

Summer 2006

Horticulture and Farmers' Markets

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



Fresh News

Iowa Farmers' Market Managers Newsletter

“SOWING THE SEEDS OF CHANGE — How Technology is Changing Farmers' Markets”

**WE HAVE A
DATE!**

• **IOWA
FARMERS'
MARKET
MANAGERS'
AND
ORGANIZERS'
WORKSHOP
SATURDAY
FEBRUARY 24,
2007**

The Iowa Department of Human Services, along with the USDA/FNS is hosting a National Farmers' Market Conference here in Des Moines on the progress of incorporating wireless technology into farmers' markets.

“SOWING THE SEEDS OF CHANGE - How Technology is Changing Farmers' Markets” will be held at the Embassy Suites by the River in Des Moines on September 28-30, 2006.

The complete schedule of events, topics and speakers, and registration form can be found at the Iowa Department of Human Services web site

[www.dhs.state.ia.us/
financial_support/
food_assistance/index.html](http://www.dhs.state.ia.us/financial_support/food_assistance/index.html)

Or you can call for more information to: 525-281-3409.

Conference registration is due September 13, 2006.

Hotel reservations are due September 1, 2006 by contacting the Embassy Suites at www.embassysuitesdesmoines.com or by phone at (515) 244-1700.

Along with a full day of presentations on Friday, visits to both the Valley Junction Farmers' market on Thursday evening and the Des Moines Farmers' Market on Saturday morning are included.

The conference will wrap up at noon on Saturday followed by a tour to a local farm.



Farmers' Market Promotion Program Request Total \$20 Million - Iowa Markets Submit 17 Requests

USDA's Agricultural Marketing Service (AMS) reports that it received 369 applications for its first round of grant disbursement under the Farmers Market Promotion Program (FMPP) with \$19.9 million in total requests, far exceeding the program's FY 2006 appropriation of \$1

million. Proposals were received from 48 states.

States submitting 10 proposals or more included: California 30; New York 21, **IOWA** and Ohio **17** each; Wisconsin 16, Pennsylvania 14; North Carolina, Michigan and Indiana 13 each; Illinois

12; and Colorado, Virginia and Oregon 10 each. These 13 states alone accounted for more than 53% of all proposals submitted.

As of this printing no word as to who has received funding, but we'll keep you posted!

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How To Contact Us

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Toledo Farmers' Market

Iowa Farm Bureau Bags in Use



Drake Neighborhood Farmers' Market
Des Moines

IDALS Website

www.agriculture.state.ia.us

Congratulations !! Drake Neighborhood Farmers' Market Celebrates 10th Anniversary !



Opening Day was a very special day as the Drake Neighborhood Farmers' Market in Des Moines celebrated it's 10th Anniversary in June! Balloons, free cake, face painting, Veggie Toss, Salsa dancing instructions, Rock Climbing wall (that's manager Ginny Gieseke—yes, she made it all the way to the top!) were featured as hundreds of people shopped the market and participated in the celebration!

If you have photos of your market - send them along and we'll feature them in our newsletters.