



IDALS Updates



20th Annual Iowa Farmers Market Association Workshop



Iowa Commercial Horticulture Food Crop Survey Results

2015 data compiled for release spring of 2017

By Arlene Enderton, Corry Bregendahl, Dave Swenson, and Leigh Adcock
Production by Alexa Wahl and Alice Topoleff
January 2017



IOWA STATE UNIVERSITY
Extension and Outreach



January 2017

Page 1

Photos: Hannah Fisher & Linda Nare



January, 2017

Dear Iowa Farmers Market Association Members,

The IFMA board is pleased to announce that the Iowa Farm Bureau has created a new insurance policy specifically designed for Iowa's farmers markets.

A few months ago the board approached the Farm Bureau to create such a policy, and Farm Bureau released the attached information to the board in late January. Prior to this, Farm Bureau did not have an insurance policy tailored to the needs of Iowa's farmers markets: we hope this information and offer provides you with one more option as you consider your market's insurance needs.

Sincerely,

Donna Brahms

Donna Brahms, President
Iowa Farmers Market Association

<http://www.iafarmersmarkets.org/home.html>

<https://www.facebook.com/IowaFarmersMarketAssociation/>

Insured: FARMER'S MARKET ASSOCIATION
Quote #: QCP0190250-02
From: LESLIE E BILLINGS
Effective Date: 02/01/2017
Insuring Company: Farm Bureau Property & Casualty Insurance Co.
Total Policy Premium: We are pleased to present your quote for **Commercial Lines** insurance coverage in the amount of \$300.00.

General Liability Insurance Line Limit:

Occurrence Limit (\$):	1,000,000	Aggregate Limit (\$):	2,000,000
Personal & Advertising Injury Limit (\$):	1,000,000	Damage to Premises Rented to You Limit (\$):	100,000
Liquor Occurrence (\$):		Liquor Aggregate (\$):	
Products Aggregate (\$):	2,000,000	Medical Payments (\$):	5,000
Deductible Type:	Not Applicable	Deductible (\$):	Not Applicable

Insurance Line Coverage:

Line of Business	Coverage	Limit (\$)	Deductible (\$)	Estimated Annual Premium (\$)
General Liability	Certified Acts of Terror - Data Breach 1st Party Coverage			.00
General Liability	Certified Acts of Terror - Data Breach 3rd Party Coverage			.00
General Liability	Certified Acts of Terror - Employment Practices Liability Insurance			.00
General Liability	Data Breach 1st Party Coverage	25,000	1000	60.00
General Liability	Data Breach 3rd Party Coverage	25,000	1000	13.00
General Liability	Employment Practices Liability Insurance	50,000	2,500	77.00
General Liability	Insurance Line Minimum Premium			51.00
General Liability	Minimum Premium - Premops			83.00
Total Insurance Line Coverage Premium				284.00

Location / Building Coverage:

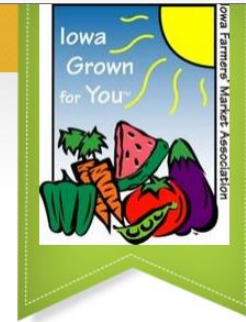
Location #1: 123 MAIN, DES MOINES, Iowa 50310-0000

General Liability Coverages:

Coverage	Class Code	Class Description	Exposure (\$)	Deductible (\$)	Final Premium Rate	Final Premium (\$)
Premises		MARKETS-OPEN AIR (LESSOR'S RISK ONLY) OTHER THAN				
Operation	15123	NOT-FOR-PRO	3,870		3.88200	15.00
Terrorism						1.00
Total General Liability Premium						16.00
Location Sub Total						16.00
Total Premium for the Policy						300.00

The quotation requested should be considered an estimate. It is subject to change.
 The quote is only valid for 30 days.


