

IDALS  
Wallace State Office Building  
502 E. 9<sup>th</sup> Street  
Des Moines, IA 50319

# IOWA FARMERS MARKET WORKSHOP

# IOWA FARMERS MARKET WORKSHOP

Wallace State Office Building  
E. 9<sup>th</sup> & Grand Avenue  
Des Moines, Iowa

Saturday  
February 23, 2008  
9:00 a.m. – 4:00 p.m.

Sponsored by:

The Iowa Department of  
Agriculture and Land Stewardship  
Bureau of Horticulture and  
Farmers Markets  
•  
and  
•  
The Iowa Farmers Market Association

LEARN • SHARE • NETWORK

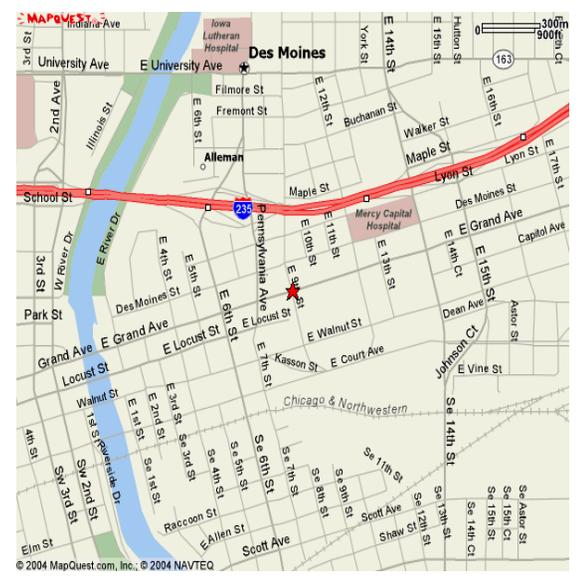
Free Parking in the Parking Ramp  
located west of the Wallace Building  
at the corner of E. Grand Ave. and  
Pennsylvania Ave.

Entrance to parking ramp is located  
on E. Grand Ave.

Entrance to the Wallace Building is  
located at E. 9<sup>th</sup> & E. Grand Ave.

A limited number of Handicapped parking  
spaces are located in front of the Wallace  
Building at E. 9<sup>th</sup> & E. Grand Ave.

MAP TO WALLACE BUILDING



# 10<sup>th</sup> Annual IOWA FARMERS MARKET WORKSHOP

**9:00 a.m. to 4:00 p.m.**

**Wallace State Office Building, 502 E. 9<sup>th</sup> St.**

*(corner of E. 9<sup>th</sup> & E. Grand Avenue)*

**Des Moines, Iowa Saturday February 23, 2008**

Join us for the 10<sup>th</sup> Annual Farmers Market Workshop! The workshop is geared to market managers, vendors and organizers of farmers market. However, anyone involved in farmers markets or considering establishing a farmers market is welcome to attend. Call Barbara Lovitt, Bureau of Horticulture and Farmers Markets at 515-281-8232 for more information.

## TOPICS

- **Know Your Market** – The importance of knowing your market  
Jane Weber, Executive Director, Mississippi Valley Growers Association
- **We're In the Money** – Community Foundation Grants and other \$ resources for your market.  
Jerry Chizek, Calhoun County Farmers Market, Calhoun County Community Foundation
- **What's Touched My Food?** – Food safety at farmers markets  
Ginny Gieseke – Market Manager, Drake Neighborhood Farmers Market
- **Does Not Play Well With Others** – Handling “difficult” situations  
Stephen E. Reno, Assistant Attorney General, Iowa Attorney General's Office
- **Farmers Sales Training Video to Enhance Marketing and Sales at Farmers Markets**  
Video by Steve Miller, Cornell University Extension, Madison County, New York
- **2008 Trends – What they are and how to make them work for your market!**  
Barbara Lovitt, Marketing Specialist – IA Dept of Agriculture & Land Stewardship
- **Market News You Need to Know!** – Bureau of Horticulture & Farmers Markets Staff

**Conference fee \$30.00 per person. Payment by Check must accompany Registration Form.**

*(No P.O.'s, credit cards or debit cards accepted)*

Lunch is included in fee. Please put a note on your registration if you require a vegetarian meal.

**Please Note: The above rate good only though February 15, 2008.**

**Registration after February 15, 2008 or at the door: \$40.00 per person (Walk-in registration 8:20 a.m. – 8:45 a.m.)**

Sponsored by: •The Iowa Department of Agriculture and Land Stewardship: Bureau of Horticulture and Farmers Markets  
and the Iowa Farmers Market Association •

## Registration Form

Market you are representing:

Your Name:

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

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Name:

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

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Name:

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

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_

*(Use blank paper for additional registrations)*

\*\*\*\*\*

Number of People Attending \_\_\_\_\_

@ \$30.00 ea. = \$ \_\_\_\_\_

**Any Registration after February 15, 2008**

**\$40.00 per registrant**

Total Amount Enclosed = \$ \_\_\_\_\_

**Make check payable to: IFMA**

**MAIL TO:** Barbara Lovitt,

Bureau of Horticulture and Farmers Markets,  
IDALS, Wallace State Office Bldg., 502 E. 9<sup>th</sup>  
St., Des Moines, IA 50319

Office Use Only

Date Received: \_\_\_\_\_

Payment: \_\_\_\_\_