

## 2019 Iowa Farmers Market Association Speaker Bios & Contact Information

**Marie Boyd** is the Special Project Manager for Healthy Harvest of North Iowa, through which she leads a FM Project Team that facilitates shared programming and learning amongst local area markets. She is currently serving her first year as a member of the Iowa Farmers Market Association Board, and sits on the Board of the North Iowa Farmers Market (NIFM) and the Hampton Farmers Market. Sharing resources and building relationships is a big part of Marie's work, resulting in her interest in promoting the use Farmers Market Coalition membership benefits and exploring discussions around shared market metrics.

**Ann Brau** has been the market manager for the Thursday Grinnell Farmers Market for over ten years. As a vendor and manager, she has helped guide the market through five years of street construction, park renovations, and implementation of several initiatives to bring in customers and promote the market. Ann works closely with the market sponsor, Grinnell Chamber of Commerce in implementing all aspects of the market.

**Josh Dansdill** is the Board President of the Decorah Farmers Market located in the far Northeast corner of the state. He's been the Board President for the last 4 years for a market that brings in 60 vendors annually. He has helped the market accepting EBT and Double Up Food Bucks, getting new bike racks and new market shed, metrics and the market, and rebranding/marketing the market. He has enjoyed attending this market since he was a child living in Decorah and believes in the importance of supporting our local **community**.

**Jennifer DeFosse** is the manager of the Muscatine Area Farmers Market. She teaches an annual technology seminar for vendors and markets in and around Muscatine County. Her focus is in helping small, struggling or new markets to establish a strong presence in their community and to improve their marketing strategies through use of technology.

**Kelly Foss** is the Director of The Downtown Farmers' Market in Des Moines. Holding this position since 2000, she is passionate about continuing to advance the development of The Market while offering encouragement and training to hundreds of local entrepreneurs, growers and artisans. As she grows Des Moines' Downtown Farmers' Market Kelly has made it a priority to be an advocate for all farmers markets. She has been recognized for her work connecting communities to the health, social and economic benefits of farmers markets and related causes, sharing her experience by leading educational workshops, speaking at conferences and networking with advocates across the country and by serving on the Board of Directors with the Iowa Farmers Market Association (IFMA), Farmers Market Coalition (FMC), and Prairie Rivers of Iowa (PRI).

**Jane Gasperi** is the manager of the Beavertdale Farmers Market in Northwest Des Moines. She is part of a seven member all-volunteer group. Jane has been involved with the market since its inception in 2012. The market has approximately 50 vendors every week. She's been involved in the market day activities and vendor communications as well as the site selection and assessing resources needed to support the market.

**Kamal Hammouda** is the Executive Chef of Grinnell Hospitality as well as Relish Restaurant of Grinnell. Kamal grew up in Egypt and has fond memories of going to the local market with his mother. Kamal has lived in Grinnell for over twenty years with his wife, Laura Fendt, who is the owner of Relish. The restaurant is regionally known for its Mediterranean flavors and for working with local growers and area producers to ensure that menu items contain the freshest local produce and quality meats.

**Ivan Hankins** was raised on a farm in Mahaska Co., and attended school in Oskaloosa and Twin Cedars, graduating from Osky High in 1976. His search for higher education was put aside by his desire for adventure. So in 1977 Ivan joined the United States Marine Corps. After his Honorable Discharge, six years later, Ivan returned to Iowa, was hired by the Dept. in 1986 for the Weights and Measures Bureau. His duties consisted of LP (propane) meter, and scale inspections, a field he's still involved with to this day. If asked, he'll say he has fortunate to have knowledge in all areas of Weights and Measures. He's attended schools and training offered by the National Institute of Standards and Technology, (NIST) and the National Conference on Weights & Measures (NCWM). After serving a time as Bureau Chief, Ivan accepted the position as Technical Coordinator/Program Planner for the Bureau. He currently serves as National Chair of the Specifications and Tolerance committee, and was recently appointed to the Board of Directors with the NCWM. Ivan understands his duty to the people of the State of Iowa and believes in the Weights and Measures motto "That Equity May Prevail". At present Ivan and his wife LaDawn live in Waterloo.

**Janis Hochstetler** is the HACCP (Food Safety) and Labeling Coordinator for the IDALS Meat and Poultry Inspection Bureau since 2000. She assists state of Iowa inspected meat and poultry plants with the regulatory requirements concerning HACCP (food safety) and product/label approval process. She assists inspection staff with HACCP related issues, labeling/product formulation, and training. She also fields inquiries from livestock and poultry producers wanting to market meat and poultry products to consumers. For the past 22 years, Janis has collaborated with Iowa State University's Meat Extension Program as a HACCP instructor and as an authority on meat regulatory issues. Prior to joining the state of Iowa Inspection Bureau, Janis worked in process control, quality assurance, food safety and employee training in the meat industry. Janis holds an M.S. degree in Food Science from The University of Tennessee-Knoxville and a B.S. degree in Agriculture from Iowa State University.

