



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE
SECRETARY OF AGRICULTURE

Fresh News

Fall 2004

The Farmers' Market Newsletter



Photo – D. Stark, Downtown Community Alliance-Des Moines

Many of you have reached the end of the 2004 market season – and others of you are counting the days 'til you are finished. It's been a great year for markets – a record number of 180+ listed on our Farmers' Market Directory web site!

A BIG THANK YOU for all your time, energy and enthusiasm in making your market successful!

Update Farmers' Market Economic Impact Survey 2004

Your market's participation and cooperation was invaluable this past market season as a state-wide shopper and vendor survey project was undertaken. These surveys were instrumental in getting the needed information to calculate the impact farmers' markets have on Iowa's economy.

Three times this market season (early, mid and late season), shoppers at farmers' markets throughout the state were asked to answer six questions pertaining to their shopping purchases at the market that day.

Once during the market season (late), vendors were asked to complete one survey on their sales for the season.

Using these two groups to gather information, the dollars spent (consumer estimates) and the dollars earned (vendor estimates) the end result should establish what impact farmers' markets have on Iowa's economy.

Currently – the consumer survey has been entered into a data base by IA Ag. Statistics Service (IASS) and that information has been sent to Dr. Dan Otto, Professor of Economics, College of Agriculture, ISU.

Vendor surveys – are due by Nov. 1st to IASS. Please ask your vendors to respond to the survey and get those mailed in.

Published results – available sometime in the spring of 2005.

The Iowa Farmers' Market Impact Study is possible through grants received by The Iowa Farmers' Market Association (IFMA). Collection and statistical analysis of the data is being done by the USDA Iowa Agricultural Statistics Bureau. Dr. Dan Otto, Economist, ISU Extension, has been retained to interpret the findings and provide a summary of the findings.



STAY IN TOUCH OR HOW TO CONTACT US

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Dec. 4th-5th 9am-5pm
Holiday Show
Iowa State Fairgrounds - Cattle Building
Des Moines, Iowa

Show will feature quality Iowa products that people can buy from Iowa producers and or processors. Take this opportunity to sell your Iowa products directly to holiday shoppers.

Register Online Today at
www.Chooselowa.com
or call 515-281-7825

FREE Marketing Workshop
"10 Ways to Increase Sales @ Shows"
November 18, 8:30-Noon at the Iowa Farm Bureau Building.
Call 515-281-7825

THE 2005 FARMERS' MARKET MANAGERS/ORGANIZERS WORKSHOP

Saturday February 26, 2005
8:00 A.M. – 4:00 P.M.
Wallace State Office Building
502 E. 9TH St.
Des Moines

Excellent, Stimulating, Dynamic, Exciting, Tons of great ideas!!

If you missed him the first time – you don't want to miss him this time!
If you heard him the first time – you'll want to hear him again!

Guest Speaker **Bob Chorney**
Executive Director, Farmers' Markets Ontario

This year's workshop won't be your usual 'sit in your chair – learn by osmosis' workshop!
Come and share the day with other managers.
Learn about promotional ideas, market enhancements, publicity, advertising,
and a whole lot more! This day will be full of ideas, fun and enthusiasm!

COST will be \$25.00 per person by pre-registering before February 15, 2005

Registration forms will be mailed out to you after January 10, 2005

Cost after February 15 or at the door: \$40.00 per person

**Only cash or checks will be accepted for payment
No Purchase Orders (PO's), Invoicing or Credit/Debit cards accepted.**

Cost of the Workshop includes lunch and materials.

The workshop is designed for the benefit of managers and/or organizers and sponsors, although vendors and anyone involved in farmers' markets are welcome to attend.



Ginny Gieseke, Manager, Drake Neighborhood Farmers' Market with Under Secretary of Agriculture Eric Bost, (left) and Mike Bevins(second left) for Mr. Bost's visit to the market in early July.

Iowa Come Be Our Guest

What do the farmers' markets in Muscatine, Downtown Waterloo, Traer, Toledo, Red Oak, Akron, Greenfield, Belmond, Grinnell, Mount Pleasant and Dysart have in common?

They were listed in the Iowa Tourism Office's 'Calendar of Events' for the week of October 4-10.

How did they do that? It's easy - and - it's free!

The Iowa Tourism Office lists places to go, and things to see, all year long on their 'Iowa Come be our Guest' web site. You can submit your information on-line or print off the form and mail it in.

Here's How: go to www.traveliowa.com

A drop down menu will appear when you hold your cursor over "Things To Do". Click on 'Events Calendar'.

Then, click on 'Submit an Event'. This screen will tell you how to submit an event on-line, or, it has a link to print a submission form that you fill out and mail in.

For the on-line submission, be sure to mark that your event is recurring so it appears every week during your market season, and fill in your start and end month, date and year.

For the written submission, it asks for the exact dates for event. Be sure to indicate your start and end dates and months and you may want to indicate that it is a weekly event.

Where it asks for a brief description of the event – here is where you let the public know what your market has to offer!

Even though the deadline to be included in the first printed edition of the Iowa 2005 Travel Guide is past (it was Sept. 15), they may print one or two more editions during the spring/summer just like they did this year. Each time they print an updated issue, they take the information directly from their Calendar of Events. So take advantage of this free advertising opportunity! If you have questions, please contact Kathy Bowermaster, IDED Iowa Tourism Office (515) 242-4708, e-mail Kathy.bowermaster@ided.state.ia.us

Building Better Businesses – Workshop Series



Developing a Business Plan
Financial and Marketing Management
Friday, February 25, 2005
8:30 a.m. to 4:00 p.m.



Auditorium, Wallace Building, 502 East 9th - Des Moines

Plan your business' growth. Determine how to make more money in your business. If you haven't written or updated your business plan lately, this workshop is especially for you. You will work, step-by-step, to start creating your business plan.

Call 515-281-7825 to register. \$25 (After February 15th, the fee is \$40.)