 FARM BUREAU FINANCIAL SERVICES



RESOURCES

[List of Iowa farmers markets](#)
[State of Iowa Farmers Market Operating Guidelines](#)
[IDALS Market Development Manual](#)
[Des Moines Market Pricing Report 2015](#)
[Regulatory Guidance for Cottage Foods Commonly Sold at Markets](#)
[FMNP Training Sessions 2016](#)
[FMNP Webinar Training 2016](#)
[The New Farmers Market \(book resource for managers\)](#)
[Online GAP training](#)
[Contact information for Iowa legislators](#)

Send IFMA (or me) your
market rules!

SAMPLE MARKET RULES

[Lakes Area Farmers Market Rules](#)
[Clarke County Farmers Market Rules](#)



IDALS Sensitive Crops Directory & FieldWatch, Inc. Online Registry Tools

*a new partnership to assist in protecting
pesticide-sensitive crops and apiaries*



FieldWatch is a non-profit company created to develop and operate the DriftWatch Specialty Crop Site & BeeCheck Apiary Registries. Formed in 2012 by Purdue University and interested agriculture stakeholder groups, the nonprofit is funded by state departments of ag, corporate entities, and producers.

driftwatch and **beecheck** are web-based mapping tools created by FieldWatch to promote communication between beekeepers, producers of specialty crops and pesticide applicators in support of ongoing stewardship activities.





FieldWatch®

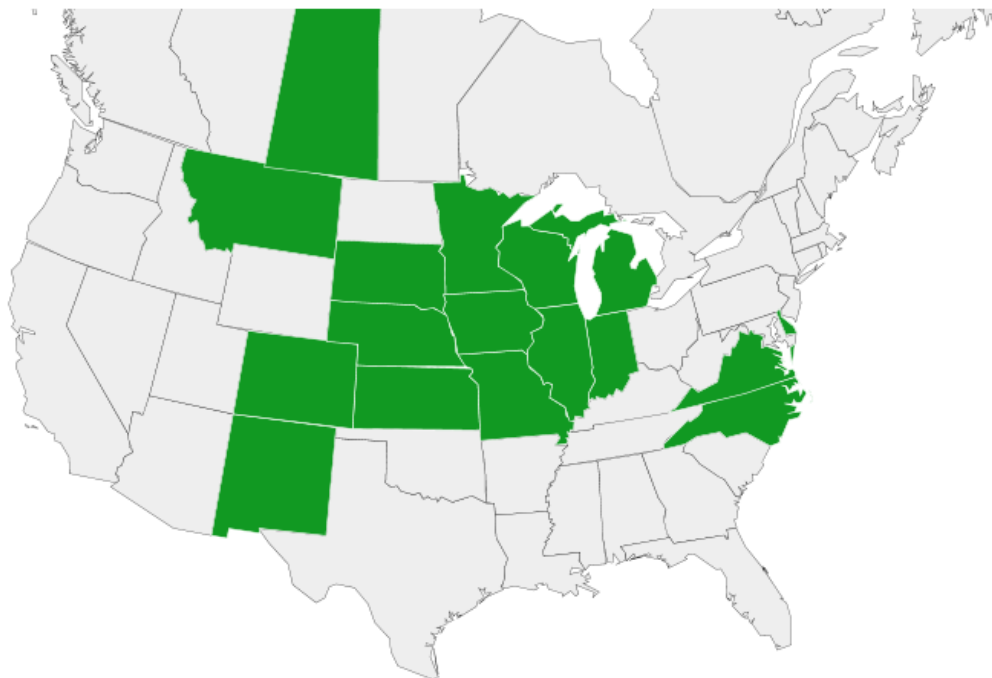
Select a state below to view the interactive map:

United States

Colorado
Delaware
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Montana
Nebraska
New Mexico
North Carolina
South Dakota
Virginia
Wisconsin

Canadian Provinces

Saskatchewan



FieldWatch is currently in 16 states and 1 Canadian province.



Programs



Sensitive Crop Directory



Iowa Sensitive Crop Directory Homepage



- Producers of commercially-grown specialty crops* can register their sites on-line and provide contact information about their operation.
- This registry tool allows producers to trace their field boundaries with easy-to-use mapping features.
- Crop producers that also have apiaries can register those hives through the driftwatch portal – they do not need to go through the beecheck registry.

