

IFMA  
C/o Barb Ristau  
3 1<sup>st</sup> Ave. NW  
Hampton, IA 50441

Iowa Farmers  
Market Workshop  
Feb. 20 11

# 12<sup>th</sup> Annual Iowa Farmers Market Workshop

Sat., Feb. 20, 9 am—4 pm  
at  
First Christian Church  
2500 University Ave.  
Des Moines

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## 2010 Workshop Sponsors

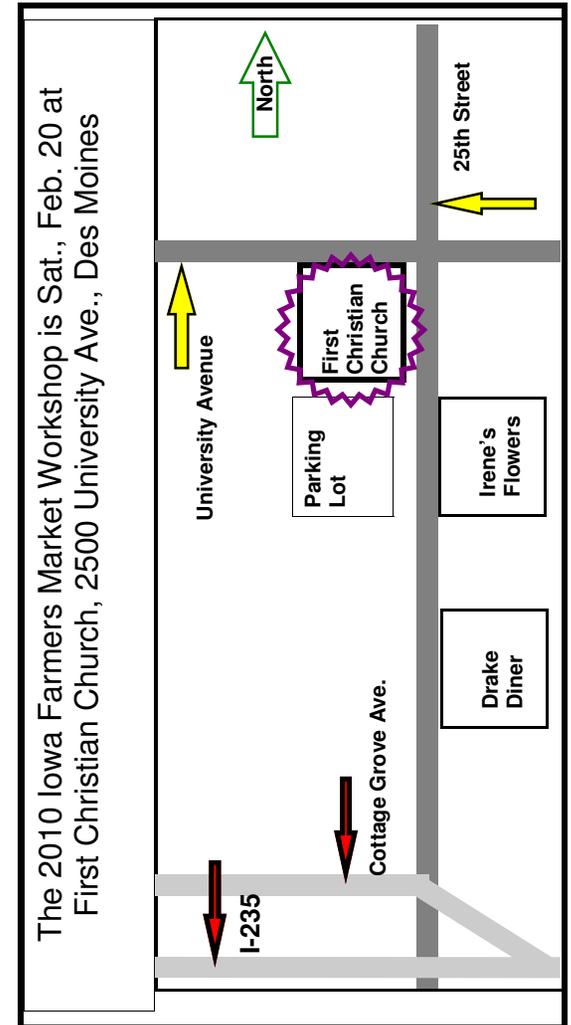
Iowa Farmers Market Association  
[www.iafarmersmarkets.org](http://www.iafarmersmarkets.org)

Iowa Department of Agriculture and  
Land Stewardship  
[www.iowaagriculture.gov](http://www.iowaagriculture.gov)

Morning Break sponsored by  
**HARRIS SEEDS**  
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**From the east, on I-235:**  
Take exit for 19<sup>th</sup> Street.  
Go north to University Ave.  
Go west to 25<sup>th</sup> St.

**From the west, on I-235:**  
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# 12<sup>th</sup> Annual Iowa Farmers Market Workshop

9 am — 4 pm

Saturday, February 20, 2010

First Christian Church, 2500 University Ave., Des Moines

- Come to the 12<sup>th</sup> Annual Farmers Market Workshop!
- The workshop is for market managers, growers, vendors and organizers... anyone involved in farmers markets or considering establishing a farmers market.
- Registration is only \$30 (til Feb. 5) and *includes lunch and two breaks.*

Call Barb Ristau, Treasurer, IFMA, at 641-456-4811 for more information. Email = barbristau@q.com

## Workshop's Hot Topics for 2010

### Food Safety Practices for Growers

**Catherine H Strohbahn**

Ph.D., HRIM Extension Specialist, ISU

Dr. Strohbahn's presentation will cover GAPs and the latest information about the current issues concerning food safety practices for growers.

Bob Haxton, Iowa Dept. of Inspections and Appeals, will join in the question and answer session.

### Display, Promotion, Marketing, & Pricing

**Mary Shepherd**

Editor and Publisher of *Farmers' Markets Today* magazine

Mary Shepherd has years of experience in all aspects of marketing. She'll give you solid information plus new, practical ideas you can use to increase traffic and sales at your market — whether you're a vendor or market manager!

And, you're invited to the IFMA annual meeting, held during the lunch break.

The workshop is supported in part by the Iowa Department of Agriculture and Land Stewardship and USDA Specialty Crops Grant Funds.

## Registration Form

Market you are representing \_\_\_\_\_

Your Name

1. \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name

2. \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name

3. \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Use another paper for additional registrations.*

\*\*\*\*\*

Number of people attending: \_\_\_\_\_

@ \$30 each = \$ \_\_\_\_\_

Any registration after Feb. 5, 2010 = \$40 per registrant.

Total amount enclosed = \$ \_\_\_\_\_

Make check payable to IFMA and mail to:

Barb Ristau

3 1<sup>st</sup> Ave. NW

Hampton, IA 50441

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**Office use only:**

**Date Received** \_\_\_\_\_

**Payment** \_\_\_\_\_

