



**Iowa Department of Agriculture and Land Stewardship
Specialty Crop Block Grant Program
Final Report for 2006 Funds**

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Table of Content

Issues
How the Issues Were Approached
Goals
Results/Progress Toward Expected Measurable Outcomes
Lessons Learned
Conclusion
Additional Information and Examples

The Iowa Department of Agriculture and Land Stewardship (IDALS) was awarded a 2006/2007 AMS/USDA Specialty Crop Block Grant for \$103,249.43. With this grant, projects undertaken by the State and by the sub-grantees have increased the competitiveness of specialty crops in the market place through increased awareness, knowledge and consumption of Iowa specialty crops by the consumer, and have increased knowledge and sales to the producer through education and promotional activities.

ISSUES

Pass Through Grants

Specialty crop organizations have had limited funding to provide technical and marketing knowledge to their members and to increase their market value and consumer awareness. Through the pass through grants, these organizations enhanced their educational and marketing efforts for producers and consumers.

Informational Materials

Media Kits . Due to lack of information, producers rarely contact media about their specialty crop. By developing and providing specialty crop specific brochures and other materials to producers, it provides them with the information which they in turn can provide the media. These brochures can also be used as an educational brochure about a specialty crop to the consumer public.

Promote on-farm activities and agritourism . Iowa is known for its vast fields of corn and soybeans. On-farm activities and agritourism have been an underserved area in Iowa's agriculture industry. As more of these on-farm venues are being established, public awareness and patronage of these venues is greatly needed.

Recipe cards . Hectic life styles and time constraints are the public's chief claims for not using fresh fruits and vegetables in daily cooking. To address these claims and to increase awareness of buying and using fresh Iowa grown produce and products, recipes that are quick and easy to fix, need few ingredients, are nutritious and flavorful will be developed and distributed at cooking demonstrations, at the Iowa State Fair and other sites throughout the term of the specialty crop grant period.

Promotions

Farmers Market Promotion . To demonstrate how easy it is to cook everyday with fresh produce, cooking demonstrations at various markets throughout the state will increase consumers' awareness of the specialty crops and use produce that is in season. These demos will prompt consumers to try the recipes demonstrated thereby increasing the sales of specialty crops.

Promotional and display supplies . Staging a specialty crop promotion to increase awareness and sales entails supplies and display pieces that the majority of specialty crops organizations, farmers markets and the IA Dept. of Agriculture does not have. By developing, buying and making available these supplies and display pieces to specialty crop organizations it will be easier to carry out these promotions.

National Farmers Market Week/Iowa Farmers Market Week Celebration - The national and state celebration for Farmers Markets which are held annually goes relatively unnoticed by the general public. Staging an event at the nationally acclaimed Iowa State Fair where attendance is over 1 million people will increase the awareness of farmers markets in the State of Iowa.

Statewide Marketing Campaign – Choose Iowa

The original proposed project was to develop a statewide marketing campaign for specialty crops. Following the submission of IDALS grant proposal, a new administration was elected to lead the department. At the direction of the newly elected department administration, an existing program will undergo a re-vamping and it will include fresh, specialty crops. Providing promotional materials to specialty crop producers and the consumer public bearing the Choose Iowa logo will increase the awareness and sales of specialty crops.

HOW THE ISSUES WERE APPROACHED

Pass Through Grants

The goal of this project was to assist specialty crop organizations/associations in implementing or designing a marketing plan for their specialty crops.

A Request for Proposals (RFP) was issued and eight organizations were awarded funds for their projects. Bi-monthly monitoring by IDALS, a required 6-month report and a Final report demonstrated that each sub-grantee was able to complete their project(s) in a timely manner and according to the rules set forth in the RFP.

Informational Materials

The goal of these projects was to increase consumer awareness, knowledge and benefits of Iowa products; increase the awareness of and patronage of on-the farm activities and agri-tourism; and increase use and sales of Iowa specialty crops.

Media Kits . Brochures were developed for the specialty crops of asparagus, apples, pumpkins and strawberries. Included are nutritional information, picking,

storing, historic uses of the crop, a recipe or two, plus an area for a producer to include their business name, address and other pertinent information. Over 54,000 of these brochures were distributed to producers who provided them to consumers and to the media. A brochure providing information on the different marketing channels for growers of Iowa specialty crops was produced and 4,000 of these will be distributed through various producer events, workshops and at the Iowa State Fair.

Promote on-farm activities and agritourism . Over 7,000 of a map brochure - MAPS (mazes, apples, pumpkin patches and strawberry patches) . depicting locations of these on-farm activities and agritourism venues were distributed to twenty Welcome Centers across Iowa and available at other tourism sites.

Recipe cards . Five very easy to prepare recipes featuring Iowa Specialty crops were published on a 3x5+accordion folded brochure; 50,000 copies were published and distributed to consumers at the Iowa State Fair; farmers markets; conferences and other sites.

Promotions

The goal of the promotions was to highlight specialty crops, increase awareness to the public and in turn increase sales for producers.

The Every Day Cook . Chef Joe . was hired and traveled to thirteen farmers markets throughout the state during peak produce season and gave cooking demonstrations using produce he purchased at that farmers market. The market managers were asked to alert media of his upcoming visit to their market; to monitor attendance at the cooking demos and to collect information from vendors regarding sales.

Display Supplies for Promotions: Several specialty crop costumes were purchased for promotional uses - initially for the National Farmers Market Week/Iowa Farmers Market Week promotion at the Iowa State Fair and they are available for borrowing by any farmers market or specialty crop organization for a special promotion. Other display items such as baskets, crates, sign holders, poster holders, etc. were purchased and used at the National/Iowa Farmers Market display event at the Iowa State Fair. These items are also available and have been used by other specialty crop/farmers markets for their promotional events featuring specialty crops.

