



Iowa Farmers Market Association Workshop 2023

February 11th | Gateway Conference Center | Ames, IA

Current Iowa Farmers Market Association Board



Kelly Foss - IFMA Board President

Kelly Foss is the Executive Director of Iowa Agriculture Literacy Foundation, an organization that engages students and educators with unique agricultural-based classroom curriculum concepts, supports school garden efforts, and encourages the next generation to grow good decision-makers.

Kelly served as the Director of The Des Moines Downtown Farmers' Market for 23 years, advancing the market's development while collaborating with hundreds of local farmers and connecting Iowa communities to the health, social and economic benefits of farmers' markets. She has served on the IFMA Board since 2014.



Josh Dansdill - IFMA Vice-President

Josh Dansdill is the Business Development Projects Director for Northeast Iowa Resource Conservation & Development. He has completed regional food systems analysis and planning, provided direct marketing and planning assistance to dozens of farmers markets and hundreds of vendors, and helped facilitate regional and statewide local food system planning, discussion, and project implementation. He currently serves on the Iowa Farmers Market Association Board and is serving as Board Chair for the Decorah Farmers Market for

the past 8 years, Dansdill has a B.A. in Business Management from Luther College.



Barb Ristau - IFMA Treasurer

Barb Ristau is a founding member of IFMA and has recently retired from Extension Families Program Assistant for Iowa State University Extension & Outreach Franklin County, where she specialized in Farmers Market, Financial Counseling, Food Preservation. She was the face of the Franklin County 4-H Food Stand for over 30 years at the Franklin County Fairgrounds in Hampton, Iowa.



Lojean Peterson - IFMA Secretary

Lojean is in her 12th year as the Manager of the Ames Main Street Farmers Market. She has served on the IFMA Board for the last 5 years as Secretary. The Ames Main Street Farmers Market had 130 vendors last year. Showcasing local farmers, bakers, entrepreneurs, artists and musicians is her passion but she also loves to have many activities throughout season to involve the community and make the Farmers Market a great community event as well.



Bob Shepherd

Bob is a founding member of IFMA and has been working with the Washington Farmers' Market over the last 30+ years. We pride ourselves that our vendors make, bake, or grow all the products that they sell. He has assisted with farmers markets for decades and wants market managers to know every market is unique, make your market fit your community. It takes time.



Kristin Eggen

Kristin has been the manager of the Decorah Farmers Market for three years in scenic northeast Iowa where she has enjoyed working with vendors and community members to support local food purchasing and community involvement in the market. It is her first year on the IMFA board.



Julie Madden

Julie became coordinator of the Akron Farmers Market in 2015. In addition to selling eggs and baked goods, she is now the Akron Area Farmers Market Association president. Their 20-week two-hour Wednesday night Farmers Markets average six vendors, has theme-nights, four kids' activities, a supper and live music entertainment in the city park.



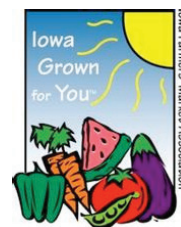
Kevin Umphress

Kevin has been the manager of the Pleasant Hill Community Farmers Market for five years. The PHCFM averaged 34 vendors in 2022 and runs from June - August with two market events in the off season. Pleasant Hill sits on the east side of Des Moines and the market is about two miles east of the Iowa State Fair grounds. Kevin first started the market to help provide local foods and products as well build a weekly event that encouraged healthy community. It is his first year on the IMFA board.

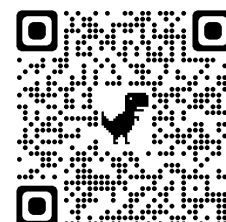
Why become an IFMA Member?

