

Winter 2006

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



2006 Managers & Organizers Workshop

"Play • Choose Your Attitude • Be There • Make Their Day"

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"Catch the Excitement of Farmers' Markets—Fishing for Ideas to Net Big Returns" was the theme for the 7th Annual Managers/Organizers Workshop.

Flying fish, fun, energy, motivation and new ideas were the focus of the day with the keynote speaker presenting the FISH® philosophy at the Workshop held on Feb. 25th.

Over 115 workshop attendees learned the four simple concepts that bring energy, passion and positive attitude to them and to their markets.

The five Learning Labs had participants break into groups and tackle topics that sparked their creative thinking. Afterwards, each group presented their ideas to the entire audience.

Ideas kept flowing as the Managers Panel members shared easy to apply examples of events and special things they did at their markets.

The day was filled with meeting new people, reconnecting with friends, introducing new ideas, sharing experiences and rejuvenating energy and excitement for the upcoming market season.



Enjoying lunch at the Workshop

2006 Farmers' Market Directory Information Update Form

- FORMS TO UPDATE YOUR MARKET INFORMATION WILL BE MAILED TO YOU BY APRIL 1ST. PLEASE RETURN BY APRIL 15, 2006.

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 following Farmers' Market Nutrition Program training sessions will be offered via the Iowa Communications Network (ICN). The ICN dates, times and classroom sites are indicated below. Seating is limited at each site. **Registration is required.** Please call (515) 281-3632 or e-mail 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.

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>.

4:00 p.m. – 6:00 p.m. Wednesday, April 5, 2006

Denison	Western Iowa Tech Community College-2, 11 North 35 th St., Room B3
Des Moines	Dept. of Public Safety, Wallace Building, 502 East 9 th St., 3 rd Floor East Conference Room
Fort Dodge	Iowa Central Community College, 330 Ave. M, Library Building, Room 206
Grinnell	Iowa Valley Community College, 123 6 th Ave. West, Room 121
Osceola	Southwestern Community College-1, Highway 34 West, Room 102
Peosta	Northeast Iowa Community College-2, 10250 Sundown Road, Conference Center, Room 2

4:00 p.m. – 6:00 p.m. Thursday, April 20, 2006

Calmar	Northeast Iowa Community College, 1625 Hwy 150 South, Industrial Tech Building, Rm 115
Council Bluffs	Iowa Western Community College, 2700 College Road, Looft Hall, Room 1
Des Moines	Dept. of Public Safety, Wallace Building, 502 East 9 th St., 3 rd Floor East Conference Room
Estherville	Iowa Lakes Community College, 300 South 18 th Street, Library Building, Room 22
Fairfield	Fairfield High School, 605 East Broadway, Room 16
Sioux City	Western Iowa Tech Community College-2, 4647 Stone Avenue, Building A, D201
Vinton	Kirkwood Learning Center, 111 West 3 rd Street, Room 106

6:00 p.m. – 8:00 p.m. Tuesday, April 25, 2006

Ankeny	Des Moines Area Community College, 2006 South Ankeny Boulevard, Building 6, Room 8
Clarinda	Iowa Western Community College-1, 923 East Washington, Room 306
Clinton	Clinton Community College, 1000 Lincoln Boulevard, Room 105
Eddyville	Indian Hills Community College, 17601 Monroe Wapello Road, Room 116
Mason City	North Iowa Area Community College-1, 500 College Drive, Activity Center, Room 106
Spencer	Iowa Lakes Community College, 1900 North Grand Avenue, Spencer Attendance Ctr., Fiber Optic Room #118

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 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 th St., 3 rd Floor East Conference Room
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2:00 p.m. – 4:00 p.m. Thursday, June 29, 2006

Des Moines	Dept. of Public Safety, Wallace Building, 502 East 9 th St., 3 rd Floor East Conference Room
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Plastic Bags for Markets Demand Overwhelmed Supply!

One half million (500,000) plastic bags (or 500 boxes) seemed like a huge number when the Iowa Farm Bureau Federation offered to provide them to farmers' markets for their vendors. It seemed like a small number when we received requests totaling over 1.7 million plastic bags!

93 markets put in requests for a total of nearly 2,000 boxes! 2,000 boxes requested—500 to give... Demand definitely overwhelmed the supply!

