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  
Moderated by board member Kelly Foss, Doug Whitmore with Marshalltown’s  
Marketplace at the Mall, Jane Gasperi with the Des Moines’ Beaverdale Farmers  
Market, and Jim Zaffiro with 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 Hammouda, owner of Relish in Grinnell & Emily Klein, Poweshiek County Naturalist

Moderated by board member Ann Brau, finish off your lunch by learning 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

2:15-3:00  **Insurance**

In this session, find out about insurance options and features for your market and for 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 and complexities.

3:00-4:00  **Ask the Experts: Kurt Rueber, Iowa Food and Consumer Safety Bureau, Aryn McLaren, Iowa Double Up Food Bucks Program, Paul Ovrom, IDALS State Horticulturist, and Janis Hochstetler, IDALS Meat & Poultry Inspections Bureau**

Come prepared to ask the hard questions of these program area experts on regulatory topics including Farm Bill changes, what can be sold with or without required licenses, definitions of food items, Double Up Food Bucks initiatives, the FSMA Produce Safety Rule, Farmers Market Market Nutrition Program, the Iowa Sensitive Crops Registry, licensing requirements for meat sales 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.

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. 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: visit http://www.iafarmersmarkets.org/contact-us.html to submit questions.

****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 Brahms at mbrahms@netins.net.

****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.
**Current Board Members**

President - Donna Brahms, 3 Bee Farms Market, Griswold, mbrahms@netins.net
Vice Pres - Jane Weber, Mississippi Valley Growers Assoc, Bettendorf farmer71@aol.com
Secretary - Lojean Petersen, Ames Main Street Farmers Market, amesmarket@gmail.com
Treasurer - Barbara Ristau, Hampton Community Farmers Market, barbr@iastate.edu
Marie Boyd - Healthy Harvest of North Iowa, Mason City, marie@healthyharvestni.com
Ann Brau - Grinnell Farmers Market, compassplantcsa@gmail.com
Josh Dansdill - Northeast Iowa RC&D, Postville, josh@northeastiowarcd.org
Kelly Foss - Downtown Des Moines Farmers Market, kfoss@downtownDSMUSA.com
Bob Shepherd - Washington Farmers Market, shep_farms02@yahoo.com

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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; staff and volunteers at Grace Lutheran Church; 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!