



**Iowa Farmers Market Association Workshop**  
February 12, 2022 – Agenda  
Gateway Hotel & Conference Center, Ames



8:30

**Walk-in Registration**

9:00

**Opening Remarks, IFMA President Donna Brahms**  
**Welcome, Mike Naig, Iowa Secretary of Agriculture**

9:15-10:15

**Simple Marketing & Social Media Tips for All Markets and Vendors** – Join our guest speaker, Anna Hankins with **Over the Moon Farm and Flowers**, as we start the day off with the latest ideas to help reach your community through social media! Anna will get us fired up to tune up our media platforms.

**Morning break 10:15-10:30**

10:30-11:30

**Engaging Community Partners -**  
**We're all in this together: Working Together to Benefit All**

How to acquire and maintain successful partnerships with businesses to bolster outreach and participation for your market!

**Lorrie Beaman, Freight House Farmers Market Manager and**  
**Steve Ahrens, Exec Officer - Davenport Riverfront Improvement**

11:35-12:05

**Grant Funding Ideas with question-and-answer period**  
In this session, learn not only about current grant funding opportunities but tips on completing applications and taking advantage of collaborations with other community partners when submitting grants!  
**Tammy Stotts, IDALS Specialty Crops Block Grant Administrator and**  
**Josh Dansdill, Business Development Projects Director NE Iowa RC&D**

**Lunch 12:05-1:00** – **COUNTRY PICNIC LUNCH** including garden salad, cornbread muffins, coleslaw, baked beans, country fried chicken, pulled pork sliders, and apple crisp

**Please discuss the market question posted at each table!**

12:30

**IFMA Annual Meeting—All invited**  
Election of IFMA board members; members can participate & vote

1:00-2:00            **Engaging Community Partners Part II**

Count on this session to inspire you to create and implement market programming that encourages and enhances community collaborations, which can lead to opportunities to generate revenue. Join us to hear inspirational programs & examples!

**Kelly Foss, Director of the Des Moines Downtown Farmers Market and Bob Shephard, Manager for the Washington Farmers Market**

**Afternoon break 2:00-2:15**

2:15-3:00            **Question & Answer Period with Government Partners**

Hear updates and ask questions from our state partners.

**Kurt Rueber, Senior Environmental Specialist and  
Tenesha Stubblefield, Consumable Hemp Program Lead,  
IA Dept Inspections & Appeals Food & Consumer Safety Bureau  
Paul Ovrom, IDALS Agricultural Diversification Bureau Chief  
Aryn McClaren, Iowa Healthiest State Initiative Double Up Food Bucks  
Coordinator**

3:00-3:45            **Market Sharing & Table Question Report Outs**

Come prepared to share a few lessons learned with all attendees! Hear what your colleagues have to say, share your two cents, ask questions and seek advice in this hour of shared knowledge.

**All attendees**

3:45-4:00            **Closing Remarks**

**IFMA President Donna Brahms**

**Thank you for attending the 2022 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**

**IDALS staff** will present this training workshop. Please plan to attend if you need the current training.

**Please see page three for important supplemental information**

[www.iafarmersmarkets.org](http://www.iafarmersmarkets.org)

## Workshop Supplemental Information

**\*\*\*\*Mask Usage is at your own discretion; masks are optional during the Workshop**

**\*\*\*\* The Gateway Hotel will be holding a group of rooms under the Iowa Farmers Market Association for \$94 + tax. To take advantage of the offer please call 515-292-8600. The hotel address is 2100 Green Hills Drive, Ames.**

**\*\*\*\*Please submit questions for our government panelists. It is our hope that this will make the session more streamlined and get more questions answered. Submit questions to <http://www.iafarmersmarkets.org/contact-us.html> .**

**\*\*\*\*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. Remember there is a small fee associated with each scale licensing. Questions can be directed to: [Ivan.Hankins@IowaAgriculture.gov](mailto:Ivan.Hankins@IowaAgriculture.gov)**

**\*\*\*\*ISU’s Dr. Shannon Coleman will be in attendance with a table display of relevant ISU & ISU Extension publications. Please stop by and visit with Shannon!**

**\*\*\*\*Remember to join the Iowa Farmers Market Association Annual Business Meeting to vote in the board member elections 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: There are two pickup dates: Saturday March 26<sup>th</sup> & Saturday April 9<sup>th</sup>, both 10 am to 3 pm. Pick up @ the far south end of the Centennial Warehouse, 10400 Hickman Rd, Clive 50325. For pickup questions call Jim Dickenson at 515-371-5771.**

**\*\*\*\*Not an IFMA member? Check out all the great benefits [here](#)!**