

Spring 2005

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



2005 Iowa Farmers' Market Managers' & Organizers Workshop

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*Great Ideas!
Very Informative!
Networking was great!
It was a day well spent!*

Over 100 market managers and others spent Saturday February 26th exchanging ideas, networking, and learning with Bob Chorney and other guest speakers as part of the day long workshop geared to managers and organizers of Iowa farmers' markets.

The Market Managers Panel had five managers from award winning markets highlight two of their

outstanding ideas and events. They also set up a display about their market erected in the lobby of the Wallace Building.

Thanks to the following managers for their colorful and informative displays and panel participation: Jane Weber - Bettendorf & Davenport Farmers' Markets (Mississippi Valley Growers Assoc.); Pattie Rouh - Creston Elks' Farmers' Market; Mary Carter - Fairfield Farmers' Market; Kelly Foss - Downtown Des Moines Farmers' Market; and



Photo by Pat Paustian

Dorothea Smith - Silver Creek Farmers' Market (Silver City).

REMINDER

2005 Farmers' Market Directory

PLEASE COMPLETE AND RETURN YOUR MARKET UPDATE INFORMATION BY APRIL 15, 2005

NEW 2005 Iowa Farmers' Market Signage Program

Sponsored by the Iowa Farm Bureau

Apply for up to \$300 in matching funds to purchase market signage!

Signs are the most affordable means of advertising for farmers' markets!

With the generosity of the Iowa Farm Bureau, you can apply for matching funds (up to \$300) to help your market purchase durable signs for your market!

All managers have received the Program booklet that explains the criteria and steps for applying for the matching funds.

So apply today! Deadline for applications is May 15, 2005. Take advantage of this great opportunity for market signage! Questions - Contact Barbara Lovitt 515-281-8232.

2004 Iowa Improvement Competition Winners

Twelve markets were awarded plaques and cash prizes at the annual 2005 Managers & Organizers Workshop on February 26, 2005.

Cities Over 20,000 Population:

- 1st - \$1,000 Bettendorf Farmers' Market (MVGA)
- 2nd - \$750 North Iowa Farmers' Market (Mason City)
- 3rd - \$500 Davenport Farmers' Market (MVGA)

Cities 5,000 – 20,000 Population:

- 1st - \$1,000 Fairfield Farmers' Market

- 2nd - \$750 Creston Elks Farmers' Market
- 3rd - \$500 Oelwein Farmers' Market

Cities 2,000 – 5,000 Population:

- 1st - \$1,000 Mt. Vernon Farmers' Market
- 2nd - \$750 Adel Farmers' Market
- 3rd - \$500 Sheldon Farmers' Market

Cities 2,000 – Less Population:

- 1st - \$1,000 Silver Creek

- Farmers' Market (Silver City)
- 2nd - \$750 Elgin Farmers' Market
- 3rd - \$500 Urbana Farmers' Market

Honorable Mention: Indianola Farmers' Market; Dyersville Area Farmers' Market; Downtown Des Moines Farmers' Market; Spencer Area Farmers' Market; River City Farmers' Market (Council Bluffs); Davis County Farmers' Market (Bloomfield); Paradise Farmers' Market (Leon); Martelle Farmers' Market.



IFMIC is sponsored by the Iowa Farm Bureau, IA Dept. of Agriculture & Land Stewardship, and the IA Farmers' Market Association.

Food Allergen Labeling - Listing of Ingredients

'Scientists estimate that approximately 11 million Americans suffer from true food allergies. At present, there is no cure for food allergy. Avoidance is the only way to prevent an allergic reaction.

Although an individual could be allergic to any food, the following foods account for 90% of all food allergies: Peanuts, Soybeans (not refined soybean oil), Milk, Eggs, Fish, Crustacean (shellfish, e.g., shrimp), Tree Nuts (walnuts, cashew, etc.) and Wheat.*

The Food Allergen Labeling and Consumer Protection Act of 2004 (under the

Food, Drug & Cosmetic Act (FD&C)) is in place. It may impact your market vendors who sell prepared food. At present, all prepared food sold at the farmers' markets must be labeled with the common name of the food and the name and address of the person who prepared the food.

While including ingredients on their product labels is not mandatory at this time, — the Iowa Dept. of Inspections & Appeals *highly encourages and recommends that ingredients be included on the label*, or, on a placard by the product.

The ingredients must be listed in order of predominance in the product.

If you or your vendors have any questions about ingredient labeling, please contact your local Health Inspector, or you may contact Bob Haxton with the Iowa—Food & Consumer Safety Bureau, IA Dept. of Inspections & Appeals (515) 281-6539.