We welcome new members! There are 2 types of membership: as a farmers market and as an associate. Annual dues are only \$30 and include the following benefits:

- Annual membership to the Farmers Market Coalition and all of its resources!
- Annual opportunity to order free Farm Bureau market bags on a per market basis
- Free phone consultation for markets seeking advice:
- Networking and support: contact a board member or fellow IFMA member
- Promotion of your market or business on the IFMA website and Facebook page
- Eligible to vote at annual meeting
- Discount to Iowa Farm Bureau Insurance

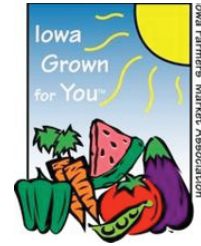


Find us online at <http://www.iafarmersmarkets.org> and on social media



Iowa Farmers Market Association Workshop Agenda

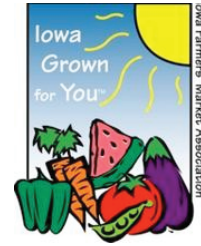
February 11, 2023



Start Time	Workshop Agenda
8:30 a.m.	Registration and Networking
9:00 a.m.	Welcome and Opening Remarks <i>Mike Naig</i> , Iowa Secretary of Agriculture
9:15 a.m.	Iowa Farmers Market Association Introduction <i>Kelly Foss</i> , IFMA President
9:30 a.m.	How Farmers Markets are Changing the Way People Eat <i>Ben Feldman</i> , Farmers Market Coalition
10:15 a.m.	Morning Break: Cinnamon Rolls, Muffins, Coffee, Water, & Soda
10:30 a.m.	Farmers Market Manager Panel <i>Julie Madden</i> , Akron Farmers Market <i>Lojean Petersen</i> , Ames Main Street Farmers Market <i>Jennifer DeFosse</i> , Muscatine Area Farmers Market
11:15 a.m.	State Partner Panel <i>Alan Keller</i> , IDALS, Pet Treats at Iowa Farmers Markets <i>Tenesha Stubblefield</i> , Food & Consumer Safety Bureau, Hemp Products <i>John Krzton-Presson</i> , IDALS, Farmers Market Nutrition Program Update <i>Paul Ovrom</i> , IDALS, Department Updates
Noon	Lunch: Country Picnic Buffet, Coffee, Water, & Soda Iowa Farmers Market Association Annual Meeting Located in break-out room (Everyone is welcome)
12:30 p.m.	Farm Bill Discussion <i>Ben Feldman</i> , Farmers Market Coalition
1:00 p.m.	Iowa Food Safety <i>Kurt Rueber</i> , Iowa Department of Inspections and Appeals

Iowa Farmers Market Association Workshop Agenda

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Start Time	Workshop Agenda
2:00 p.m.	Afternoon Break: Cookies, Brownies, Coffee, Water, & Soda
2:15 p.m.	Afternoon Breakout Session <i>Food Safety Q&A (Extended Conversation)</i> <i>Kurt Rueber, Iowa Department of Inspections and Appeals</i>
	Afternoon Breakout Session <i>Off-season Panel</i> <i>Kevin Umphress, Pleasant Hill Community Farmers Market</i> <i>Kristin Eggen, Decorah Farmers Market</i> <i>Douglas & Tanya Webster, Fairfield Farmers Market</i>
3:20 p.m.	How Free Marketing and Tools From the Iowa Tourism Office can Help Maximize Attendance and Sales <i>Lora Friest, Iowa Economic Development Authority</i>
3:40 p.m.	Double Up Food Bucks Update <i>Aryn McLaren, Iowa Healthiest State Initiative</i>
4:00 p.m.	Closing Remarks & Door Prizes <i>Kelly Foss, Iowa Farmers Market Association</i>
4:15 p.m.	Training for Farmers Market Nutrition Program <i>John Krzton-Presson, Iowa Department of Agriculture and Land Stewardship</i>

*IDALS Weights and Measures Bureau will be on site to complete scale certifications.

Thanks for Attending the 2023 workshop!

Iowa Farmers Market Association Workshop 2023

Welcome and Opening Remarks



Mike Naig - Iowa Secretary of Agriculture

Mike Naig grew up on a family farm in the northwest corner of the state near Cylinder, Iowa and he continues to be involved in the operation today.

Mike was elected as the 15th Iowa Secretary of Agriculture in November 2018 and was reelected in November 2022. He previously served as the Deputy Secretary at the Iowa Department of Agriculture and Land Stewardship.