National Farmers Market Week/Iowa Farmers Market Week celebration display and promotion at the Iowa State Fair. A 30q+ market stand was erected and filled with specialty crop produce from around the state. Vegetable costumed personnel passed out recipe packets to fair goers. A presentation with media present was made at noon to the Food Bank of Iowa with over 1,200 pounds of fresh produce being donated to that organization.

State wide marketing campaign – Choose Iowa

This goal was amended to: work within a re-vamped statewide marketing program . Choose Iowa . to produce promotional materials to producers and consumers to increase awareness of the program and specialty crops.

Ten thousand 4x6 harvest/availability of specialty crops magnets were developed which included the Choose Iowa logo and distributed at the Iowa State Fair, conferences and other events where promotional materials were needed.

Capitalizing on the green+re-usable tote bags, approximately 11,500 non-woven polypropylene bags were designed and printed with Freshness is our Specialty+ surrounded by an oval of specialty crop words with the Choose Iowa logo included in the design. These were distributed as promotional items at the Iowa State Fair; other Choose Iowa events; and other Departmental events where a promotional item was needed.

GOALS

Pass Through Grants

The goal of this project was to increase specialty crop organizations ability to design, implement or enhance their specialty crop marketing plan.

Informational Materials

The goal of this project was to increase consumer knowledge and benefit of specialty crops products; on-the farm activities, agri-tourism; increase the use and sales of Iowa specialty crops.

Promotions

The goal of the promotions is to highlight Iowa specialty crops, increase awareness and use of the specialty crops to the consumer public and increase sales for producers.

State wide marketing campaign – Choose Iowa

The goal is to promote specialty crops in the state marketing campaign Choose Iowa+by developing and distributing promotional items.

RESULTS/PROGRESS TOWARD EXPECTED MEASURABLE OUTCOMES

Pass Through Grants

With the 2007 USDA Specialty Crop Block Grant, the Iowa Department of Agriculture and Land Stewardship was able to provide grant assistance to eight specialty crop organizations/associations to design and implement or enhance a

project of their choice. Education for their members and promotion were the two primary areas of interest to the organizations/associations.

Recap of the eight sub-grantees Final Report:

- Iowa Fruit & Vegetable Growers Association: To provide more in-depth marketing topics at their annual educational session. Result: Having the funds to contract nationally known speakers, they realized an increased the attendance at their annual education conference by 9%.
- Iowa Nursery & Landscape Association: To increase attendance at their annual summer conference and to increase the number of members using the internet for marketing. Result: Less than expected number of attendees at the conference due to the busy time of their season; increased the number of members using the internet for marketing by 10%.
- Southeast Iowa Nut Growers: To develop a website, update an existing brochure for marketing, develop a logo, labeling and packaging for retail sales and purchase chestnuts for testing of new processing equipment. Result: Retail sales of medium-sized chestnuts by internet have increased by 2%; brochures to retail outlets increased by 4%; logo was developed and branding program in place; testing of processing equipment for previously unmarketable small-sized nuts was successful.
- Practical Farmers of Iowa: Conduct a feasibility study for a direct-to-consumer distribution system for Iowa specialty crops. Result: Surveys were conducted, software was purchased and results tabulated to find what the barriers are to direct-to-consumer distribution.
- Iowa Christmas Tree Growers Association: To increase awareness of the real tree and increase sales during the 2007 Christmas tree season; provide more education to growers. Results: Through advertising on local TV stations, local newspapers, magazines and educational brochures handed out to public at the Iowa State Fair Christmas tree exhibit, sales of real trees increased by 8%; a follow-up survey of attendees on the marketing topics presented at the growers' educational program indicated a 4% increase in implementing marketing strategies by individual growers.
- Iowa Honey Producers Association: To increase their visibility at the Iowa State Fair which they project to increase awareness of honey and increase honey sales. Result: Better exposure increased the public's awareness of honey and increased sales of honey by 31%.
- Mississippi Valley Growers Association, Inc.: To provide nutritional education to consumers; and to increase sales of fruits and vegetables through advertising and demonstrations. Results: Over 600 farmers

market consumers received on-site education on the nutritional value of fruits and vegetables along with easy preparation ideas; market attendance increased by 52% through advertising and sales reported increased by 22% from the previous year.

- Cedar Falls Main Street Farmers Market: To increase consumer base by 15%; increase sales by 10%; and increase the number of vendors by 20% at a one-year old market through advertising and promotions. Results: Through newspaper advertising and at the market activities and promotions the goals were met. The project increased the consumer base by 47%; increased sales by 34% and increased number of vendors by 50%.

Informational Materials

Media Kits . Requests for over 54,000 specialty crop brochures were requested by producers for their use in distributing to consumers and to the media. Estimated increase in consumer awareness was 35% but due to these publications and media attention, it is estimated that consumer awareness was increased by 40% within the state.

Promote on-farm activities and agritourism . The public and producer demand for the MAPS (mazes, apples, pumpkins and strawberry patch map) brochure was overwhelming. The brochure was a great success for increasing the public awareness about on-farm activities and agritourism and an increase in attendance at the sites listed. Both awareness and patronage to those venues listed benefitted by a marked increase of 27%.

Recipe cards . 50,000 printed recipe packets were distributed to the public through the Iowa State Fair and farmers markets. This distribution helped increase the consumer awareness of Iowa produce. Numerous requests have been received throughout the year for additional packets which is a 100% increase from the previous year. This increase in requests equates to an increase in consumer awareness.

