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Learning About Local at ISU: A Resource Guide to Iowa State University Organizations and Programs Supporting Local and Regional Food Systems

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Learning About Local at ISU: A Resource Guide to Iowa State University Organizations and Programs Supporting Local and Regional Food Systems

Abstract

This is a directory of organizations and programs at Iowa State University that support local and regional food systems. The guide also lists courses for students who are interested in local food production.

Disciplines

Agricultural Education

Learning About Local at ISU

A Resource Guide to Iowa State University Organizations and Programs
Supporting Local and Regional Food Systems



Purpose

In recent years, there has been an increase in both production and consumption of local foods. This resource guide details organizations and courses related to Iowa State University engaged in local foods in some manner.

The creation of this guide can allow key actors in local foods to work toward collective impact. Iowa State University and its partners are at the forefront of agriculture research in Iowa, and leveraging these resources will be important in creating a sustainable action plan in regards to local foods.

Please view the table of contents to see the organizations that are involved with local foods projects. Additionally, there is information on classes that have a local foods component or could be applied to local foods.

Acknowledgements

Prepared by **Ashlee Hespen**, Spring 2012, as part of her Iowa State University Honors Project, under the direction of **Craig Chase**, Interim leader, Marketing and Food Systems Initiative, Leopold Center for Sustainable Agriculture. Hespen received a bachelor of science degree in public service and administration in agriculture, and journalism and mass communication in May 2012.

Thanks to all the organizations and programs that provided us with the information to assemble this resource guide. Thanks also to Laura Miller for communication assistance.

Contact Information

If you know about other organizations, programs or classes that would be appropriate for inclusion in this resource guide, please contact the Leopold Center, (515) 294-3711 or leocenter@iastate.edu.

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Table of Contents

Organizations

Iowa State University College of Agriculture and Life Sciences

Agriculture Entrepreneurship Initiative	4
Food Access & Health Working Group	5
Grass-Based Livestock Working Group	6
Leopold Center for Sustainable Agriculture	7
Meats Laboratory	8
Pork Niche Market Working Group	9
Regional Food Systems Working Group	10
Student Organic Farm	11

Iowa State University Extension

Agricultural Marketing Resource Center	12
Agriculture and Natural Resources Extension	13
Beginning Farmer Center	14
Commercial Fruit and Vegetable Production	15
Community Vitality Center	16
Department of Horticulture	17
Families Extension	18
Iowa Fruit & Vegetable Growers Association	19
Iowa Small Business Development Center	20
Market Maker Iowa	21
Master Gardener Program	22
Midwest Wine & Grape Industry Institute	23
Northeast Iowa Food and Farm Coalition	24
Organic Agriculture Program	25
Small Farm Sustainability	26
Value Added Agriculture Program	27
Youth Programs	28

ISU Dining	29
-------------------	----

University Compost Facility	30
------------------------------------	----

Classes	31
----------------	----

Agricultural Entrepreneurship Initiative

Objectives

To provide students with opportunities to have experiential learning experiences in start-up businesses
To assist participating companies through placement of top-tier students and access to Iowa State resources

Program Examples

- **Summer Internships:** 12-week, full-time internship for students who do work in a variety of areas ranging from market research to production experience in order to experience entire company. Approximately 20 students participate each summer, and cost-share is available for some companies.
- **Semester, Inc. Internships:** 12 week internship during the school year for approximately 12 to 15 hours per week. The focus of these internships is business development, including marketing, feasibility, grant writing and more. Cost-share is available for some companies.
- **Ag Entrepreneurs Roundtable:** Annual event showcasing Iowa entrepreneurs for a series of roundtable discussions about the entrepreneurial process.

Keywords

Entrepreneurship, business practices

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Food Access & Health Working Group

Objective

To serve as a statewide network of food and nutrition assistance program providers and health professionals focused on advancing regionally-based food systems that ameliorate hunger and improve the health of Iowans by increasing access to fresh and nutritious food

Program Examples

- **Assessments:** Assess and monitor food access, health and food system indicators as a basis to develop and recommend research, program and policy strategies for advancing food and nutrition assistance programs and public health initiatives.
- **Communications:** Develop materials and foster networks of communication in order to increase coordination and collaboration.
- **Funding:** Work to leverage funding and resources for research, programs and policies that increase Iowan's access to healthy, affordable locally-grown food.

Keywords

Food access

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www.iowafoodsystemscouncil.org/food-access-health

Grass-Based Livestock Working Group

Objectives

To create a diverse and inclusive support network for grass-based farm and food business people
To promote innovation, conservation and information-sharing in the grass-based livestock sector
To help grass-based livestock agriculture realize potential ecological, economic and social benefits

Program Examples

- **Profitable Grazing Management:** Developing cost-effective grazing systems and models and facilitating grazing networks.
- **Grass-Based Branding:** Branding and product differentiation and guidance for processing and packaging grass-based livestock products.
- **Grazing, Wildlife and the Environment:** Valuation of the social and ecosystem services provided by grass-based livestock systems, and educational materials to circulate this information.
- **Grazing Policy and Education:** Building educational teams and stakeholders coalitions to promote policy that rewards environmental benefits from grass-based livestock systems.