**Julie Kenney** was appointed Iowa Deputy Secretary of Agriculture in 2018. As Deputy Secretary, Julie is responsible for the operations of the Iowa Department of Agriculture and Land Stewardship, specifically policy, budget and personnel. Before joining the Department, Julie had been active in the agribusiness industry for nearly 15 years, serving in marketing and communications roles for private industry and state and national associations and checkoff programs. Julie grew up on a family farm near Lohrville, Iowa. She learned the value of hard work and determination early in life by helping her parents and grandparents on their crop and livestock farm and in their seed dealership. Today, Julie, her husband Mark, and their family own and operate a corn and soybean farm in Story County. Julie has been an active advocate for agriculture in the state and across the country through her work with the CommonGround program. She regularly hosts international visitors, media and online influencers on her farm. She has discussed issues facing Iowa farmers in several national and local media outlets. Julie is a graduate of Simpson College in Indianola with a degree in marketing. She and her husband Mark have two children.

**Emily Klein** is the Resource Manager and Naturalist for Poweshiek County Conservation. Emily received a B.S. from Iowa State University in Agriculture Education Communications and a Master's degree in Curriculum and Instruction with an emphasis in Environmental Education from Florida Atlantic University near West Palm Beach, FL. She worked at several different outdoor environmental education nature centers and offices in Florida, Texas, and Illinois before moving back home to Iowa in 2010 to work as the Naturalist for Boone County Conservation. In 2016, Emily made the move back to her home county to be the Resource Manager/Naturalist for Poweshiek County Conservation. Emily has worked with Ann Brau, Poweshiek County Conservation Board member and Grinnell Farmer's Market Thursday manager, for the last 2 seasons to offer live "Market Fresh Dutch Oven Cooking" demonstrations on Thursdays once a month at a booth at the Grinnell Farmer's Market.

**Aryn McLaren** is the Double Up Food Bucks Coordinator at the Iowa Healthiest State Initiative and oversees the program statewide. Double Up helps low-income Iowans eat more fresh fruits and vegetables while supporting family farmers and growing local economies. Aryn received her undergraduate degree in biology from Grandview University and her Master of Public Health degree at Des Moines University.

**Paul Ovrom** is the State Horticulturist for the Iowa Department of Agriculture and Land Stewardship. He has worked for the Department for eleven years now and in his current position for the last four. Paul manages the Produce Safety Rule Grant Program, the Iowa Sensitive Crops Registry, and is the administrator for the Iowa Farmers Market Nutrition Program. He co-manages the Capitol Complex Farmers Market. Paul is a past president of the National Association of Farmers Market Nutrition Programs and serves on several horticulture-related state, regional, and national boards. Paul has two undergraduate degrees (botany and horticulture) and a Masters in forestry, all from ISU.

**Kurt Rueber** is an Environmental Specialist with the Food and Consumer Safety Bureau which is a part of the Iowa Department of Inspections and Appeals. One of Kurt's tasks at his job is working with markets and vendors on understanding Iowa's food and consumer safety laws. Kurt has been attending the IFMA Workshop for a few years now and welcomes lots of questions.

**Doug Whitmore** (Director), along with his wife, Kerry (Secretary), have led two farmers markets in Marshalltown for the past two years. One market (Marketplace at the Mall) they started and have been developing since 2017. The other market (Farmer's Market at the Pavilion) has been around since the 60's. Doug's background is over 30 years of business development and Kerry's is in business administration, which they have tried to apply for the betterment of both markets. Currently, they have stepped down from the Pavilion market to better apply their beliefs and focus on developing Marketplace at the Mall, as well as their 10-acre farm.

**Jim Zaffiro** is Professor of Political Science at Central College, where he teaches a number of courses incorporating policy and politics aspects of food and agriculture, including a senior seminar entitled Food Justice. He has been very active in the sustainability across the college curriculum movement nationally, helping Central to implement one of the country's few graduation sustainability core requirements for all majors. He has volunteered as assistant manager of the Pella Farmers market since 2012, responsible for social media and helping vendors and the manager as needed. Jim has also worn the hat of market vendor at his spouse's stand: Prairie Roots Farm, a USDA certified organic vegetable operation.

## **2019 Iowa Farmers Market Association Workshop**

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