

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

Iowa Farmers  
Market Workshop  
Feb. 11!

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

Sat., Feb. 11, 9 am—4 pm  
at  
First Christian Church  
2500 University Ave.  
Des Moines

LEARN ♦ SHARE ♦ NETWORK



## 2012 Workshop Sponsors

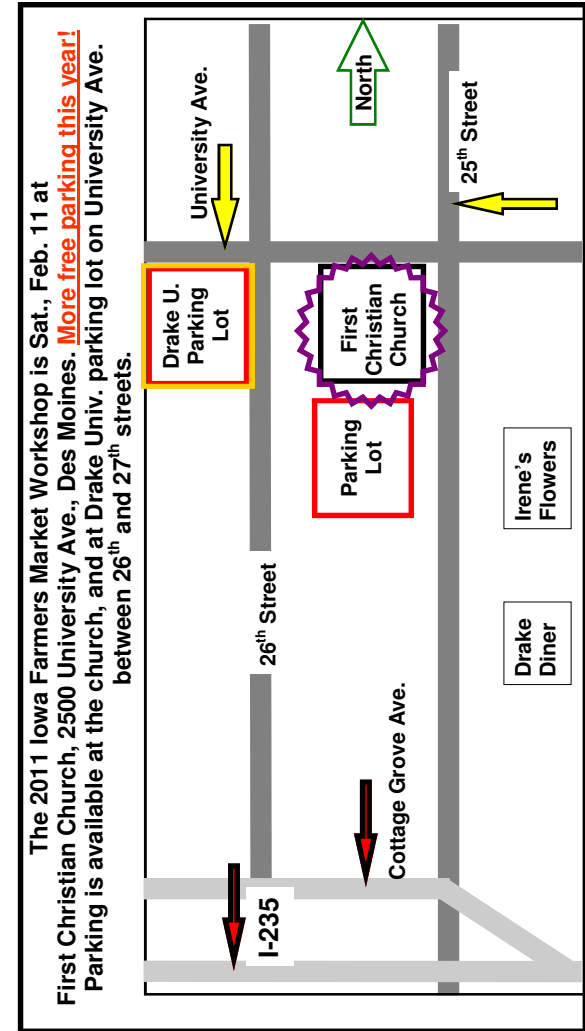
Iowa Farmers' Market Association  
[www.iafarmersmarkets.org](http://www.iafarmersmarkets.org)

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

Harris Seeds  
[www.harriseseeds.com](http://www.harriseseeds.com)

**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:**  
Take exit for 31<sup>st</sup> St.  
Go north to University Ave.  
Go east to 25<sup>th</sup> St.



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

9 am — 4 pm

Saturday, February 11, 2012

First Christian Church, 2500 University Ave., Des Moines

- Come to the 14<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 one
- Registration is only \$30 (through Jan. 23) and *includes lunch and two breaks.*
- Call Barb Ristau, Treasurer, IFMA, at 641-456-4811 for more information.

## Workshop Presentation:

### Mercedes Taylor-Puckett

Local Foods and Farmers Market Project Coordinator,  
Kansas Rural Center



Mercedes Taylor-Puckett

### Farmers Markets Basics

Whether you're a new or an experienced market manager, you'll get tips on farmers market basics.

### Making Market Magic

*With a wave of the Market Manager's wand — POOF! — a Farmers Market happens!*

To the public, this is what appears to happen.

But market folk know the reality behind the illusion: much work goes into the creation of a vibrant atmosphere that's conducive to robust vendor sales. Market Magic takes solid research, innovative collaboration, strong planning, and first-rate implementation.

Let's go behind the curtain to discover the secrets of creating and promoting a thriving market.

**Mercedes Taylor-Puckett** is the Local Food and Farmers Market Coordinator for Kansas Rural Center's Farmers Market Project, which supports the 75+ markets in Kansas through conferences, workshops and the [www.ksfarmersmarkets.org](http://www.ksfarmersmarkets.org) website.

Her current projects include expanding SNAP access at farmers markets, as well as launching the local food branding program, Our Local Food, for the state of Kansas. In addition to serving as the Kansas co-lead for the National Farm to School Network, Mercedes is involved with farm food safety and the Good Agricultural Practices (GAPs) Program. She contributes to the Great Plains Growers Conference as a member of the planning committee, develops manager and board training, and organizes the annual Kansas Farmers Market Conference. Mercedes is also the administrator of [www.ksfarmersmarkets.org](http://www.ksfarmersmarkets.org).

Prior to joining KRC, she was the coordinator of the Downtown Lawrence Farmers Market and served as the local food forager for the 2008 National SARE Conference in Kansas City.

Mercedes enjoys working on issues of local, sustainable agriculture and visiting as many farmers market across Kansas and the nation as she can while trying to keep up with two teenage daughters.

Plus updates and information from IDALS  
IFMA Annual Meeting at 12:45

## 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 \_\_\_\_\_

*Please use another paper for additional registrations.*

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

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

Any registration after Jan. 23, 2012 = \$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 \_\_\_\_\_

