That Iowa Girl: 2023-2024 Value-Added Grant Recipient

That Iowa Girl

Jeff and Shannon Hafner

That Iowa Girl is owned and operated by Jeff and Shannon Hafner and is located in Panora. That Iowa Girl helps small Iowa producers, farmers and entrepreneurs expand their markets. In 2022, the Hafners incorporated Iowa food hubs into That Iowa Girl after purchasing the business from its founder Collette Johnson (2010). This new component gives producers and farmers access to food hubs and expands their market reaches.

That Iowa Girl's Choose Iowa grant project will double its warehouse space, which will increase capacity to store and distribute food as well as farm products. The project will expand markets for small Iowa agricultural producers who utilize That Iowa Girl to sell their products, and will also increase sales of Iowa agricultural products. That Iowa Girl will purchase a refrigerated shipping container, freezer shipping container, dry shipping container and other supplies.

That Iowa Girl expects to increase the total number of small Iowa producers, farmers and entrepreneurs able to utilize That Iowa Girl; the total number of partnering distributor stores; and total gross sales. This project will allow That Iowa Girl to expand its efforts to help even more Iowa producers, farmers and entrepreneurs be successful.



Before the shipping containers could arrive, the land had to be prepared.


that iowa girl


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