



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE
SECRETARY OF AGRICULTURE

Fresh News

Fall 2002

The Farmers' Market Newsletter



Photo by Shauna Humrich

Iowa Farmers' Market Week Kick Off Event

Iowa Secretary of Agriculture, Patty Judge joined market managers from around the state for the kick off event proclaiming August 4 – 10, 2002 Iowa Farmers' Market Week. The event was held on Nollen Plaza in downtown Des Moines on Wednesday July 31.

Even with the temperature well in the upper 90's and the heat index over 100°, these managers were joined by hundreds of downtown lunch hour workers and two television stations to enjoy free roasted sweet corn, listen to music provided by the Des Moines Symphony Harp & Flute Duo, and see the

(Continued on page 2)

abundantly filled market stand. Building the market stand began early in the morning, as Jane Weber, market manager (Mississippi Valley Growers Association, Davenport FM and Bettendorf FM), her husband Gary, and their son Daniel designed the fantastic display of fruit and vegetables.

At noon, Mike Bevins, Chief of the Horticulture and Farmers' Market Bureau, serving as emcee, introduced Secretary Judge. She read the proclamation and praised farmers' market managers and growers as she opened the official ceremonies. "These market managers and producers continue to help grow our farmers' market industry with their untiring efforts and innovative ideas," stated Secretary Judge. Along with the Secretary, guest speakers included John Moreland from Senator Tom Harkin's office, Des Moines Mayor Preston Daniels and the Director of the Food Bank of Iowa, Karen Ford.

The Iowa Farmers' Market Association (IFMA) hosted the free sweet corn feed – giving away 384 ears of corn, and the Food Bank of Iowa was very appreciative of the 1,320 pounds of produce and product donated to the pantry. Market vendors throughout the state donated the produce and product.

A very big THANK YOU to all the market managers who came, to the vendors who donated product, to the IFMA, and to all of the volunteers to helped make this event a great success!

Ginny Gieseke, - Drake Neighborhood Farmers' Market (Des Moines) (for lending us tents, tables and chairs); Jane Weber, Gary Weber, Daniel Weber and Jerry Bartenhagen – Mississippi Valley Growers Association, Davenport Farmers' Market and Bettendorf Farmers' Market (for foregoing your own market day and coming to Des Moines and designing the beautiful display); Dawn Kupka – Toledo Farmers' Market, Tama Farmers' Market and Traer Farmers' Market; Lori Johnson – Red Oak Farmers' Market and Rivercity Farmers' Market (Council Bluffs); Teresa White – Noelridge Farmers' Market (Cedar Rapids) and Cedar Rapids City Market; Troy Anderson – Coralville Farmers' Market; Michelle Pergande – Jewell Farmers' Market; Gary Neely – Ankeny Uptown Farmers' Market; Judy Anderson – Johnston Farmers' Market; Debi Smith – Perry Farmers' Market; Kelly Foss and Colleen Bergan – Downtown Des Moines Farmers' Market; Greg Rinehart – Boone Farmers' Market and Ames Farmers' Market (North Grand Mall); Ken Shelly Jr., Preston Farmers' Market and Lyons Farmers' Market (Clinton); Philip and Verlee Henrichs – Osceola Farmers' Market; Mary Foss (Harp) and Kathy Slocum (Flute) from the Des Moines Symphony; and Steve Pedersen and Shauna Humrich, IDALS, for all their help.

2003 Farmers' Market Managers/Organizers Workshop

SATURDAY FEBRUARY 22, 2003

Des Moines Botanical Center

8:00 a.m. – 4:00 p.m.

You do not want to miss this! Mark your calendar to attend this informative and exciting workshop!

Enjoy the color 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 a workshop day filled with information and a special guest speaker –

Vance Corum

Co-author of The New Farmers' Market –
Farm-Fresh Ideas for Producers, Managers & Communities

Registration forms will be mailed out in January 2003

Sponsored by the IDALS Bureau of Horticulture and Farmers' Market, with recognition to the Office of Renewal Fuels

2003 Workshop Guest Speaker – Vance Corum

In February, you have the opportunity to meet and learn with one of the most diverse, creative and respected farmers' markets experts, Vance Corum.

A pioneer in helping communities establish farmers' markets since 1979, Vance served for over 10 years as a direct marketing specialist with the California Dept. of Food and Agriculture. For the past 12+ years he has been a consultant in farmers' market development, research and management and he has helped more than 65 communities establish new markets.

His diverse experience includes developing publicity campaigns, major tasting events, television shows, magazine articles, manager tours and seminars, consumer research, and economic development workshops – every aspect of market development in small towns and large cities.

Vance is co-author of the recently published book, The New Farmers' Market, Farm-Fresh Ideas for Producers, Managers and Communities, and currently lives and works in Vancouver, Washington. He has been a speaker at many seminars and conferences throughout the US and Canada, has traveled extensively throughout the world visiting markets, and he is coming to Des Moines in February to share his knowledge with you!

So mark your calendar for Saturday February 22 for the 2003 Farmers' Market Managers/Organizers Workshop! Join other market managers/organizers for this exciting and information packed day!

Announcements and Registration Forms will be mailed out in January.



Photo by – Barbara Lovitt

Erecting the Iowa Farmers' Market Week Market Stand on Nollen Plaza – downtown Des Moines

Please Send Us A Copy of Your Market Rules

- We have a small file of market rules from various markets. We send copies of these as examples when we receive inquiries about writing market rules. It's a small file and it could use more sets of rules that can be used as examples. If you would, would you please put a copy of your market rules in the mail to us? It would be greatly appreciated. (see Stay In Touch for address)

IA Farmers' Market Improvement Competition

- Twenty-six markets are participating in the Iowa Farmers' Market Improvement Competition. They will be submitting their Journals for judging by October 31.
- Oral presentations will be set for early December.
- Winners will be announced and the prize money awarded at the February 22, 2003 IA Farmers' Market Managers/Organizers Workshop. All the Journals will be on display during the workshop – you'll have the opportunity to see what other markets are doing.

"Shop Your Local Farmers' Market" Statewide Campaign

- The three-month, statewide "Shop Your Local Farmers' Market" bus poster and radio campaign ended on August 31.

Farm Fresh Directory 2003

- In early January we will be sending you the form to update the information about your market for the Farm Fresh 2003 Directory. We ask for these forms to be returned by the end of February. Compiling, proofing and printing takes several months. Distribution of the Directory is mid-May, so we ask that you please return the form by the end of February.

STAY IN TOUCH OR HOW TO CONTACT US

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

Barbara Lovitt, Marketing Specialist
Phone: 515-281-8232
e-mail: barb.lovitt@idals.state.ia.us

Mike Bevins, State Horticulturist
Phone: 515-282-5043
e-mail: mike.bevins@idals.state.ia.us

Margaret Long, Administrator, WIC/IFMNP and Seniors IFMNP
Phone: 515-242-6239
e-mail: margaret.long@idals.state.ia.us

**See You at the Iowa Farmers' Market Managers/Organizers Workshop on
Saturday February 22, 2003!**