



Iowa Farmers Market Association Workshop
February 12, 2022 – Agenda
Gateway Hotel & Conference Center, Ames



8:30

Walk-in Registration

9:00

Opening Remarks, IFMA President Donna Brahms
Welcome, Mike Naig, Iowa Secretary of Agriculture

9:15-10:15

Marketing, Social Media Know How – let's start the day off with the latest ideas to help reach your community through social media! Our guest speaker will get us fired up to tune up our media platforms.

Morning break 10:15-10:30

10:30-11:30

Community Partners Part I

How to acquire and maintain successful partnerships with businesses to bolster outreach and participation for your market!

Lorrie Beaman, Freight House Farmers Market Manager / Steve Ahrens, Executive Officer at Davenport Riverfront Improvement Commission

11:35-12:05

Grant Funding Ideas with question-and-answer period

In this session, learn not only about current grant funding opportunities but tips on completing applications and taking advantage of collaborations with other community partners when submitting grants!

Tammy Stotts, IDALS Specialty Crops Block Grant Administrator / Josh Dansdill, Business Development Projects Director NE Iowa RC&D

Lunch 12:05-1:00 – Please spend some time discussing the market safety question posted at each table!

12:30

IFMA Annual Meeting—All invited

Election for IFMA board members, IFMA members can participate & vote

1:00-2:00 **Community Partners Part II**

Inspirational examples from the Washington Farmers Market and the Des Moines Downtown Farmers Market!

**Kelly Foss, Director of the Des Moines Downtown Farmers Market and
Bob Shephard, Manager for the Washington Farmers Market**

Afternoon break 2:00-2:15

2:15-3:00 **Question & Answer Period with Government Partners**

Hear updates and ask questions from our state partners.

Kurt Rueber, Iowa Food and Consumer Safety Bureau and

Tanesha Stubblefield, Consumable Hemp Program Lead,

Iowa Department of Inspections & Appeals

Paul Ovrom, IDALS Agricultural Diversification Bureau Chief

**Aryn McClaren, Iowa Healthiest State Initiative Double Up Food Bucks
Coordinator**

3:00-3:45 **Market Sharing & Safety Question Report Outs**

Come prepared to share a few lessons learned with all attendees! Hear what your colleagues have to say, share your two cents, ask questions and seek advice in this wrap-up hour of shared knowledge.

All attendees

3:45-4:00 **Closing Remarks**

IFMA President Donna Brahms

Thank you for attending the 2022 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**

IDALS staff will present this training workshop. Please plan to attend if you need the current training.