

Spring 2006

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



Iowa Farmers' Market Managers' Newsletter

## USDA National Survey of Farmers' Markets

**MAY 31 IS THE DEADLINE FOR SUBMITTING**

**YOUR MARKET INFORMATION**

Inside this issue:

*FMNP Vendor Training  
Schedule* 2

The Marketing Services Branch of USDA's Agriculture Marketing Services announced it will survey more than 3,400 farmers' market managers nationwide for its 2006 USDA Farmers Market Survey beginning May 1st.

*Indianola Farmers' Mar-  
ket 10th Anniversary  
Cookbook* 2

The survey will gather information on the current state and economic impact of farmers markets throughout the country, and is designed to help farmers market managers and vendors of farm products make strategic business decisions.

*New Market Poster* 3

The resulting study will highlight emerging trends in farmers markets, including organic sales, and "eco-labeling," the acceptance of electronic benefit transfer technology, and consumer participation in USDA's Women, Infants, and Children Farmers Market Nutrition Program and the Senior Farmers Market Nutrition Program.

*Bits & Pieces* 3

*21 New Markets for  
2006* 4

*The survey is an on-line survey. If you have not been contacted by e-mail by the USDA to complete a survey, the Iowa Dept. of Agriculture and Land Stewardship (IDALS) strongly urges you to find a way to get on-line and complete a survey for your market. We would like Iowa to have as many markets as possible respond to this national survey. If you do not have a computer, or are not on-line, you can still participate. You could go to your local library if they have internet access and someone there could help you. If you have a neighbor, a child or grandchild who is on-line, they could help you complete the survey. The survey also has an option to let you print the survey, fill it out by hand and mail it through the US Post Office. If you have any questions about the survey, please contact Ed Ragland, AMS/USDA Economist by e-mail at [fmsurveyquestion@usda.gov](mailto:fmsurveyquestion@usda.gov) or by phone at 202-720-8317.*

*How To Contact Use* 4

**FREE**

The 2006

Market Poster

Order your supply  
NOW!

See page 3

The survey website is [www.farmersmarketsurvey.com](http://www.farmersmarketsurvey.com)

**Don't Forget—May 31st is the Deadline for submitting your completed Survey**

## *FMNP Vendor Training Sessions 2006*

Training sessions for growers interested in participating in the 2006 Iowa Farmers' Market Nutrition Program (FMNP) have been scheduled. Growers must attend a two-hour training session before WIC or Seniors FMNP checks can be accepted. There is no cost for the training which will be effective through 2008.

The Iowa Department of Agriculture & Land Stewardship's Administrative Rules, Chapter 50, govern the Iowa Farmers' Market Nutrition Program. If you wish to review the rules prior to attending a training session they are on the Department website at <http://www.agriculture.state.ia.us/horticulture.htm>.

The following Farmers' Market Nutrition Program training sessions will be held at the Wallace State Office Building. **Registration is required.** Please call (515) 281-3632 or e-mail, [tammy.stotts@idals.state.ia.us](mailto:tammy.stotts@idals.state.ia.us) to request a reservation for the desired training session or for more information. Training sessions will begin promptly. Please be on time.

### **2:00 p.m. – 4:00 p.m. Wednesday, May 24, 2006**

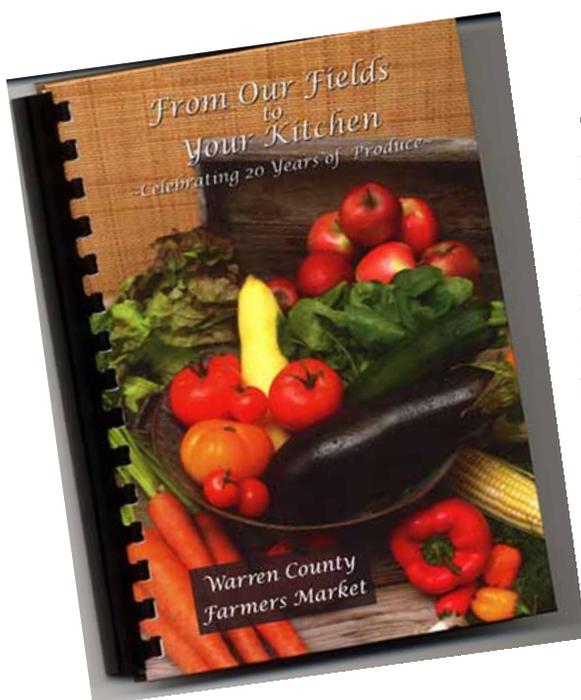
Des Moines      Dept. of Public Safety, Wallace Building, 502 East 9<sup>th</sup> St., 3<sup>rd</sup> Floor East Conference Room

### **2:00 p.m. – 4:00 p.m. Thursday, June 29, 2006**

Des Moines      Dept. of Public Safety, Wallace Building, 502 East 9<sup>th</sup> St., 3<sup>rd</sup> Floor East Conference Room

## **Indianola Farmers' Market**

### **Celebrates 20th Anniversary with Cookbook**



To celebrate the 20th Anniversary of the Indianola Farmers' Market, Barbara Rudy, coordinated the efforts to compile a cookbook filled with recipes submitted by market vendors.

