



1<sup>ST</sup> ANNUAL  
LOCAL FOODS  
&  
FARMERS MARKET  
SUMMIT

# LOCAL FOOD & FARMERS MARKET SUMMIT



GROW YOUR BUSINESS  
GROW YOUR MARKET  
GROW YOUR COMMUNITY



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# LOCAL FOOD & FARMERS MARKET SUMMIT

Time	Session 1	Session 2	Session 3
8:30 a.m.	Welcome from Northeast Iowa Community College Dr. Lian Chee Wee, Ph.D., President		
8:45 9:30 a.m.	Keynote Speaker Chris Blanchard Value and Scale in the Local Foods Marketplace		
9:30 -10 a.m.	30 minute break		
10 10:50 a.m.	Restaurant Chefs Round Table	Market and Farm Photography; Lessons Learned	FSMA and GroupGAP Program and Certification Information
11 11:30 a.m.	How to Utilize the Community Food System Program	Farmers Market Manager 101	Farmers' Market Vending 101
11:30 a.m. Noon			Beyond the Farmers Market, Where Can I Sell?
Noon-1 p.m.	Lunch		
1 1:45 p.m.	Farmers' Markets as Small Business Incubators	Health & Safety 101 for Farmers' Market in Iowa	Farm Opportunity Panel
1:45 2:30 p.m.			
2:30 -2:45 a.m.	15 minute break		
2:45 3:45 p.m.	The Power of Local Food in the Local Economy	Developing and Building Partners & Programs	Scaling up to Fill the Plate
3:45 4:15 p.m.	Developing and Building Partners & Programs	Making the Most of your Farmers Market	

# KEYNOTE SPEAKER



Chris  
Blanchard

Chris Blanchard provides consulting and education for farming, food, and business through Purple Pitchfork. He has worked in farming for the past 24 years, managing farms and operations around the country. As the owner and operator of Rock Spring Farm from 1999 to 2014, Chris raised twenty acres of vegetables, herbs, and greenhouse crops, marketed through a 200-member year-round CSA, food stores, and farmers markets. He is the host and producer of the Farmer to Farmer Podcast.

## Keynote: Value and Scale in the Local Foods Marketplace

Balancing the reasons we choose to farm with the economic realities of the modern food system can challenge even the most experienced grower, and while beginning growers wash up on the rocks of scaling-up, questions about size and values create conflict within the local foods movement. Chris Blanchard will discuss how we can root our growth in good business, while not losing sight of the fertile values in which that growth occurs.



## Scaling Up to Fill the Plate

With pressure from every direction to scale up market farming operations to meet the growing demand for local food, growers need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and opportunities in expanding your market farm.

# PRESENTERS



Steve  
McCargar

Steve McCargar has been the market manager for the Winneshiek Farmers Market Manager for 6 seasons and has

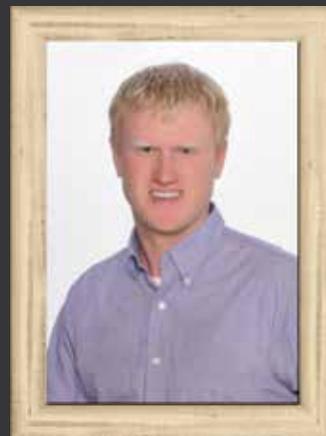
been involved with the market in some way shape or form since 1976 when the market was created.



Erik  
Sessions

After several years of renting garden space and introducing our products to the Decorah community, Sara Peterson and Erik

Sessions purchased a small farm north of Decorah in 2001. They have maintained and improved 5 acres of annual vegetable ground since then. With crop rotations, cover crops, compost and diversified vegetables, Patchwork Green Farm focuses on flavorful, clean, beautiful and organic (non-certified) people food. Workshop discussion can turn to infrastructure on the farm, employee and time management, market stall display, quality control and customer satisfaction.



Jason  
Grimm

Jason Grimm is the Food System Planner with the Iowa Valley RC&D in eastern Iowa. Jason has been with the RC&D since

2009 as the project manager of the RC&D's Regional Food Initiative where he coordinates projects including beginning farmer and rancher training, regional farm to school development, food business development and collection of regional food system metrics.

Jason also farms with his family near Williamsburg. Grimm Family Farm has enterprises that include dry beans, produce and pastured poultry.