*includes commercial fruit and vegetable producers, orchards, vineyards, floriculture sites, tree nurseries, Christmas tree farms, and organic production sites; sites must be ½ an acre or larger

driftwatch Specialty Crop Site Registry

Crop Producer View – allows producers to trace field boundaries

DriftWatch IN - Map

in.driftwatch.delmarit.com:1180/map

driftwatch
Specialty Crop Site Registry
by FieldWatch

About DriftWatch Map Resources Contact Us

Reid Sprenkel
Registered DriftWatch Producer
[My Profile](#) [Log Out](#)

ADD NEW SITE

Search by Address, Zip Code, etc.

My Sensitive Sites

- My new field Unfinished
- My Bees Submitted
- Grapes Rejected
- South Tomatoes Approved
- Grapes 2 Approved

Crop Types ALL STATES IN

- ☒ All
- ☒ Beehives
- ☒ Certified Organic
- ☒ Christmas Trees
- ☒ Fish Farm
- ☒ Floriculture or Greenhouse
- ☒ Fruits
- ☒ Grapes
- ☒ Greenhouse - high tunnel
- ☒ Hardwood Plantation
- ☒ Mint or Herbs
- ☒ Nursery Crops
- ☒ Organic Crops
- ☒ Organic Livestock
- ☒ Other

Google

Map data ©2013 Google Imagery ©2013 DigitalGlobe, IndianaMap Framework Data, Landsat, USDA Farm Service Agency



beecheck provides features such as GPS mapping, optional designation of time frames at given locations, and features viewable one-mile boundary zones around hives. beecheck is FREE to register and use for commercial and hobby beekeepers.



[About](#) [BeeCheck Map](#) [Order Signs](#) [Resources](#) [Contact Us](#)

My BeeCheck

[Sign Up Free](#)

beecheck walters

[Log In](#)

Welcome to BeeCheck™


BeeCheck is a voluntary communication tool that enables beekeepers and pesticide applicators to work together to protect apiaries through use of the BeeCheck mapping program. It is not a substitute for any state regulatory requirements.

For more resources and information, please visit [FieldWatch, Inc.](#)




beecheck Site Registry

Beekeeper View – allows commercial and hobby beekeepers to designate sites by clicking locations on maps