Hardcover, spiral bound, the cookbook is available for \$10 at the market. All proceeds go to the Indianola Farmers' Market.

For more information on purchasing a book, or to learn how Barbara accomplished this publication, you can call her at 515-961-3699. Great job with yummy recipes, Barbara!

## Bits & Pieces

**Requesting Examples of Market Rules :** To help new markets write their rules, they receive a packet of rules as examples from markets throughout the state. The latest date I have on any of these rules is dated from 2003 - yes, they could use some freshening up! So, if you would, sending me a copy of your current market rules would be greatly appreciated! Contact Barbara Lovitt (see How to Contact Us on page 4)

**FMPP Grant Applicants:** If your market applied for a FMPP grant and receives one, please let me know so I can include it in a future newsletter. Contact Barbara Lovitt (see How to Contact Us on page 4)

**USDA Farmers' Market Directory:** 2006 Iowa farmers' market update information has been sent to the USDA for their national on-line Farmers' Market Directory. The web site is [www.ams.usda.gov](http://www.ams.usda.gov)

**Market Tip** - a great idea from a manager. She came across a deeply discounted lot of disposable cameras, bought all of them, and passed them out during the season to her vendors. The vendors took photos of the market, their displays, events, shoppers, etc. and returned the cameras to the manager for developing. What a great way to collect photos of your market!

# Plenty Available

## New Poster for the 2006 Season

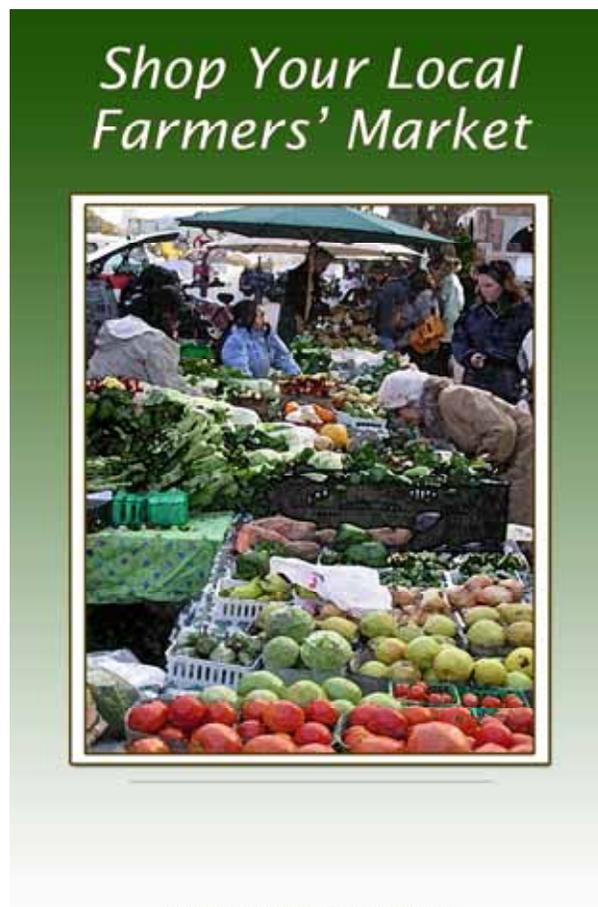
Promote your market with the new 2006 Farmers' Market Poster! And, at no cost to you!

A colorful market photo with plenty of space provided to add your market name, location, day and time.

11"x17" heavy weight paper, glossy finish.

20 posters per packet.

Order a supply now! Contact: Barbara Lovitt (see How to Contact Us on page 4)



## Horticulture and Farmers' Markets

### ***HOW TO CONTACT US***

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## Looking Ahead

August 6 –12 National Farmers' Market Week



Strawberry Display

## **IDALS Website**

[www.agriculture.state.ia.us](http://www.agriculture.state.ia.us)

2006 Information is Now Available for All Markets on the on-line  
**Farmers' Market Directory**

**NEW this year** - on-line Directory for FMNP Authorized Locations

## ***Welcome to 21 New Markets in 2006***

New markets this year include: Harpers Ferry (Allamakee); Centerville (Appanoose); Cedar Falls Main Street (Black Hawk); Kimball Ridge Family Market—Waterloo (Black Hawk); Janesville (Bremer); Independence (Buchanan); Jesup (Buchanan); Farm Fresh Market—Mason City (Cerro Gordo); Redfield (Dallas); Colesburg (Delaware); Grundy Center (Grundy); Humboldt (Humboldt); LaMotte (Jackson); Olin (Jones); Downtown Farmers' Market—Cedar Rapids (Linn); Springville (Linn); Linn Street Market—Marshalltown (Marshall); Urbandale (Polk); MVGA Trinity—Bettendorf (Scott); Bonaparte (Van Buren); Bolan (Worth).

Best wishes for your first year and have a great season!