In a state where agriculture is a leading economic driver, Mike knows that protecting our air, soil and water is essential to our success. He works with initiatives that encourage public-private partnerships and leads efforts that will protect our natural resources.

Mike is a graduate of Buena Vista University in Storm Lake with degrees in biology and political science. He and his wife Jaime have three boys.

How Farmers Markets are Changing the Way People Eat



Ben Feldman - Farmers Market Coalition

Ben Feldman, Farmers Market Coalition Executive Director, will inspire farmers market operators across Iowa as we prepare for the 2023 market season. Ben will discuss how our current food culture is not just tied to but comes as a result of the growth of farmers markets over the last 40 years. He will showcase how farmers markets are laboratories for innovation and play a key role in helping to shape our communities, and share his insights on the opportunities and challenges today's markets are experiencing throughout the United States.

Ben will help get us excited for spring to arrive and emphasize the importance of our tireless role as market organizers, vendors, volunteers and advocates as we grow our farmers markets - - because farmers markets don't just happen!

Over lunchtime our conversation about the farm bill will be lead by Ben Feldman. Learn the latest about Farmers Market Coalition farm bill priorities and upcoming bills to track.

Ben has a long and accomplished history in non-profit leadership and within the farmers market sector. Prior to his current role as FMC's Executive Director, Ben worked as the organization's Policy Director and served two terms as a board member. Ben's career includes helping found the California Alliance of Farmers' Markets, overseeing the California Market Match Program, championing equitable food policy at the local, state and national level, and running the first farmers market on a Kaiser Permanente campus.

In his role as FMC's Executive Director, Ben oversees external partnerships and sponsorship, media requests, and board relations. Ben also currently oversees FMC's federal policy advocacy.

Farmers Market Manager Panel (Marketing, Recruiting, and Budgeting)



Lojean Petersen - Ames Farmers Market

Lojean is in her 12th year as the Manager of the Ames Main Street Farmers Market. She has served on the IFMA Board for the last 5 years as Secretary. The Ames Main Street Farmers Market had 130 vendors last year. Showcasing local farmers, bakers, entrepreneurs, artists and musicians is her passion but she also loves to have many activities throughout season to involve the community and make the Farmers Market a great community event as well.



Jennifer DeFosse - Muscatine Farmers Market

I've been a market manager for eleven years. During that time, I brought a market back to a community that had been without one for several years and completely overhauled the fractured, struggling farmers market in my own community. Under my management, the latter, Muscatine Area Farmers Market, has been voted best market in Iowa five times in American Farmland Trust's annual farmer market celebration. Growing and strengthening my market and the businesses of my vendors is an incredibly gratifying way to contribute to meaningful, positive change on a local level.



Julie Ann Madden - Akron Farmers Market

Julie became coordinator of the Akron Farmers Market in 2015. In addition to selling eggs and baked goods, she is now the Akron Area Farmers Market Association president. Their 20-week two-hour Wednesday night Farmers Markets average six vendors, has theme-nights, four kids' activities, a supper and live music entertainment in the city park.

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State Partners Panel



Alan Keller - Iowa Department of Agriculture & Land Stewardship

Alan Keller is the Feed and Fertilizer Bureau Chief with the Iowa Department of Agriculture and Land Stewardship. Alan grew up on the family grain and livestock farm near Fairfield, Iowa. His father and brother have been involved with the Fairfield's Farmer's Market for nearly 30 years. After attending college at Missouri Western State University Alan spent most of career involved in ag sales. Prior to joining IDALS he was the biomass manager for the first commercial cellulosic ethanol plant where he led the team that sourced and harvested the feedstock supply. Alan and his wife live in Pleasant Hill, IA.



Tenesha Stubblefield - Iowa Department of Inspections and Appeals

Tenesha Stubblefield is the Consumable Hemp Program Lead at the Iowa Department of Inspections and Appeals, Food and Consumer Safety Bureau. Tenesha has worked for DIA for over 5 years, starting as a retail food safety specialist in Southwest Iowa. After her first year, Tenesha began training in the manufactured foods program, and is one of 2 inspectors in Iowa trained to conduct full scope preventive controls inspections. In February of 2021, Tenesha accepted the role of consumable hemp program lead, and continues to work with manufacturers, retailers, inspectors, and the public, to educate on Iowa's Consumable Hemp program.