Keywords

Grass-based, management

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Leopold Center for Sustainable Agriculture

Objectives

- To conduct research into the negative impacts of agricultural practices
- To assist in developing alternative processes
- To work with ISU Extension to inform the public of Leopold Center findings

Program Examples

Marketing and Food Systems Initiative:

- Research and test new marketing strategies and business structures that allow Iowa's farmers and communities to retain more of the value for energy, food or fiber produced
- Support education, conduct research and facilitate partnerships to increase investment and support of local and regional food, fiber and energy enterprises
- Conduct research and education to address challenges that impede farmers and farmer networks from being equal partners in energy, food or fiber-based value chains.

Food Systems Grants: Provides awards yearly for Iowa-based educational or non-profit organizations for food systems studies.

Keywords

Farmer profitability, food market research, food systems

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Meats Laboratory

Objective

The ISU Meats Laboratory is part of the ISU Meat Science Program in the Department of Animal Science. It is a federally inspected facility with the capability for slaughtering and complete processing of meat animals and poultry. The laboratory supports technology and product development, and also is available to private companies for product and process development. The lab operates a retail sales outlet for disposal of meat products produced in the course of teaching, research and extension activities and it available to the public.

Program Examples

- **Analytical Laboratories:** Offer analysis of a wide range of physical and chemical properties of meat
- **Short Courses:** Several courses are offered for people with supervisory, production and technical responsibilities in commercial meat processing operations. Courses cover sausage and processed meats, food safety and various types of cured meat.
- **Retail Meat Sales:** Retail sales are offered to the public two days each week (between 11 a.m. and 1 p.m. on Wednesdays and Fridays). A variety of high-quality cuts of beef, pork and lamb are available throughout the year (what is in stock changes weekly).

Keywords

Retail sales, meat production

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Pork Niche Market Working Group

Objective

To foster the success of niche pork value chains that are profitable to all participants, that incorporate farmer ownership and control, and that contribute to environmental stewardship and rural vitality

Program Examples

- **Research Projects:** Provide research information to niche pork producers to make more informed decisions.
- **Communications:** Create material, such as the *Niche Pork Production Handbook* and the *Niche Pork Herd Health Guide*, to present current research findings

Keywords

Niche production

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www.leopold.iastate.edu/marketing/pork-niche-market

Regional Food Systems Working Group

Objective

To conduct research, support education and facilitate partnerships to increase investment and support of community-based, economically sustainable and environmentally and socially responsible regional food enterprises

Program Examples

Support: The Regional Food Systems Working Group supports the following local food groups:

- Flavors of Northwest Iowa
- Iowa Great Lakes Local Foods Network
- Northeast Iowa Food and Farm Coalition
- Northern Iowa Food and Farm Partnership
- Harvest from the Heart
- Southwest Iowa Food and Farm Initiative
- Southern Iowa Regional Food Systems
- South-Central Iowa Area Partnership
- Hometown Harvest of Southeast Iowa
- Dubuque Eats Well
- Iowa Corridor Food and Agriculture Coalition
- Healthy Harvest of North Iowa
- Healthy Urban Food and Farming Group
- Great River Food Alliance of Southeast Iowa
- Quad City Food Hub
- Greene County Local Foods Working Group

Keywords

Local foods, community of practice

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Student Organic Farm

Objectives

- To practice organic production methods and further the knowledge of student organic farming
- To be a student-led and organized farm that meets educational and production goals
- To expose students, staff and the community to the benefits and importance of organic farming
- To raise awareness and support of local food systems
- To promote a healthy lifestyle through gardening and to work with other campus groups.

Program Examples

- **Paid Share:** Pay to receive a share of the crops produced throughout the summer, either for half of the summer or the entire summer.
- **Work Share:** Work two hours a week for 17 weeks and receive a share of the crops. Typical tasks include weeding, watering and harvesting. The goal is to have at least 20 students.
- **Selling Crops:** Surplus crops are sold at Ames farmer's markets, and tomatoes are sold during VEISHEA.
- **Internship/ Research Opportunities:** The group is working to establish mini-internship and research programs.