A few mathematical calculations finally provided a way for all the markets that requested bags the opportunity to receive some. The allocation relied on the estimated number of vendors who would be receiving/using the bags, and that came to approximately 250 bags per vendor.

A big thank you to the Iowa Farm Bureau Federation for their generous participation and continuing support of Iowa farmers' markets. Initially introduced as their pilot

project, we are hoping that with the overwhelming success they will consider repeating and increasing the project next year.

All across the state, over 1,600 farmers' market vendors will be using these special plastic bags this season.

New Poster for the 2006 Season

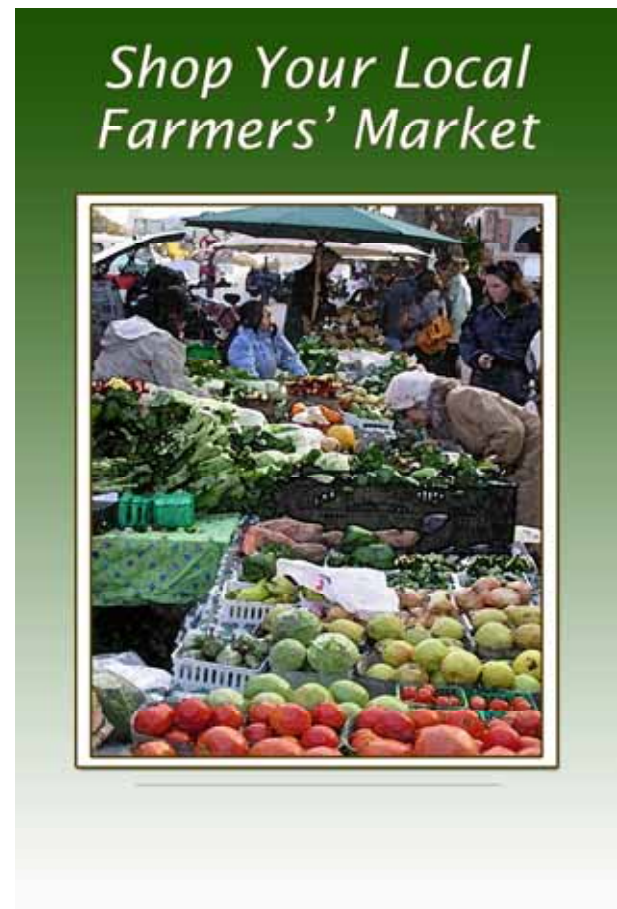
Promote your market with the new 2006 Farmers' Market Poster! And, at no cost to you!

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)



Iowa Farmers' Market Association Update

HOW TO CONTACT US

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The Iowa Farmers' Market Association (IFMA) held it's annual meeting on Saturday February 25, 2006.

Candy Hoyle (Greene Co. Farmers' Market - Jefferson) was elected to the Board. Welcome, Candy! Candy fills the seat of outgoing board member Lori Johnson (Red Oak Farmers' Market).

A heartfelt thanks to Lori Johnson, a founding member of the Association, for all her dedication and hard work. Her last official capacity was helping organize this year's Managers' Workshop. Thank you, Lori.

The Board invited all IFMA members to a Visioning Meeting that has been rescheduled for Tuesday April 4th at the 1st Christian Church, 2500 University Ave., Des Moines. Any member who did not receive notification should contact Ginny Gieseke (515) 277-6951.

Not a member? To join, contact Dawn Kupka. She can be reached at 641.484.2177 or e-mail her at moralhunter@yahoo.com

IDALS Website

www.agriculture.state.ia.us

USDA Farmers' Market Promotion Program

On March 15th, the USDA Agricultural Marketing Service (AMS) announced the availability of approximately \$1 million in competitive grant funds for the Farmers' Market Promotion Program (FMPP) for fiscal year 2006. The maximum award per grant is \$75,000 and no matching funds are required by the applicant.

FMPP is specifically geared to promoting farmers' markets.

IDALS mailed every market manager a packet containing the Program Scope which is the guidelines for developing proposals, carrying out the administrative and procedural requirements involved in applying for and conducting FMPP projects. The deadline for submitting a FMPP application is the close of business on May 1, 2006.

The entire Notice of Funds Availability, Program Guidelines and Applications are available at the USDA AMS website at www.ams.usda.gov/tmd/MSB/index.htm