

SWIFFI Strategic Planning, 2016¹: Addition to the Core Statements

This document amends the SWIFF Core Statements Document adopted in December 2015.

6. Strategic Goals and Projects:

The four strategic goals listed below (numbered 1-4 in the outline) are the priorities for SWIFFI agreed-upon at the December 2015 SWIFFI meeting. A specific activity is defined as a “project” and any specific project that is supported by SWIFFI under its plan of work must promote one or more of these goals. The projects below each goal (identified by lower case letters in the outline) were adopted at the February 12, 2016 SWIFFI meeting.

1. Strengthen the “brand” by supporting, promoting, and providing information about local foods in the SWIFFI area

- a. Fund and reinvigorate the SW Iowa Buy Fresh, Buy Local chapter
- b. Under Buy Fresh, Buy Local, create directories of local food business, including producers, processors, distributors, retail outlets, and restaurants (including those in Omaha metro that meet the criterion of 50% of produce purchases from SWIFFI member producers).²
- c. Establish a SWIFFI regional honor roll of chefs and establishments sourcing a minimum (by dollar value) of 50% of their total food purchases (audited) from the SWIFFI Iowa counties.
- d. Establish in conjunction with Nebraska Sustainable Agriculture Society (NSAS) a similar SWIFFI honor roll for Douglas, Sarpy, Washington, Saunders and Lancaster Counties.

2. Strengthen food hubs

- a. Include in newsletters the contact information for food hub operators headquartered in the SWIFFI Counties.³
- b. Print articles in the newsletter about food hubs and the kinds of produce being sought

1 Adopted February 12, 2016 meeting with one minor change from the background document circulated for discussion at the Feb. 2016 meeting

2 Carl Glanzman note: intent is to exclude hubs, aggregators or SYSCO, etc., that have shipped aggregated loads, part of which come from non-SWIFFI counties, to the candidate restaurant.

3 Carl Glanzman note: Note: intent is not to list those not picking up from SWIFFI area producers on farm. This will avoid SYSCO, *et al.* and out of area hubs from gaining from our marketing efforts, to the SWIFFI producer's detriment.

3. Provide value-added processing information and opportunities

- a. Organize a SWIFFI producer cooperative for small scale food processing by southwest Iowa producers constituted to follow HACCP procedures in on-site handling, canning, dehydrating, packaging, freezing, refrigeration, and labeling of foods for farmer/co-op members to distribute.
- b. Open the Community Kitchen in Harlan to producer members of the co-op⁴
- c. Establish an indoor Farmer's Market in Pottawattamie or Mills County to serve as a retail distribution outlet in SWIFFI region for fresh, refrigerated, frozen and canned produce of co-op members.
- d. Support producer capacity for adding value to their products through increasing access to licensed commercial kitchens throughout the SWIFFI area.⁵

4. Increase participation in SWIFFI

- a. Develop a public directory of SWIFFI members
- b. Survey members about what they need from SWIFFI and what it might contribute to them
- c. Institute a “bring a friend” program to encourage SWIFFI members to recruit other members
- d. Develop an Internet-based meeting system for some meetings to reduce travel time, especially for meetings early and late in the growing season.

4 Carl Glanzman note: Since the Harlan facility will be attractive to Harrison, Shelby, Audubon, Crawford, Monona, Pottawattamie and Cass County producers and may differentiate with respect to equipment and processes, from one in the Southern half of SWIFFI area, there is an option, to specialize or minimize travel time and expense.

5 Added at the February 12, 2016 meeting.