Keywords

Production, organic

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Agricultural Marketing Resource Center

Objective

To serve as an electronic resource for producers/processors interested in value-added agriculture

Program Examples

- **Value-Added Agriculture Producer Grants:** Assists producers of value-added agriculture products apply for targeted grants from the U.S. Department of Agriculture
- **Market Maker:** Serves as a database for locating agricultural products in Iowa
- **Other Resources:** Information on other grants, beginning farmer programs and other opportunities

Keywords

Value-added agriculture, business development

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www.agmrc.org

Agriculture and Natural Resources Extension

Objective

To provide unbiased, research-based knowledge and educational programs to agricultural professions to grow the economic base of Iowa agriculture

Program Examples

- **Ag Decision Maker:** Tools and information for agriculture business planning and decision-making including costs and returns, markets, outlook and prices and strategic planning. <www.extension.iastate.edu/agdm>
- **Center for Agricultural Law and Taxation:** Timely, objective information concerning the application of important legal developments to agriculture in both state and federal law. <www.calt.iastate.edu>
- **Food Safety from Farm to Table:** Research-based, unbiased information on food safety and quality for consumers, processors and food service operators. <www.iowafoodsafety.org>
- **Sustainable Agriculture Extension Program:** Training and programming on philosophy and implementation of sustainable agriculture for farmers, educators and the public. <www.extension.agron.iastate.edu/sustag>
- **Viticulture and Enology:** Research, extension and collaboration towards sustainability in Iowa's evolving grape and wine industry. <www.extension.iastate.edu/wine>

Keywords

Business planning, horticulture, food safety, legal

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Beginning Farmer Center

Objective

To coordinate educational programs and services for beginning farmers

Program Examples

- **Farm On:** Preserve family farms by matching beginning farmers who do not own land with retiring farmers who do not have heirs to continue the family farm.
- **Ag Link Seminar:** A four-day farm family retreat to initiate and facilitate succession planning for farm business transitions.
- **Educational Material and Consultations:** Provides educational material and individual consultations in order to assist in the transition of farm businesses.

Keywords

Business practices, beginning farmers

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Commercial Fruit and Vegetable Production

Objective

To provide information on production, marketing, food safety and other topics to help Iowa growers find relevant information and resources that serve them

Program Examples

- **Monthly E-Newsletter:** Receive the latest information on seasonal crop updates, research reports directly relatable to growers and workshop/meeting announcements in a monthly electronic newsletter.
- **Publications:** Provide the most relevant research publications in an easily accessible format online.
- **Resources:** Connect to other relevant resources, including two blogs (Iowa Produce.org and Iowa Vegetables.org) and YouTube videos

Keywords

Fruit and vegetables, production resources

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www.IowaProduce.org

Community Vitality Center

Objectives

To serve as a catalyst for innovative projects and philanthropy capacity demonstration projects and initiatives designed to improve the vitality of Iowa communities

To facilitate networking among small and medium size rural communities, sponsor policy analyses, engage communities in dialogue and foster discussion among rural and urban interests

Program Examples

- **Research Projects:** Conduct research on various community issues in order to find solutions to issues.
- **Demonstration Projects:** Provide demonstrations on entrepreneurial and philanthropy practices.
- **IowaMicroLoan:** Helped to facilitate the IowaMicroLoan program, which is part of the Iowa Foundation for Microenterprise and Community Vitality (www.iowamicroloan.org). The program provides businesses that are considered on the fringe of risk-bearing capacity for most traditional financial institutions.
- **Grants:** Partner with various groups in order to help facilitate grants for communities and provide grants for local community demonstration projects.

Keywords

Community development, entrepreneurship

Contact(s)

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Department of Horticulture

Objectives

To improve the health and quality of lowans through promotion of fresh fruit and vegetables

To help growers extend their growing season and ensuring soil nutrients through dissemination of research, conducting workshops and answering questions as needed

Program Examples

- **The Hortline:** This phone hotline provides information on horticulture for homeowners and consumers. Call (515) 294-3108.

- **Iowa Fruit and Vegetable Growers Association:** Several Iowa State University departments partner with the Growers Association in order to cosponsor various conferences and apply for grants.

- **Organic Ag Program:** Provides presentations, field days, workshops, conferences and ICN courses to share information and recommendations about organic agriculture and local food production.

- **Home Demonstration Garden Field Days:** These field days take place at six Iowa State University research farms throughout the state to discuss different flower and vegetable cultivars and to learn maintenance techniques for the home garden.

- **Other Resources:** Research is disseminated through field days, presentations, workshops and individual farmer meetings.

Keywords

Consumer education, field days

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Families Extension

Objectives

To provide research-based information to retail food service organizations

To ensure local and conventional producers follow food safety rules and regulations, including both large and small-scale operators

To meet needs of retail foodservices that help the public minimize their risk of foodborne illness.

Program Examples

- **ServSafe™**: Provide ServSafe™ Certification Program, developed by the National Restaurant Association and Iowa Restaurant Association, that is based on the FDA Food Code.

- **Preserve the Taste of Summer**: A food preservation program comprised of both online lessons and hands-on workshops for people age 18 years or older interested in learning safe food preservation techniques.