# PRESENTERS



**Courtney Long**

Courtney Long is a program coordinator with Iowa State University Extension and Outreach in the departments

of Agriculture and Natural Resources and Community and Economic Development. Courtney manages the development and implementation of the Agricultural Urbanism Toolkit, a three year community design process in partnership with communities in Iowa. This program partners directly with the Community Design Lab and additional departments on Iowa State Campus.

She is passionate about community engagement, public health, food access and holistic programming. The Agricultural Urbanism Toolkit process develops trust and community coalitions, facilitates public input sessions, conducts spatial assessment, and designs relevant food system projects. Courtney has been working with local food systems and design for access to healthy, local and regional foods since 2010 with various appointments and research.



**Cindy Mensen**

Cindy Mensen is the Clayton County Executive Director for the FSA office located in Elkader, IA.

**Kurt Rueber**

Kurt Rueber works for the Iowa Department of Inspections & Appeals.

**Merri Cross**

Merri is a Food Safety Specialist at the Iowa Department of Inspections and Appeals.

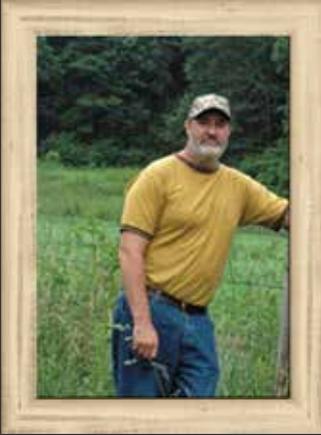


**Lora Friest**

Friest is the Executive Director for Northeast Iowa RC&D, a private nonprofit whose Mission is to “Recognize opportunities and provide leadership to make Northeast Iowa a vibrant,

place-based model for the nation!” Friest is a graduate of the University of Northern Iowa and has worked for the past 17 years at the RC&D to plan and implement new programs, projects and initiatives that help partners throughout the state achieve their vision. Friest was the principle writer for Northeast Iowa’s initial W.K.Kellogg Local Food and Fitness application, she has successfully written millions of dollars in Value Added Producer Grants and other state and federal grants to help local food producers start up or expand value added businesses. She and her RC&D team also bring together producers and producer groups from across the region and the state with economic development leaders to develop local food, farm, and farmers market initiatives and projects that enhance Northeast Iowa’s small business climate, develop branding, and increase the breadth and scope of the local foods market.

# PRESENTERS



Todd  
Duncan

Todd Duncan works for the NRCS in the Winneshiek County District Conservationist Office.



Samantha  
Wagner

Samantha Wagner is a District Field Manager for Iowa Farm Bureau. The Iowa Farm Bureau Federation is a grassroots, statewide organization

dedicated to enhancing the People, Progress and Pride of Iowa. More than 159,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity.



Liz  
Kolbe

Liz Kolbe joined Practical Farmers of Iowa staff in the summer of 2013. Liz works primarily in horticulture, focusing on cooperators' program research, pesticide drift issues, and field day and event planning.

A native of Grinnell, IA, Liz received her B.A. in Environmental Science at The Colorado College, focusing on renewable energy in the West and the impacts of ethanol production. Following graduation she worked as the Program Coordinator for the State of the Rockies Project, eventually shifting her academic focus to agriculture and landscape. Liz moved eastward for graduate school, earning her M.S. in Environmental Science with a specialization in Agroecosystem Science at The Ohio State University. While at OSU and based at the Ohio Agricultural Research and Development Center in Wooster, OH, Liz worked with the Agroecosystems Management Program and was a "super-volunteer" at Local Roots Market.

In addition to exploring farm and food scenes around the country, Liz enjoys playing sports, scouring garage sales, and reading short stories on the front porch. She also serves on the board of directors for Wheatsfield Coop.

# PRESENTERS



Sara  
Broers

I have grown to adore the beaches and people of the Alabama Coastline. Mountains, beaches and the Caribbean are also favorites. I do still hold a special place in my heart for the midwest. Lisa Trudell of the The Walking Tourists and I co-founded the MidwestTravelBloggers in 2015. Here is where I share my passion of the midwest. The midwest is home to me and I can guarantee that I can find you a unique place to discover, right in the heart of America.



