

Kick It with Carrots

Iowa Farm to Summer Campaign



Executive Summary 2021 Iowa Farm to Summer Campaign

The Iowa Farm to Summer Campaign enhances youth participation at summer meal sites and supports local farmers and distributors through procurement partnerships. Collaboration and funding from IDALS, AgMRC, ISU Extension and Outreach FFED, Iowa Association for the Education of Young Children, Iowa Department of Education, and FoodCorps Iowa supports the annual campaign. An evaluation of the 2021 campaign, which took place amidst the COVID-19 pandemic, shows that the campaign supported sites with valuable resources and tools to get local food to over 9,000 Iowa youth.

The 2021 campaign offered opportunities for fresh food and distance education during a challenging summer, supporting:



Local
Farmers



Food
Access



New
Partnerships



Food
Education

By the Numbers

- 85 organizations participated
- 9,000 youth impacted
- \$14,800 was spent on locally grown food
- 98% of sites plan to serve local in summer 2022



“We sent fresh local carrots, a district-made carrot salad, and a recipe for the salad in each meal bag during our summer grab n’ go service.”

October 2021 Evaluation: Results compiled by Chelsea Krist Program Coordinator, ISU Extension and Outreach Farm, Food, and Enterprise Development

State-Provided Resources

\$200 Mini-Grants to All Sites

Funding levels were adequate for most participant

Promotional Materials + Incentives

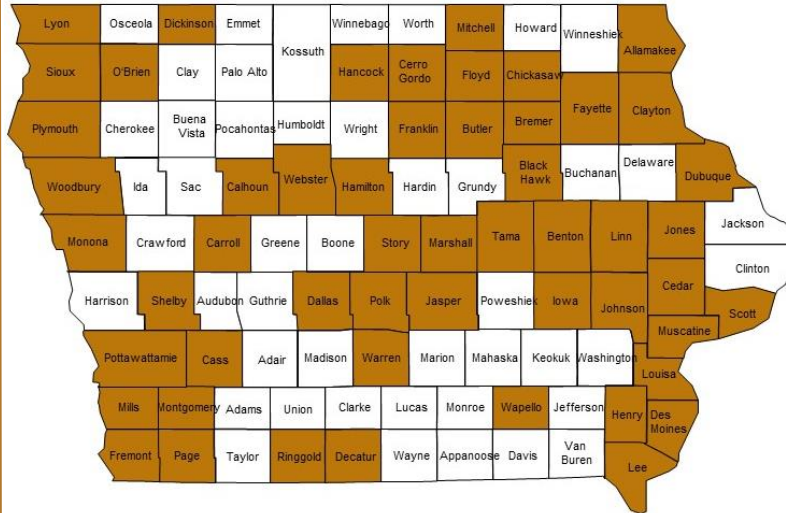
- Banners and posters are consistently valued and used
- Online resources, especially the outreach toolkit, were widely used

Technical Assistance

- Support finding local food is the most common request
- Community-based local food directories were very useful



An Annual Trend: Application numbers funded participants increased again in 2021



85 organizations from 53 counties participated in 2021
47 ECEs | 28 School Districts | 10 Community Partners

“Kids loved trying the vegetables and many parents said their kids asked them to buy certain local vegetables after trying them with the Kick it With Carrots program!”



Local Procurement: Insights and Highlights

- Sites served **more local food, more often** in 2021 than in previous campaigns
- The campaign created opportunities for sites to **begin or increase local procurement**
- Sites found local food through their **community connections, purchasing from individual farmers**