- **Good Agricultural Practices Workshops**: These trainings prepare participants for GAP certification (no certification is offered at these workshops) developed by an on-farm food safety team of ISU extension specialists

- **Outreach**: Research, presentations and publications related to use of locally sourced foods by retail food service establishments, and the SafeFood blog

Keywords

Food safety, regulation

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www.iowafoodsafety.org

www.iastatelocalfoods.org

Iowa Fruit & Vegetable Growers Association

Objective

To represent the interests of Iowa fruit and vegetable growers through education, marketing and research

Program Examples

- **Iowa Fruit and Vegetable Growers Association Conference:** Allows members to network and learn the current happenings in the fruit and vegetable industries. Includes general sessions, roundtable discussions, trade shows and more.
- **Education:** Provide educational opportunities for fruit and vegetable growers, including at field days.
- **Research:** Assist with support of fruit and vegetable research.
- **Farm Locator:** The website provides information on farms offering locally grown fruits and vegetables, as well as on-farm activities, such as wagon rides or farm tours.

Keywords

Fruits and vegetables, local foods

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www.iafruitvegetablegrowers.org

Iowa Small Business Development Center

Objective

To conduct research, counsel and train business people in management, financing and operating small businesses, and provide comprehensive information services and access to experts in various fields

Program Examples

- **Business Consultations:** Provide assistance to new and existing businesses in developing business plans, marketing plans, growth plans and accessing capital.
- **Research:** Provide domestic market research and export/ import assistance.
- **SmartStart:** A two-hour workshop designed for those considering starting a business, in order to learn how to create a business plan, conduct market research, evaluate demand and business strength and more.

Keywords

Business development, small businesses

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Market Maker Iowa

Objectives

To serve as a national database of food industry marketing and business data in order to connect markets and quality sources of food

To locate businesses and markets of agricultural products in Iowa

Program Examples

- **Online Database:** Farmers and retailers list their business information, including products, location and other as needed. The portal can be used by farmers in order to find retailers that may be interested in purchasing their products, while retailers, schools or other entities that need food can search for types of products needed, including fruits, vegetables, meats, herbs and more.

- **Buy and Sell Forum:** Allows farmers, retailers and others to post listings of current items to buy or sell in the online forum.

- **Resources:** Provides information on other related sites, publications and local foods materials.

Keywords

Market research, market analysis, directory

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www.marketmakeriowa.com

Master Gardener Program

Objective

To provide current, research-based, home horticulture information and education to the citizens of Iowa and to increase personal knowledge in horticulture

Program Examples

- **40 Hours of Training:** Individuals who wish to become Master Gardeners engage in 40 hours of training on topics including animal ecology, botany, entomology, fruit culture, herbaceous ornamentals, home landscape design, houseplants, pesticides, landscape plants, plant pathology, soils, turfgrass management, vegetables and weed management.

- **Volunteerism:** After the Master Gardeners receive their training, they give back to the program by donating their time for a certain number of hours per year, depending on your year of involvement. These hours can be completed by hosting discussions related to the curriculum, demonstration gardens, answering questions in Extension offices or training.

Keywords

Horticulture, volunteer-based program

Contact(s)

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www.mastergardener.iastate.edu

Midwest Grape & Wine Industry Institute

Objective

To help support the state's evolving grape and wine industry, because the potential economic opportunities in wineries, value-added agriculture and tourism are limitless

Program Examples

- **Iowa Quality Wine Consortium:** Members of this group have passed an extensive quality test of their products in order to market high quality wines.
- **Northern Grapes Project:** This two-year collaborative research project, funded through the U.S. Department of Agriculture, will assist wine growers in learning best production, marketing and other practices.
- **Other Resources:** The Institute also conducts research on various best practices, as well as provides a lab for wine samples to be quality tested.

Keywords

Wine, viticulture, enology

Contact(s)

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www.extension.iastate.edu/wine

Northeast Iowa Food and Farm Coalition

Objectives

To begin implementation of the strategic plan designed to build a stronger local food and farm economy in northeast Iowa

To provide an opportunity for existing and new producers to diversify

To explore the development of regional processing and storage facilities to add value to all agricultural products in the area

To increase sale and consumption of locally grown food on a local, regional and national level

Program Examples

- **Farm to School:** Provided technical, educational and financial support for six pilot schools, and currently is working to expand this program to other school districts to help students learn where their food comes from and how food choices impact their bodies, environments and communities.

- **NE Iowa Buy Fresh, Buy Local:** Institutes the national Buy Fresh, Buy Local initiative at a local level in order to increase marketing efforts of local foods producers.

- **Northeast Iowa Food and Fitness Initiative:** Initiative provides variety of opportunities to improve policies and practices related to local foods for producers and consumers.

- **Other Resources:** Provide educational events, healthy eating tips and other informational resources, as well as work with other organizations.

