Iowa Farmers Market Association Workshop
February 8, 2020 – Agenda

8:30  Walk-in Registration

9:00  Welcome and Opening Remarks,
   IFMA President Donna Brahms and
   Welcome by Iowa Secretary of Agriculture Mike Naig

9:15-10:15  Positioning Your Farmers Market as a Community Asset
   Dr. Alfonso Morales, Vilas Distinguished Achievement Professor in the
   Department of Planning and Landscape Architecture, University of Wisconsin-
   Madison, will discuss the history of markets as community assets, and describe
   different ways that markets are community assets. Different perspectives from
   different stakeholders will be shared. Learn perspectives and processes that
   better position your market as a valued asset in your community.

Morning break 10:15-10:30 / fresh assortment of doughnuts served

10:30-11:30  Community Partners & Grant Funding
   Lorrie Ambrose Beaman, Executive Director, Freight House Farmers Market,
   will share her knowledge on building lasting community-resource relationships
   in the Quad Cities area as well as who to turn to in your market area for help
   with grant funding assistance.

11:35-12:00  Market Questions Answered!
   Kurt Rueber, Iowa Food and Consumer Safety Bureau will answer those market
   questions we all want to hear answers to! What foods require a license for sale,
   what is a recipe evaluation, labeling dos and don’ts and we’re just getting
   started! See the supplemental information on how to submit a question before
   the Workshop!

12:00-12:10  Vendor and Exhibitor Introductions
**Lunch** 12:10-1:00 / a locally resourced lunch prepared by Local Yocals will be served.

12:30  **IFMA Annual Meeting—All invited**
Vote for IFMA board members (must be a paid member to vote).

1:00-2:00  **Farmers Markets as Community Assets, Part II**
*Dr. Alfonso Morales* will provide concepts and examples of how farmers markets are community assets. He will describe asset-building processes in a few examples. He will lead those in attendance in a design-thinking exercise that identifies how their markets might become better community assets. The session will wrap up with Dr. Morales encouraging participants to share their own insights of partnerships and relationship building that have repositioned their markets in their communities.

**Afternoon break** 2:00-2:15 / fresh cookies, carrots, and Iowa-sourced apples served

2:15-3:00  **Enhancing Market Options with Food Trucks**
*Melissa Carter* with the Quad City Food Truck Alliance will share insights on working with food truck purveyors and how they can provide another great reason to attend your farmers market. Come learn how to partner with food trucks and what it takes to make them a great addition to the market season.

3:00-4:00  **Farmers Market Coalition Metrics Program & IDALS Update**
IFMA board member *Marie Boyd* will provide insights on the use of this powerful analytics tool in Iowa what it’s revealing, and how your market can get involved. *Paul Ovrom* from IDALS will also give an update on the Farmers Market Nutrition Program, the FieldWatch Registry, the Produce Safety Rule in Iowa, etc.

**Thank you for attending the 2020 Workshop! Please hand in the evaluation form so we can plan a great meeting for you next year.**

4:15-5:00  **Training for the Farmers Market Nutrition Program**
*Paul Ovrom* is presenting this training workshop. Please plan to attend if you need to renew or want to participate in the FMNP as a new vendor.
22nd Annual Iowa Farmers Market Workshop

Supplemental Information

www.iafarmersmarkets.org

****Please submit questions for Kurt Rueber, Environmental Specialist with the Iowa Food and Consumer Safety Bureau. It is our hope that this will make the session more streamlined and get more questions answered. Submit questions to the IFMA website and we can forward them on to Kurt: visit http://www.iafarmersmarkets.org/contact-us.html to submit questions.

****Scale inspections and licensing will be available for interested attendees during the workshop from 9:00 a.m. to noon. Please note that the scale must have an NTEP Certificate of Conformance (COC) Number on the scale body and not marked with the phrase “Not Legal For Use in Trade”. Please note that not all scales meet these requirements. Send an email to the IFMA website if you intend to take advantage of this service: visit http://www.iafarmersmarkets.org/contact-us.html to submit your interest. Remember there is a small fee associated with each scale licensing. Feel free to ask any questions about scales at the scale inspection table! More information can be found here.

****Remember to join the Iowa Farmers Market Association Annual Business Meeting to participate in nominating and voting on board member elections and helping to decide the direction this group takes for the future. See joining requirements and levels of membership on the IFMA website. Members: if you’d like to nominate someone for the board in advance of the meeting, please contact President Brahms at mbrahms@netins.net.

****Consider taking the Farmers Market Nutrition Program certification class offered following the workshop at the same location. More information on the program can be found here.

****If you are ordering farmers market bags, don’t forget to let Barbara Ristau know the number of vendors your market has and the number of boxes you are requesting. You can email Barb at barbr@iastate.edu. Pick up at Centennial Warehouse, Door #15, 10400 Hickman Road, Clive, IA (515) 278-5007.
The Iowa Farmers Market Association Workshop is organized annually by IFMA Board Members. The board wishes to thank staff with the Iowa Department of Agriculture and Land Stewardship for organizational assistance; invited speakers for their willingness to prepare, present and participate during the workshop; donors and exhibitors; staff and volunteers at Grace Lutheran Church; and all those who assisted in making the workshop a success!

The IFMA Board also thanks its members and those in attendance for their interest and participation in the Workshop. Please feel free to reach out to board members, IDALS staff, and invited speakers on topics of interest or concern!