two more rounds
[01:28:38] within the next year um LSI is a
[01:28:41] technical assistance provider um which
[01:28:43] will get you five extra points on your
[01:28:45] application so keep that in
[01:28:47] mind
[01:28:49] um and that's a lot of information
[01:28:54] yeah so here's the some info from the
[01:28:56] group land uh access
[01:28:59] toolkit um one uh thing I want to share
[01:29:03] that was really important for us um is
[01:29:07] um partnering with practical farmers of
[01:29:09] Iowa at the historic Tedesco site uh we
[01:29:13] have four Farmers out there now uh where
[01:29:17] um this is a unique Arrangement where
[01:29:18] our organization is a Master Lease Les
[01:29:21] so Le we're the master in the we suas to
[01:29:25] other Farmers um the barrier for doing
[01:29:28] some of the administration on the
[01:29:30] application Etc was too high so again
[01:29:33] this is another um unique um land access

[01:29:37] situation um and uh we can walk people
[01:29:40] through what those contracts and what
[01:29:42] some of the administration looks like if
[01:29:44] you're interested in that um we had a
[01:29:47] ton of people out hundreds of people out
[01:29:50] to their farms and gardens this year so
[01:29:52] that's something to stay uh
[01:29:54] around and we have a lot of plans for
[01:29:56] the future too I don't have time for all
[01:29:58] this but um if you're in De Mo and
[01:30:00] you're interested in doing some planning
[01:30:01] we have we own four acres in town that
[01:30:03] we want to look at how to how we can
[01:30:06] continue uh this momentum uh for food
[01:30:09] access and urban farming and um yeah so
[01:30:14] and there's I I don't want to get into I
[01:30:17] don't have time to get into all the
[01:30:18] other problems we have like zoning and
[01:30:20] whatnot but we did just have a small win
[01:30:22] recently the city council just passed
[01:30:25] um the urban farming ordinances which
[01:30:27] will allow for high tunnels and um they
[01:30:31] the weed people won't be cutting like
[01:30:35] they'll have less ability to tell people
[01:30:37] that the food they're growing and the
[01:30:39] seed heads and the Prairies are nuisance

[01:30:42] so um I don't know how it's all going to
[01:30:45] roll out but um we do work in
[01:30:49] advocacy uh I think that's original for
[01:30:51] us but uh there's a lot of places that
[01:30:56] um as we're looking not only to grow
[01:30:58] food we also have to look at changing
[01:31:00] policies and the narrative around food
[01:31:02] growing in Iowa um because I think we
[01:31:06] don't want to be calling what we're
[01:31:08] doing alternative markets are specialty
[01:31:11] crops right like I think what we're
[01:31:12] doing is very important and it's up to
[01:31:14] all of us to change that narrative so um
[01:31:18] so that's it um and if you scan that QR
[01:31:22] code there you can sign up for new
[01:31:23] newsletter how do I do oh I took 10 no
[01:31:28] that was perfect thank you so much Zach
[01:31:30] and I know we probably are out of time
[01:31:32] for additional questions and as people
[01:31:34] have been asking questions in the Q&A so
[01:31:37] many of our P panelists have been
[01:31:39] responding via chat individually so if
[01:31:41] you are someone who maybe has a question
[01:31:43] but didn't ask it yet please feel free
[01:31:45] to reach out to me or any of the
[01:31:47] panalysts I would be happy to put you in

[01:31:50] contact with whoever you have questions
[01:31:52] for and as far as for wrapping up
[01:31:57] there's just some opportunities with Sil
[01:31:59] that I wanted to touch on before we wrap
[01:32:01] up this webinar including a farm
[01:32:04] available for rent in a Tuma that is
[01:32:06] focused on nut Orchards with 5 Acres of
[01:32:10] popw and chestnuts and 5 Acres of CRP so
[01:32:12] if you're interested and are a beginning
[01:32:14] farmer who might be looking for an
[01:32:17] opportunity to rent to own please reach
[01:32:19] out to Lexi at.org and I just wanted to
[01:32:23] invite everybody to a party fundraiser
[01:32:26] that is happening in Des Moines on
[01:32:28] November 20th featuring Beth duy who is
[01:32:30] a James Beard awardwinning food writer
[01:32:33] as well as produce from LSI Global
[01:32:35] greens so you'll have the opportunity to
[01:32:37] try some of the foods that was actually
[01:32:39] grown at Global
[01:32:41] greens and I'll put my email in case you
[01:32:43] want to reach out if you have any
[01:32:45] further questions but I just wanted to
[01:32:47] give one last thank you to all of our
[01:32:49] amazing presenters for all of the
[01:32:51] resource sharing you've done today and

[01:32:52] for our team at still for organizing
[01:32:54] this webinar and to you all for being
[01:32:56] here so thank you all so much and I hope
[01:32:58] you all have a wonderful
[01:33:01] Wednesday I just threw um our general
[01:33:04] email into the chat too I don't know
[01:33:06] Katie oh I guess your email's there but
[01:33:10] yeah if depending on who wants to get a
[01:33:13] hold of people
[01:33:15] so yes and I'm happy to vet people to
[01:33:18] whichever speaker they're looking to
[01:33:20] contact oh yeah reach out to Katie we're
[01:33:23] I
[01:33:26] all right
[01:33:27] great thank you all so
[01:33:32] much thank you Katie