

Fall 2005

Iowa Department of Agriculture
And Land Stewardship
Bureau of Horticulture and
Farmers' Markets
Wallace Bldg., 502 E. 9th St.
Des Moines IA 50319



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2006 Managers/Organizers Workshop

"Catch" the Excitement of Farmers' Markets!

A day filled with information, ideas, networking,
and a Whole Lot More!!!!

Guest Speaker : **Cali Beals** - The FISH! Philosophy®

Based on the approach used by Pike Place Market in Seattle, the FISH! Philosophy® will show us the 4 simple concepts to bring and use energy, passion and a positive attitude to you and your market!

Cost is \$25.00 per person by pre-registering before February 15, 2006

Registration forms will be mailed to you after January 20, 2006

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.

SAVE THIS DATE

Iowa Farmers'
Market Managers
and Organizers

Workshop
Saturday

February 25, 2006

Wallace Building
Des Moines IA

FMNP Administrative Rules

IDALS adopted new Administrative Rules (Chapter 50) for FMNP effective June 10, 2005.

The primary change is "Up to two moveable farmstands that do not meet the requirements of permanent

farmstands may be authorized in cities and villages that are not located within ten miles of an authorized farmers' market."

The new rules are available on-line at IDALS web site www.agriculture.state.ia.us, Bureau of Horticulture and

Farmers' Markets, bottom of the page.

New handbooks are being developed for the '06 season and will be mailed to market managers and vendors before the start of the season.

Markets' Far Reaching Impact

Hundreds of people who have never been to an Iowa farmers' market have benefited from simple efforts undertaken by markets this year.

Steamboat Rock Farmers' Market (Michelle Baker, market manager) became the authorized collection site for Box Tops for Education, a General Mills promotion for donating money to local schools K-8. Participating schools can receive up to \$20,000 per year from this program. Michelle's local school direct AGWSR (Ackley-Geneva-Wellsburg-Steamboat Rock) benefited by Michelle's simple effort. For more information on Box Tops for Education, visit the web site at www.boxtops4education.com

Hurricane Katrina victims received help from vendor Mary Ree's efforts at the North Iowa Farmers' Market (Mason City). On one day, all of Mary's sales for one of her products went toward Katrina relief efforts. Other vendors quickly followed suit. Mary's former employer, Hormel, heard about her project and offered to match the dollars donated by vendors. Over \$1,600 was donated to the Red Cross through Mary's efforts.

Helping restore vision worldwide was the focus of manager Ginny Gieseke's (Drake Neighborhood Farmers' Market – Des Moines) simple effort. Throughout the season shoppers brought their unused eyeglasses to a collection box at the market. At the end of the season Ginny donated over 100 pairs of eyeglasses to the Lions Club. The eyeglasses are then distributed to those in need by Lion volunteers and other organizations hosting optical missions in developing countries. For more information on this program visit the Lions Club web site www.lionsclub.org, select Vision Programs then Eyeglass Recycling.

By these examples, one simple effort at your market can benefit people at a local, national or international level. These efforts are easy and have a broad impact on the world beyond the market. So think about next market season – one small activity at your market can touch lives down the road, across the nation or opposite oceans.



Autumn is a great time to

host activities at the market that are fun for shoppers and vendors alike. Some easy ideas for you from managers' around the state include:

Homecoming Pep Rally held at market, baker made cookies frosted in school colors;

Halloween costume parade for children; Vendors dressed up in costumes; pets dressed up in costumes;

Autumn Activities at the Market

Pumpkins: painting contest, carving contest, largest pumpkin, promoted pumpkin recipes;

Energy Company set up an information booth on getting your home ready for winter;

Apple sampling, cider sampling, apple pie baking contest, apple recipes promoted;

Chili contest, soup contest, squash recipes promoted;

Build a scarecrow; set up a hay bale

maze for kids, DNR Acorn collection site, bird feed sold as fund raiser for market, bird feeders sold for fund raiser for church;

Corn shocks, pumpkins and gourds display set up for photo opportunities;

Community fall decorating contest with fall produce and products purchased at market.