Promotions

Farmers Market Promotion - Our Every Day Cook %Chef Joe+traveled to 13 farmers markets throughout the state and did easy recipe cooking demonstrations with produce purchased at that market. Consumer awareness of easy to prepare, nutritious and few ingredient recipes increased by 51% of consumers at the market. Additionally, follow up contact to all market managers indicated they increased shopper attendance on the day of the demonstration due to publicity of the event . an average of a 22% increase, and their vendors indicated an increase in sales the day of the event . an average of 33%. Continued follow up with the managers indicated that shopper attendance

continued at a higher level, inquiries about additional demonstrations were requested by shoppers and vendors continued their higher level of sales. Additionally, two markets excelled at promoting Chef Joe's appearance, one with a radio interview the day of his demonstration and one with a TV cooking demonstration the day before his demonstration. Contact with the TV station indicated they had over 1,500 hits to the re-broadcast on their web site which included the recipes demonstrated by Chef Joe on TV and at the market.

Promotional display and supplies - With the purchase of the specialty crop costumes and the display supplies, IDALS was able to erect a farmers market and specialty crop display to promote both at the Iowa State Fair and conference and allow the markets and specialty crops organizations to borrow them for their promotions. This was a 100% increase from the previous year.

National Farmers Market Week/Iowa Farmers Market Week Celebration - The 30 farmers market stand filled with fresh specialty crop produce along with the costumed specialty crop personnel was definitely seen by at least 25% of all fair goers on the day of the event. 30,000 packets of the recipe cards were distributed during the event. For the fair-goer, consumer awareness of specialty crops and farmers markets was increased by 15%.

State Wide Marketing Campaign – Choose Iowa

Through distribution of the promotional materials (magnets and re-usable shopping bags) at the State Fair and other specialty crop promotion events, consumer awareness of the Choose Iowa marketing campaign for specialty crops increased 100% from the previous year.

LESSONS LEARNED

The sub-grantees had the opportunity to undertake projects that may not have been as successful or even possible without the funds of the pass through grant.

Lesson learned: Although Specialty Crops organizations may need additional guidance on grant preparation and reporting, IDALS will continue with pass through grants to specialty crop organizations/associations in future AMS/USDA Specialty Crop Block Grant Program awards.

The farmers market cooking demonstration promotion of The Every Day Cook with Chef Joe went beyond what IDALS imagined in the way of increasing public awareness of specialty crops and farmers markets. Market managers' feedback were rave reviews of having the event at their market. Consumer e-mails and phone calls to IDALS were thumbs up about having such an event at their market. Media calls, exposure in the newspaper after the event, a radio interview and a segment on a TV show reached more public than was anticipated. The publicity generated in each community he demonstrated; the interest in having easy to fix cooking demonstrations at markets not by a gourmet chef but by a

chef who just cooks plain and everyday; and the eager requests from those markets for repeat demonstrations and from markets who would like the demonstrations were quite the highlights of this market season promotion.

Lesson learned . Even though the public claim of hectic life styles and time constraints are reasons for not cooking with fresh vegetables and fruit, the cooking demonstrations and the easy to prepare recipes increased the public's purchase and cooking of fresh vegetables and fruit.

The National Farmers Market Week/Iowa Farmers Market Week Celebration at the Iowa State Fair for one day was a great hit with fair goers. Many overheard comments reinforced the already aware of farmers markets to the need for awareness and maybe first time exposure to farmers markets. The specialty costumed personnel handing out recipe packets enhanced the attention to the bountiful and colorful display of produce and fair goers asked to have their photos taken with the costumed personnel. The Des Moines Register featured the event with a short story and photo on their on-line daily fair coverage.

Lesson learned - The promotion of farmers markets is an on-going project whether to introduce people to markets or to reaffirm them to markets.

Keeping up with the demand for the MAPS (mazes, apples, pumpkins and strawberry) brochure for on-the-farm activities, agri-tourism was tremendous . from the producers, the Interstate Welcome Centers and the other venues that made the brochure available to the public, along with the public's request for brochures. Producers not in the brochure contacted IDALS to be included. Plans are for updating and reprinting the MAPS for the 2008 season and increase the number printed.

Lesson learned: The public is interested in on-the-farm activities and agri-tourism if given the opportunity to find it.

CONCLUSION

The projects conducted with the assistance of the USDA Specialty Crop Block Grant Program have helped increase the awareness, consumption and knowledge of Iowa specialty crops to the consumer; have helped increase the knowledge of marketing tools for producers; has helped specialty crop organizations undertake their own marketing and education projects for their members; and helped producers increase their sales of specialty crops.

INFORMATIONAL MATERIALS – EXAMPLES

Creamed Apple Pie

2-3 cups peeled apples, sliced thin

1 C sugar
6 T flour
1 C whipping cream, not whipped
1/4 tsp. salt
1 tsp. vanilla



Directions:
Line pie plate with crust. Fill with sliced apples, allowing enough room for the cream mixture. Combine sugar, flour, and salt before adding cream and vanilla. Stir well. Pour over apples. Sprinkle with cinnamon. Bake at 350 degrees for 50-60 minutes or until apples are done and cream mixture is thick. Serve warm. Refrigerate leftovers.

Use a pre-made crust or try the following:

1 1/2 C flour
1 T sugar
1/2 C vegetable oil
2 T milk

Mix dry ingredients in pie pan, then add milk and oil - mix well. Add oil at once and press evenly in bottom and up sides of pan.

Quick Apple Pench

- 1 quart (4 cups) Apple Cider
- 2 cups cranberry juice (undiluted)
- 2 tsp. lemon juice
- 4 cups ginger ale

Combine ingredients in a large bowl. Stir and serve over ice. Makes 12 servings.

NILLA APPLE CRISP

8 cups finely sliced peeled apples (about 4 large/2 lbs.)

1/2 cup finely packed brown sugar, divided
2 tsp. ground cinnamon, divided
1/2 cup old-fashioned or quick-cooking oats
1/4 cup cold margarine
25 Reddies For NILLA Wafers, crushed (about 1 cup crumbs)

1. 1/2 cups flavored Whipped Topping

FRESHEN oven to 350°F. Toss apples with 1/4 cup of the brown sugar and 1 tsp. of the cinnamon. Spoon into 8- or 9-inch square baking dish.

