

20th Annual Iowa Farmers Market Workshop
February 3, 2018
Agenda

8:30 Walk-in Registration

9:00 **Welcome and Opening Remarks**

Mike Naig, Iowa Deputy Secretary of Agriculture

9:15-10:15 **The Produce Safety Rule: What Market Managers,
Lead Personnel and Vendors Should Know**

Paul Ovrom, IDALS State Horticulturist & member
of Iowa's FSMA Produce Safety Team

In this session, Paul will inform attendees about the Produce
Safety Rule and how it might impact markets and vendors.

Morning break 10:15-10:30

10:30-11:45 **Most Frequently Asked Questions-Food Safety
Regulations and Licensing**

Kurt Rueber/State of Iowa Inspections & Appeals

Ivan Hankins/IDALS Weights & Measures

In this session, Kurt and Ivan will answer questions about
regulations in place to ensure food safety at farmers markets and
what vendors need to do to comply with these regulations.

11:45-1:00 **Lunch** - a delicious locally-sourced lunch will be served
by Local Yocals and The Farm House

12:45 **IFMA Annual Meeting—All invited**

1:00-2:00 **Unique Opportunities at Farmers Markets/Market
Manager Panel**

Four seasoned market managers give information about
unique opportunities at their markets.

Afternoon break 2:00-2:15

2:15-3:00 **Break-Out Sessions**

Choose: **1) Wine sales and sampling, legal requirements,
dos and don'ts at markets** led by ***Mike White***, ISU Extension

In this session, find out the options for your market. Can I sample wine, sell it or even have it at the market?

OR 2) **Insurance options for markets and vendors** led by ***Andria Seip***, Iowa Insurance Division

In this session, find out what insurance coverage your market and vendors might need and where to turn to find appropriate coverage.

3:00-4:00 **Updates**

Double Up Food Bucks Update / ***Aryn McLaren*** with Iowa Double Up Food Bucks will recap the 2017 year and what is happening for 2018.

IDALS Updates/***Paul Ovrom***/IDALS State Horticulturist & ***Stephanie Groom***/IDALS Program Administrator

Paul and Stephanie will have important updates from the Iowa Department of Agriculture and Land Stewardship

Thank you for attending the 2018 Workshop!

Please hand in the evaluation form so we can plan a great meeting for you next year.

4:00-5:00 **(Optional) Training for the Farmers Market Nutrition Program**

Stephanie Groom is presenting this training workshop.

Please plan to attend if you need the current training.