

# Setting an Agenda and Engaging Farm to ECE Stakeholders

*Policy Brief 1*





## ACKNOWLEDGMENTS

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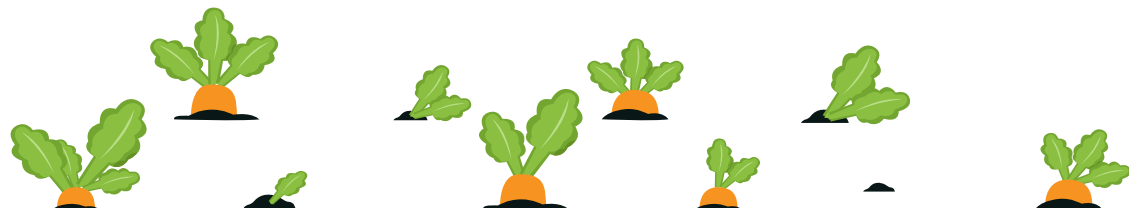
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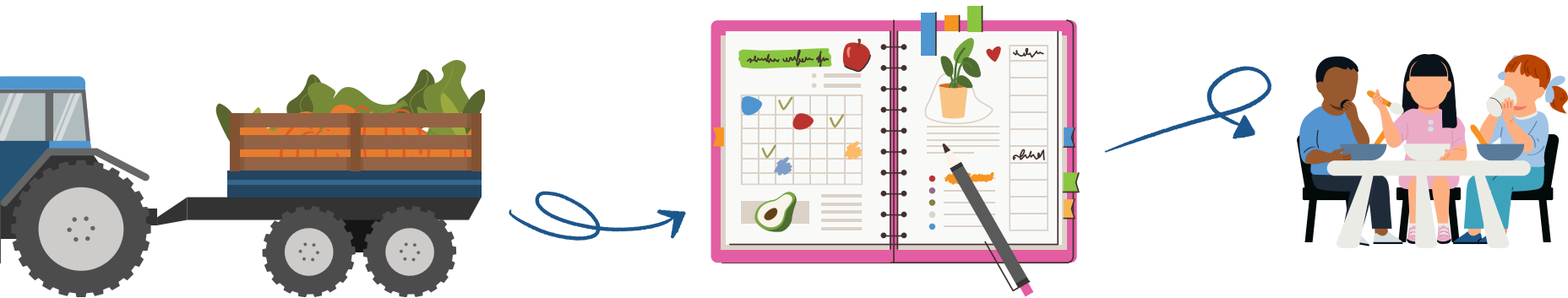
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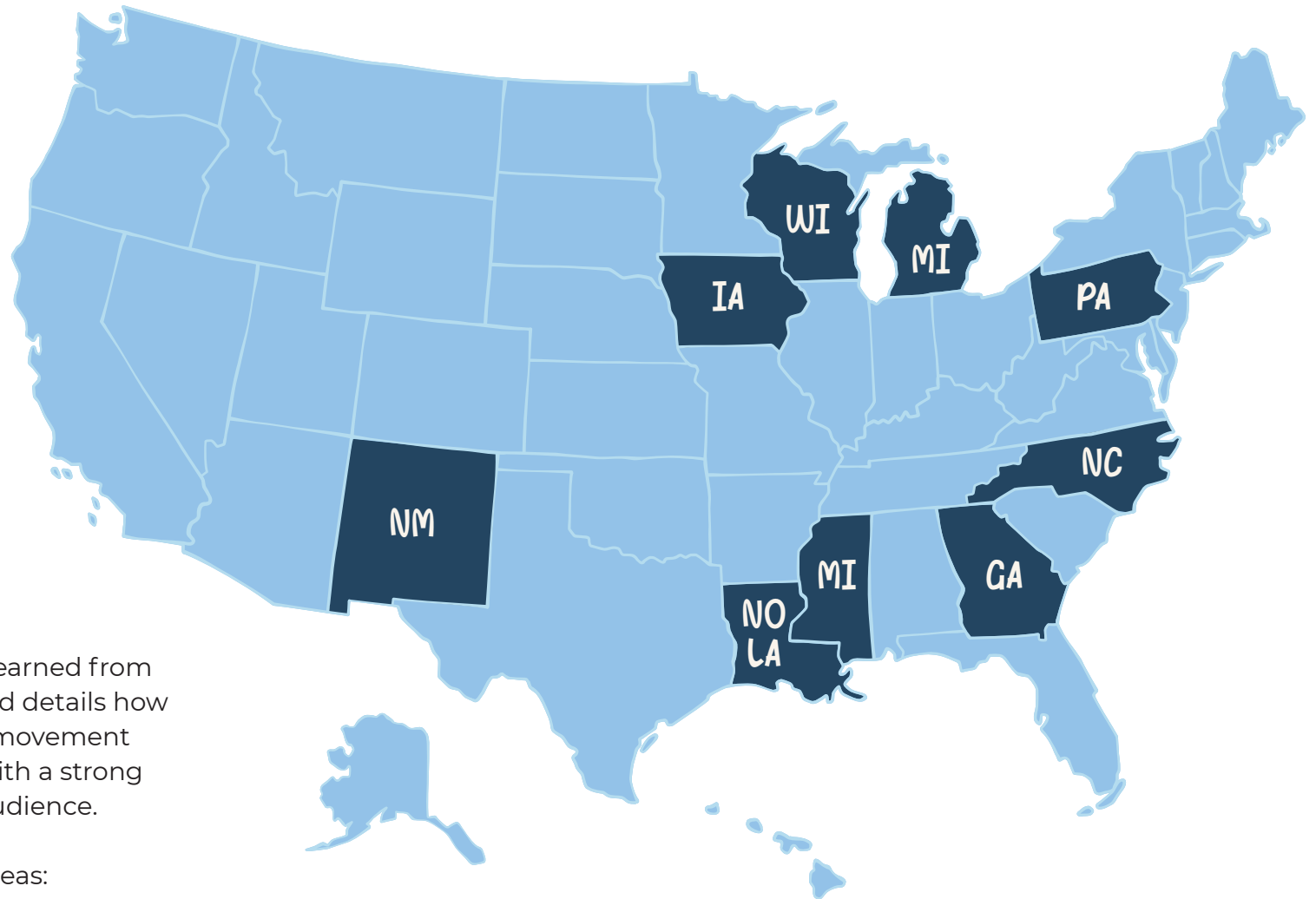
## INTRODUCTION

Cultivating a successful Farm to Early Care and Education (ECE) movement relies on fostering connections and collaboration between relevant stakeholders. States with impactful Farm to ECE coalitions have facilitated strong relationships and created clear strategic plans. Members have aligned with their messaging, goals, and strategies from the outset and subsequently scaled the intended Farm to ECE initiatives.