John Krzton-Presson - Iowa Department of Agriculture & Land Stewardship

John Krzton-Presson is a Program Planner with the Iowa Department of Agriculture and Land Stewardship and administers the Farmers Market Nutrition Program and the Produce Safety Program. He has been with the Department since 2019. John hold a Masters degree in Horticulture and Sustainable Agriculture from Iowa State University, and a Bachelor degree in Horticulture from University of Kentucky.



Paul Ovrom - Iowa Department of Agriculture & Land Stewardship

Paul Ovrom is the IDALS Ag Diversification & Market Reporting Bureau Chief and serves as the State Horticulturist. Paul has worked for the Department since 2007. Paul has managed the FDA / FSMA Produce Safety Rule Grant Program, the Iowa Sensitive Crops Registry, and the Iowa Farmers Market Nutrition Programs. He co-manages the Capitol Complex Farmers Market. He 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 Master's in forestry, all from ISU.

Iowa Food Safety



Kurt Rueber - Iowa Department of Inspections and Appeals

Kurt Rueber is a Senior 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 a great asset to the state's specialty crop growers and farmers market managers, answering a myriad of "licensing" questions. Kurt has been attending the IFMA Workshop for a few years now and welcomes questions.

Off Season Panel (Opportunities, Hurdles, and Vendor Diversification)



Kevin Umphress - Pleasant Hill Community Farmers Market

Kevin has been the manager of the Pleasant Hill Community Farmers Market for five years. In 2020 the PHCFM started two one day market events in the off season, one over the Holiday season and one in early Spring. These events have been highly effective in building market awareness and a secondary revenue source.



Kristin Eggen - Decorah Farmers Market

This is Kristin's third year as the Decorah Farmers market manager. The indoor farmers markets are held at the local fairgrounds, located in town, and provide a valuable season extension to farmers and vendors to sell food and goods during the holiday season. Markets are twice a month in November and December, and are a valuable source of income for the market.



Douglas & Tanya Webster - Fairfield Farmers Market

Doug and Tanya have been growing and marketing since the summer of '02 from their 10 acres in Sigourney. They have been at Fairfield's market all this time and have seen a strong presence of the community supporting this unique market. The winter market has gained traction over the years and has become a necessary part of the whole Fairfield market experience. Doug shares his insight from his roles as a vendor and a member of the governing board.

Iowa Farmers Market Association Workshop 2023

How Free Marketing and Tools From the Iowa Tourism Office can Help Maximize Attendance and Sales!



Lora Friest - Iowa Economic Development Authority

Lora Friest is one of two Tourism Liaison for the Iowa Tourism Office. She works with tourism Industry partners across Iowa to maximize their tourism potential by making sure they understand the Iowa Tourism Office's programs, initiatives, and tools. She also works to engage industry partners in implementation of the Iowa Tourism Office's innovative Marketing Plan for expansion of Iowa's Tourism industry, which generated \$9.1 Billion in total economic impact in 2021.

Lora came into her current position with nearly 25 years of experience in economic development and tourism, including over 20 years as the Executive Director of Northeast Iowa Resource Conservation and Development and two years with Winneshiek County Development and Tourism.

Double Up Food Bucks Update



Aryn McLaren - Healthiest State Initiative

Aryn McLaren is the Director of Healthy Incentives at Iowa Healthiest State Initiative and oversees the design and implementation of the statewide fruit and vegetable incentive programs, Double Up Food Bucks, and Iowa Produce Prescription Program. Updates from the Iowa Healthiest State Initiative including; the SNAP match program Double Up Food Bucks, the expansion of the Iowa Produce Prescription Program, and the Specialty Crop Block Grant opportunity for producers in 2023.

