

# NORTHERN IOWA 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 2023.

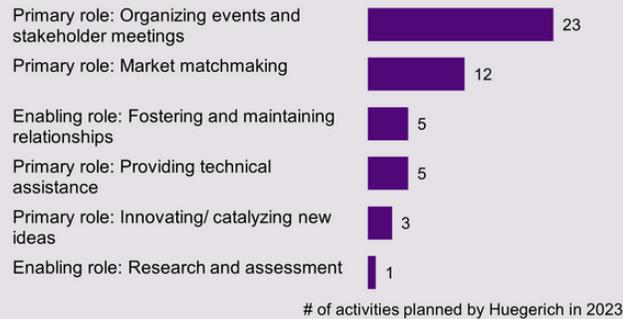
## WHAT DO VALUE CHAIN COORDINATORS DO?

Value chain coordinators fill four primary roles:



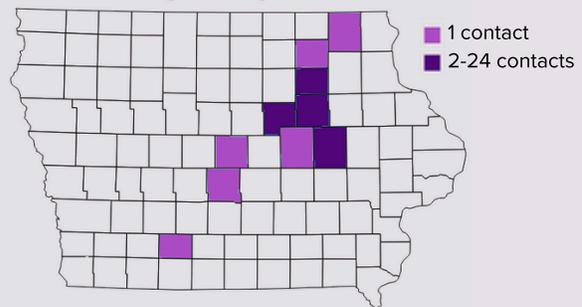
Source: [https://wallacecenter.org/wp-content/uploads/2020/07/Quicksheet\\_RolesofValueChainCoordination.pdf](https://wallacecenter.org/wp-content/uploads/2020/07/Quicksheet_RolesofValueChainCoordination.pdf)

Huegerich planned 23 activities in 2023, most commonly to convene stakeholders or market matchmake.



No activities were planned in 2023 around resource prospecting, policy advocacy, or accountability keeping; 5 activities did not fit one of the primary or enabling roles defined by the Wallace Center.

## Jodie Huegerich's's partner network



**7 of 7** farmer survey respondents indicated working with Jodie helped them increase gross sales

5 farmer survey respondents increased sales by an average of **10%** from 2022 to 2023

**28** unique partners

**6** school districts and colleges reached with farm to school

**8325** documented beneficiaries of Jodie's work

**5** statewide local food coalitions served by Jodie

**23**

events or stakeholder meetings were coordinated by Jodie in 2023 with



**383**

participants

Huegerich helped organize the Cedar Valley Farm Crawl. Shown is a stop at Highland Gardens.

### For more information, please contact:

Jodie Huegerich  
 UNI Local Food Program Manager  
 (319) 273-7883  
[jodie.huegerich@uni.edu](mailto:jodie.huegerich@uni.edu)