Crafting and setting a strong agenda internally is imperative for supporting overall awareness and momentum for Farm to ECE on a broader scale. By identifying how a local coalition will collaborate, the group can be strategic in ensuring Farm to ECE makes it onto the short and long-term agendas of target audiences, such as policymakers and advocates.

The policy context is a key factor enabling (or constraining) effective Farm to ECE efforts. Garnering support from policymakers through strategic relationship-building and messaging can help advance and scale the movement.



This brief builds on lessons learned from nine states and localities,<sup>1</sup> and details how to expand the Farm to ECE movement through collective impact with a strong agenda and a clear target audience.

The brief focuses on three areas:

## Collective Impact

A powerful framework to guide Farm to ECE coalition work that brings a diverse set of partners together to achieve a common goal.

## Growing a Movement

A strategic process for advancing Farm to ECE through: **Engaging stakeholders** · **Agenda setting** · **Organizing collective work** · **Cultivating legislative support**

## Lessons Learned from States

Insights shared by coalitions that have firsthand experience implementing these concepts in different states.

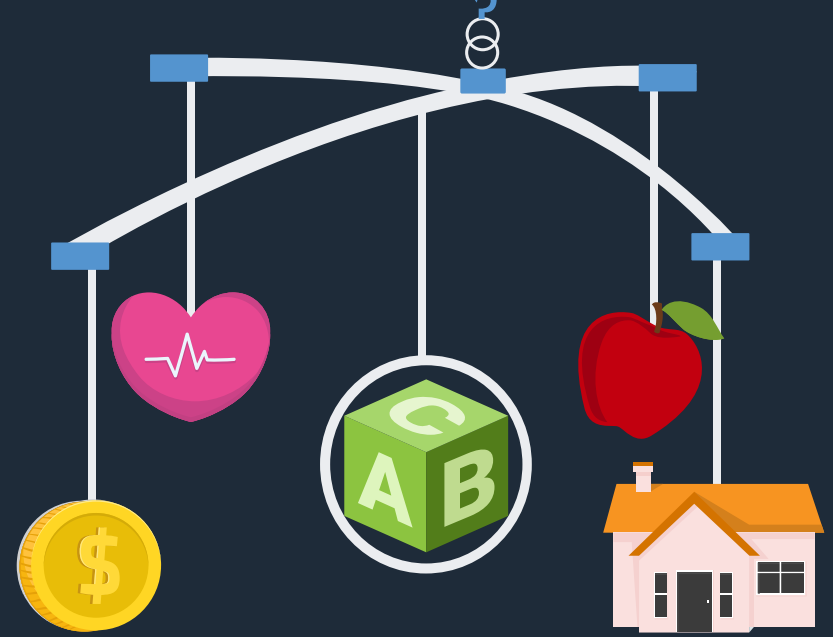
<sup>1</sup> Georgia (GA), Iowa (IA), North Carolina (NC), Pennsylvania (PA), Michigan (MI), New Orleans, Louisiana (NOLA), New Mexico (NM), Mississippi (MS), Wisconsin (WI)

## COLLECTIVE IMPACT AS A FRAMEWORK FOR FARM TO ECE COALITIONS

Collective impact offers a strong framework for Farm to ECE coalitions by driving coordinated change around a shared vision and common goals.<sup>1</sup> At its core, collective impact focuses on long-term, systems-level change while centering equity.<sup>2</sup> Applied to Farm to ECE, this approach supports efforts to build a more just and integrated food and early childhood system.

Rather than addressing surface-level symptoms, collective impact emphasizes understanding and tackling root causes. Farm to ECE exemplifies this by serving as a strategic entry point to address broader public health challenges—such as limited access to nutritious food and gaps in early education about healthy living. These inequities are closely linked to long-term health outcomes, including heart disease and diabetes, and early childhood interventions can help shift these trajectories.

By recognizing the interconnected nature of these challenges, collective impact helps Farm to ECE coalitions align efforts across sectors—linking early care and education, local food systems, public health, and economic development—to drive more meaningful and lasting change.