COMBINE oats, the remaining 1/4 cup brown sugar and 1 tsp. cinnamon in medium bowl. Cut in margarine with pastry blender or two knives, until mixture resembles coarse crumbs. Add wafer crumbs; mix well. Spread crumb mixture evenly over apples.

BAKE 20 to 25 min. or until apples are tender. Serve with whipped topping.



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Fresh Facts

An Apple Approach



FUNDS FOR SMALL FRESH FACTS WERE PROVIDED BY A USDA SPECIALTY CROPS GRANT

APPLES

A Trip to the CORE of Apples...

Why not eat apples? Even if it's just one a day, it has been said to keep the doctor away. They prove to be a delicious and nutritious snack. An apple is an excellent source of vitamins and fiber, not to mention that they are fat-free, sodium-free and cholesterol-free. Half of the vitamin C content lies just underneath the skin of the apple, so eat the apple with its skin on. One apple serving is one tennis-ball sized apple, 6 ounces of 100% apple juice, a cup of applesauce or a cup of dried apples.

Apples have been the topic of several studies and the results show just how important apples really are to your health. Apples are said to help improve learning and memory. They also aid in fighting heart disease, cancer and may even be beneficial to weight loss. They could even be the solution that dentists have hoped for in keeping your teeth clean.

Get Your Apple Serving In Today!



HISTORIC APPLE-CATION:

Apples are the most popular and flavorful fruit in the world. But do you know where they come from? Apples likely originated in Asia. Eventually, travelers from the Roman Empire brought them to England during the 1st century BC. The pilgrims then brought apples to the NEW WORLD and they were first planted in the Massachusetts Bay Colony. The first apple orchard was in Boston, and now apples are grown in over half of the states within the US.

Apple Nutritional Facts:

Serving Size: 1 medium apple
Calories 80
Protein 0g
Total Fat 0g
Saturated Fat 0g
Cholesterol 0mg
Sodium 0mg
Potassium 170 mg
Total Carbohydrates 22g
Dietary Fiber 5g
Sugars 16g

Apples in IOWA

Iowa's Impact on the World of Apples

- The famous DELICIOUS apple was grown originally in Iowa by Jesse Hatt, in Madison County until it was propagated by David Stark, Ga.
- There are over 180 apple varieties in Iowa.
- Iowa's largest apple area was reported in 1976.
- Almost all the apples that are produced in Iowa are sold in Iowa.

Apple Assortment

Did you know that there are over 2,000 different kinds of apples grown in the United States? Some apples vary by taste and color. Apple varieties range in size from a little larger than a cherry to as large as a grapefruit. To see an extensive list of apple varieties, check out the following website:
<http://www.usdabioapple.com/varieties/index.htm>

Apple Storage Tips

While apples can be kept in a garage or basement, they will stay fresher longer if kept in a perforated plastic bag and stored in the refrigerator (35-40 degrees). Mature apples picked in October and kept in the refrigerator can last for months.

APPLE TRIPLE FOLD BROCHURE

The Arrival of Asparagus

The name asparagus, came from the Ancient Greeks, who used the term to describe all tender shoots that were picked and severed.

Historically, it was even used to treat swelling and arthritis. The American Indians dried asparagus to make medicine.

Romans prized asparagus for its flavor, texture and medicinal qualities. Romans were the first to cultivate it and to preserve it by freezing. The Roman conquests spread asparagus to other areas.

In the 18th Century asparagus gained popularity in France and England. From there it was brought by the colonists to America. Asparagus is grown all over the world and is considered an international food. It is also referred to as the "Food of Kings."

Another Way to Say ASPARAGUS

Green green, green, asparagus, asparagus, asparagus, asparagus

FACTS:

- Asparagus is a perennial
- It's almost a half member of the lily family
- It's related to garlic and leeks
- The spears we buy at the store are actually the shoots from an underground crown



Spring Salad with Roast Chicken

Ingredients:

1 asparagus spears, cut into 2 inch pieces

2 Tbsp. sun dried tomato dressing

50 C chopped cooked chicken

1 oz. Monterey Jack Cheese, cubed

1 tomato, cut into wedges

Place asparagus spears on microwaveable plate with 1/4 cup water, cover and vent. Microwave on high for 1 min.

Spoon dressing into individual salad bowls

Top with chicken, cheese, asparagus, and tomato. Toss lightly

For more information or to request brochures contact:
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Fresh Facts

Asparagus



Here's the skinny
on asparagus...

Facts for IDALS FRESH
FACTS were provided by a
USDA Specialty Crops Grant



Good for You and Good for Me

Asparagus is a highly prized vegetable which has many health benefits. Among the list of valuable attributes, asparagus contains folate which is essential for a healthy cardiovascular system and is also critical to the unborn baby during pregnancy. According to the U.S. Department of Health & Human Services, "when a woman has enough folic acid before and during pregnancy, it can help prevent major birth defects of her baby's brain or spine." Asparagus also contains potassium, fiber, vitamins A, B6 and C. Need another reason to eat asparagus? Try it! Asparagus offers all of these benefits and is fat-free, cholesterol free, and delicious.

Most asparagus produced in the U.S. is grown in California and Washington. Peru, Mexico and Chile export asparagus to the U.S. Peak season for asparagus in the U.S. is January through May.

Nutritional Profile

A 1/2 ounce serving (approx. 5 spears) has only 20 calories, 2 fat, or cholesterol, 5 milligrams sodium, 400 milligrams of potassium, 3 grams of fiber, 50% of USDA's of folate, and are excellent sources of thiamin and vitamin B6.

IT'S WORTH THE WAIT

Three seasons pass before asparagus can be harvested. In its first season of growth a crown forms with six inches of root. In the second season the crown grows a fern. Asparagus can be harvested in its third year, and reaches its prime after 6-8 years.

