



## 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.

## 22<sup>st</sup> Annual Iowa Farmers Market Workshop

### Supplemental Information

[www.iafarmersmarkets.org](http://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](mailto: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](mailto:barbr@iastate.edu). Pick up at Centennial Warehouse, Door #15, 10400 Hickman Road, Clive, IA (515) 278-5007.

## **Current Board Members**

President - Donna Brahms, 3 Bee Farms Market, Griswold, [mbrahms@netins.net](mailto:mbrahms@netins.net)

Vice President - Ann Brau - Grinnell Farmers Market, [compassplantcsa@gmail.com](mailto:compassplantcsa@gmail.com)

Secretary - Lojean Petersen, Ames Main Street Farmers Market, [amesmarket@gmail.com](mailto:amesmarket@gmail.com)

Treasurer - Barbara Ristau, Hampton Community Farmers Market, [barbr@iastate.edu](mailto:barbr@iastate.edu)

Lorrie Ambrose Beaman, Freight House Farmers Market, [freighthousefarmersmarket@gmail.com](mailto:freighthousefarmersmarket@gmail.com)

Marie Boyd - Healthy Harvest of North Iowa, Mason City, [marie@healthyharvestni.com](mailto:marie@healthyharvestni.com)

Josh Dansdill - Northeast Iowa RC&D, Postville, [josh@northeastiowarcd.org](mailto:josh@northeastiowarcd.org)

Kelly Foss- Downtown Des Moines Farmers Market, [kfoss@downtownDSMUSA.com](mailto:kfoss@downtownDSMUSA.com)

Bob Shepherd- Washington Farmers Market, [shep\\_farms02@yahoo.com](mailto:shep_farms02@yahoo.com)

**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!**