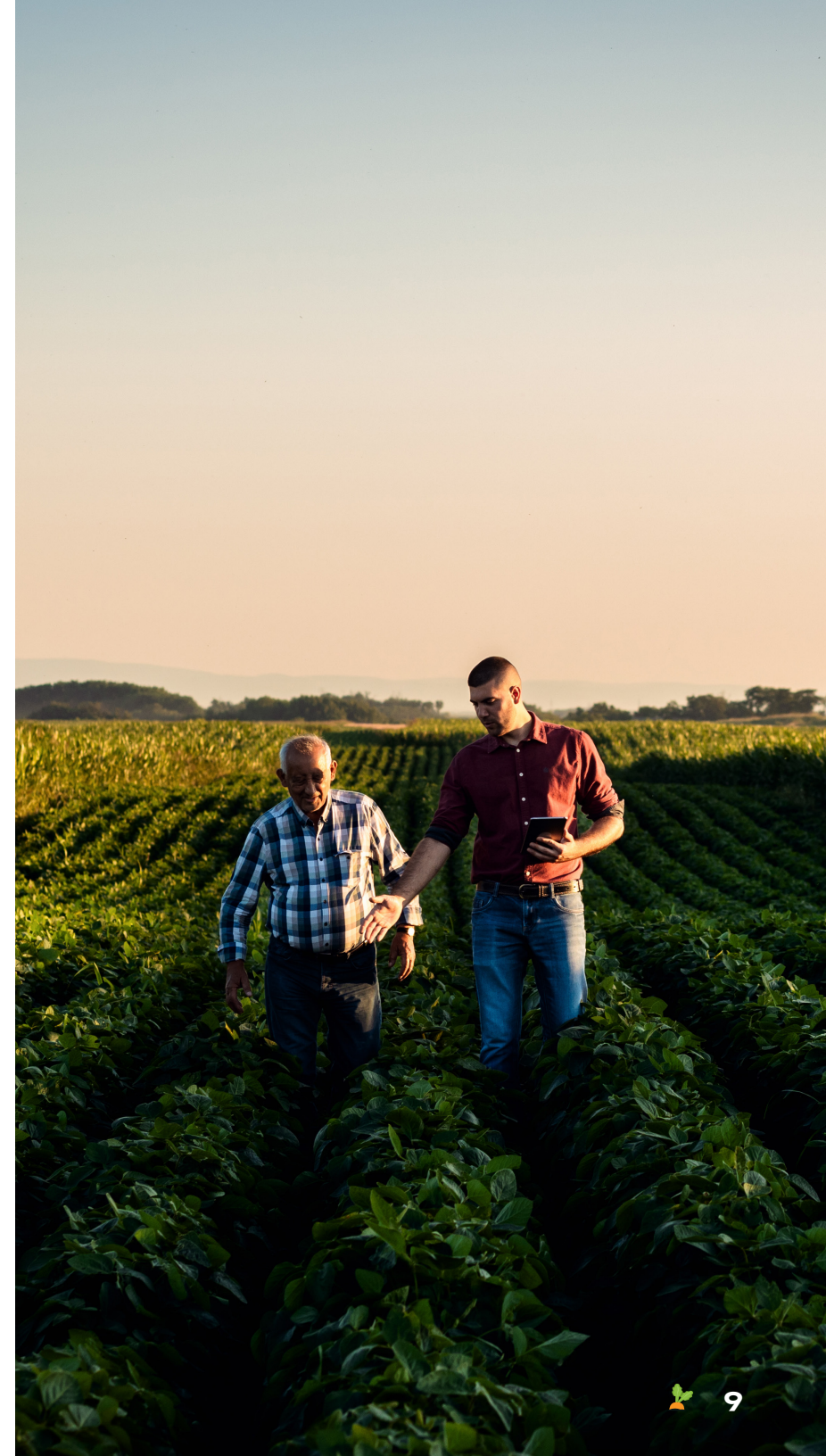


A key strength of collective impact is bringing together a diverse set of partners, which fuels innovation by breaking down silos. Partners align around shared priorities, coordinate messaging, communicate consistently, and recognize each other's role in achieving common goals.<sup>3</sup> In Farm to ECE, this means engaging core partners across early childhood, food systems, health, and community sectors—moving from isolated efforts to coordinated action that builds on each organization's strengths.

A strong backbone organization or lead is critical to this work. This entity helps guide strategy, coordinate activities, identify policy opportunities, and keep efforts aligned.<sup>4</sup> In Farm to ECE, backbone roles are often played by nonprofits rooted in Farm to School, food systems, or early childhood. They facilitate planning, convene partners, coordinate resources, navigate challenges, and maintain momentum—highlighting both short- and long-term wins to sustain engagement.<sup>5</sup>

Ultimately, collective impact requires a strong foundation, an explicit commitment to equity, and long-term partnership. When done well, it strengthens collaboration, increases visibility, builds political will, and enables Farm to ECE partners to move in lockstep toward lasting, community-driven change.

The following sections outline a process for growing a Farm to ECE movement grounded in a collective impact model.



## Step 1. Engaging Stakeholders

The first step in building a Farm to ECE movement is to **engage a core set of stakeholders** that can drive forward the work and priorities.

Across nine states, Farm to ECE coalitions have found success by bringing together a diverse set of core partners spanning multiple sectors. This core group plays a dual role—supporting ECE providers, farmers, and other implementers on the ground, while also advancing systems-level policy change. Grounded in a collective impact approach, effective coalitions intentionally represent the intersecting ecosystems connected to Farm to ECE—including food systems, early learning, and public health—enabling them to identify shared barriers, co-develop solutions, and drive sustained, long-term change.

An overview of the diverse stakeholder groups that are critical to the success of the core coalition is provided below. Each section includes a description of the potential core partner role, along with suggested organizations for outreach to help identify the individual or organization best-positioned to participate in the Farm to ECE coalition.





## Core Partner 1

### ECE Providers

ECE providers are the heart of Farm to ECE, carrying out day-to-day activities in their programs, from teaching children about healthy foods in the classroom and in their gardens, to buying and preparing local food, and serving it to children. Early engagement and buy-in among ECE providers are essential for the success and sustainability of any Farm to ECE model.

A mix of ECE providers should be included as core partners, including those from centers, home-based programs, and rural or urban areas. ECE providers can be found by contacting agencies and organizations that already have relationships with ECE programs, including state agencies that oversee early childhood education, such as departments of education or human services. Nonprofit agencies, like national or state-level associations (e.g., the National Association for the Education of Young Children [NAEYC]), also support ECE providers and likely have existing relationships.



## Core Partner 2

### **ECE Advocacy/Professional Development/ Quality Organizations**

An array of organizations support and advocate on behalf of ECE providers, families, and young children. These partners understand the policy landscape, including state and federal ECE policies like Quality Rating Improvement Systems (QRIS), Head Start, and the Child Care Development Fund (CCDF). They often know the state agencies and key personnel managing these policies and can offer strategies to overcome policy barriers and mobilize the ECE provider community for advocacy.

Some ECE advocacy agencies are part of national organizations, such as the National Head Start Association, National Black Child Development Institute, and the Partnership for America's Children. State leads for the Annie E. Casey Foundation's KIDS COUNT may also serve as key state-level child advocacy groups.



### Core Partner 3

#### Farmers and Food System Specialists

Necessary to the success of Farm to ECE, local food producers, aggregators, and processors understand how food travels from growers to ECE settings and are key to successfully collaborating with ECE providers to develop strategies to purchase local foods. Some examples of partners in the food system can be found by reviewing **Figure 1**.