Market Awareness During the Off-Season

Even though the market season has ended - here are a few ideas that managers are doing to keep their market awareness in front of the public and the news in the off-season.

Holiday Market - The Red Oak Farmers' Market hosts a Holiday Market between Thanksgiving and Christmas. Lori Johnson, manager, says the event is a great way for bakers and crafters to sell their products and a

good way to keep people aware of the market.

Bob Shepherd, manager of the Washington Farmers' Market lights up the night - literally! The market enters a lighted market stand float in the annual Washington Holiday Lighted Parade.

The Mississippi Valley Growers Association (MVGA) Executive Director, Jane Weber, prompts people in the late winter/early spring to

think farmers' markets by having a booth at the Quad City Conservation Alliance Lawn and Garden Show. The booth - looking like a market stand - allows vendors from both the Davenport and the Bettendorf farmers' markets to set up, sell their wares and pass out the upcoming market season's calendar of events. Jane is busy year round as she speaks to various and numerous groups about farmers' markets.



\$\$\$\$\$ On the Horizon

In October, **The Farmers' Market Promotion Program** (2002 Farm Bill, Section 10605) received \$1 million in funding in the fiscal year 2006 agricultural conference report. This program is part of the provision in the 2002 Farm Bill to provide grants to cooperatives, local governments, nonprofit organizations and regional farmers' market authorities.

Unfortunately, budget constraints kept this program from being implemented until now. With the funding now secured, it will allow the USDA to write a rule and get this very important program moving forward.

The "**Specialty Crops Competitiveness Act**" bill authorizes \$54.5 million annually for five years to enhance the competitiveness, both domes-

tically and internationally, of each state's fresh produce crops, mostly through block grants to the state departments of agriculture. The block grant is authorized annually at \$44.5 million with each state authorized to receive a minimum of \$100,000.

We'll keep markets informed on both funding sources as they progress.



Horticulture and Farmers' Markets

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IDALS Website

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Iowa Farmers' Market Association Update

The Iowa Farmers' Market Association will be holding its Annual Meeting during the 2006 Iowa Farmers' Market Managers/Organizers Workshop on Saturday February 25, 2006.

IFMA applied for a \$75,000 grant with the Project for Public Places/Farmers' Market Coalition/North America Farm Direct Marketing Association. Applicants will be notified later in 2006 if they will be granted funds.

2006 Membership dues/renewals will be sent out in early 2006. For information about joining IFMA, contact Dawn Kupka by E-mail: moralhunter@yahoo.com or call her at 641-464-2177.



Bits & Pieces

Welcome to Tammy Stotts, new staff member with the Bureau of Horticulture and Farmers' Markets. Tammy is working with the FMNP. The ever increasing size of the FMNP and the addition of the Seniors to the FMNP has enabled the Bureau to hire Tammy.

The Iowa Economic Survey will be featured as a presentation by Barbara Lovitt, (IA Dept of Ag. & Land Stewardship) and Ginny Gieseke (IA Farmers' Market Association) at the 21st North American Farm Direct Marketing Association Conference, in Austin TX January 13 & 14, 2006.

Barbara Lovitt will be presenting "Marketing the Market" to market managers/organizers and vendors at the 16th Annual Networking Symposium on Feb. 15th & 16th, 2006 at Brock University in St. Catharines, Ontario. The Symposium is held in conjunction with the Ontario Fruit & Vegetable Convention.

Mike Bevins, Bureau Chief, Horticulture and Farmers' Markets will begin his second year on the Board of the Farmers' Market

Coalition (FMC) and continue to serve as that organizations Financial Officer. FMC is an organization working to strengthen farmers' markets for the benefit of farmers, consumers and the community. The coalition is comprised of both USA and Canadian farmers' market organizations.

If you have news you would like to contribute to this managers' newsletter, please contact Barbara Lovitt by phone (515)281-8232 or e-mail at Barbara.lovitt@idals.state.ia.us