Jessica  
Rilling

Jessica Rilling is Executive Director for Iowa Valley RC&D where she coordinates and implements regional projects in natural resources, the arts, and local foods. Rilling has worked in both the public and private sector and has a strong background in conservation, grant writing, and marketing. In 2010, she started Jessica Rilling Photography. Her focus areas are tourism, land stewardship, and farming. Her online photography portfolio can be found at [www.JessicaRillingPhotography.com](http://www.JessicaRillingPhotography.com)



Kayla  
Koether

Kayla Koether is a Food Systems Specialist for Iowa State University Extension and Outreach in six counties in northeast Iowa. Kayla grew up near McGregor on a rotational grazing farm, where she got hooked on local, healthy food and regenerative farming systems. Her grazing passions led her to study International Agriculture and Rural Development at Grinnell College, which allowed her to travel to India and Mongolia and learn about agriculture and pastoralism abroad. Upon returning to NE Iowa, she served as an AmeriCorps member with the Northeast Iowa Food and Fitness Initiative, and worked in local energy with the Winneshiek Energy District. When she's not thinking about food, farming, and revitalizing rural Iowa, you can catch her doing yoga, playing music, horseback riding, or reading. Kayla has a partial appointment with the Extension Local Foods Team and specializes in beginning farmer education and outreach.

# PRESENTERS



Georgia  
Windhorst

Georgia Windhorst came to Decorah from Minneapolis to attend Luther College. While attending Luther she studied

Spanish and Environmental policy, and was involved in environmental and social justice groups on campus. Windhorst developed a specific interest in the food system, and after graduation worked in the area and was involved with the local food system in many aspects. In December 2014 she joined the Iowa Food Hub, and since then has stepped into the role of General Manager.



Betsy  
Peirce

Betsy Peirce is the Produce Manager for the Oneota Community food Coop located in Deocorah, IA



Josh  
Dansdill

Dansdill is currently serving as the Regional Farmers Market Coordinator for Northeast Iowa RC&D. In this role, he provides technical assistance with farm and business planning and marketing for local food producers from across the region. Josh worked with local producers to develop and now coordinates the Farmers Market Advisory Council (FMAC). He worked with producers and partners from around the region to develop the Northeast Iowa Local Food Expansion Plan, which he is now helping them implement. Josh created and manages the social media sites for Northeast Iowa's 24 Farmers Markets and works with those 24 Farmers Markets to evaluate and make recommendations for business opportunities for individual producers and for future growth of individual and collective sales. Josh also provides business planning, marketing, and research assistance to grower groups including the Northeast Iowa Grassfed Producer Council. Josh attended Luther College where he received a bachelor's degree in Business Management. Dansdill has previous work experience with the Oneota Food Co-op and Seed Savers Exchange.

# COURSE SUMMARY

## SESSION 1

### KEYNOTE: Value and Scale in the Local Foods Marketplace

Balancing the reasons we choose to farm with the economic realities of the modern food system can challenge even the most experienced grower, and while beginning growers wash up on the rocks of scaling-up, questions about size and values create conflict within the local foods movement. Chris Blanchard will discuss how we can root our growth in good business, while not losing sight of the fertile values in which that growth occurs.

### Straight from the Farmers Mouth

Farm-to-table, Agritourism, and the increased desire for local food have provided an opportunity for revitalizing rural Iowa. Hear straight from the farmer on what they are doing and begin the discussion on how we can work collaboratively to grow this industry across Northeast and the rest of Iowa.

### Restaurants Round Table Discussion

Farm-to-table is buzzword around the country and a number of local chefs are utilizing local ingredients into their menus. A panel of local chefs will discuss why they purchase local produce and will field questions on how Northeast Iowa can begin to foster partnerships between food producers, promoters and the tourism industry through use of local sourcing.

### The Power of Local Food in the Rural Economy

Communities are working with bloggers across the country and are doing some amazing things! We understand the power of bloggers, social media and how tourism partners can and do benefit. Marketing in 2017 looks to be exciting through the power of social media and the Internet. As more folks in rural America are embracing the Online world, it's also helping the Midwest from an economic standpoint.

### How to Utilize the Community Food System Program?

The Community Food Systems Program is led by ISU's Community Design Lab in partnership with the ISU Extension and Outreach Local Foods Program, with funding from the Leopold Center for Sustainable Agriculture. It incorporates a process that promotes public interest through engagement with community leaders, leading to a holistic design incorporating community values around food.