FIGURE 1  
**Resources for identifying farmers and food systems specialists for the Farm to ECE workgroup**

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#### **USDA's Local Food Directory**

Find local farmers' markets, food hubs, community-supported agriculture, and more.

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#### **Wallace Center National Good Food Network's Food Hub Center**

Locate food hubs 

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#### **Land Grant University Cooperative Extension Offices**

Reach out to local offices for assistance.


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#### **National Association for State Departments of Agriculture**

Contact state agriculture departments 

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#### **Local Farmers Markets**

Discover nearby farmers markets  through the USDA directory.



## Core Partner 4

### Food Systems Capacity Building/ Advocacy Organizations

Food systems advocates are important allies, skilled at navigating state and federal policies related to the production, distribution, and purchase of locally grown foods. These advocates can provide technical assistance, strategies to overcome policy barriers, and help influence policies to enhance the capacity of the food system. In most states, there is no shortage of farm and food advocates. Many, if not most, are associated with one or more of the national groups listed below, all of which provide a list of members by state. Some examples of those organizations are provided below, with the acknowledgement that this is a non-exhaustive list.

[National Sustainable Agriculture Coalition](#) 

[Union of Concerned Scientists, Good Food for All Network](#) 

[National Family Farm Coalition](#) 

[HEAL Food Alliance](#) 

## Investing in Equity

Listening to the experiences of partners and stakeholders with equity in mind is crucial for understanding its impact within Farm to ECE. This acknowledgment provides a deeper appreciation of the challenges faced and the need to address personal, institutional, and structural racism. Incorporating an equity lens into Farm to ECE work requires intentional effort, leadership decisions, and organizational dedication.

Centering equity is key to the collective impact framework. Understanding equity is necessary to recognize how the current system operates and who it impacts. Without this awareness, the Farm to ECE movement cannot work to address the root causes that impact family well-being and later health outcomes.



Equity training can play a pivotal role in this journey towards racial and disability equity. Moving beyond awareness, actionable steps are essential, whether in educational settings, food procurement practices, or policy advocacy, to translate understanding into impactful change. Seeking guidance from pre-existing resources, leveraging in-state expertise, and collaborating with national organizations—such as the Institute for Racial Equity & Excellence (IREE), the National Equity Project, or the Prevention Institute—are strategic steps to initiate and sustain efforts in addressing equity within Farm to ECE initiatives.

**Powerful exercises to help identify the right partners** include stakeholder mapping, asset mapping, and community listening.



**Core Partners: Do you have the right people?**

### **Stakeholder Mapping**

Stakeholder mapping helps to determine who has a stake in Farm to ECE. Even without formal engagement from these stakeholders, it is important for core partners to identify the actors and decision makers in the beginning stages of a Farm to ECE movement.

### **Asset Mapping**

Asset mapping examines stakeholder priorities and identifies champions, data sources, and funding streams. The stakeholder map can help find linkages between organizations and Farm to ECE goals.

### **Intentional, Reflective Listening**

Core partners should engage in active listening with one another and the community to understand the perspectives of those involved in or impacted by Farm to ECE. This context can help inform the content of a strategic plan, the processes used for creation and implementation, and build trust among team members and stakeholders. Active listening also helps identify obstacles and opportunities, creating a culture of cooperation and collaboration.

## Step 2. Agenda Setting

Forming a new coalition with an emerging set of priorities can be challenging because every stakeholder is arriving at the coalition with their own perspective and opinion. Coalescing the Farm to ECE core group around an agenda with a clear purpose is an invaluable foundational step in defining why the coalition is forming and what it intends to achieve.

Using the collective impact framework, creating shared goals through a community vision is an important step to establishing buy-in among partners and stakeholders.



### Forming a Farm to ECE Coalition What is Your “Why?”

Successful Farm to ECE coalitions have consistent messaging and clear goals. They articulate a clear “why” for choosing to promote and implement Farm to ECE. From the outset, a clear, collective message helps set the foundation for a coalition’s agenda and next steps. By articulating a rationale, this also allows the coalition to communicate the value of Farm to ECE to different audiences, from educators and farmers to families and policymakers. With many benefits of Farm to ECE, coalitions can tailor their messaging and definitions to their audience to make the case most effective for their work. While some localities may decide to explain that Farm to ECE is a source of economic development for local farmers, others may have a strong focus on child health outcomes. Still, other workgroups may emphasize how Farm to ECE presents an opportunity

to engage in nature-based learning experiences. In addition to describing a rationale, the coalition can begin to set up benchmarks of success by defining the root problem(s) that will be mitigated by scaling Farm to ECE programming. This is another aspect of the collective impact strategy, as solving the symptoms of an issue will not lead to lasting positive change. Instead, Farm to ECE efforts must focus on the root issues. The coalition’s outreach and communications strategy will depend on outlining the goal of their Farm to ECE movement and being clear about the specific, community-level challenges Farm to ECE is helping to solve.

**Table 1** lists some guiding questions coalitions should consider in the early stages of building a Farm to ECE coalition.

## TABLE 1

State partners should address the following questions as Phase I of their agenda setting for Farm to ECE:

- A. **How will we define Farm to ECE?** (e.g., what is considered “local”? will an emphasis on local economic development be more compelling in our state?)
- B. **What is the need for Farm to ECE in our state?** (e.g., what problems will it help to solve?)
- C. **How does Farm to ECE benefit our children?** (e.g., school readiness, child nutrition)
- D. **How does Farm to ECE benefit our farmers?** (e.g., ECE as an additional market)
- E. **How does Farm to ECE benefit our ECE educators?** (e.g., alignment with existing curriculum and/or standards)
- F. **How does Farm to ECE benefit our communities?** (e.g., greater access to local food and higher quality ECE programs)
- G. **What metrics/indicators will be helpful to collect for baseline data comparison?** (e.g., what outcomes will we track over time to show the benefits of Farm to ECE?)



## Farm to ECE Logic Models Help Set a Clear Agenda

Logic models—visual diagrams that show how the various components of a project will work together—help to anchor state Farm to ECE efforts in their agenda setting and strategic planning.