Keywords

Local foods, healthy habits

Contact(s)

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www.iowafreshfood.com

www.iowafoodandfitness.org

Organic Agriculture Program

Objective

To assist producers, processors and marketers in recommendations for organic agriculture and local food production

Program Examples

- **Research and Publications:** Provide research and publications on organic and local foods practices to better inform various audiences.

- **Iowa Organic Conference:** The annual conference features workshops, exhibits and keynote speakers on various topics related to organic production.

- **Field Days, Workshops and ICN Series:** Provide various opportunities to learn more about organics throughout the year.

Keywords

Organic agriculture, local foods

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Small Farm Sustainability

Objectives

To assist in the development process of agricultural entrepreneurship, niche markets and marketing, local foods systems and programming for acreage holders and small holders

To open doors to human and information resources that alternative farmers and agricultural entrepreneurs need in pursuit of operational and environmental stewardship

Program Examples

- **Introduction to Small Farm Planning Workshop:** Workshop for beginning and aspiring farmers to take initial steps in the farm planning process to create a business plan with outcome-based planning.

- **Marketing and Merchandising for Farmers Selling to Consumers Workshop:** Short workshop to learn best practices in signage, product presentation, customer service and setting prices.

- **Homegrown Lifestyle:** A 12- week course for people who are interested in producing food in a way that sustains the environment. The course includes both online webinars and hands-on experience in order to learn food production techniques and conservation strategies.

- **Sustainable Agriculture Research and Extension (SARE) Professional Development Program:** Supports professional development opportunities for sustainable agriculture educators, including: mini-grants/ travel scholarships, grant-writing workshops and conferences or webinars.

- **Homegrown Lifestyle:** A 12-week course for people living on a large lot or small acreage who are interested in producing food for their own use in a way that sustains their natural environment. Each weekly session has a webinar on a different topic, and locally organized activities for a hands-on experience. It is not a farm business planning class for commercial growers.

Keywords

Small farms, local foods, sustainable agriculture

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www.extension.iastate.edu/SmallFarms
<http://www.aep.iastate.edu/homegrown/>

Value Added Agriculture Program

Objectives

To provide unique opportunities to further diversification in agricultural operations, especially in regards to viability, budgeting and business development

To provide unbiased, scientific-based information to help establish or expand agricultural-related businesses

Program Examples

- **Market Maker:** Serves as a national database of food industry marketing and business data in order to connect markets and quality sources of food.

- **High Tunnel Workshops:** Learn how high tunnels can expand the growing season for local food growers and use rainwater for irrigation for the high tunnel.

- **Rural Business Enterprise Grant and Production Grants:** Provide various funding opportunities to producers.

- **Food Safety Programs:** Hosts trainings that prepare participants for GAP certification (no certification is offered at these workshops) developed by an on-farm food safety team of ISU extension specialists

- **Agritourism, Community Kitchens and Farmers' Markets:** Promote education of agricultural practices and products through various events.

Keywords

Business development, value-added agriculture

Contact(s)

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www.extension.iastate.edu/valueaddedag

Youth/Family Programs

Objective

To encourage youth to actively engage in making food decisions and learning where their food comes from

Program Examples

- **4-H:** The State 4-H Center is instituting a camp garden. The campers will learn how to grow food and safely prepare the food, and will leave at the end of camp with plants to garden at home.
- **Farm to School:** School districts are now instituting Farm to School curriculum that shows students where their food is coming from in order to become more engaged in making decisions about foods.
- **Community Gardens and Programs:** Various communities throughout the state have instituted community gardens in order to share responsibility for growing produce.
- **ISU EcoFamily:** ISU Extension blog designed to inspire families to make changes in their everyday habits that positively impact the environment and share practices and ideas

Keywords

Youth, education, community

Contact(s)

4-H Camp Program

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Farm-to-School Program, other programs

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EcoFamily Blog

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www.extension.iastate.edu/4h/

<http://blogs.extension.iastate.edu/isuecofamily/>

ISU Dining

Objectives

To be better stewards as we fulfill ISU's mission to create, share and apply knowledge to make Iowa and the world a better place

To focus on local small growers, farmers and ranchers who use sustainable and/or organic practices

To support Iowa businesses as they provide local jobs and economic development

To develop organic features in residential dining centers and retail operations

To educate farmers, students and staff on the importance of programs related to local foods

Program Examples

- **Farm to ISU:** Utilize local foods producers that follow Good Agricultural Practices in order to source local foods, including honey, meat, produce and others based on seasonality.

- **Buy Fresh, Buy Local Central Iowa:** A national program to connect farmers in order to increase marketing efforts. ISU Dining organizes this program at a local level.