 IOWA APIARY REGISTRY
Apiary Registry by FieldWatch

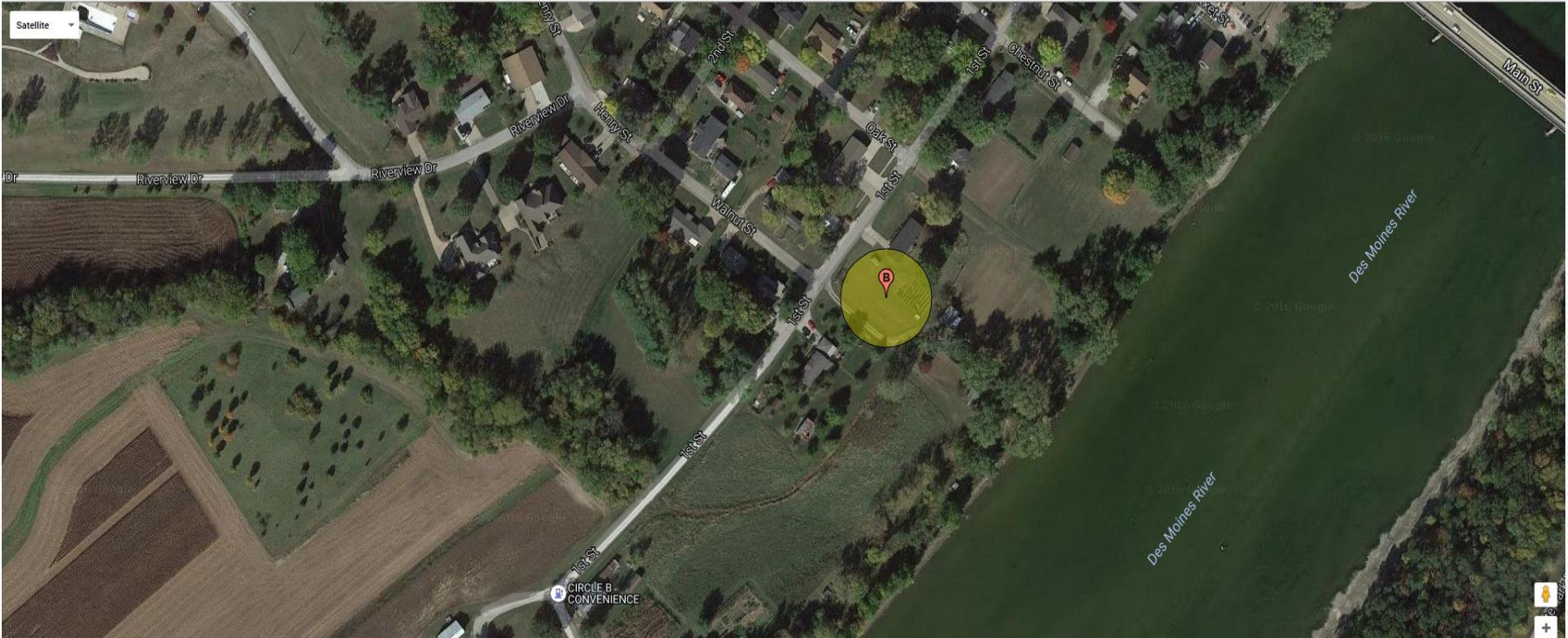
AboutBeeCheck MapOrder SignsResourcesContact Us

Paul Ovrom
Registered Beekeeper
[My Profile](#) [Log Out](#)

ALL STATESIASTATE APIARY DISTANCE1/2 ACRE APIARY CIRCLE New SiteGo BackCancel SubmissionGo To My Location

Click once on each hive location to place a hive area.
When finished, click 'Done Placing Hives'.

Done Placing HivesClear



driftwatch
Specialty Crop Site Registry
by FieldWatch

IOWA SPECIALTY CROP SITE REGISTRY

[Home](#) [About](#) [DriftWatch Map](#) [Order Signs](#) [Resources](#) [Contact Us](#)

[SUBMIT NEW SITE](#) [Go To My Location](#)

My Sites

- IA-20048 **SUBMITTED** 01/10/2017
- Capitol Hill Hive **APPROVED** 01/10/2017

Growing Conditions

- ☒ All
- ☒ Conventionally Grown
- ☒ Organically Grown (in states permitted)
- ☒ Certified Organic

Crop Types ALL STATES IA

- ☒ All
- ☒ Beehives
- ☒ Berries
- ☒ Evergreen/Christmas Trees
- ☒ Fruits
- ☒ Grapes
- ☒ Non-specialty Certified Organic
- ☒ Non-specialty Transition to Certified Organic
- ☒ Nursery Crops
- ☒ Orchard (Nuts, Fruit, Trees)
- ☒ Pumpkins or Melons
- ☒ Vegetables
- ☒ Other

Map Overlays

- ☒ State Apiary Distance
- ☐ County Lines
- ☐ Commercial Wind Farms

Satellite

Google

Map data ©2017 Google Imagery
Copyright © 2017 FieldWatch, Inc.

[Disclaimer](#) [Support](#)

Once a apiary site is approved by the data steward, a one mile boundary is propagated onto FieldWatch maps.



Applicator Registration

Click here to sign up if you are a licensed applicator.

Applicator User Page – Applicator View

EXPORT SITES IN MY AREA

Go To My Location



Search by Address, Zip Code, etc.

