



## **Join Us for the 2021 Iowa Farmers Market Association Virtual Workshop!** **Workshop sessions held every Thursday in February at 10:00 a.m.**

Like most everything this year, the Iowa Farmers Market Association is adapting to the COVID-19 virus, and board members would like to invite you to join them for a Virtual Workshop this February! This year should be a great one for farmers markets, and the 2021 Workshop has some timely topics and great presenters lined up.

IFMA will host four one-hour-long Workshop webinar sessions – each session will be released Thursdays at 10:00 a.m. throughout February (February 4, 11, 18 and 25). Please consider joining the board for any and all of these dates – registration is not required. The first three sessions will be pre-recorded and made available on the IFMA website beginning on the dates and times indicated below. The final session will be held live and easily accessible through the Zoom link provided. Regardless, all four sessions will be recorded and available on the IFMA website throughout the winter and spring at [www.iafarmersmarkets.org](http://www.iafarmersmarkets.org).

### **Topics and dates for the 2021 Iowa Farmers Market Association Workshop**

#### **Session1**

#### **Accepting EBT and Double Up Food Bucks at Your Farmers Market, February 4, 10:00 a.m.**

Want to ensure your market is accessible to all customers in your community? Join us to explore your options around accepting EBT and Double Up Food Bucks at your farmers market. We will feature presentations from Iowa's Wireless EBT Project, Iowa's Double Up Food Bucks, and MarketLink, as well as addressing frequently asked questions.

Presenters:

- Aryn McLaren - Iowa's Double Up Food Bucks
- Tracy Penick - Iowa's Wireless EBT Project
- Juliet Glass - MarketLink

Please note: this is a recorded session. Attendees are encouraged to submit questions prior to the meeting. Please send questions to Marie Boyd at [marie@healthyharvestni.com](mailto:marie@healthyharvestni.com).

## **Session 2**

### **Online Sales Platforms for Farmers Markets, February 11, 10:00 a.m.**

Looking for online sales options for your farmers markets? Whether it's using an existing platform, or building one of your own, you have options! Join us to gain insight into how online sales boost the community impact of your market. You will hear from five different farmers market leaders from Iowa about the systems they are using, the key features of each, and the pros and cons for the market manager, the vendors, and the customers across the board.

Presenters:

- Kelly Foss, Downtown Des Moines Farmers Market
- Lydia Zerby, Des Moines Downtown Farmers Market
- Kendra Vincent, Grinnell Farmers Market
- Lojean Petersen, Ames Farmers Market
- Lorrie Beaman, Freight House Farmers Market
- Marie Boyd, Healthy Harvest of North Iowa

## **Session 3**

### **Special Events! February 18, 10:00 am.**

Attend this session on the use of Special Events to make your market a 'must attend' event for customers and vendors. Hear panelists discuss the use of timely and appropriate special events to advance the aura of market activity and enhance customer enjoyment and participation. Tips on involving local partners, promoting product availability, reaching an enlarged pool of customers while building and maintaining a loyal customer base.

Presenters:

- Bob Shepherd, Manager, Washington Farmers Market
- Brigham Hoegh, Manager, Produce in the Park – Atlantic
- Jennifer DeFosse, Manager, Muscatine Area Farmers Market
- Jeff Snow, Manager, Farmers Market Council Bluffs

## **Session 4**

### **Questions & Answers with State of Iowa Contacts, February 25, 10:00 a.m.**

Join Paul Ovrom, State Horticulturist and Kurt Rueber, State Environmental Specialist during this live meeting. Paul will give an update on the Farmers Market Nutrition Program, other Departmental updates, and what we might expect from the State on farmers market guidance as we move into the spring. Kurt will run through some of his most frequently asked compliance questions and field questions from attendees.

Presenters:

- Paul Ovrom – Iowa Department of Agriculture and Land Stewardship
- Kurt Rueber – Iowa Food and Consumer Safety Bureau

This session will be held live so come prepared with questions you want answered! Click this [Zoom link](#) on the date and time - or Dial-in # 1-312-626-6799 and enter the Meeting ID: 819 3696 7653