Logic models provide direction for the project over time with expected guideposts and timelines. Developing a logic model begins with identifying a mutually agreed upon set of assumptions and the key concepts behind them. Assumptions can be created by posing If/Then statements:

“If we do this, then we assume that will happen.” Discussing assumptions helps to foster collaborative thinking; strengthens partnerships; aligns organizational assumptions; and identifies weaknesses, threats, and opportunities.

**Table 2** outlines some examples of the major assumptions held by five state coalitions and their national partners as they began their Farm to ECE journeys.

**TABLE 2**

### Examples of Farm to ECE Assumptions

<b>IF</b> ECE providers and advocates partner with food/farm hubs and advocates,	<b>THEN</b> the opportunities for successful Farm to ECE programs will be enhanced.
<b>IF</b> ECE providers and advocates, and food/farm hubs and advocates are provided with targeted training and technical assistance on key Farm to ECE issues and policies,	<b>THEN</b> the opportunities for successful Farm to ECE programs will be enhanced.
<b>IF</b> a series of pilot Farm to ECE efforts are conducted across the state,	<b>THEN</b> we will have credible, in-state, on-the-ground information about what works and what doesn't, and we will have built a network of supporters and advocates.
<b>IF</b> ECE providers and advocates, and food/farm hubs and advocates engage and address their personal, institutional, and structural issues of racial inequities and racism in the ECE and food systems,	<b>THEN</b> the policies and practices enabling structural racism in the ECE and food systems will be further dismantled.
<b>IF</b> the policies and practices enabling structural racism in the ECE and food systems are dismantled,	<b>THEN</b> the statewide Farm to ECE model will serve more children and benefit more food hubs and farmers of color.





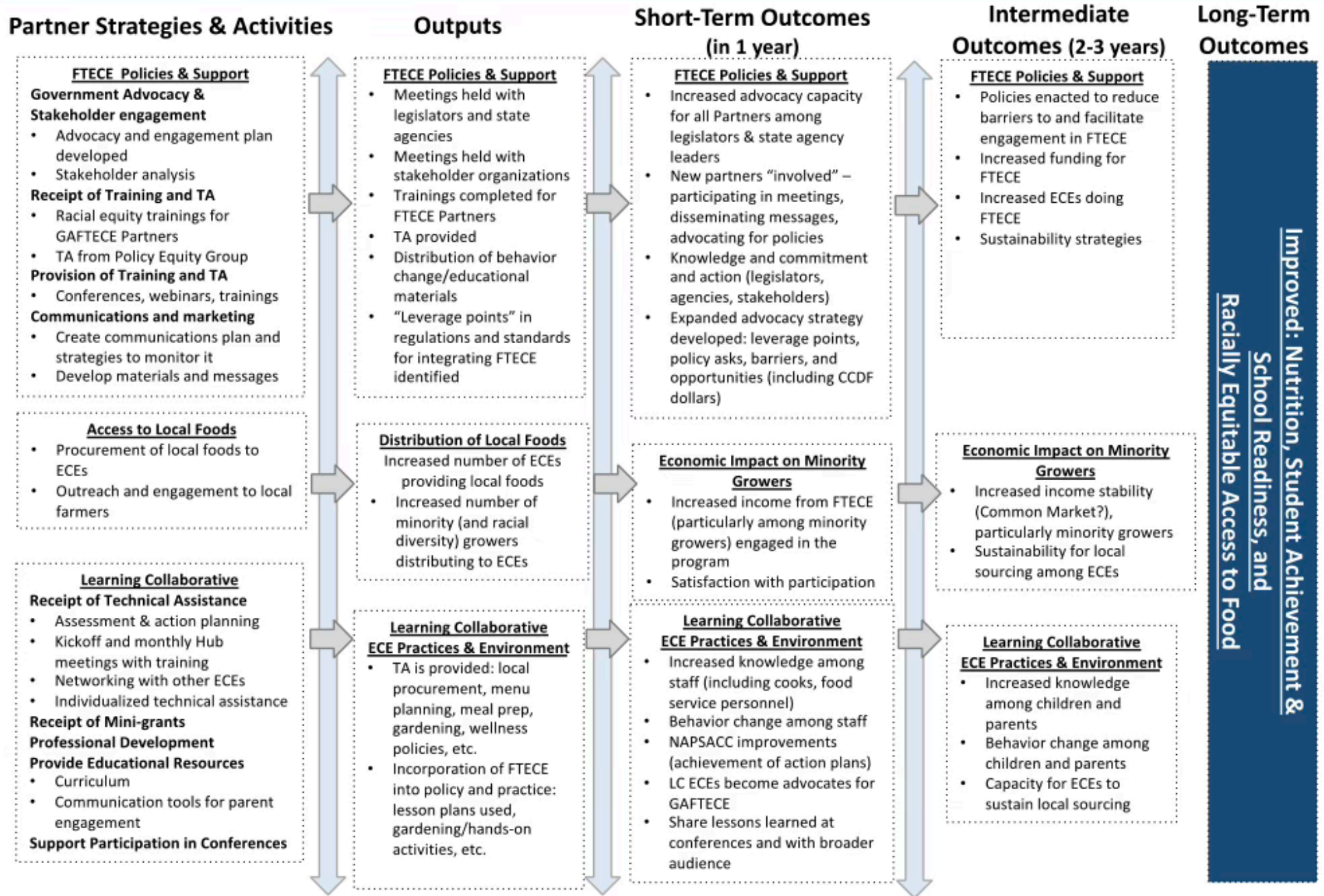
## Important Elements of a Farm to ECE Logic Model

- A. The key factors, issues, and actions that will lead to the goal.
- B. The key activities and products of the Farm to ECE partnership and documents needed that collectively will lead to those actions being taken.
- C. Who will perform those key activities and when they will perform them.
- D. Who will coordinate activities to make sure they are done in a manner and within a time frame that will most likely lead to the desired actions.
- E. Who will fund or support these efforts.
- F. Specific feedback mechanisms to adjust activities that are not leading to the desired goals.

While logic models can serve as a tool to plan, they are dynamic tools that can adapt to changes in partner structure or other factors that impact the key assumptions or pieces of the plan. Modifications and tweaks to the approach are expected when necessary to reflect new realities. Both the logic model and coalition partners should be accessible to accommodate those changes. **Table 3** is an example of Georgia's Farm to ECE logic model, and additional coalition logic models can be found in **Appendix A**.