Experts with tables at the 2023 Workshop



Shannon Coleman - Iowa State University

Shannon Coleman received her bachelor & and master's degree in Food Science and Technology from Alabama A&M University. She received her doctoral degree in Animal Science from Colorado State University. Coleman currently serves as an Associate Professor and State Extension Specialist in the Food Science and Human Nutrition department at Iowa State University. Coleman's Extension and Outreach work includes developing and disseminating food safety curricula and resources for emerging, very small, and small food manufacturers in Iowa. Using various evaluation theories, her research evaluates food manufacturers; attitudes, intentions, and behaviors towards following food safety practices. In addition, Coleman has expanded her outreach and research to fill gaps in improving food safety and the local food system from farm to table, including developing curriculum and resources for youth, adults, and gardeners.



Weights and Measures Bureau

Scale inspections and licensing will be available for interested attendees during the workshop from 9:00 a.m. to noon. 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.

Ivan Hankins along with Mike Harrington and Aaron Ellensohn will be assisting at the event.

Other agencies with great information include:

- Farmers Market Coalition
- Iowa Department of Agriculture Land Stewardship
- Iowa Department of Inspections and Appeals

Please stop and chat with the Iowa experts at one of the tables at the workshop!

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Valuable Supplemental Information

Scale inspections and licensing will be available for interested attendees during the workshop from 9:00 a.m. to noon. 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. Feel free to ask any questions about scales at the scale inspection table!

More information can be found [here](#).

Remember to join the **Iowa Farmers Market Association Annual Business Meeting** to participate in nominating and voting on board member elections and helping to decide the direction this group takes for the future. See joining requirements and levels of membership on the IFMA website. Members: if you'd like to nominate someone for the board in advance of the meeting, please contact President Foss.

Special thanks to everyone that donated products for the centerpieces!



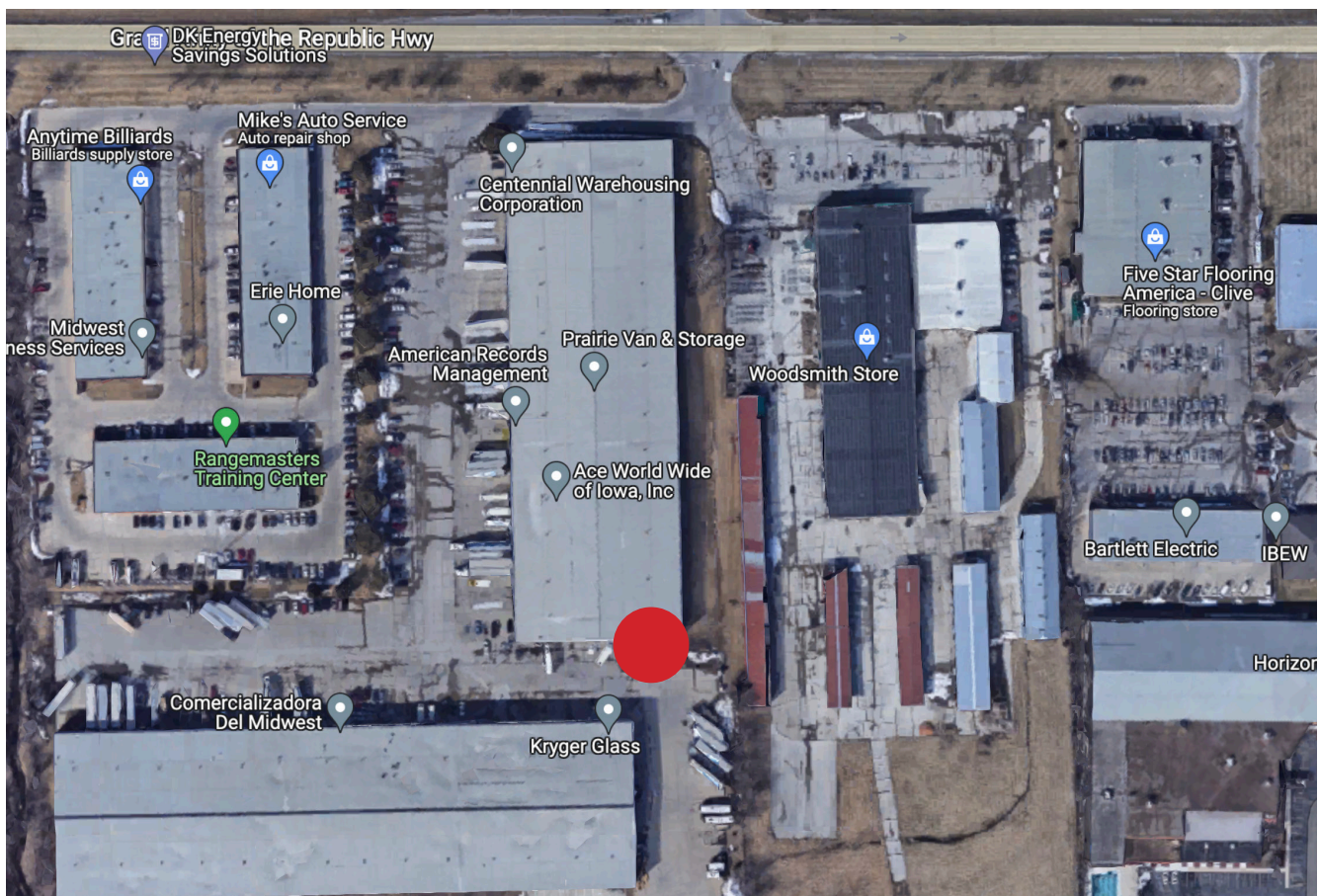
Nancy's Canned Creations - Jams - Newton, Iowa, 515-401-7464
Upstream Gardens & Orchard - Honey - Altoon, Iowa, 515-957-1303
Turtle's Box Co - Custom Boxes - Carlisle, Iowa, 515-661-0261
Savi Inspirations - Custom Signs - Altoona, Iowa, 830-431-4235
Tada's Goats Milk Soap - Soap - Mitchellville, Iowa, 515-991-8392
Jason & Julie Ann Madden Farm - Bread - Akron, Iowa, 712-389-0153