SELECTION AND STORAGE

Asparagus stalks should be rounded and neither fat nor twisted. Look for firm, thin stems with deep green or purplish closed tips. The cut ends should not be too woody, although a little woodiness at the base prevents the stalk from drying out. Once trimmed and cooked, asparagus loses about half its total weight. White asparagus has a milder flavor than green asparagus, and is available at times. There is also purple asparagus that has a fruitier flavor, but like the white asparagus is not as available as the green asparagus.

Use asparagus within a day or two after purchasing for best flavor. Store in the refrigerator with the ends wrapped in a damp paper towel, and be sure to place the asparagus in the back of the refrigerator away from any light, since folate is destroyed by exposure to air, heat or light.

Roasted Asparagus

Ingredients: Asparagus, garlic, olive oil, parmesan cheese, salt and pepper, onion

Heat the olive oil and garlic over medium heat. Add asparagus and onion. Stir fry for around 10 minutes, until its tender, but crisp. Salt and pepper it to taste. Then remove from the heat and sprinkle with cheese.



Asparagus in IOWA:

- Statewide yields have been from 800 to 1,400 bushels. Jersey Giant and UC 157 have yielded 4,000 or more bushels to research trials.
- Early spring (April) is the best time to plant an asparagus bed in Iowa.
- Typical growing seasons to around 6 weeks.
- Home gardeners should harvest around 1 to 4 lbs 2-3 feet of row.
- Farmers Markets are the biggest outlet for the sale of asparagus in Iowa.

ASPARAGUS TRIPLE FOLD BROCHURE

What Can You Do With A Pumpkin?

The most popular use of pumpkins may be for jack-o-lanterns and fall decorations but they have many more uses.

When selecting a pumpkin for cooking, the best selection is a "pie pumpkin" or "sweet pumpkin." These are smaller than the large jack-o-lantern pumpkins and the flesh is sweeter and less watery. You can substitute the jack-o-lantern variety with fairly good results.

Pumpkin seeds can be used in tossed salads, casseroles, soups, and other baked goods, either ground or whole. Although roasted pumpkin seeds tend to be better-tasting, you'll receive higher nutritional value from the raw seeds.

So decorate your place with a pumpkin and make something tasty, all from the same wonderful fruit!

PUMPKIN FACTS:

- Native Americans introduced the pilgrims to pumpkins and corn. They taught the pilgrims how to grow and cook pumpkin and how to prepare dried pumpkin to last through the winter. The dried pumpkins were also used as mats.
- The Dutch were the first to carve their pumpkins. They originally used turnips, but switched to pumpkins because they were more abundant and easier to carve.
- Sweet pumpkin was so much a part of the pilgrims' diet that one settler in 1630 wrote "We have pumpkins at noon, and pumpkins at noon, if it were not for pumpkins we should be undone."

Roasted Pumpkin Seeds:

- 1 c. pumpkin seeds, cleaned
- 1 TBSF butter, melted
- 1/2 tsp. salt or other seasoning

Heat oven to 350 degrees. Combine pumpkin seeds, butter and salt in medium bowl. Spread pumpkin seeds in a single layer on a baking sheet. Bake for 45 minutes, stirring occasionally.

OR TRY THIS VERSION

- 1 quart water
- 2 TBSF salt
- 2 c. pumpkin seeds
- 1 TBSF vegetable oil

Preheat oven to 275 degrees. Remove stringy fibers from seeds. Bring water and salt to a boil. Add the seeds and boil for 12 minutes. Drain. Toss seeds in a bowl with oil. Spread evenly on a cookie sheet, and bake for about 30 minutes. Stir every 10 minutes. Cool and enjoy.

For more information or to request brochures contact:
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Fresh Facts

ORANGE You Interested In...

PUMPKINS



Funds for IDALS FRESH FACTS were provided by a USDA Specialty Crops Grant

Pumpkin With a Purpose

Made up of 90% water, pumpkins are a fruit with many uses. Pumpkins are the focal point of festivals, holidays and even nursery rhymes such as "Peter, Peter, Pumpkin-Eater." We all know pumpkins' traditional roles have included being an ingredient in soups, pies, breads and having their seeds roasted and eaten as a snack, or their visual use in a cornucopia at Thanksgiving, and probably their most popular role as a carved decoration at Halloween. But do you know the nutritional value of a pumpkin?

The bright orange color of most pumpkins is due to its richness in beta-carotene, which is an important antioxidant. Beta-carotene is converted to vitamin A in the body. Once converted to vitamin A, beta-carotene performs many important functions in overall health. The University of Illinois, Eastman reports that current research indicates that a diet rich in foods containing beta-carotene may reduce the risk of developing certain types of cancer and offers protection against heart disease. Beta-carotene offers protection against other diseases as well as some degenerative aspects of aging.



Real Pumpkin Pie

- 2 c. pumpkin, cut into half-inch pieces
- 1/4 cup liquid from cooked pumpkin
- 1 c. raisins, soaked in 1/4 cup dark rum
- 1 c. sugar
- 1 tsp. cinnamon
- 1/2 tsp. nutmeg
- 1/4 teaspoon cloves
- 1/2 teaspoon ginger
- 1 tbsp. molasses
- 1 tbsp. butter
- 1/2 tsp vanilla extract
- 1 egg yolk, beaten



Directions: This recipe uses cubes of raw pumpkin rather than canned pumpkin. Winter squash may also be used.

In medium saucepan, add 1 tbsp. of butter and 1/2 cup water to pumpkin, and simmer over medium heat, for about 10 minutes. Drain, reserving 1/4 cup liquid. Mash or puree pumpkin. Add raisins, rum, cooked pumpkin, and remaining ingredients. Stir until well combined.

Turn into party lined 9 in. pie plate. Flute edges. Set in preheated 400 degree oven. Bake 15 minutes. Reduce heat to 350 degrees and bake about 30 minutes longer. The pie is done when a knife inserted near the middle comes out clean.

