

Iowa Farmers Market Workshop
February 2, 2019 – Agenda

8:30 **Walk-in Registration**
9:00 **Welcome and Opening Remarks,**
Julie Kenney, Iowa Deputy Secretary of Agriculture

9:15-10:15 **Marketing with Technology: Cost-Effective Options**
for Growing Your Customer Base, Jennifer DeFosse, Muscatine Area
Farmers Market Manager

In this session, Jennifer will cover low-cost marketing techniques and how to utilize easy to learn technology that can up your social media presence.

Morning break 10:15-10:30 / fresh cinnamon rolls served

10:30-11:30 **Market Successes and Lessons Learned**
Market personnel from Marshalltown's Marketplace at the Mall, Des Moines' Beaverdale Farmers Market, and the Pella Farmers Market will share best practices, challenges, successes and lessons learned. Time for questions and sharing by attendees will be incorporated.

11:35-12:05 **A Look at the Farmers Market Coalition, Marie Boyd,**
Josh Dansdill, & Kelly Foss

In this session, three IFMA board members will provide an overview of the FMC website including features, membership benefits, and possible add-ons that could benefit the Association and member markets. FYI: IFMA is a member of the FMC and this provides IFMA markets useful resources. Learn more during this session!

12:05-1:00 **Lunch** - roast pork, herb roasted potatoes, and green beans 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 **Iowa Culinary/Cooking Demos Discussion, Kamal**
Hamoda, owner of Relish in Grinnell & Emily Klein,
Poweshiek County Naturalist

Learn about the benefits of hosting cooking demonstrations at your market. Our two experts will share their market cooking know-how and provide insights into serving up fresh food and a tasty customer-oriented experience for your market.

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

2:15-2:45 **Insurance**

In this session, find out about insurance options and features for both your market and participating vendors. Ask questions and get feedback on market and vendor policies. This session should provide great insights on what is needed to protect markets of all sizes.

2:45-3:00 **Ask the Experts Part I, Ivan Hankins, IDALS Technical Advisor, Weights and Measures Bureau and Kurt Rueber, Iowa Food and Consumer Safety Bureau**

Come prepared to ask the hard questions of these two experts on regulatory topics including scale certification, what items to sell using scales, what can be sold with or without required licenses, definitions of food items, and much more! Have a question you'd like to send in advance? Visit the "contact us" link on the IFMA website [or use this live link.](#)

3:00-4:00 **Ask the Experts Part II, Paul Ovrom/IDALS State Horticulturist, Tracy Penick/IA Dept Human Resources EBT Coordinator, and Aryn McLaren/Double Up Food Bucks Coordinator**

Round two! Ask your saved-up questions concerning Iowa farmers' market programs, the FSMA Produce Safety Rule, the new Farm Bill, and questions on the EBT and DUFEB programs in Iowa!

Thank you for attending the 2019 Workshop! Please hand in the evaluation form so we can plan a great meeting for you next year.

4:00-5:00 **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.

21st Annual Iowa Farmers Market Workshop

Valuable Supplemental Information

www.iafarmersmarkets.org

****Please submit questions for Kurt Rueber, Environmental Specialist with the Iowa Department of Inspections and Appeals and Ivan Hankins, IDALS Technical Advisor, Weights and Measures Bureau. It is our hope that this will make the session more streamlined and get more questions answered. Submit questions to the IFMA website so we can forward them on to Kurt and Ivan: visit <http://www.iafarmersmarkets.org/contact-us.html> to submit questions.

****Scale inspections and licensing will be available for interested attendees during the workshop. 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. More information can be [found here](#).

****Remember to join the Iowa Farmers Market Association Annual Business Meeting to vote in the election and help decide the direction this group takes for the future. See joining requirements and levels of membership on the IFMA website.

****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 Iowa Retail Packaging located at 10830 Hickman Road, Clive, IA (515) 278-5007. More information on the Workshop registration form [found here](#).