### Developing and Building Projects and Partners

Two, or three, or ten brains are better than one is a great reason for why people, businesses, and organizations look to partner. By partnering with other organizations we and combine our time, energy and effort just imagine what we can get done. Lora Friest has been developing projects and building relationships throughout Northeast Iowa for nearly two decades and will share some best management practices for others to build their own relationships.

# COURSE SUMMARY

## SESSION 2

### Market and Farm Photography; Lessons Learned

Seeing is believing or a picture is worth a thousand words photography has a impact on everyone combined with the growth of social media and marketing the power of photography cannot be denied. But how does someone get this photos and once I have them, how do I use them? Jessica Rilling will share with you how to convey your image and build your brand with the power of photography.

### Farmers Market Manager 101

Market managers are tasked with a variety of duties and responsibilities that will vary on the markets size, structure, and programs. Market managers are critical in the success of a farmers market and Steve McCargar will provide the basics for handling this task by presenting on the years of experience he has running the Winneshiek Farmers Market in Decorah IA.

### Health and Safety 101

Have you ever wondered if you need a certification or a license to sell this or does this need to be temperature controlled or why can't I sell this pie at the farmers market? We all care about the safety of our customers and want them coming back to purchase more. This is your opportunity to hear from the Department of Inspections and Appeals and have your questions answered regarding all your food safety concerns.

### Making the Most of Your Farmers Market

With pressure from every direction to scale up market farming operations to meet the growing demand for local food, growers need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and opportunities in expanding your market farm.

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## SESSION 3

### FSMA and GroupGAP, What I need to Know

What is FSMA? What is GroupGAP? How does it affect my business? These food safety programs and certifications are here and will be affecting local food producers in Iowa. Jason Grimm will provide the details and information you need to decide how they will be affecting your business.

### Farmers Market Vending 101

So you want to sell or have been selling at the farmers market and want to know how to get more out your farm stand? Erik Sessions from Patchwork Green has been selling at the farmers market for nearly 2 decades and has learned a thing or two that will assist you with getting the most out of your stand and growing your farm.

### Beyond the Market

The farmers market is a great way for local producers to get their foot in the door but where can you grow from there? Northeast Iowa is home to a number of businesses that are selling local produce. Hear from The Iowa Food Hub and the Oneota Food Coop on how they operate, what they look for, and how they support local producers.

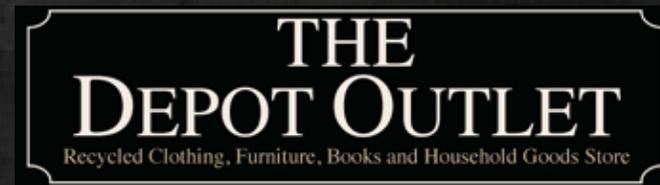
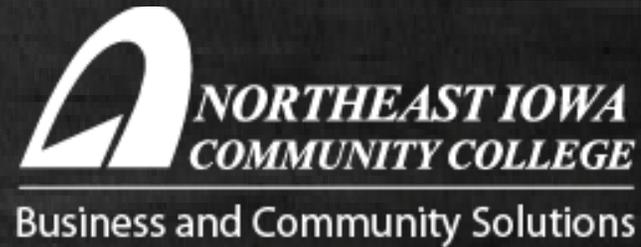
### Farmers Opportunity Panel

Did you know Northeast Iowa has a wide variety of programs available for farmers and ranchers in Northeast Iowa? This is your opportunity to hear from a diverse group of professionals that are looking to assist you in developing a successful farm. All the professionals will provide an overview of their programs they offer and will be available for small in depth round table discussions to answer questions you may have specific to your farm.

### Scaling Up to Fill the Plate

With pressure from every direction to scale up market farming operations to meet the growing demand for local food, growers need to consider their goals, roles, capacity, and skills. Chris Blanchard will take you on an exploration of the challenges and opportunities in expanding your market farm.

# THANK YOU TO OUR SPONSORS



## LOCATION



Northeast Iowa Community College  
Wilder Business Center  
Calmar Campus  
1625 Highway 150 S  
Calmar, IA 52132



## LODGING



For information on lodging options,  
contact Winneshiek County  
Convention & Visitor Bureau  
Phone: (563) 382-2023  
Online: [www.visitdecorah.com](http://www.visitdecorah.com)