

In November 2020, partners with the Iowa Farm to School and Early Care Coalition were awarded a Farm to Early Care and Education Implementation Grant (FIG) from the Association of State Public Health Nutritionists (ASPHN). With this funding, the Iowa team launched a local food incentive pilot program called "Local Food Makes Cents: For Iowa Kids and Farmers" that offers \$43,000 in cost reimbursement to encourage early care and education (ECE) providers to buy and serve local foods.

Demand for this program greatly exceeded the funding available. Nearly 200 ECEs applied to participate in this pilot program in January 2021 and funds will be made available to selected participants from April through September 2021. Participants will source local foods from local farmers, farmers markets or food hubs, with technical assistance from food system partners.

Unmet Demand For Support To Purchase Local Foods

 **281**

child care centers/homes/sponsors
started an application

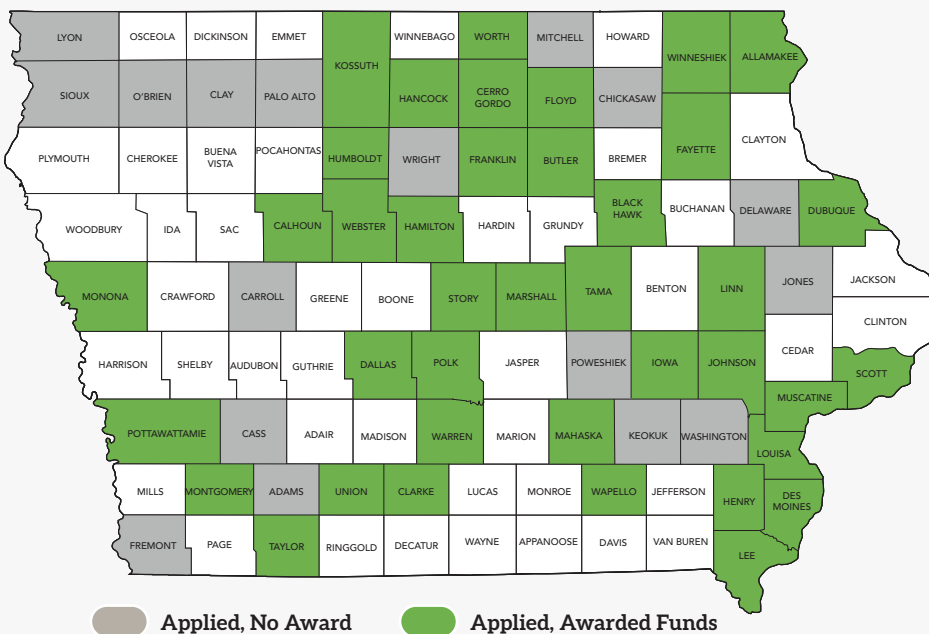
 **198**

of those providers submitted a
complete application

 **112**

contracts were
awarded

"Local Food Makes Cents" Applicants and Grantees by County



**Realized
Impact**

— vs. —

**Potential
impact**

\$43,000
awarded

\$69,200
requested

41
counties received
funding

59
counties applied
for funding

3,135
Iowa youth will
be impacted
through awards

5,152
Iowa youth
served if all
applications
were funded

Demographics Of Applicants

32
applications
from child
care centers.

166
applications
from child
care homes.

100%
of applicants
participate in
the Child and
Adult Care
Food Program
(CACFP).

72%
of applicants
serve children
receiving Child
Care Assistance
(CCA) subsidies.

65%
of applicants
serve children
of color who
traditionally
lack access to
local foods.

83%
of applicants
have served
and purchased
local foods
previously.

77%
of applicants **have
not participated** in
any Iowa Farm to
School and
Early Care
Trainings before.



Iowa Farm to School and Early Care Coalition
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www.iowafarmtoschoolearlycare.org
www.extension.iastate.edu/ffed/local-food-makes-cents