

Draft - Iowa Farmers Market Workshop - **Draft**

February 2, 2019 – Agenda

8:30 Walk-in Registration

9:00 Welcome and Opening Remarks

Mike Naig, Iowa Secretary of Agriculture

9:15-10:15 **Marketing Presentation**

In this session, our invited speaker will discuss social media and website ins and outs, dos and don'ts, and tips to make your site a hit; other marketing venues also discussed.

Morning break 10:15-10:30

10:30-11:30 **Market Successes and Lessons Learned**

In this session, two or three participants 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**

In this session, three IFMA board members will provide an overview of the FMC including website 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** - a delicious locally-sourced lunch 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**

Learn about the benefits of hosting cooking demonstrations at your market. Lead market personnel and a chef with market know-how will provide insights into serving up fresh food and a tasty customer-oriented experience for your market.

Afternoon break 2:00-2:15

2:15-2:45 **Insurance**

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

2:45-3:00 **Ivan Hankins, IDALS Technical Advisor, Weights and Measures Bureau and Kurt Reuber, Iowa Food and Consumer Safety Bureau**

Come prepared to ask the hard questions of these two experts on regulatory topics including scale certification, what items to sell using scales, what can be sold with or without required licenses, definitions of food items, 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](#).

3:00-4:00 **Updates from IDALS/Paul Ovrom/IDALS State Horticulturist** will highlight important updates concerning Iowa farmers' market programs and any laws that may impact markets

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 and Appeals and Ivan Hankins, IDALS Technical Advisor, Weights and Measures Bureau. 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 and Ivan: visit <http://www.iafarmersmarkets.org/contact-us.html> to submit questions.

****Scale inspections and licensing will be available for interested attendees during the workshop. 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. More information can be [found here](#).

****Remember to join the Iowa Farmers Market Association Annual Business Meeting to vote in the election and help decide the direction this group takes for the future. See joining requirements and levels of membership on the IFMA website.

****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. More information on the Workshop registration form [found here](#).