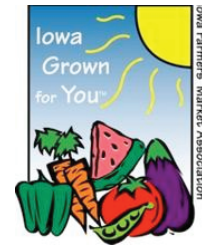


Iowa Farmers Market Association Workshop Agenda

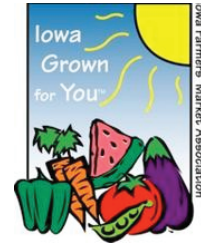
February 11, 2023



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

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, 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>

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

Thanks for Attending the 2023 workshop!