The name pumpkin originated from the Greek word for "large melon" which is "pepon." Then the pepon went through cultural phases and was known as "Pompoe", then Pumpkin, and eventually to what we call it today, the PUMPKIN.

PUMPKIN FACTS:

80% of the pumpkin supply in the U.S. is available in October

Pumpkins are fruit – from the gourd family (Cucurbit)

Pumpkins are the largest fruit

Pumpkins come in 7 different colors – orange, green, yellow, red, white, blue & tan

The greener the pumpkin, the more water it contains and the faster it will freeze

Pumpkins need as much sun as possible when growing

Pumpkins are grown on 6 of the 7 continents - the only place they aren't grown is Antarctica

PUMPKINS in IOWA:

- There are more than 28 pumpkin patches in IOWA
- Anamona was officially named Pumpkin capital of Iowa by the Iowa Legislature in 1991.
- Pumpkin patches are on the rise: Acres dedicated to pumpkin harvest rose from 328 in 1989 to 829 in 2006 according to the 2006 Iowa Commercial Horticultural Survey
- For pumpkin patches visit our website: <http://www.iowagr.org>

PUMPKIN TRIPLE FOLD BROCHURE

Did you know that strawberries are...

- The only fruit with seeds on the outside
- The first fruit to ripen in the spring
- A member of the rose family
- Consumed by 94% of all US households
- A symbol of perfection and righteousness
- A fruit that has an average of 200 seeds
- The favorite fruit of 53% of all 7-9 year olds



- Grown in all 50 of the United States, every province of Canada, and all over parts of Europe
- Used typically to help whiten teeth, reduce blemishes and help skin look younger
- One of the world's most popular fruits, and can be found in jams, jellies, ice cream, pies, cakes, shakes, salads, dipped in chocolate, liquors and many other culinary treats.

How to Microwave your

- 2 cups of strawberries capped and cut up
- 1 1/2 cups of sugar
- 2 teaspoons of pectin

Pour the sugar over the berries and let sit for 10 minutes. Mash well. Stir in Pectin. Microwave high for 4 minutes. Then, microwave medium for 6 minutes. Pour in hot glasses or cups. Cover with plastic wrap and refrigerate. Keeps for 2-3 months in fridge.

CREAMY STRAWBERRY SHORTCAKES

- Prep Time: 10 min
- Total Time: 30 min
- Makes: 2 Servings, one shortcake each

- 2 Tbsp. Neufchâtel Cheese, 1/3 Less Fat than Cream Cheese (softened)
- 1 Tbsp. strawberry preserves
- 2 individual sponge cake shells
- 3/4 c. sliced strawberries
- 2 Tbsp. thawed Whipped Topping



COMBINE: Neufchâtel cheese and preserves; spoon evenly over cake shells. Top with Strawberries, and then add some whipped topping.

Iowa Department of Agriculture and Land Stewardship (IDALS)
502 E 9th Street
Des Moines, IA 50319

Phone 515-281-7457
Fax: 515-281-6178
www.iowagr.org



Fresh Facts



A BERRY GOOD IDEA!

Funds for IDALS Fresh Facts were provided by a USDA Specialty Crops Grant

STRAWBERRIES

A Bowl of Strawberries Can Go A Long WAY...

Strawberries are one of the healthiest fruits you can eat. They are a great source of Vitamin C. One serving of just eight strawberries will provide 140 % of the US Recommended Daily Allowance of Vitamin C.



In a recent study, strawberries ranked second among the top ten fruits in antioxidant capacity (TAC), which is one reason why they may help prevent cancer and heart disease.

Nutrition Facts

(200 grams)

Serving Size: 1 cup sliced fresh strawberries

- Calories 50
- Protein 1 gram
- Carbohydrates 11.65 grams
- Dietary Fiber 3.85 grams
- Calcium 23.24 mg
- Iron 0.63 mg
- Magnesium 16.50 mg
- Phosphorus 31.54 mg
- Potassium 44.82 mg
- Selenium 1.36 mg
- Vitamin C 94.12 mg
- Folate 29.38 mcg

Storage and Handling:

Warm temperatures cause strawberries to brown. The pigment that makes them red is heat sensitive, and it starts to break down when exposed to heat. Strawberries also lose Vitamin C when they brown, or are cooked.

Store unwashed berries loosely covered with plastic wrap in the coldest part of your refrigerator for 2-3 days at most. Do not wash berries until you are ready to use them. Place berries in a colander and rinse under cold water.

After washing, remove the green cap without removing any of the fruit. Enjoy!



The Berry Best Pick:

Select bright red berries with their caps intact. Smaller berries are usually sweeter and more flavorful. Avoid soft, moldy and/or shriveled berries. The unripe berries will not ripen after being picked. Remember that strawberries will mold quickly at room temperature and can only last a few days in the refrigerator. They taste the best if eaten on the same day they are picked.

The Naming of Strawberries

The name "strawberry" came about early because straw was used to help to hold the plants during the winter, a practice that discouraged wash and left the berries up from the soil. When it came time to harvest the berries, children would pick them and bring them in a stack of straw. At the London market the children would sell "straw of berries".

Spinach & Strawberry Salad

- 2 bunches spinach, rinsed and torn into bite-size pieces
- 4 cups sliced strawberries
- 1/2 cup vegetable oil
- 1/4 cup white wine vinegar
- 1/2 cup white sugar
- 1/4 teaspoon paprika
- 2 tablespoons sesame seeds
- 1 tablespoon poppy seeds

In a large bowl, toss together spinach and strawberries. In a separate bowl whisk together oil, vinegar, sugar, paprika, sesame and poppy seeds. Pour over spinach and strawberries, just before serving.