Growing Conditions

- ☒ All
- ☒ Conventionally Grown
- ☒ Organically Grown (in states permitted)
- ☒ Certified Organic

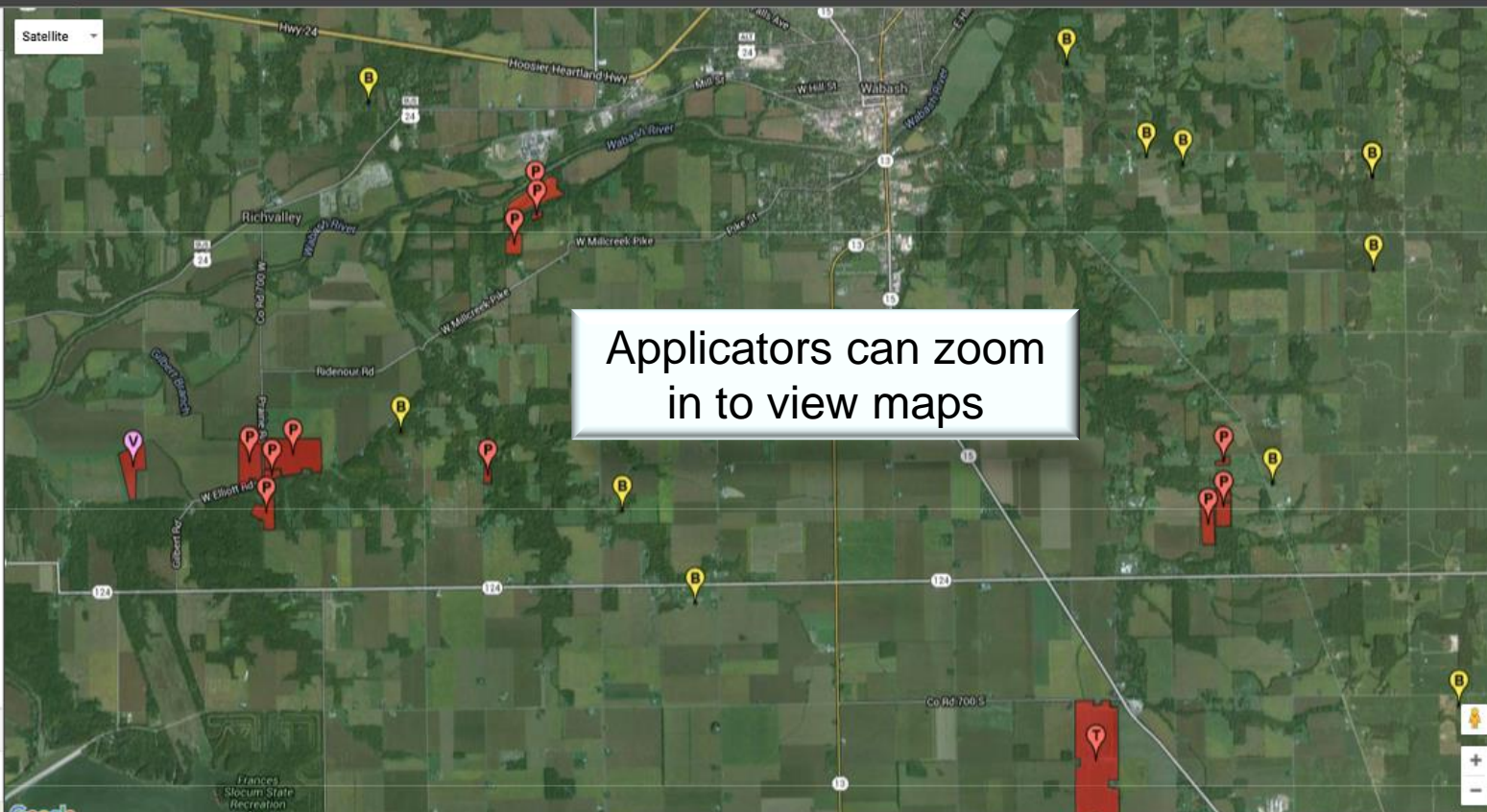
Crop Types

ALL STATES IN

- ☒ All
- ☒ Beehives
- ☒ Christmas Trees
- ☒ Fish Farm
- ☒ Floriculture or Greenhouse
- ☒ Fruits
- ☒ Grapes
- ☒ Greenhouse - High Tunnel
- ☒ Hardwood Plantation
- ☒ Mint or Herbs
- ☒ Non-specialty Certified Organic
- ☒ Non-specialty Transition to Certified Organic
- ☒ Nursery Crops
- ☒ Pastures
- ☒ Pumpkins or Melons
- ☒ Tobacco
- ☒ Tomatoes
- ☒ Vegetables
- ☒ Other

Map Overlays

- ☐ County Lines
- ☐ Commercial Wind Farms



Crop designations, field boundaries, and one-mile apiary radii are all features within the applicator view

FieldWatch Specialty Crop & Apiary Registries

Contact Info Viewable for Applicators

The screenshot displays the FieldWatch Indiana Specialty Crop Site Registry interface. A pop-up window for a BEEHIVES site is centered over a map. The pop-up contains the following information:

- Icon:** A bee icon labeled "BEEHIVES".
- Title:** Specialty Crop Area IN-11839
- Description:** Approximately 0.5 acres, Conventionally Grown, Approved 08/04/2015, Updated 08/04/2015.
- Expiration:** Site expires from map after 12/31/2015.
- Producer:** Michael Gillen
- Email:** mgillen8@yahoo.com
- Address:** 108 academyt st darlington IN 47940
- Phone:** 7652670788
- Purpose:** Hobbyist
- Bee Type:** Honeybee (or similar colony bee)
- Location Type:** Permanent for the Season
- Actions:** [Report a problem with this site](#) and a [Close](#) button.