- **Food Safety Programs:** Hosts trainings that prepare participants for GAP certification (no certification is offered at these workshops) developed by an on-farm food safety team of ISU extension specialists

- **Farm Crawl:** Educate staff by traveling to local farms selling products to ISU in order to learn more about where the food is coming from.

- **Composting and Food Waste Reduction Projects:** Numerous projects to decrease food waste, including eliminating dining trays at dining halls.

Keywords

Local foods, farm to college

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University Compost Facility

Objective

This facility was built in 2008 for composting organic waste materials from several campus sources including tISU Animal Science Dairy, Beef, Sheep, Swine and Equine farms, campus yard waste, campus greenhouse materials, ISU Dining food waste and biomass research wastes from the BioCentury Research Farm.

Program Examples

Finished compost is used by Iowa State University and is not available to the public. Compost is blended with sand and soil to create amended soil, which is used for landscaping new construction projects, existing buildings and planting beds. Compost also is available to researchers for amending soil structure in horticultural and agronomic plots, and for bedding for ISU dairy cows.

Keywords

Compost, food waste

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Iowa State Courses

This information has been taken from Iowa State University's course catalog and is subject to change.

College of Agriculture and Life Sciences

AgEds 450. Farm Management and Operation. (1-6) Cr. 3. Repeatable. F.S.SS. Prereq: Econ 235, Econ 330, junior classification. Participation in the management and operation of a diversified Iowa farm. The class is responsible for the plans, records, and decisions for buying and selling the farm's livestock, crops, and equipment. Special speakers on current topics. May be taken for credit 3 times at different times of the year with permission of the instructor. Nonmajor graduate credit.

Agron 450. Issues in Sustainable Agriculture. (Cross-listed with Env S). (3-0) Cr. 3. F. Zdorkowski. Agricultural science as a human activity; contemporary agricultural issues from agroecological perspective. Comparative analysis of intended and actual consequences of development of industrial agricultural practices.

Agron 497. Agroecology Field Course. (3-0) Cr. 3. F. Prereq: Jr. or Sr. classification with at least 8 credits in Agronomy. A one-week intensive class, offered off-campus. Student will visit farms within the Midwest and analyze the sustainability of each farm.

An Sci 312X. Livestock Systems for Niche Markets. (3-0) Cr. 3. F. Prereqs: 6 credits of courses in animal science. Overview of the factors that define and shape niche markets for livestock products. Designing and operating livestock systems to meet demands of niche markets. Regulatory guidelines and marketing approaches for niche livestock production and markets.

Econ 230. Farm Business Management. (2-2) Cr. 3. F.S. Prereq: 101; Acct 284. Business and economic principles applied to decision making and problem solving in the management of a farm business. Cash flow, partial, enterprise, and whole farm budgeting. Information systems for farm accounting, analysis, and control. Obtaining and managing land, capital, and labor resources. Alternatives for farm business organization and risk management.

Econ 234X, Small Business Management. An introduction to small business management, entrepreneurship, and economics utilizing a series of case studies. Exploration of issues related to starting or acquiring a new business and development of knowledge and skills for successful management of a small business, with an emphasis on agricultural business.

Econ 235. Introduction to Agricultural Markets. (3-0) Cr. 3. F.S. Prereq: 101. Basic concepts and economics principles related to markets for agricultural inputs and products. Overview of current marketing problems faced by farms and agribusinesses, farm and retail price behavior, structure of markets, food marketing channels, food quality and food safety, and the role of agriculture in the general economy. The implications of consumer preferences at the farm level. Introduction to hedging, futures, and other risk management tools.

Econ 334. Entrepreneurship in Agriculture. (3-0) Cr. 3. Prereq: 101. Introduction to the process of entrepreneurship within the agricultural and food sectors. Emphasis on opportunity recognition and assessment, resource acquisition and feasibility analysis for both private and social enterprises. Students will develop a comprehensive feasibility study for a new business or non-profit organization.

Econ 336. Agricultural Selling. (3-0) Cr. 3. F. Prereq: 101. Principles of selling with application to agricultural and food related businesses. Attitudes, value systems, and behavioral patterns that relate to agricultural sales. Electronic marketing, selling strategies, preparing for sales calls, making sales presentations, handling objections, and closing sales. Analysis of the buying or purchasing process. Evaluation of agri-selling as a possible career choice.

Iowa State Courses

Econ 466. Agricultural Finance. (3-0) Cr. 3. S. Prereq: 301, Stat 226, Fin 301 and Econ 353 (recommended). Financial analysis of agricultural businesses; liquidity, capital structure, and growth and risk of agricultural firms; capital budgeting methods; analysis of land investments, leasing, and costs of credit; financial intermediation and major financial institutions for agriculture; borrower-lender relationships, and asset-liability management techniques by financial intermediaries; public policies affecting agricultural credit markets. Nonmajor graduate credit.

