

2009 Iowa Fruit and Vegetable Growers and Marketers Conference

Saturday January 31, 2009

Sheraton Hotel, West Des Moines Iowa
8:30 a.m. – 4:00 p.m.

7:30 Trade Show opens, Continental Breakfast
Registration Check-in begins
(Bag pick up at Iowa Retail Packaging in Clive 7:30-9:00)

8:30 **Opening Remarks**
Iowa Secretary of Agriculture – Bill Northey

Food Safety at Farmers Markets
Keynote Speaker – Dr. Trevor Suslow, UC Davis, California

Break

Ask The Experts – Food Rules, Weights, Measures & Packaging
Bob Haxton, IA Dept. of Inspections and Appeals
Ivan Hankins, Bureau of Weights & Measures, IA Dept. of Agriculture
Bob explains the whys and wherefores of food rules and what can and cannot be sold at Iowa farmers' markets; Ivan covers the issues of scales, measuring and packaging at markets. Plenty of time will be given to answer questions, too!

11:45 **Lunch** (grilled sirloin mignon – marinated, stuffed with mushroom and seasoned with dry rub, char-grilled served with brandy sauce and smashed baby red potatoes.

(Bag pick up at IA Retail Packaging 11:00 – 1:00)

1:00 **Customer Service – “Bring ‘em in – bring ‘em back”**
Barbara Lovitt, Bureau of Horticulture & Farmers Markets, IDALS
Ideas for attracting new shoppers to the market, to your booth and ideas to bring them back to market!

Farmers Market Cooking Demonstration – *see how it's done!*
Featuring Chef Joe Godfroy – the Everyday Cook

Break

Can We Talk? – *Open forum on market issues*
Jerry Chizek, Calhoun County and Manson Farmers Market Manager

Market News You Need to Know!
Bureau of Horticulture and Farmers Markets Staff
What's ahead for the 2009 market season!

4:00 Have a safe trip home, and a great market season!

Special Invited Guest to the workshop - US Senator Tom Harkin