A red arrow points from the text box below to the "Report a problem with this site" link. The background map shows a satellite view of the area around Darlington, Indiana, with several yellow bee icons marking other sites.

Applicators can view contact info when viewing maps by clicking on a producer site icon

State Totals as of December 2017

State	Applicators	Producers	Fields	Acres	Apiaries	Beehives	
XXXX	175	453	174	41848	711	2784	
XXXX	10	79	5	18	69	2007	
XXXX	320	2397	605	36785	1796	4986	
XXXX	376	1798	866	34782	1305	4602	
XXXX	171	585	519	30925	365	1570	
XXXX	177	599	740	49763	374	1770	
Iowa	513	1563	740	32704	1714	11002	
XXXX	206	783	857	37965	718	8461	
XXXX	279	863	501	22862	685	1758	
XXXX	35	63	66	77294	106	107	
XXXX	331	642	1018	67917	312	1019	
XXXX	25	97	19	362	159	911	
XXXX	137	1376	320	8188	1647	7060	
XXXX	68	875	540	19938	571	1778	
XXXX	11	188	166	37919	821	7939	
Total:	2834	12361	7136	499270	11353	57754	

ATTENTION:

All Students (K-8)

A Scavenger Hunt is coming to a Farmer's Market near you!

Don't miss the opportunity to explore or rediscover the Market this summer, by going on a Scavenger Hunt!

Pick up your participation form at the main Farmer's Market Booth at your market. Fill out the scavenger hunt form completely and turn it in at the market (same place you picked it up) for a chance to be entered to win some great prizes and get a free piece of fruit or vegetable just for having fun and visiting a market!

 **The Great FARMERS MARKET Scavenger Hunt**



VISIT YOUR LOCAL FARMERS MARKET

LOCATION:

DAY(S):

TIME(S):

SEASON DATES:

FOLLOW US ON FACEBOOK TO LEARN MORE!

