

11% of Iowa's School Districts Participated

Over 280 K-12 schools
10 Early Care Sites



2019 Iowa Local Food Day Executive Summary

October 11, 2019 marked the 2nd annual Iowa Local Food Day (ILFD), a statewide event that encourages schools to celebrate and serve at least two Iowa-grown foods in their meal programs. ILFD engages farmers and food service directors as partners, grows sales and viable markets for farmers, and expands local product options into more schools. An evaluation of the event finds that 33 survey respondents (52% response rate) had a positive experience participating in 2019 and will do so again. It is clear that local procurement requires support and partnership at the community and state level, and ILFD is key to learning and growing engagement across Iowa.

Serving 107,900 Local Meals

13,327 breakfasts
94,538 lunches
1,293 taste tests

Valuable State Resources

67% of sites used the website, IowaLocalFoodDay.org, as a planning and support resource

97% of sites promoted the event and used marketing materials

Participant Highlights

"The best part of the experience is how easy it was to work with our local food hub to obtain local, high-quality food."

"The food smelled great and tasted even better!"

"Local growers were happy to support this and gave us new food resources."

"We are an alternative school. The students felt included on Iowa Local Food Day."

"Kids liked the local items and continue asking for them."

"Families commented with appreciation for providing local foods to their children."

"They're so happy and excited I'm offering locally sourced foods!"

ILFD Benefits Meals Programs at Schools and Early Care Sites



100% of respondents plan to participate in 2020 ILFD



Meal participation rates increased on ILFD at 33% of sites



64% received positive feedback from families, students, staff

ILFD Benefits Iowa Farmers and Producers Selling to Schools



Respondents purchased from **50 unique farmers** and producers



New local procurement partnerships emerged, as 24 purchases were first-time purchases by schools and sites



Food hubs fill a critical role in aggregation and delivery to support ILFD and overcome the challenge of finding local food

Local Procurement: Insights and Highlights



Most sites (88%) served local food through their **lunch program**



Local produce was sourced more often than dairy, meat, grains



91% of sites featured 2+ **varieties of local food**, 48% featured 3+