Iowa Farm Bureau Bags

If you are ordering **farmers market bags**, don't forget to let the board know the number of vendors your market has and the number of boxes you are requesting.

To support Iowa farmers market vendors, Iowa Farm Bureau, the state's largest general farm organization, has donated 800 thousand farmers market bags for vendors to give to their patrons. New in 2023 the bags will be made of more recycled content than past years and contain 50% recycled material.

Thanks for your interest in reserving Iowa Farm Bureau bags. Dates for pick up will be **March 25th** and **April 8th** from Pick up @ Centennial Warehouse 10400 Hickman Rd, Clive 50325



Loading Dock for Farm Bureau Bags

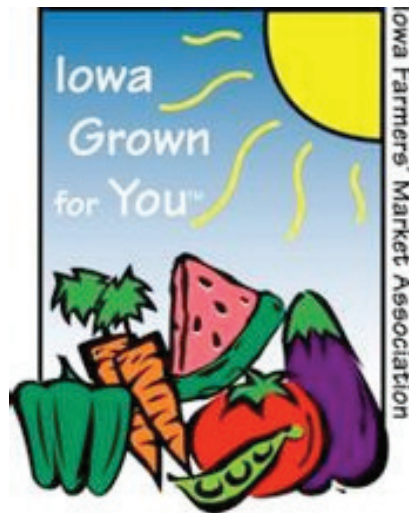


QR Code to Google Maps

Special thanks to Iowa Farm Bureau for the donation of farmers market bags!
Contact information for bags is Jim Dickerson (515) 371-5771

The Iowa Farmers Market Association Workshop is organized annually by IFMA Board Members. The board wishes to thank staff with the Iowa Department of Agriculture and Land Stewardship for organizational assistance; invited speakers for their willingness to prepare, present and participate during the workshop; donors and exhibitors; and all those who assisted in making the workshop a success!

The IFMA Board also thanks its members and those in attendance for their interest and participation in the Workshop. Please feel free to reach out to board members, IDALS staff, and invited speakers on topics of interest or concern!



THANK YOU!