

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 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.

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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

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!