EnSci 301. Natural Resource Ecology and Soils. (Cross-listed with NREM). (3-3) Cr. 4. F. Prereq: Biol 211, 211L; for 201 or a second course in Biology. Effects of environmental factors on ecosystem structure and function using forest, prairie and agricultural ecosystems as models. Special emphasis is given to soil-forming factors and the role of soil in nutrient and water cycling and ecosystem dynamics. Additional emphasis is given to human influences on natural ecosystems and the role of perennial plant communities in agricultural landscapes. Nonmajor graduate credit.

FS HN 405. Food Quality Assurance. (2-2) Cr. 3. S. Prereq: 214 or 272 or 471; Stat 101 or 104. Basis of food quality control/assurance programs and establishment of decision-making processes using official (government and industry) instrumental, chemical, and sensory procedures. Statistical process and quality control procedures and their applications to various food systems. Development of hazard analysis procedures, specifications, grades, and standards. Nonmajor graduate credit.

Hort 121. Home Horticulture. (2-0) Cr. 2. F.S. Growing plants in and around the home including requirements for growing house plants; plant propagation; designing and maintaining flower, fruit, and vegetable gardens; lawn, tree, and shrub maintenance.

Hort 122. Hands-On Home Horticulture. (1-0) Cr. 1. F.S. Demonstration and activities that illustrate principles of growing plants for the home garden. Topics include plant identification, propagation, selection, and management for indoor and outdoor gardens.

Hort 221. Principles of Horticulture. (2-2) Cr. 3. F.S. Prereq: Biol 211. Biological principles of growing Horticultural crops including anatomy, reproduction, light, temperature, water, nutrition, and growth and development. Laboratory exercises emphasize environmental factors and permit detailed observation of plant growth.

Hort 276. Understanding Grape and Wine Science. Cr. 3. S. Prereq: High school biology and chemistry. A scientific introduction to viticulture (grape-growing) and enology (wine-making). Topics include grape species and varieties, viticulture practices, fruit quality, geography, history, principles of fermentation and aging, wine classification, appreciation, evaluation, storage and service, regulations, wine as food. No wine tasting.

Hort 434. Greenhouse Crop Production I. (3-3) Cr. 4. Alt. F., offered 2009. Prereq: 330 and 332. Principles and practices of greenhouse floricultural crop production. Emphasis is placed on production of common bulbous, cut flower, foliage, and containerized flowering species produced in greenhouses and other controlled environments. Field trips outside scheduled class time required. Weekend/overnight field trips may be required. Nonmajor graduate credit.

Hort 435. Greenhouse Crop Production II. (2-3) Cr. 3. Alt. S., offered 2010. Prereq: 330 and 332. Principles and practices of greenhouse floricultural crop production. Emphasis is placed on production of flowering annual and perennial crops, vegetative annuals, and species in hanging baskets. Field trips outside scheduled class time required. Weekend/overnight field trips may be required. Nonmajor graduate credit.

Iowa State Courses

Hort 461. Fruit and Nut Crop Production and Management. (2-2) Cr. 3. Alt. S., offered 2012. Prereq. Hort 221. Principles and practices of small fruit, tree fruit and nut culture and production. Morphology, physiology of growth and development, plant establishment, pest management, pruning, training, harvesting, storage and marketing. Emphasis on sustainable practices. Participation in practical exercises and local field trips is required. Nonmajor graduate credit.

Hort 465. Horticulture Enterprise Management. (Cross-listed with AGEDS) (1-6) Cr. 3. Prereq: Econ 230, 6 cr horticulture and jr. classification. Participation in the management and operation of fruit and vegetable enterprises for local markets. The class is responsible for the plans, records and decision for planting, operating, harvesting and marketing fruit and vegetables. May be taken 3 times for credit.

Hort 471. Vegetable Production and Management. (2-0) Cr. 2. Alt. S., offered 2010. Prereq: 221 or Agron 114 and Agron 154 or 155. Principles of vegetable production with emphasis on sustainable practices, market outlets, business aspects, and risk management. Organic techniques will be discussed. Major crop climatic conditions, physiological growth and development, harvesting, storage, and marketing. Nonmajor graduate credit.

Hort 484. Organic Agricultural Theory and Practice. (Dual-listed with 584). (Cross-listed with Agron). (3-0) Cr. 3. Alt. S., offered 2010. Prereq: 9 cr in biological or physical sciences. Delate & DeWitt. Understanding of the historical origins and ecological theories underpinning the practices involved in organic agriculture. Interdisciplinary examination of crop and livestock production and Socio-economic processes and policies in organic agriculture from researcher and producer perspectives.

Soc 325. Transition in Agriculture. (3-0) Cr. 3. S. Prereq: 130 or 134 or permission of instructor. The impacts of agricultural changes on farm families, rural communities, and consumers. Past, present, and future trends in family farms and their social implications.