[HTTPS://WWW.FACEBOOK.COM/IOWAFARMTO SCHOOL/](https://www.facebook.com/IOWAFarmToSchool/)

If you have any questions regarding this initiative or the Farm to School Program contact: tammy.stotts@iowaagriculture.gov

NEW IN 2017

- Provided each participating market with posters to hang at businesses and establishments within their community



IOWA FARM TO SCHOOL FARMERS MARKET SCAVENGER HUNT

- 150 student forms were submitted
- Atlantic markets had the best participation with Produce in the Park taking 1st place on submittals
- Nearly 20% of the students said this was their first time to a farmers
- 40% of the students saw a fruit or vegetable they had never seen before
- Approximately ½ of the students bought fruits/vegetables at the market that day
- To the question, “What was your favorite part about your trip to the farmers market” the responses were pretty evenly disbursed between:
 - Food
 - An experience
 - An activity

Also making the list was “money I found on the ground” & “business cards”

RADIO ADS

:30 “IOWA GROWN CROPS-BERRIES”

FRESH, IOWA GROWN BERRIES ARE THE VERY BERRY BEST YOU CAN FIND. PILES OF DELICIOUS, SUN RIPENED FRUITS ARE READY TO BE GOBBLED UP BY YOU AND THE FAMILY. COME ON OUT TO A LOCAL “PICK YOUR OWN” PATCH AND FILL YOUR BERRY BASKET TO THE BRIM THIS SUMMER! OR CHECK OUT ONE OF IOWA’S 150 LOCAL FARMERS’ MARKETS TO ENJOY THE FRUIT OF IOWA’S FARMS.

OPTION 1) **I'M SECRETARY OF AGRICULTURE BILL NORTHEY** - IOWA GROWN FRUITS AND VEGGIES ARE IOWA GOOD...FOR ALL OF US!





IOWA LOCAL FOOD DAY

OCTOBER 11, 2018

The intent of this project is to take the successful ground work that has already been done around the state and bring it together. Creating an “Iowa Local Food Day” statewide celebration will bring together all sectors of Farm to School. Unifying the state in a local food project will: (1) provide a strong support network; (2) aid food service directors in making local procurements; (3) engage more growers in growing and selling produce to schools; (4) help growers ramp up school sales by working on a smaller scale with Summer Food Service Programs; (5) allow Farm to School activities to expand beyond fruits and vegetables; and (6) raise awareness of Farm to School across the state.

2018 IOWA LOCAL FOOD DAY AT A GLANCE

Participation

- Includes 2 dishes with primary ingredients locally grown or processed
- Includes dairy
- Goal – increase level of current activity
- Engage more growers in growing for & selling to schools

Awareness/Promotion

- Governor proclamation
- Invite elected officials
- Inform parents

Recognize a school doing great things

Create peer groups/mentors

- Give schools opportunity to serve local foods with support and assistance and create on-going sustainable events in the future

INCREASE LOCALLY GROWN PRODUCE IN SCHOOLS - GROWERS

3 crop planning workshops (Jason Grimm)

- Focus: crop planning, pricing, packaging

RFSWG Local Food Coordinators

- Work to identify local growers interested in selling produce to schools
- Enroll growers in the Farm to School Directory

Food hubs

- Work with food hubs to provide aggregated source of local foods
- Provide single source billing/delivery
- Offer delivery stipends

Iowa Farm to School Program



Tammy Stotts

Tammy.stotts@iowaagriculture.gov

515-281-7657

Food Safety and Iowa Regulation Training



Exempt Home Food Operations and Home Bakeries

Join us for a workshop that will address Iowa regulations and licensing as well as food safety from preparation to the point-of-sale.

Maximum 30 participants can register for each location and registration is free.

Lunch and refreshments provided.

Time: 8:00 am—5:00 pm

2018

February

3

Storm Lake, IA
Buena Vista
County Extension

February

10

Atlantic, IA
Cass County
Extension Office

March

3

Washington, IA
Washington
County Extension

March

10

Waterloo, IA
St. Paul's
Methodist

March

31

Ames, IA ISU
Food Science
Building

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Dr. Shannon Coleman | 515-294-9011 | scoleman@iastate.edu

IOWA STATE UNIVERSITY
Extension and Outreach

- Thank you!

- Contact info:

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515-242-6239

