

20th Annual Iowa Farmers Market Workshop

February 3, 2018

Agenda

- 8:30 Walk-in Registration
- 9:00 **Welcome and Opening Remarks**
Bill Northey, Iowa Secretary of Agriculture
- 9:15-10:15 **Produce Safety Rule Information for Markets**
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 Bishop/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
- 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 **Double Up Food Bucks/ Aryn McLaren** with Iowa Double Up Food Bucks will recap the 2017 year and what is happening for 2018.

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

 Paul and Stephanie will have important updates from the Dept of Ag
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.