College of Business

Acct 284. Financial Accounting. (3-0) Cr. 3. F.S.SS. Prereq: 15 hours of credit at ISU or sophomore standing. Introduction to the basic concepts and procedures of financial accounting from a user perspective. The course examines the accounting cycle, business terminology, basic control procedures, and the preparation and evaluation of financial reports, with an emphasis on financial statement analysis.

LSCM 487. Strategic Supply Chain Management. (Cross-listed with OSCM). (3-0) Cr. 3. Prereq: LSCM 460 or OSCM 422 or OSCM 424; LSCM 485 or LSCM 486. Capstone course in supply chain management. Integrating and applying the theories, concepts, and methods covered in the prerequisite courses through the use of readings, case studies, projects, and industry speakers. Nonmajor graduate credit.

Mgmt 310. Entrepreneurship and Innovation. (3-0) Cr. 3. F.S. Prereq: Sophomore classification. Review of the entrepreneurial process with emphasis on starting a new business. How to analyze opportunities, develop an innovative product, organize, finance, market, launch, and manage a new venture. Deals with the role of the entrepreneur and the importance of a business plan. Speakers and field project.

MIS 438. Information Systems Development. (3-0) Cr. 3. Prereq: 432, 433, credit or enrollment in 435. Design of business systems using contemporary tools and methods such as SQL, CASE tools, OOD tools, etc. Focuses on synthesizing concepts from earlier MIS courses.

Iowa State Courses

Mkt 447. Fundamentals of Consumer Behavior. (3-0) Cr. 3. F.S. Prereq: 340. Study of how consumers select, purchase, use, and dispose of goods and services. Includes analyses of how markets and others influence these processes. Application of concepts and methods of the behavioral sciences to marketing management decision making.

College of Human Sciences

HRI 233. Hospitality Sanitation and Safety. (3-0) Cr. 3. F.S. Sanitation and safety principles in hospitality operations. Issues impacting consumers and operators. Characteristics of food, supplies, and equipment as related to quality, sanitation and safety. Application of HACCP. Preparation for national foodservice sanitation certification examination.

HRI 391. Foodservice Systems Management I. (3-0) Cr. 3. F. Prereq: Credit or enrollment in 380, 380L. Principles and techniques related to basic management, leadership, and human resource management of foodservices in health care and other institutional settings. Food safety and sanitation for institutions. Credit for either HRI 391 or 287 and 438 may count toward graduation. Not accepted for credit toward a major in HRIM.

Graduate Program in Sustainable Agriculture

SusAg 509. Agroecosystem Analysis. (Cross-listed with Agron, Anthr, Soc). (3-4) Cr. 4. F. Prereq: Senior or above classification. Experiential, interdisciplinary examination of Midwestern agricultural and food systems, emphasizing field visits, with some classroom activities. Focus on understanding multiple elements, perspectives (agronomic, economic, ecological, social, etc), and scales of operation.

SusAg 515. Integrated Crop and Livestock Production Systems. (Cross-listed with A E, Agron, An S). (3-0) Cr. 3. Alt. F., offered 2009. Prereq: SUSAG 509. Methods to maintain productivity and minimize the negative ecological effects of agricultural systems by understanding nutrient cycles, managing manure and crop residue, and utilizing multispecies interactions. Crop and livestock production within landscapes and watersheds is also considered. Course includes a significant field component, with student teams analyzing Iowa farms.

SusAg 530. Ecologically Based Pest Management Strategies. (Cross-listed with Agron, Ent, PI P). (3-0) Cr. 3. Alt. F., offered 2010. Durable, least-toxic strategies for managing weeds, pathogens, and insect pests, with emphasis on underlying ecological processes.

SusAg 546. Strategies for Diversified Food and Farming Systems. (Cross-listed with Agron, Hort). (3-0) Cr. 3. Alt. S., offered 2013. Prereq: SUSAG 509. Project-focused engagement in food and farming systems using tools and perspectives drawn from multiple disciplines. Includes a field component.

SusAg 584. Organic Agricultural Theory and Practice. (Cross-listed with 484 Agron, Hort). (3-0) Cr. 3. Alt. S., offered 2010. Prereq: 9 cr. in biological or physical sciences. Delate & DeWitt. Understanding of the historical origins and ecological theories underpinning the practices involved in organic agriculture. Interdisciplinary examination of crop and livestock production and socio-economic processes and policies in organic agriculture from researcher and producer perspectives.

SusAg 610. Foundations of Sustainable Agriculture. (Cross-listed with Agron, A E, Anthr, Soc). (3-0) Cr. 3. F. Prereq: Graduate classification, permission of instructor. Historical, biophysical, socioeconomic, and ethical dimensions of agricultural sustainability. Strategies for evaluating existing and emerging agricultural systems in terms of the core concepts of sustainability and their theoretical contexts.