

Spring 2007

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

# Fresh News

Iowa Farmers Market Managers' Newsletter

## ***USDA Announces Second Year of Farmers Market Promotion Program Grants*** ***Take this opportunity to apply for a grant for your market!***

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On March 1st the USDA Agricultural Market Service (AMS) announced the availability of approximately **\$1 million in competitive grant funds for 2007** for the Farmers Market Promotion Program (FMPP) to **support farmers markets** and other direct marketing projects.

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.

You are invited to submit proposals for this program.

Application forms and program guidelines are available on-line at the AMS website [www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP)

The deadline for submitting a FMPP application is the close of business on April 13, 2007.

To read a brief description of all the FMPP projects funded in 2006 - at the above website, scroll down and select the last topic *FMPP for 2006*. Silver Creek (Silver City) Farmers Markets was one of the 20 grants awarded in 2006.

**Free  
The 2007  
Market Poster  
Order your supply  
NOW!**

See Page 4

## ***2007 Market Managers & Organizers Workshop***

Rain, sleet, hail, snow thunder, ice, snow—just about all the winter weather phenomena made an appearance and caused havoc over a great portion of the state the weekend of the 8th Annual Farmers Market Managers' and Organizers Workshop on Feb. 24th.

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## *FMNP VENDOR TRAINING SESSION*

Training sessions for growers interested in participating in the 2007 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 2009.

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 [margaret.long@idals.state.ia.us](mailto:margaret.long@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 2007 training schedule and Farmers Market Nutrition Program information can also be found on our website at <http://www.agriculture.state.ia.us/horticulture.htm>.

### **2:00 p.m. – 4:00 p.m. Thursday, March 29, 2007**

Boone	Ericson Public Library, 702 Greene Street, ICN Room
Des Moines	Dept. of Workforce Development, 1000 East Grand., 2 <sup>nd</sup> Floor Conference Room
Council Bluffs	Iowa Western Community College-2, 2700 College Road, Looft Hall, Room 112
Forest City	Forest City High School, 206 W. School Street, Room 328
Iowa Falls	Ellsworth Community College, 1100 College Avenue, Johnson Hall, Room 105
Manchester	Manchester Public Library, 304 N. Franklin Street, ICN Room
Muscatine	Muscatine Community College, 152 Colorado Street, Larsen Hall, Room 60
Osceola	Southwestern Community College-2, 2520 W. McLane, Osceola Center, Rm 103, ICN Rm 2
Oskaloosa	Oskaloosa Public Library, 301 South Market, ICN Room
Sheldon	Northwest Iowa Community-1, 603 West Park Street, Building D, Room 402

### **10:00 a.m. – 12:00 p.m. Tuesday, April 10, 2007**

Algona	Iowa Lakes Community College, 2111 Highway 169 North, Attendance Center, Room 13
Des Moines	Dept. of Workforce Development, 1000 East Grand., 2 <sup>nd</sup> Floor Conference Room
Charles City	North Iowa Area Community College, 200 Harwood Drive, Charles City Center, Room 106
Clinton	Clinton Community College, 1000 Lincoln Boulevard, Room 105
Fort Madison	Fort Madison High School, 2001 Ave. B, Room 506
Guthrie Center	Guthrie Center Public Library, 400 Grand, ICN Room
Marshalltown	Area Education Agency, 909 S. 12 <sup>th</sup> Street, ICN Room
Orange City	Orange City Public Library, 112 Albany Avenue, SE, Rieckhoff Room
Red Oak	Southwestern Community College-1, 2300 North 4 <sup>th</sup> Street, Red Oak Center, Room 116
Rockwell City	Rockwell City-Lytton High School, 1000 W. Tonawanda Avenue, Room 13
Winterset	Winterset High School, 624 W. Husky Drive, North Portable Building

### **4:00 p.m. – 6:00 p.m. Tuesday, April 17, 2007**

Carroll	Kuemper High School, 109 S. Clark, Room 175
Chariton	Chariton High School, 501 N. Grand, Room 116
Decorah	Decorah High School, 100 East Claiborne Drive, ICN Room
Emmetsburg	Iowa Lakes Comm. College, 3200 College Dr., Arthur & Audrey Smith Wellness Ctr., Rm 818
Fort Dodge	Iowa Central Community College, 330 Ave. M, Library Building, Room 206
Keosauqua	Van Buren Jr-Sr High School, 405 4 <sup>th</sup> St., ICN Room
Maquoketa	Maquoketa High School, 600 Washington, Alternative High School Building, ICN Room
Urbandale	Urbandale Public Library, 3520 86 <sup>th</sup> Street, ICN Room
Waterloo	Hawkeye Community College, 1501 E. Orange Road, Tama Hall, Room 110

*FMNP VENDORS TRAINING SESSION continued***2:00 p.m. – 4:00 p.m. Wednesday, April 25, 2007**

