

Summer 2005

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



Iowa Farmers Market Signage Program

Inside this issue:

<i>IA Farmers' Market Economic Impact Study</i>	2
<i>Final Vendor FMNP Training Session for 2005</i>	2
<i>Ag Secretary Visits North Iowa Farmers' Market - Mason City</i>	3
<i>IA Farmers' Market Week Proclamation</i>	4

Twenty-six markets have new market signs this year through their efforts and the generosity of the Iowa Farm Bureau.

The Farmers Market Signage Program, introduced at the annual Managers/Organizers Workshop in February, provided matching funds up to \$300 from the Iowa Farm Bureau to help pay the cost for new market signage.

Markets had to research the type(s) of sign(s) they wanted, check with governing bodies about placement of the sign(s), and submit an application with

a budget and drawing of their proposed sign(s).

All types of signs were submitted. Throughout this newsletter you will see some of these signs.

By the end of October, participating markets will submit a short report on the benefits of their signs along with a photograph of their signs in place.

Congratulations to the following participating markets, and a big thank you to the Iowa Farm Bureau for their continued and generous support of Iowa's farmers' markets.



Indianola Farmers' Market

- Adel Farmers' Market
 - Bettendorf Farmers' Market (MVGA)
 - Calhoun County Farmers' Market (Rockwell City)
 - Cedar Rapids Farmers' Market
 - Charles City Farmers' Market
- (continued on page 3)*

SAVE THIS DATE

Saturday

February 25, 2006

Iowa Farmers' Market Managers and Organizers Workshop

More details in the next Fresh News!

2005 Iowa Farmers' Market Week August 7-13 *celebrated in conjunction with National Farmers' Market Week*

The week of August 7 - 13 has been proclaimed as 2005 Iowa Farmers' Market Week by Governor Tom Vilsack, and affirmed by Secretary of Agriculture, Patty Judge.

Iowa Farmers' Market Week is celebrated in conjunction with National Farmers' Market Week. This week long designation recognizes the importance and the contributions of farmers' markets in the state.

Managers are encouraged to recognize this week and showcase your market. It's a great occasion to promote your market, your vendors and all the products available for sale!

The Proclamation is printed in full on page 4.

\$31.5 Million Dollar Impact on Iowa's Economy

The Iowa Farmers' Markets Economic Impact Study



Adel Farmers' Market sign

The Iowa Farmers' Market Economic Impact Study is finished and can be viewed in full at the IA Dept. of Agriculture & Land Stewardship (IDALS) web site www.agriculture.state.ia.us

The Iowa Farmers' Market Association (IFMA) initiated this nearly \$40,000 project with grant dollars awarded from three different funding sources.

USDA National Ag. Statistics/ Iowa Ag Statistics conducted the data gathering from consumers and vendors. ISU

economy professor Dr. Dan Otto, and a graduate student were hired to analyze the data and write the report.

IFMA members will be receiving a full spiral-bound printed copy of the report. Non-IFMA members may purchase a spiral-bound copy for \$25.00. To purchase a copy contact Ginny Gieseke at 515-277-6951.

A promotional tri-fold brochure highlighting the Impact study will be available soon. All market managers will be

receiving a small quantity of these brochures.

Until now, there was little hard evidence showing the impact of Iowa's farmers' market industry on the economy.

The Farmers' Market Economic Impact Study provides solid information on the impact and contribution of farmers' markets on Iowa's economy.

Thank you to all the managers, vendors and shoppers who participated in the surveys.

Final FMNP Vendor Training Session

The final vendor certification training session for the 2005 Iowa Farmers' Market Nutrition Program (FMNP) has been scheduled. All growers seeking certification in the FMNP must attend a two-hour training session. There is no cost for the training, which must be completed before WIC or Seniors FMNP checks can be accepted. The training will be effective through 2007.

The FMNP training session will be offered via the Iowa Communications Network (ICN). The ICN dates and classroom sites are indicated below. If you are aware of any fruit and vegetable growers who are not certified and who use farmers' markets as an outlet to sell their produce, please let them know about the training. Managers interested in learning about the FMNP are encouraged to attend as well.

