



Committed to the future of rural communities.

Iowa — Business Programs

Regional Foods

Scenic Valley Produce Gearing up for Busy Season



Outline Of Need:

Each year thousands of children look forward to spending a week at summer camp. These weeks are a great opportunity to meet new friends, get lots of physical activity, explore the outdoors, and eat a variety of foods.

On the menu this year at many camps along the Scenic River Valley in Boone County will be an abundance of locally grown vegetables thanks to the organized efforts of a new business venture called Scenic Valley Produce.

“One reason Scenic Valley Produce was established was the opportunity to include locally grown vegetables in the 200,000 meals served each summer at youth camps in the area,” said Randy Naeve, president, Scenic Valley Produce.

How Rural Development Helped:

A \$52,453 Rural Business Enterprise Grant from USDA Rural Development, awarded last year to the City of Ogden, is helping Scenic Valley Produce with business planning and technical assistance during the first couple years.



Photo:

Student interns help businesses in Iowa look for ways to reduce energy costs.

The Results:

While it may take a few years until growers with Scenic Valley Produce see significant sales increases, they are making tremendous strides to bring locally produced vegetables to a wide variety of customers all across central Iowa.

“We believe 2012 will be a great year given all the experience and contacts we made in our first year,” Naeve added. “I think we can show some large increases in our camp, hospital, and institutional business this year.”

Scenic Valley Produce is a network of six local growers who are using high tunnels to expand the growing season for such things as tomatoes, cherry tomatoes, sweet corn, onions, lettuce, green beans, eggplant, watermelon, cantaloupe, zucchini, cucumbers, and green peppers.

Scenic Valley Produce has a processing facility in Ogden where the vegetables were cleaned and inspected.

Fast Facts

Program: Rural Business Enterprise Grant (RBEG)

Investment: \$52,453

Partners: Iowa State University

Congressional District — 4—Latham

Demographics:

Boone County— 26,300 population county wide

Impact:

Help local producers establish markets for locally grown fruits and vegetables