# Table 3: Vision for GA Farm to Early Care & Education Partnership:

Children ages 0-5 in Georgia childcare settings are growing, choosing, and eating nutritious local food





### Step 3. Organizing Collective Work... Together

Once the core partners are identified and an agenda and message have been established, the next step is to set up a cohesive structure that guides the Farm to ECE programming. This structure, whether termed a collaboration, network, or partnership, must have clearly defined roles and responsibilities to ensure alignment, coordination, task fulfillment, and an understanding of how different components synergize. Following the collective impact strategy, this is also an opportunity to recognize and utilize each partner's strengths to move Farm to ECE forward.



A **designated lead** is crucial for scheduling meetings, drafting agendas, tracking action items, and ensuring follow-up. This is where a lead or backbone organization or individual can help to advance the coalition and sustain the momentum necessary to achieve long-term change.



Core partners have highlighted several crucial considerations for effective collaboration, including the need to address geographic diversity and cultural differences, manage logistical challenges related to in-person meetings, and ensure statewide representation. Additionally, striking the right balance between **on-the-ground implementers** like ECE providers and farm hubs/farmers, and **state-level advocates** for ECE and farm/food initiatives, is essential for credibility, diverse expertise, and successful collaborative efforts in advancing Farm to ECE initiatives. Another consideration—depending on a coalition’s members—is the frequency of meetings. For some, more frequent meetings (such as bi-weekly instead of monthly), may be a crucial aspect of generating momentum and collaboration. For others, frequent meetings could contribute to fatigue and negatively impact the group’s goals. Though the collective impact framework is clear about consistent communication, it will look unique to every Farm to ECE coalition.



A unified communications strategy is crucial for a statewide Farm to ECE movement to ensure clarity and consistency in defining and branding the concept. Many initiatives have integrated branding into their communication strategies, leveraging logos and websites to promote their efforts and engage diverse audiences. Additionally, creating communications and branding guiding documents can further enhance the cohesion of these strategies, fostering effective communication and engagement across all stakeholders involved.

## Step 4. Cultivating Legislative Support for Farm to ECE

Though federal funding can advance Farm to ECE across the country, efforts can stall when federal priorities shift and funding is reduced or eliminated. This makes the role of states in funding and incentivizing Farm to ECE even more critical. States are also better positioned to address challenges that are more localized, such as access to local food or barriers faced by ECE providers.

Coalitions can work with state legislators, the governor's office, and state agencies to advance policy ideas that support the uptake and expansion of Farm to ECE. This may include securing funding for the reimbursement or purchase of local food in ECE settings, integrating Farm to ECE as part of the state's QRIS, or creating a dedicated position within a state agency to coordinate Farm to ECE efforts and provide technical assistance.

When engaging with state governments, coalitions should consider the following:


### Uncover the Landscape and Political Context

Coalitions must understand the history of Farm to ECE (and Farm to School) efforts in their state, including legislation that has passed or failed, and the reasons behind these outcomes. The broader political context within the state, such as the makeup of the state government, is fundamental to understanding which policy ideas are feasible and how best to message them to policymakers. States where the governor and state legislature are controlled by the same party may face different opportunities or challenges than states with control that is divided among parties. This understanding can help coalitions craft more effective policy strategies, messaging, and legislative relationships.





## Look to Neighboring States

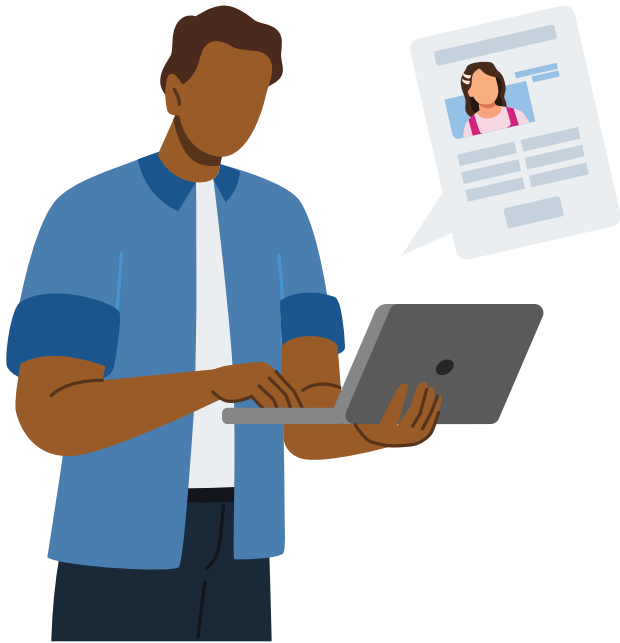
Advocates often look to neighboring states or those with similar political context for ideas that could be successfully replicated. The [National Farm to School Network's State Policy Database](#)  is a helpful starting point for understanding Farm to ECE and Farm to School policies that have been enacted elsewhere. Coalitions and organizations within other states can also share lessons on effective messaging, implementation challenges, and real-world impacts. Reaching out to legislators in other states who have sponsored related bills can provide additional insight.

While looking to other states for inspiration is an important process, coalitions should also consider the differences between the states to better understand what policies may be realistically accomplished. For example, a Farm to ECE policy idea from a more liberal-leaning, non-rural state will face additional barriers to success in a conservative, rural state. Coalitions can ask themselves how the political context, economy, geography, culture, and socio-economic status may differ, whether these differences pose challenges, and, if so, how to navigate them.

## Find the Funds

With any legislative engagement, coalitions may keep in mind the following considerations. Any proposal with a fiscal impact must clearly outline the cost and identify possible funding sources (sometimes called a “pay for”).

When proposing Farm to ECE policy ideas to legislators, coalitions should be prepared to answer how the proposal will be funded. For those less familiar with state funding streams and the budget process, coalitions should consider partnering with advocates who have experience in legislative strategy. These partnerships are critical to understanding and exploring funding options, such as a potential state surplus, existing tax and revenue streams, state trust funds, or general funds.