Seating is limited at each site. Registration is required. Please call (515) 281-5993 or e-mail, ryan.proudfit@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. Monday August 1, 2005

Atlantic	Atlantic Public Library, 507 Poplar, ICN Room
Denison	Western Iowa Tech Community College, 11 North 35th St., Room B-6
Des Moines	Dept. of Public Safety, Wallace Bldg., 502 East 9th St., 3rd Floor East Conference Room
Estherville	Iowa Lake Community College, 300 South 18th St., Library Building, Room 22
Marshalltown	Iowa Valley Community College, 3702 S. Center, St., Continuing Education Ctr. Room 806
Ottumwa	Southern Prairie Area Education Agency 15, 2814 N. Court Street, ICN Room
Tipton	Kirkwood Learning Center, 1401 North Cedar St., Room 304
Waterloo	Hawkeye Community College, 1501 E. Orange Road, Tama Hall, Room 110

Iowa Farmers' Market Signage Program

(continued from page 1)

Clarinda Farmers' Market
 Creston Elks' Farmers' Market
 Davenport Farmers' Market (MVGA)
 Elgin Area Farmers' Market
 Franklin County Farmers' Market (Hampton)
 Green Hills Produce & Crafts (Corning)
 Greene County Farmers' Market (Jefferson)

Greenfield Chamber/Main Street Farmers' Market
 Indianola Farmers' Market
 Knoxville Farmers' Market
 Lakes Area Farmers' Market (Spirit Lake)
 Manchester Farmers' Market
 Marion Farmers' Market
 Mt. Vernon Farmers' Market
 Oelwein Farmers' Market

Paradise Farmers' Market (Leon)
 Red Oak Farmers' Market
 Silver Creek Farmers' Market (Silver City)
 Storm Lake Farmers' Market
 Traer Farmers' Market
 Tripoli Farmers' Market



Charles City Farmers' Market sign

Ag Secretary visits North Iowa Farmer's Market

Reprinted with permission from *The Globe Gazette - Mason City*

By Jan Horgen Of The Globe Gazette

MASON CITY _ A "farm girl who loves a good drive through the countryside," Iowa Secretary of Agriculture Patty Judge dropped by the North Iowa Farmer's Market in the Kmart parking lot Friday.

"Farmer's markets are a good niche, a great way for our residents to shop locally," Judge said. "Unfortunately, too many people outside Iowa think of us as a big cornfield from one river to the other."

With a trained eye, Judge wandered the booths, asking questions of vendors about produce, individual operations and state policies.

Jan Libbey, who operates a Kanawha-based produce farm, One Step at a Time Gardens, with her husband asked Judge to continue strong support of

meat inspectors, critical to the farm's open pasture poultry production.

"If you are going to support small scale farmers like us, those inspectors are critical," Libbey said.

Although Libbey has had Judge's ear in the past during official meetings, "Today, she came to where I work and met my crew. This was a great opportunity for her to step into my world."

Even here, she was asked about this year's commodity crop outlook and growing season.

"After a slow start, things are looking good.

"We are right on target for another bumper crop," Judge said.



(Sarah Schutt/The Globe Gazette). Iowa Secretary of Agriculture Patty Judge (right) visits with Tim Landgraf (left) and Jan Libbey of One Step at a Time Gardens in Kanawha Friday afternoon during the North Iowa Farmers' Market located in the Mason City K-mart parking.



Silver Creek Farmers' Market - Silver City
 Banner sign and kiosk

Horticulture and Farmers' Markets

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Bettendorf Farmers' Market sign

PROCLAMATION

2005 IOWA FARMERS' MARKET WEEK

Iowa's farmers' markets are the primary direct marketing outlet for fresh, local grown fruits and vegetables; and

The number of farmers' markets in Iowa has increased 60% over the past 10 years to over 170 markets in 89 counties; and

Iowa's farmers' markets generate an estimated \$31.5 million dollar a year impact on the state's economy; and

Iowa's farmers' markets serve as an integral link between urban and rural communities – providing personal interaction between producer and consumers; and

Iowa's farmers' markets provide consumers with affordable and nutritious produce and other value added products; and

Iowa's farmers' markets serve as incubators for innovative products and entrepreneurs; and

The expansion of products and activities found at Iowa's farmers' markets have made the markets an appealing destination and are the premiere venues to provide and promote Iowa agricultural products; and

The Iowa farmers' markets work in conjunction with Iowa's Farmers' Market Nutrition Program (FMNP) offering affordable and nutritious fresh Iowa grown fruits and vegetables to Women, Infants and Children (WIC) and Seniors; and

The State of Iowa, through the Iowa Department of Agriculture and Land Stewardship strongly supports and promotes the development and operation of Iowa's farmers' markets; and

The State of Iowa and the Iowa Department of Agriculture and Land Stewardship recognizes the dedication of the market managers who create successful direct marketing opportunities for the hardworking growers who provide the freshest, locally grown fruits and vegetables to the people of Iowa.

Now, therefore, I, Thomas J. Vilsack, Governor of the State of Iowa, do hereby proclaim the week of

August 7 – 13, 2005

IOWA FARMERS' MARKET WEEK