



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE
SECRETARY OF AGRICULTURE

Fresh News – Fall 2001 The Farmers' Market Newsletter

YOU DON'T WANT TO MISS THIS!

2002 Farmers' Market Managers/Organizers Workshop

Saturday, February 23, 2002

At the

**Des Moines Botanical Center
909 E. River Drive, Des Moines**

8:00 a.m. – 4:00 p.m.

Mark your calendar to attend this informative and exciting workshop held in one of Des Moines' leading attractions!

Enjoy the riotous colors and wonderful scents of the spring floral display in 70° temperature, while learning from a nationally and internationally known expert on farmers' markets!

We have workshop day filled with information and, a special guest speaker,

Bob Chorney
Founder and Executive Director of
Farmers' Markets Ontario

Bob has helped organize some 80 new Farmers' Markets, has consulted to farm, government, business and community groups, and has been a featured speaker at several international Direct Farm Marketing Conferences.

You really don't want to miss this workshop!

Registration forms will be mailed out in mid January 2002

Sponsored by the Bureau of Horticulture and Farmers' Markets
The Iowa Department of Agriculture and Land Stewardship
With recognition to the Office of Renewal Fuels

STAY IN TOUCH OR HOW TO CONTACT US

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The 2002 Farmers' Market Managers/Organizers Workshop
Special Guest Speaker
Bob Chorney

The 2002 Farmers' Market Managers/Organizers Workshop is one that you will want to make plans to attend. The Bureau of Horticulture and Farmers' Markets is excited and pleased to have Bob Chorney as the guest speaker.

Let me introduce you to Bob Chorney. I have known Bob since we were presenters at the International Public Market Conference in New Orleans in 1991. Bob is well known in Canada, the USA and internationally for his endeavors with direct marketing/farmers' markets. He is one of the founders and currently the Executive Director of Farmers' Markets Ontario.

Bob has helped organize some 80 new Farmers' Markets and he has consulted to farm, government, business and community groups across all of Canada and in many parts of the United States. He has been a featured speaker at several International Direct Farm Marketing Conferences.

When Bob is a speaker at a conference I am attending, I always go to his session. Bob provides the spark that ignites listeners to go back to their markets and implement the ideas and knowledge he has shared. I always leave one of his presentations with new information, renewed energy, fresh ideas and a broader vision for farmers' markets. His varied topics are a wealth of information, and his enthusiasm contagious.

In February, you have the opportunity to share his knowledge, feel the spark and go back to your market with renewed enthusiasm, fresh ideas and inspiration for your market! Look for your registration announcement in mid January and join other market managers/organizers at this exciting and information packed day!

By - Barbara Lovitt

Grants Available for Specialty Crops

The following is an announcement regarding grant monies available for specialty crops. Farmers' Markets can apply for these funds since farmers' markets are directly involved with the marketing of specialty crops (horticultural crops). The Grant Application is enclosed with this newsletter.

To: Specialty Crop Organizations
From: Patty Judge
Iowa Secretary of Agriculture
Ref: Specialty Crops Grants

I am pleased to announce the availability of funds and invite you to submit proposals for matching grants under the Iowa Specialty Crops Grant Program. Iowa has been awarded a USDA grant of \$600,000 to support activities that promote agriculture, with priority being given to specialty crops. The federal legislation specifically restricted funding for wheat, field grains, oilseeds, cotton, rice, peanuts, and tobacco crops. Under the program's terms livestock and poultry products are not considered crops.

Recognizing the need for continued support of specialty crops the Iowa Department of Agriculture and Land Stewardship (IDALS) will invest \$250,000 into several existing programs for specialty crops such as the Iowa Seniors Farmers' Market Nutrition Program and the Organics program. IDALS will offer out the remaining \$350,000 in an Iowa Specialty Crops Grants program. We will consider matching fund proposals from organizations involved in the promotion, inspection, and/or research of specialty crops. A Specialty Crops Advisory Committee has been appointed to give equitable and meaningful consideration to the proposals and make final recommendations to me.

Proposals must be received by January 4, 2002 to be considered for matching grants. We encourage the submission of proposals in advance of these deadlines so they can be reviewed with regard to basic eligibility requirements, completeness of application, and other procedural matters. Successful applicants can expect to be notified of the acceptance of their proposal early in February.

The attached application information contains the program information and judging criteria. For any specific questions concerning the grant application, feel free to contact Mary Jane Olney at 515-281-8609 or e-mail her at Mary.Jane.Olney@idals.state.ia.us.

We look forward to receiving your high-priority proposals that support the specialty crops grown in Iowa.