## Emphasize the Right Messages

The messaging shared with lawmakers is a vital component to building support for Farm to ECE. The political makeup of the state government can influence which messages are most effective. Some groups emphasize benefits to farmers and local food producers, while others highlight children's nutrition and well-being or long-term health outcomes. Coalitions should be intentional about tailoring messaging to align with the priorities that resonate with a particular policymaker or party. One useful strategy is to craft multiple messages that highlight the benefits of Farm to ECE from different perspectives.



## Craft a Strong Legislative Strategy

Success in moving policies forward depends on building relationships with key policymakers ahead of a legislative session and in the interim. By connecting with legislators, coalitions can better understand each lawmaker's interests, priorities, and educate them on key issues in hopes of encouraging them to draft or sponsor legislation. Key policymakers include members who sit on relevant committees, such as appropriations, agriculture, health and human services, and education. Facilitating relationships with legislative leaders (both in the minority and majority) can also be helpful in garnering support and advancing priorities. Starting with "friendly" legislators (those who are likely to be supportive) or legislators with existing connections to Farm to ECE can serve as a strategic entry point to building strong relationships within the legislature. When working with lawmakers, coalitions should keep in mind relevant legislative deadlines, such as bill drafting and introduction dates.



## Policy Change Takes Time

Changing or establishing new policies is sometimes a multi-year—or even decade-long—process. Organizations and coalitions may get frustrated with the barriers to policy change and the considerable time it can take. However, each attempt at change, conversation with a policymaker, and each legislative session is a learning opportunity, regardless of the outcome. Building support from legislators takes time, and coalitions should focus on small wins. Advancing any policy that supports Farm to ECE, even if it's a pilot, a small program, or limited funding, is a success and helps build momentum and support for future efforts.

## RECOMMENDATIONS

Integral to the contents of this brief have been lessons learned and shared by the individuals and organizations who formed the original coalitions almost a decade ago. As a retrospective on their hard work, we spoke to some of them and aggregated themes of their responses into six recommendations to enhance Farm to ECE agenda setting and stakeholder engagement.

### RECOMMENDATION 1:

#### Establish an Organizational Lead

Designate a central organization (a lead) that is responsible for coordinating Farm to ECE efforts to ensure consistent management and communication. This entity should also be responsible for maintaining a central website, managing project documentation, facilitating coalition convenings, and helping to guide everyone in the same direction in service of the coalition's larger agenda and strategic plan.



*Leadership is key to moving the work forward. And one organization really needs to take a collaborative lead to continue to move the work forward and be the champion for that work. Someone really needs to keep the work organized, plan meetings, take notes, follow up and hold people accountable to some extent.”*

– AUDRA WEISER, THE PARENTING PLACE, WISCONSIN



RECOMMENDATION 2:

## Intentionally Engage in Cross-Sector Collaboration

Aligned with the collective impact model, coalitions should seek to foster collaboration between multiple sectors, including, but not limited to, agriculture and food systems, early childhood education, and health agencies. This is beneficial in crafting a unified approach that simultaneously addresses gaps.

“ Collaboration again, you know, we can do a lot individually. But we can do more together, engage the experts and learn from them...

*the organizers in Wisconsin understood that there were several distinct areas of expertise that were needed in order to run a successful Farm to ECE initiative in the state, it would be almost impossible to find somebody who possessed all the skills and knowledge necessary for Farm to ECE success, right? ”*

– AUDRA WEISER, THE PARENTING PLACE, WISCONSIN



### RECOMMENDATION 3:

## Provide Realistic Examples of Farm to ECE to Ensure Equitable Participation

To successfully engage new and/or underrepresented participants in Farm to ECE and to broaden impact, celebrate the full range of Farm to ECE implementation. There will always be high achievers that serve as proofs of concept (see next brief) and can be powerful examples for policymakers, but it's equally important to make Farm to ECE as accessible as possible to ensure uptake across diverse communities. To do this, provide practical examples of Farm to ECE projects in different incremental phases. This helps to set more realistic expectations.

“ ...We have been lifting up and supporting the same folks over and over again. And so now we have this idea of what Farm to ECE is as these perfect, amazing sites... And now when people when people make videos and talk about it, people who haven't engaged are looking at that and are like: I can't do that...I feel like the money's been disproportionately provided to the “best” people doing the best work. Please make your pictures and videos achievable. Not everyone wants chickens [even if] chickens are great. ”

– MONICA GRIFFIN, QUALITY CARE FOR CHILDREN, GEORGIA





#### RECOMMENDATION 4:

### Offer Education and Resources to Explain the Complexities of the Early Care & Education System

Farm to ECE operates within the broader ECE context—but that system has long been under-resourced and fragmented. Today, it functions as a patchwork of local, state, and federal programs, each with its own funding streams, requirements, and accountability structures, creating significant complexity and misalignment. Coalitions can play a critical role by helping partners and stakeholders understand how this system works in practice. Building this shared understanding fosters patience, sets realistic expectations, and supports more effective, coordinated solutions.

“ I would tell people to be prepared to provide education on early care and education systems. They’re complex, and there’s little understanding out there. Those that don’t understand [yet] might not understand the barriers that exist and oversimplify solutions. I think so much in the early childhood realm, we hear “well, you should just..” and it’s like, boy, if it were that easy, we would have thought of it. ”

– AUDRA WEISER, *THE PARENTING PLACE, WISCONSIN*

**RECOMMENDATION 5:**

**Focus on Farm to ECE Professional Development**

Continuously provide training and support for early education providers by creating well-defined, provider-centered learning spaces as a vehicle to build community engagement. Host annual conferences or similar events to foster ongoing education and engagement..

“ We’ve committed to holding a Farm to ECE conference every year. So this year will be our second annual conference in the fall around harvest time.”

– AUDRA WEISER, THE PARENTING PLACE, WISCONSIN

“ We started a Facebook group... to try to get some providers in... Now we have funds to create a website to house Farm to ECE ... where ECE providers let everyone know they’re doing Farm to ECE and we can show where it’s happening... The intent is to have these provider network opportunities, calls and webinars that are when they’re available, in the evening, or quick during lunchtime to provide providers with education that makes sense for them.”