BERRY TOWA

- According to the 2005 study done by the National Center for Sustainable Agriculture, "Iowa's income nearly \$1.8 billion in gross income as a result of strawberry production in Iowa."
- Strawberries from Iowa is known as the "World's Largest Strawberry" which can weigh one-half, weighing 18 feet high and 12 feet wide and weighing in at 1,430 pounds.
- Iowa varieties include Tristar, Bangles, Jewel, and Iowana.
- If you love strawberries grow your own! Contact an Iowa Seed available in the Fruit and Vegetable Growers Directory. Check out our website at <http://www.iowagr.org> to view the directory.



You can enjoy the flavor of the season. Fresh Green products will make your recipes the talk of the hotel.

With 100% farm-grown products, you can buy fresh, eat fresh, and enjoy the diverse horticultural crops grown in our great state.

To locate a farmers market in Iowa, visit the Iowa Department of Agriculture and Land Stewardship website at:

www.agriinfo.iowa.gov
www.iowadepartmentofagriculture.com
www.iowadepartmentofagriculture.com

Salito

- 1. 1 medium tomato, chopped 1.0 lb. egg
- 2. 1 cup corn kernels, fresh, chopped 1.0 lb. corn
- 3. 1 egg, whole 1.0 lb. egg
- 4. 1/2 cup onion, chopped 1.0 lb. onion
- 5. 1/2 cup salt

1. Wash and chop tomatoes in a processor with onion.
2. Cook gently. Turn down heat for 1 minute to cool slightly.
3. Add eggs in last 4 hours before serving.

Corn on the Cob

1 piece of corn for every 100 lbs. of corn

1. Remove husks and silk from corn.
2. Put corn in a pot with the water & bring water to a boil & simmer.
3. Remove corn from water before and after serving.

Boiled Corn

1. Cook corn in water until soft and to suit taste for 10-15 hours.
2. Drain and salt water for about 10 minutes.
3. Place corn in water for about 10 minutes.
4. Remove husks, leave outside to cool.

Domestic Green Beans

Servings 4

- 1. 1/2 lb. fresh green beans, washed and trimmed
- 2. 1/2 cup oil
- 3. 1/2 cup onion
- 4. 1/2 cup garlic, minced
- 5. 1/2 cup salt

1. Cook beans in oil for 10 minutes. Drain.
2. Add onion, garlic, and salt and cook for 10 minutes.
3. Add beans and cook for 10 minutes.
4. Put over bread and serve.

Pepper Medley

- 1. 1/2 cup oil
- 2. 1/2 cup onion, sliced
- 3. 1/2 cup green peppers, sliced
- 4. 1/2 cup red peppers, sliced
- 5. 1/2 cup salt

1. To a large skillet, heat the oil with a onion, cook for 10 minutes.
2. Add green peppers, red peppers, and salt. Cook for 10 minutes.
3. Add red peppers, onion, and salt. Cook for 10 minutes.
4. Cook for 10 minutes. Drain and serve. Vegetables can be served with rice or pasta.

Easy Baked Cauliflower

- 1. 1/2 cup fresh cauliflower, chopped
- 2. 1/2 cup oil
- 3. 1/2 cup onion, sliced
- 4. 1/2 cup salt
- 5. 1/2 cup pepper

1. Wash cauliflower, onion, and pepper. Cook for 10 minutes.
2. Add onion, pepper, and salt. Cook for 10 minutes.
3. Add cauliflower and cook for 10 minutes.
4. Cook for 10 minutes. Drain and serve. Vegetables can be served with rice or pasta.

Eat Fresh Recipe Packets . Front and Back Views
 Accordion Folded

PROMOTIONS

Every Day Cook – Chef Joe – Cooking Demonstrations at Farmers Markets



Toledo Farmers Market



Cedar Falls Main Street Farmers Market



Dubuque Main Street Farmers Market

Example of e-mail from a shopper RE: Every Day Cook

From: Ron & Judie Clayton [mailto:cfarms@pcpartner.net]

Sent: Monday, July 16, 2007 12:11 PM

To: Lovitt, Barbara

Subject: Every Day Cook Promotion

I'm not at all sure you are the person to contact but, if not, perhaps you will send this along to whom ever is. I just wanted to say how very much I enjoyed Chef Joe this past Saturday at the Farmer's Market in Grinnell. I was able to speak with him at length about this promotion and his skill. I am an experienced cook and have owned and operated a bed & breakfast in the Grinnell area for 18 years. Even though, I can't believe how much I learned from Joe during his presentation. I wish to thank the person who came up with the "Every Day Cook" concept and put it on the road. I am in hopes that something like this will continue in the years to follow.

Sincerely,

Judie Clayton
Clayton Farms Bed & Breakfast
Grinnell, Iowa 50112

Examples of e-mail from Market Manager RE: Every Day Cook

- Lakes Area Farmers Market in Spirit Lake:

Barbara,

This article was submitted to the local newspaper and the shopper as a follow up to Chef Joe's visit. The first two attached pictures were sent with the article. The

other pictures are just for your use. He gave three demonstrations. Other people stopped to ask questions between demonstrations, also. He was a welcome addition to the market. Our attendance jumped to 500+ on Saturday.

The Lakes Area Farmers' Market would like to thank the Iowa Department of Agriculture and USDA's Specialty Crops grant program for sponsoring Chef Joe's recent appearance at our market. Chef Joe demonstrated the use of fresh produce in every day cooking. Everyone that watched the demonstrations were impressed with the simplicity and speed in which the dishes were prepared. Chef Joe's appearance was enjoyed by shoppers and vendors alike. The week of August 5-11 is National Farmers Market Week.

Thanks, Mike Koenecke, co-chair of Lakes Area Farmers' Market

- Dubuque Main Street Farmers Market:

Barbara,

Chef Joe was a big hit! People remarked, "we should have this every Saturday!" There were about 50 people watching him at all times, from 8 am to noon. The interest was so great, we even ran out of recipe cards. He brought 80 of each recipe. He was very informative and articulate. Lots of new and creative ideas to use produce.

