



LOCALLY GROWN FOOD & CULTURE

E-NEWS

www.flavorsofnorthwestiowa.org

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There's nothing like the first taste of a fresh garden tomato in the summer! Flavors of Northwest Iowa is all about this special flavor, and much more. It's about supporting homegrown food traditions, exploring new sustainable agriculture practices, celebrating quality food, and fueling our local economies. If you're hungry for homegrown, you've found the connection you've been looking for. We'll help you find those juicy tomatoes!



Laura M. Kuennen

ISU Extension Regional Food Coordinator

Flavor Farmer Highlight



Freedom Farms lambs

A different farmer or local flavor is featured monthly. Learn about unique farmers and other entrepreneurs in our region by signing up to receive the e-newsletter!

WHAT IS FLAVORS OF NW IA?

We're a regional network for local food producers and consumers. We provide:

- Producer support through access to resources, education, and promotional opportunities
- Information for consumers about local foods and flavors, farmers, markets, and local businesses
- Support for the local food movement in the region by helping build healthy food partnerships



**There are 17+ regional food groups.
More are added each year.**

Flavors is part of the Iowa Regional Food Systems Working Group, working to support education, conduct research, and facilitate partnerships to increase investment and support of community-based, economically sustainable and environmentally and socially responsible regional food enterprises.

CONNECT ONLINE



Facebook.com/flavors.nwia



Twitter.com/local_flavor



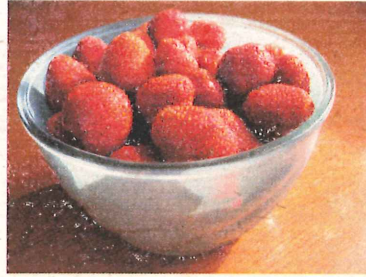
Get our feeds, vids, pics, maps, & more at:

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— Benefits of Local Food —

1. It supports local and diversified food production.
2. Farmers retain a greater portion (up to 7 times more net revenue per unit) of each \$1 Iowans spend on local food.
3. It welcomes more people into the farm sector by establishing new markets.
4. It helps retain jobs in the food and farm sector, as well as creates new ones.
5. Eating 5 servings of fruit and veggies daily = \$302 million in sales and more than 4,000 jobs added to the Iowa economy if just 25 % of it is Iowa grown.
6. IA farmers' markets generate \$20.8+ million in sales and 325+ jobs for the IA economy.
7. You can meet your farmer to learn more about where food comes from and the production methods used.
8. It significantly reduces the number of miles food travels from the source.
9. It is often picked fresh day-of-sale.
10. Homegrown Flavor!

— Hungry for Homegrown —



Locally-grown berries from Snip's Produce

ISU Extension Regional Food Coordinator Laura Kuennen is roaming the region hungry for homegrown flavor. Along the way she's been collecting stories from local producers. Visit the local food travel blog on our website to read about the farmers producing fruits, vegetables, meats, and more for your table. You'll also find stories about unique home-grown business in the region, fun events and festivals happening around towns, and tips on the best places to find and eat locally grown foods. Guest posts from other food writers are welcome!



**LOCAL
FOOD
&
FLAVOR
GUIDE**

Our map of farmers' markets, farm stands, restaurants, local food and specialty businesses, and supporting organizations is steadily growing as we put together a local food directory. Use the Guide to find locally grown food and culture in the region. Look for this:



www.flavorsofnorthwestiowa.org

**WE
LOVE
LOCAL
FOOD.**

When you see this window decal displayed, you know its local!