

Tri-State Local Food Policy Council Minutes February 12, 2008

The Tri-State Local Food Policy Council met at 3:00 pm on February 12, 2008 at University of Illinois Extension in Quincy, IL. Those attending included Dave Moore, Greg Billingsley, Carrie Edgar, Nan Poage-Prater, Scott Worl, Shelby Crow, and Brenda Derrick.

Council members were welcomed by co-chairs Dave Moore and Greg Billingsley, with Dave presiding.

The “Defining Local” ad hoc committee presented their final criteria for defining local for this council and for the use of the locally grown logo as listed below:

Definition of Local: Foods that are grown and raised within the same 35-county area of the Tri-State Summit

Illinois Counties: Adams, Brown, Pike, Cass, Schuyler, Morgan, Scott, Fulton, McDonough, Hancock, Henderson, Mercer, Warren, Knox

Missouri Counties: Marion, Lewis, Clark, Ralls, Pike, Scotland, Schuyler, Adair, Knox, Shelby, Macon, Monroe, Randolph

Iowa Counties: Lee, Des Moines, Henry, Louisa, Van Buren, Wapello, Jefferson, Davis

Criteria for use of the Locally Grown Logo:

1. Foods must be grown or raised within the geographic area listed above.
2. Acceptable whole food products include meats, poultry, eggs, vegetables, fruits, nuts, herbs, and grains.
3. Processed foods must contain at least 80% locally grown food, as defined above. (local food ingredients will be asked to be identified on the application)
4. Acceptable processed foods include honey, jams, jellies, preserves, pickled products, juice, syrup, wine, baked goods, and cheese.
5. A description and sample of how the locally grown logo is to be used by each applicant is required to be on file with the Tri-State Local Food Policy Council.
6. The Tri-State Local Food Policy Council reserves the right to prohibit unauthorized and inappropriate use of the locally grown logo.

Application: Carrie will work on developing an application form once approval is obtained. The application will collect basic info. such as name, address, phone, etc., type of whole and/or processed food product to bear the logo, description of use of logo-including ways it may be used if not directly placed on a food product, i.e. farm brochure, farmers market sign

Other: The committee decided that we were just working with farmers/producers for use of this logo at this time. Use of logo by retail establishments will be added at a later date. The committee also felt that it would be important to list “benefits” to the farmer for use of the logo. Benefits listed included posting approved farmers on the Extension web-site, visible logo for use at farmers market, roadside stands, etc., will be part of a brand built buy the food policy council and marketing campaign to inform consumers.

Discussion was held about the criteria. It was felt that the benefits to the farmer need to be emphasized in the promotion materials and application. Otherwise, why would a farmer want to use the logo, “what is in it for them”? Discussion was also held about charging a fee for use of the logo. Most felt that a fee was warranted to help offset costs associated with this effort, but not too high. It was also suggested that a section of the application ask the farmer about his/her growing practices, or use check

boxes to aid the farmer in answering the question. Carrie made a motion to accept the criteria as written, with an annual application fee of \$10 per year, renewable every January. Motion passed.

Once the application is complete and approved, a marketing/PR campaign will be launched.

The consumer and producer surveys developed by the assessment committee were passed out. The surveys were distributed at the WISAS event at the mall, and are also available on-line at the Adams/Brown web site www.extension.uiuc.edu/adamsbrown. It was suggested to distribute the surveys in the Gardeners Palette packets, and to send out via the YP and Tri-State Summit email lists. It was also recommended that “consumer” and “producer” be added to the top of each survey for ease in identifying both. Nan indicated that she administers a similar survey to the producers at the Hannibal Farmers Market each year. She would be willing to share the results of that survey with us instead of making her vendors fill out another survey.

Kudos went out to WISAS and a successful event at the Quincy Mall on the 9th of February.

A brief discussion was held concerning a Local Food Drive. It was suggested that the access committee take the lead on this project. To date this committee only has two members. Brenda will solicit additional interest in the project to gauge ability to proceed. Carrie volunteered to assist. Discussion was held on the need for a fiscal agent for this project. Extension cannot serve in that capacity. This then lead to a discussion on the council pursuing non-profit status. Carrie volunteered Extension to begin looking into this process, Dave volunteered to assist.

Brenda brought forth the topic of the development of an incubator kitchen. Individuals have contacted her and other Extension staff about options. Council members also expressed interest, but unsure on how to proceed. It was suggested that we may want to begin conversations with area economic development professionals about this issue.

The Quincy Mall has expressed interest in offering a farmers market on Thursday afternoons. Dave will keep us posted as this develops.

Greg discussed the horticulture/garden project his sister hopes to undertake at the prison in Mt. Sterling. It was recommended that Greg speak to Carolyn Chaney from Two-Rivers Council about the use of the produce that prisoners raise.

Dave provided the following resource for those interested: Center for Rural Affairs at www.cfra.org

Brenda reported that she hopes to have a meeting scheduled with the Macomb group soon, but that it would probably need to be a night meeting, not on our regularly scheduled meeting time.

The March meeting of the Tri-State Local Food Policy Council is scheduled for 3:00 pm on March 11, 2008. After some discussion, it was decided to hold the meeting at the Adams/Brown Unit office.

The meeting adjourned at 4:45 pm.

Respectfully Submitted,
Brenda Derrick