– MONICA GRIFFIN, QUALITY CARE FOR CHILDREN, GEORGIA





**RECOMMENDATION 6:**

**Track Some Indicators and Celebrate Incremental Progress**

Recognize and celebrate all types and sizes of achievements and improvements. The key to maintaining motivation and momentum for the whole coalition will be celebrating the small victories.

“

*Celebrate the small wins.*

*Any move forward is worth celebrating...  
If children aren't eating any fresh and local [food], doing it once a week is a huge thing...*

*Stepping back from time to time to remember where you started, and look at where you've come when you're doing this work every day...  
Rely on others to help you see that because when you're so deep in it, you can't have the bird's-eye view of it.”*

*– AUDRA WEISER, THE PARENTING PLACE, WISCONSIN*

## Endnotes

- 1 Landry, S., Collie-Akers, V., Foster, K., Pecha, D., & Abresch, C. (2020). Assessing the Development of Collective Impact Initiatives Addressing Maternal and Child Health. *Maternal and Child Health Journal*, 24(4), 405–411. <https://doi.org/10.1007/s10995-020-02894-7>.
- 2 Kania, J., Williams, J., Schmitz, P., Brady, S., Kramer, M., & Juster, J. S. (2021). Centering Equity in Collective Impact. *Stanford Social Innovation Review*, 20(1), 38–45. <https://doi.org/10.48558/RN5M-CA77>
- 3 Collective Impact Forum. (2024). What is Collective Impact? <https://collectiveimpactforum.org/what-is-collective-impact/>.
- 4 Kania, J., & Kramer, M. (2011). Collective Impact (SSIR). *Stanford Social Innovation Review*. [https://ssir.org/articles/entry/collective\\_impact](https://ssir.org/articles/entry/collective_impact)
- 5 National Council of Nonprofits. (2018, June 12). Collective Impact: Understanding the Basics. *Giving Compass*. <https://givingcompass.org/article/collective-impact-national-council-of-nonprofits>.

# Appendix A - Logic Models

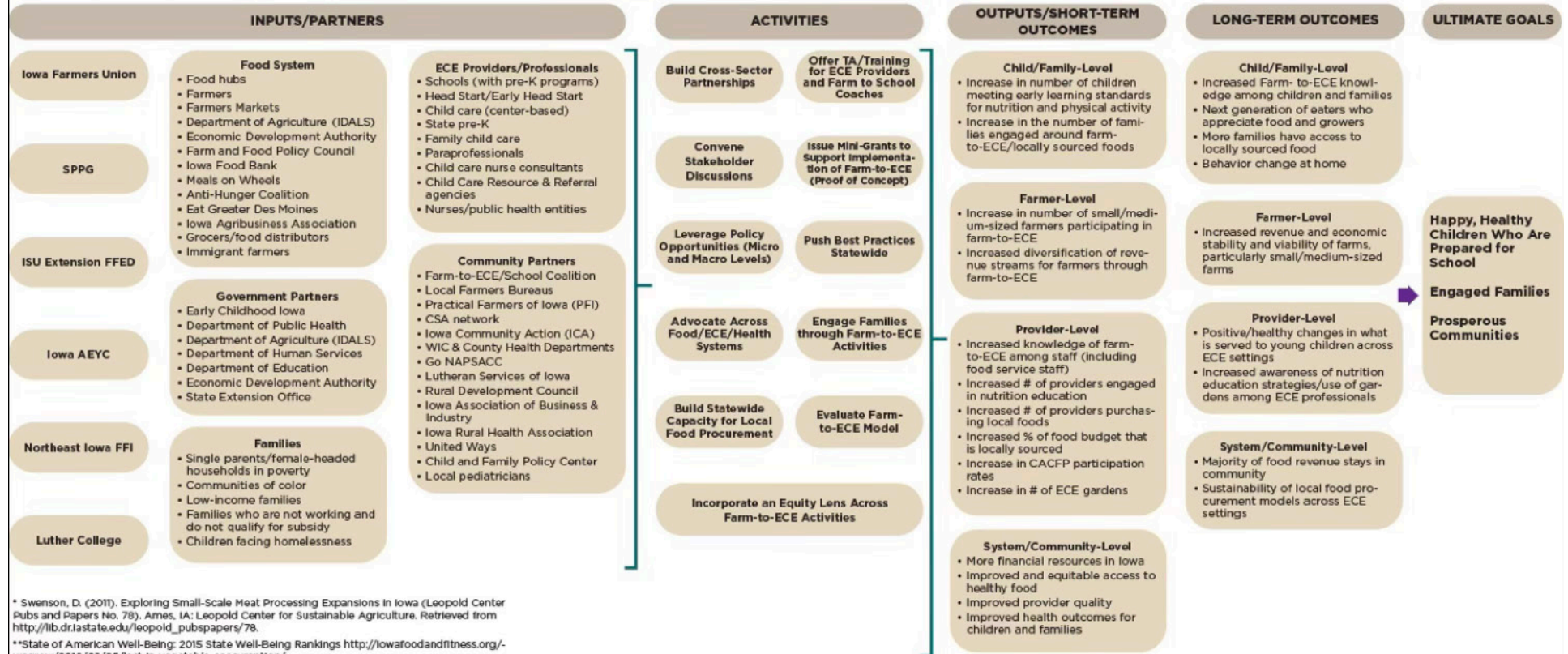
## VISION FOR THE IOWA FARM-TO-EARLY CARE AND EDUCATION PARTNERSHIP

### Issues to Address through Model:

Poor health outcomes and food insecurity for young children and their families.  
 Less than 15% of food consumed in Iowa is locally produced.\*  
 Iowa ranks 50th in fruit and vegetable consumption.\*\*  
 Lack of comprehensive infrastructure for food system farmers.  
 Lack of demand/capacity to purchase locally sourced foods in early childhood settings.

### Project Goal:

To promote child health and ECE quality by addressing systemic barriers to providing locally sourced, healthy food and nutrition education to young children (0-5) served through early childhood settings in Iowa.



Situation:

\*\*Items in blue reflect feedback from 11/10 Wisconsin Farm to ECE Work Group Meeting.

