

26th Annual Iowa Farmers Market Workshop
9:00 a.m. to 4:00 p.m.
Saturday, February 10, 2024
Gateway Hotel & Conference Center – 2100 Green Hills Dr., Ames
Hotel link: <https://www.gatewayames.com/>

Plan to attend the 26th Annual Farmers Market Workshop! Hosted by the Iowa Farmers Market Association, the workshop is for managers, growers, vendors and organizers. Anyone involved in farmers markets or those considering establishing one are welcome to attend! Registration is only \$70** (through Jan. 26th) and includes lunch and two breaks with snacks.

Workshop Presentations & Events:

Walk-in Registration table opens 8:30 a.m.

Workshop Agenda: www.iafarmersmarkets.org/workshop.html

- Keynote Speaker: Jay Jay Goodvin; the Iowa Gallivant
- Market Managers Panel: Successes, events, and lessons learned
- Update: Changes to Farmers Market Nutrition Program in 2024
- Presentation: Travel Iowa • Presentation: The Double Up Food Bucks program and grants
 - Presentation: Increasing revenue with token programs
- Presentation: State Partners Q&A • NTEP-Scale Inspection & Certification Offered
- Breakout groups by market size • Lunch & Annual IFMA Business Meeting & more!

Registration: workshop participants have the option to register and pay online using a credit card by visiting the IFMA Eventbrite page! If you'd like to register and pay online please [click here to visit the IFMA Workshop Eventbrite page.](#)

Visit the [Workshop link](#) on the IFMA website for valuable supplemental information, maps, agenda, menu and more.

Questions? Email Kristin Eggen, at keggen579@gmail.com

Farm Bureau branded plastic bags available again on a per market basis. If interested, market contact please provide the number of vendors and number of boxes requested. Two pickup dates: Saturday March 16th and March 30th, 9 am to 3 pm. Pick up at the far south end of the Centennial Warehouse, 10400 Hickman Rd, Clive 50325 – Call Jim Dickenson, 515-371-5771, with pickup questions.

Market Plastic Bag Required Information:

Name of Market _____ # of vendors _____

Date planned for pickup (circle one): March 16th March 30th

boxes requested (1000 per box) _____ (no guarantee boxes requested will be available)

Contact name, phone, e-mail required: _____

Registration Form

[\(or click here to register & pay online via Eventbrite\)](#)

Market you are representing (if applicable): _____

Attendee Name(s) _____

1. _____

Mailing Address _____

City _____ Zip _____

Phone _____ Email _____

Name _____

2. _____

Mailing Address _____

City _____ Zip _____

Phone _____ Email _____

Name _____

3. _____

Mailing Address _____

City _____ Zip _____

Phone _____ Email _____

Use another paper for additional registrations.

Number of people attending** _____

@\$70 each = \$ _____

****Any registration after Jan 26th will be**

\$80 per registrant

Total amount enclosed = \$ _____

Please register & pay via [Eventbrite link](#) or make check payable to IFMA and mail to:

Kristin Eggen
 P.O. Box 251
 Decorah, IA 52101

