

Iowa Farmers Market Workshop
February 4, 2017
Agenda and Session Descriptions

- 8:30 Walk-in Registration
9:00 Welcome and Opening Remarks
Jim Miller, **Welcome to Valley Junction**
Bill Northey, **Iowa Secretary of Agriculture**
- 9:15-9:45 **Most Frequently Asked Questions - Food Safety Regulations and Licensing**
Kurt Rueber/State of Iowa Inspections & Appeals
In this session Kurt Rueber will highlight the Most Frequently Asked Questions about the regulations in place to ensure food safety at farmers markets and what vendors need to do to comply with these regulations.
- 9:45-10:15 **Best Practices – Grow A Rockstar Farmers’ Market and Vendors**
Alexi Groumoutis, Local Foods & Project Coord., Southern Iowa RC & D

No matter the size of your farmers market, putting your best foot forward is key to success. This session will review strategies and tactics used by successful rural and urban farmers markets and vendors.
- Morning break 10:15-10:30
- 10:30-11:45 **Panel Discussion/4 Current Market Managers**
Donna Brahms – Atlantic and permanent and mobile farmstands; Becky Kempers – Sioux City; Bob Shepherd – Washington; Emily Margeson – Clear Lake
- 11:45-1:00 **Lunch**—Hy-Vee Catering—Des Moines, IA
- 12:45 **IFMA Annual Meeting**
- 1:00-2:00 **Farmers Market Successes and Challenges**
Participant Led Roundtable Discussion

Afternoon break 2:00-2:15

2:15-3:00 **Break-Out Follow-up Sessions**

Choose: Food Safety Regulations and Licensing **OR** Marketing

Food Safety Regulations and Licensing - Get Your Questions Answered

Kurt Rueber returns to answer general and specific Food Safety related questions from attendees. Bring your questions and learn from other market managers and vendors who are tackling their questions.

OR

Common Marketing Challenges for Markets – Getting the biggest bang for your buck

Kelly Foss, Director, Des Moines' Downtown Farmers' Market

Alexi Groumoutis, Local Foods & Project Coordinator, Southern Iowa RC & D

This session will highlight how you can get the most from your marketing and grow your local farmers market while reaching more local vendors, customers and community partners. Kelly and Alexi will combine practical tips, ideas and best practices that can be implemented by farmers markets of any size and budget. In this session you'll have the opportunity to join the discussion by sharing your marketing successes, challenges and questions.

3:00-4:00 **Double Up Food Bucks/** Aubrey Alvarez, Eat Greater Des Moines will highlight the current Double Up Food Bucks initiatives and discuss how your farmers market can participate. Aubrey will be joined by Jessica Soulis, market manager for the LSI Global Green Farmers Market. The LSI market participated in the Double Up Food Bucks program in 2016, and Jess will provide us with insights on how the program was integrated into the market.

Updates from IDALS/ Paul Ovrom, State Horticulturist & Stephanie Groom, IDALS, Program Administrator - Will highlight important updates including newly updated Iowa Sensitive Crop Directory, the new FDA Produce Safety Rule, the 2015 Iowa Commercial Horticulture Survey, the Iowa Farmers Market Nutrition Program, and the Iowa Specialty Crop Block Program.

4:00 Thank you for attending the 2017 Workshop! Hand in Evaluation form.

4:00-5:00 **Training for the Farmers Market Nutrition Program**

Stephanie Groom is presenting this workshop. Please plan to attend if you need the training. If you haven't already signed up, talk to Stephanie about attending the training today.