* *The Allergy & Anaphylaxis Network, www.foodallergy.org/allergens.html*

Approximately 11 million people suffer from food allergens. Avoidances is the only way to prevent an allergic reaction.

2005 FMNP Vendor Training Sessions

All growers seeking certification in the FMNP must attend a two-hour training session. There is no cost for the training, which must be completed before WIC or Seniors FMNP checks can be accepted. The training will be in effect through 2007.

The FMNP training sessions will be offered via the Iowa Communications Network (ICN). The ICN dates and classroom sites are indicated below. Seating is limited at each site. **Registration is required.** Please call (515) 281-5993 or e-mail, ryan.proudfit@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.

4:00 p.m. – 6:00 p.m. Tuesday, April 19, 2005

Council Bluffs	Iowa Western Community College, 2700 College Road, Looft Hall, Room Bluffs 2
Creston	Southwestern Community College, 1501 W Townline Rd., Instructional Center, Room 211
Davenport	Eastern Iowa Community College, 326 W 3 rd St., Kahl Educational Center, Room 300
Des Moines	Dept. of Public Safety, Wallace Bld., 502 East 9 th St., 3 rd Floor East Conference Room
Knoxville	Knoxville High School, 1811 W Madison, Room 125
Ottumwa	Indian Hills Community College, 651 Indian Hills Dr., Videoconferencing & Training Center
Sioux City	Western Iowa Tech Community College, 4647 Stone Avenue, Building A, Room D202
Storm Lake	Iowa Central Community College, 916 North Russell, Room 16
Vinton	Kirkwood Learning Center, 111 West 3 rd Street, Room 106
Waverly	Waverly-Shell Rock Community High School, 1405 4 th Ave SW, Room 141

6:30 p.m. – 8:30 p.m. Thursday, April 28, 2005

Burlington	Burlington Public Library, 501 N Fourth St., South doors to room are adjacent to parking lot
Carroll	Kuemper High School, 109 S Clark, Room 175
Chariton	Chariton High School, 501 N Grand, Room 116
Fort Dodge	Prairie Lakes Area Education Agency 8, 330 Avenue M, Library, Room Lib. 204
Manchester	West Delaware High School, 701 New Street, Room P-1
Marshalltown	Iowa Valley Community College, 3702 S Center St., Continuing Education Center, Room 527
Mason City	North Iowa Area Community College, 500 College Dr., Careers Building, Room 128
Sigourney	Sigourney High School, 907 E Pleasant Valley, Telecommunications Room 201
Solon	Solon Jr-Sr High School, 403 S Iowa, Room 112

Farmers' Market Customer Profile

The average customer expects to shop at a farmers' market 13 times during the season.

Nearly 86% of customer purchase fruits or vegetables, 42% baked goods, & 20% prepared or ready to eat food.

The average money spent by customers during a market visit was \$11—20.

The average distance a customer traveled to market was 8 miles.

The average age of a farmers' market customer is 51-65 years.



Horticulture and Farmers' Markets

Iowa Farmers' Market Association Update

STAY IN TOUCH OR HOW TO CONTACT US

Bureau of Horticulture and Farmers' Markets
Iowa Dept. of Agriculture and Land Stewardship
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Des Moines, IA 50319

Barbara Lovitt, Marketing Specialist Phone: 515-281-8232
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Mike Bevins, State Horticulturist Phone: 515-242-5043
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Margaret Long, FMNP Administrator
Phone: 515-242-6239 e-mail: margaret.long@idals.state.ia.us

The annual meeting of the Iowa Farmers' Market Association was held Saturday February 26, 2005. Newly elected Board member Ray Olson joins on-going Board members Barbara Ristau, Greg Rinehart, Bob Shepherd (President), Ginny Gieseke (Newsletter Editor), Judy Anderson (re-elected) (Treasurer), Lori Johnson, Dawn Kupka (re-elected) (Secretary) and Norine Black.

To join the Iowa Farmers' Market Association (IFMA) please contact Dawn Kupka at 641.484.2177 or e-mail her at moralhunter@yahoo.com

Workshop Photos



Managers Panel L to R: Jane Weber, Mary Carter, Dorothea Smith, Pattie Rouh & Kelly Foss



Silver Creek Farmers' Market Display



Improvement Competition Winners—Creston Elks Farmers' Market, L to R: Joel Severinghaus -IFB, Pattie Rouh - Market Manager, Stephanie Finley - Team Member, Barbara Lovitt - IDALS



Market Tent displays in lobby of Wallace Building



Enjoying a break