

UNI LOCAL FOOD PROGRAM

VALUE CHAIN COORDINATOR IMPACT

Eat Greater Des Moines received three years of funding from the USDA Regional Food System Partnership grant to support existing and hire new value chain coordinators (VCCs) in Iowa. Jodie Huegerich, UNI Local Food Program Manager, is funded, in part, by this program. The funding supports her ongoing work in the Cedar Valley and taps her experience and expertise to guide new VCCs. This report summarizes impact of the her work in 2024.

WHAT DO VALUE CHAIN COORDINATORS DO?

Value chain coordinators fill four primary roles:



**ROLE 01
MARKET
MATCHMAKING**



**ROLE 02
PROVIDE
TECHNICAL
ASSISTANCE**



**ROLE 03
ORGANIZE EVENTS
AND STAKEHOLDER
MEETINGS**



ROLE 04 CATALYZE NEW IDEAS

Source: https://wallacecenter.org/wp-content/uploads/2020/07/Quicksheet_RolesofValueChainCoordination.pdf

171

events or stakeholder meetings were coordinated in 2024 with

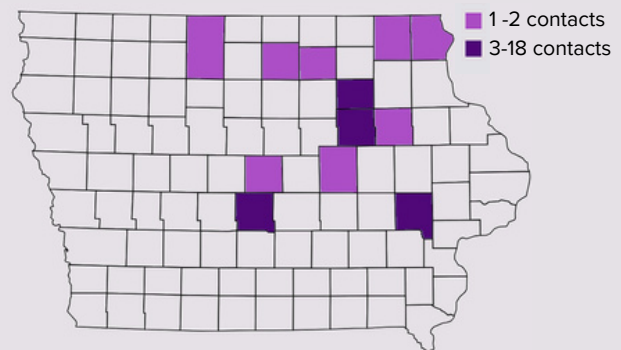
3738

participants



Wendy Johnson speaks at the 2024 Cedar Valley Farm to Fork dinner.

Partner Network



Most activities planned in 2024 focused on fostering and maintaining relationships.



of activities planned by Huegerich in 2024

No activities planned in 2024 around accountability keeping and advocating for policy. 47 activities did not fit one of the primary or enabling roles defined by the Wallace Center. Most unclassified activities provided community education and awareness or professional development.

17 unique partners

7 school districts and colleges reached with farm to school

6 coalitions participated in



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