

Case Study (#1 of 5) in southwest Iowa

Innovative Local Foods Access



This case study series highlights an innovative local foods access initiative happening in southwest Iowa. It includes a variety of initiatives and projects that can serve as idea-starters to incorporate in other communities. The Center for Rural Affairs is able to assist in developing local food access plans across the region. Visit cfra.org for more information.

-  Danelle Myer
-  One Farm Market
-  Logan, Iowa



2011

Danelle started her farm, One Farm, and began to produce a variety of vegetables, herbs, and fruit using organic growing practices.

2020

To celebrate her farm's 10-year anniversary and to fuel her curiosity about retail, Danelle started One Farm Market, a year-round local foods storefront offering meat, dairy, eggs, honey, seasonings, produce, pasta, granola, and more.

Community revitalization

In early 2020, Danelle attended a workshop about starting creative businesses and using vacant storefronts in small towns to revitalize communities. This sparked her interest in renting a small building in Logan, Iowa, and using it like a farmers market booth. What started as a temporary offering evolved into something more permanent.


Access to local foods

One Farm Market works with a variety of local producers and sells products—grown or raised in Iowa or the Omaha, Nebraska, metro area. Dairy items come from three main dairies in Iowa. The lamb producer is located a mere eight miles away from the storefront. Honey sold in the store is from Dunlap and Neola, Iowa.

Danelle sometimes makes exceptions and includes smaller pop-up events to bring in items that cannot be grown or raised in Iowa. For example, she once shipped in and sold wild-caught sockeye salmon from Alaska.



“ Before we opened the store I don't think people understood that local food actually existed. Local producers are here, and have been doing this all along, people just didn't see it. One Farm Market is visible—a platform; there are farmers and producers in this state.

-Danelle 



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Roadblocks

When she first started, Danelle had limited knowledge about retail, but has built many valuable skills in building her business. This has included learning about Point of Sale systems, shipping, displays, infrastructure costs associated with running a storefront.



“ I honestly believe if you build it they will come. If you are passionate about something, create something that is aligned with your passion. I build real relationships. It is really grassroots. I am actually meeting farmers, vendors, and makers in person in a park and learning about them and learning about their products. It is day-by-day; baby steps.

-Danelle ”



Getting people in the door

One Farm Market has a good following on Facebook. The store serves as a destination space and a local community hub. It is rare to see someone stop by without purchasing something on their way out.

“ I have a high school student that has spent dozens of hours helping me with an online store to reach people who don't have the time to browse in-store, but would like to try our products. The purpose is to allow folks to submit orders online at their convenience and pick up during normal business hours.

-Danelle ”

Unexpected connection

“ One Farm Market has made me feel more connected to my community than standing at a farmers market for 10 years. I have gotten to know people and I feel like I'm educating and inspiring people.

This is a platform that can help other folks get the opportunity to sell their goods.

I enjoy the story-telling aspect and public relations of selling. We've grown a lot of food and had a lot of success, but the production side is just not my strong suit—this is more fun—increasing the likelihood of someone to buy local. Customers come in for different reasons; grabbing coffee beans, purchasing meat, buying soap, and more. I enjoy cross-pollinating the different items and local food offerings.

-Danelle ”



For people wanting to increase access to local foods

“ Do it your way; don't just emulate what other people are doing. What is your gut telling you? What is your heart telling you? What puts you on fire? Do that thing. Know your audience as best you can and then listen to them.

I see this store as a service—not just a bunch of products. One Farm Market offers a service to the community. Think about what service you want to invite into your community.

-Danelle ”