Atlantic	Atlantic Middle School, 1100 Linn Street, Room 109
Burlington	Great River Area Education Agency, 3601 West Avenue, ICN Room
Des Moines	Dept. of Workforce Development, 1000 East Grand., 2 <sup>nd</sup> Floor Conference Room
Dubuque	Keystone Area Education Agency, 2310 Chaney Road, Room 2
Indianola	Indianola Community School District, 1304 E. 2 <sup>nd</sup> Ave., Administration Building, ICN Room
New Hampton	New Hampton High School, 710 W. Main, Room 210
Ottumwa	Southern Prairie Area Education Agency, 2814 N. Court Street, ICN Room
Sioux City	Northwest Area Education Agency 12, 1520 Morningside Avenue, Room 206
Storm Lake	Buena Vista University-2, 610 West 4 <sup>th</sup> Street, Information Technology Center, Room 7B
Vinton	Washington High School, 212 W. 15 <sup>th</sup> St., Library Media Center, Room 200
Washington	Kirkwood Learning Center, 111 Westview Drive, ICN Room

**6:00 p.m. – 8:00 p.m. Tuesday, May 1, 2007**

Belmond	Belmond Public Library, 440 East Main Street, Crist Room
Cedar Rapids	Kirkwood Community College-2, 6301 Kirkwood Blvd. SW, Linn Hall, Room 203B
Corning	Corning High School, 904 8 <sup>th</sup> Street, Room 12
Davenport	Eastern Iowa Community College-1, 326 West 3 <sup>rd</sup> Street, Kahl Educational Center, Room 300
Newton	DMACC-Newton Campus-1, 600 North 2 <sup>nd</sup> Ave. W, Polytechnic Campus, Room 128
Spirit Lake	Iowa Lakes Community College, 800 21 <sup>st</sup> Street, ICN Room
Urbandale	Urbandale Public Library, 3520 86 <sup>th</sup> Street, ICN Room

**2:00 p.m. – 4:00 p.m. Thursday, June 21, 2007**

Des Moines	Dept. of Public Safety, Wallace Building, 502 East 9 <sup>th</sup> St., 1st Floor Conference Room
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*2007 Managers' & Organizers Workshop continued from page 1*

Nearly 85 people made it to the workshop featuring topics of what can and cannot be sold at market, scales and weights and measures, insurance for markets and for vendors, food safety, the Food Stamp EBT pilot project and how to develop plans for emergencies at your market.

Germ City—an interactive display about hand washing and food safety was set up in the lobby. Thank you to Robin Brekke, (State Center Farmers Market) for bringing this display to workshop. A great way to teach people about washing hands and food safety - Germ City can be borrowed from ISU for use at your market. Contact your local ISU Extension Office to make arrangements.

Thank you to the Workshop Committee for all their time and efforts to make this year's workshop successful: Dawn Kupka (Toledo Farmers Market), Ginny Gieseke (Drake Neighborhood Farmers Market), Candy Hoyle (Greene Co. Farmers Market), Norine Black (Ames Farmers Market), Barb Ristau (Franklin Co. Farmers Market), and Robin Brekke (State Center Farmers Market).

Registered Workshop people who were unable to make it on the 24th will receive the information packet with all the handouts. All registered workshop people will receive a transcript of the morning session when it is available.



*Workshop attendees enjoyed the buffet*

## How to Contact Us

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## Iowa Farmers Market Association Update

The Iowa Farmers Market Association (IFMA) annual meeting was held on Saturday February 24, 2007. Members elected new Board Members: Jane Weber (Mississippi Valley Growers Association); Carolyn Shook (Bloomfield Farmers Market); Donna Brahms (Atlantic Farmers Market); and re-elected Barbara Ristau (Franklin Co. Farmers Market). Amendments to the By-Laws were approved. Officers for IFMA will be elected at the next meeting of the Board.

The Membership drive is underway - renewal and new memberships are \$20. Contact Dawn Kupka 641-484-2177 for membership information.

"Iowa Grown For You" T-shirts, caps, visors, and aprons are available—contact Candy Hoyle at 515-386-3585

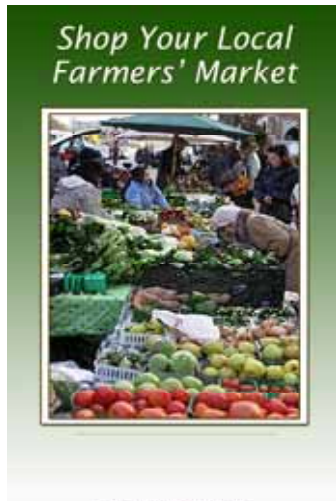


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**Visit IDALS website:**

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

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11" x 17" heavy weight paper,  
gloss finish, 20 per pack  
**Free** to markets  
See ordering instructions in *Bits  
& Pieces*

## Bits & Pieces

**Request for Market Update Information** for the **2007 Farmers Market Directory** will be sent out to market contacts by the end of March. **Please return updated information by April 16, 2007.**

**Welcome** to Barb Hendrickson and to Karen Sol, new staff members with the Bureau of Horticulture and Farmers Markets. Barb is working with the FMNP and Karen is working with the grape and wine industry.

**Promote** your Market with the 4-color **Market Poster**. Provided to markets at no charge, these posters are available to markets to stylize with market information and place around the community.

Posters come 20 per pack. Contact Barbara Lovitt at 515.281.8232 or e-mail [barb.lovitt@idals.state.ia.us](mailto:barb.lovitt@idals.state.ia.us) to order.

**Grant Recipients:** Mississippi Valley Growers Association (Bettendorf Farmers Market, Davenport Farmers

Market, Trinity Farmers Market) and Cedar Falls Main Street Farmers Market applied and will be awarded grant money from the USDA 2007 Specialty Crops Grants Program administered by the Iowa Dept. of Agriculture and Land Stewardship.