There were 75 vendors and about 500 shoppers at the market all morning from 7 am to noon. Hope we can do this again some time!

Thanks for all your work on this,

Jenelle

Example of Newspaper Article on Every Day Cook Demonstration:

The Quad-City Times - News, Sports and more from the Quad Cities region or Iowa and Illinois

By Rebecca Arnold | Thursday, July 12, 2007 | No comments posted



Chef Joe Godfroy bought most of the ingredients for fresh summer recipes at the Bettendorf Farmers Market on July 5 and then prepared them right there.

Shoppers are used to fresh produce at the Bettendorf Farmers Market, but the scent of cooking food drew a crowd last week.

In addition to the usual array of fresh produce, baked goods and locally produced wine, Chef Joe Godfroy also was on hand to give cooking demonstrations.

Using two portable gas burners, Godfroy prepared four different recipes - including squash-stuffed tomatoes, pico de gallo and turnip dressing - with ingredients from local vendors.

"I bought about 90 percent of my ingredients here at the market today. Things like lime and cilantro, I had to find elsewhere," Godfroy said.

"Does everybody know what cilantro is?" Godfroy asked the audience of about 20 that had gathered around his tent. "Make sure you cut the leaves off the stalk - the stalks are bitter."

Throughout his demonstrations, Des Moines native Godfroy gave cooking tips and fielded questions from the audience. When the dishes were ready, onlookers could try a sample.

There are two things I want you to know about boiling vegetables. First, you don't have to fill the pot full of water. It's OK if some of the vegetables stick out above the water. Second, put a little sugar in the water. It sets the color of the vegetables, Godfroy said.

Godfroy, who owns Chef Joe's Place in Des Moines' East Village, was in Bettendorf as part of the Every Day Cook project. The project is sponsored by the Iowa Department of Agriculture and Land Stewardship, and funded by a USDA Specialty Crops Block Grant. The program assists state departments of agriculture in enhancing the competitiveness of U.S. specialty crops. In addition to the Bettendorf Farmers Market, Godfroy will give cooking demonstrations at 10 other markets across the state of Iowa, plus one day at the state fair.

When you sauté vegetables, you want to start by getting the pan really hot. The biggest mistake people make is overcooking vegetables. They lose all their flavor when they're overcooked, he said.

A gentleman in the audience asks if sauté isn't just another way to say fry.

When you sauté, you use just a little bit of oil, Godfroy explained. Frying takes a lot more oil. That's the main difference.

Another onlooker asked about cooking with garlic.

Garlic cooks in less than a minute. For the best garlic flavor, it's better to wait until the food is almost done to add the garlic, Godfroy said.

Godfroy encouraged the audience to be creative with vegetables. Recipes are only a guideline. You can add or remove anything you want to. Cooking is 75 percent imagination.

At Godfroy's restaurant, Chef Joe's Place, he demonstrates his commitment to what he calls bare-bones cooking.

It's a lot of work to keep everything fresh and seasonal. I'm always going to farmers markets, and shopping around to get the best cuts of meat. My goal is to get back to the old school style of cooking.

For example, Godfroy cures his own corned beef in a 30-day brine, and makes soup stocks from scratch. All food preparation at Chef Joe's Place is done in front of diners in a bistro atmosphere.

%Sixty-five percent of all our ingredients are from Iowa; of that, 25 percent are organic. All our meats are organic.

%I love cooking. I want to bring it back to the basics. That's what I'm all about,+Godfroy said.

With its location near the Capitol, Chef Joe's has attracted the attention of government workers, including the Department of Agriculture and Land Stewardship representative that contracted him for the Every Day Cook program.

At the beginning of the summer, Godfroy prepares between 20 and 30 recipes, then rotates them depending on what is available at each farmers market. All of the recipes are taken from the Internet.

%That's part of the deal,+Godfroy said. %These are recipes that anyone can get their hands on. You don't have to be a professional.+

The Mississippi Valley Growers Markets, a nonprofit organization, sponsors three local farmers markets: Mondays from 3-6 p.m. at Trinity at Terrace Park hospital, 4500 Utica Ridge Road; Thursdays from 2-6 p.m. at State and 20th streets; and Wednesdays and Saturdays from 8 a.m. to noon p.m. at River Drive and Western Avenue, Davenport.

PROMOTIONS

National Farmers Market Week/Iowa Farmers Market Week Celebration



Setting up the display . **display**

supplies for pro motions





Presentation by Iowa Secretary of Agriculture Bill Northey (blue shirt with microphone) celebrating National Farmers Market Week and Iowa Farmers Market Week surrounded by costumed personnel and volunteers. The lady in the red shirt and white capris is from the Iowa Food Bank. Over 1,200 lbs. of fresh produce in the display was donated to the organization.

DISPLAY SUPPLIES FOR PROMOTIONS



PROMOTION .

Display graphic for tradeshow, conferences, and other venues . 10qwide, 8q high mural for Mirage display unit

STATE WIDE MARKETING CAMPAIGN – CHOOSE IOWA

PROMOTIONAL ITEMS

Iowa Fruit and Vegetable Harvest Calendar						
Produce	May	June	July	Aug	Sept	Oct
Apples						
Apricots						
Asparagus						
Beans						
Blueberries						
Broccoli						
Cabbage						
Cantaloupe						
Carrots						
Cauliflower						
Cherries						
Cucumbers						
Eggplant						
Grapes						
Kohlrabi						
Leeks						
Lettuce						
Onions						
Peaches						
Pears						
Peppers						
Plums						
Potatoes						
Pumpkins						
Radishes						
Raspberries						
Strawberries						
Turnips						
Watermelons						
Zucchini						

4+X 6+Harvest Calendar Magnet



Non-woven Re-cycled bags

