



Missouri Farmers' Market Association

Healthy, Fresh and Fun, To Boot!

Volume 7, Issue 2

November 2008

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MFMA Annual Meeting & Workshops

Saturday, January 16, 2009, at The Lodge of the Four Seasons, Lake Ozark

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| 9:30 am – 10:00 am | Registration |
| 10:00 am – 10:45 am | “Discovering the Salesman in You”
Lane McConnell, MDA Marketing Specialist |
| 10:45 am -11:45 am | Missouri Farmers' Market Annual Business Meeting |
| 11:45 am – 12:45 pm | Lunch - “The Importance of Customer Service and Salesmanship” |
| 12:45 pm – 1:15 pm | Trade Show Break |
| 1:15 pm – 2:00 pm | “Growing Heirloom Tomatoes: Extending the Season” |
| 2:00 pm – 2:45 pm | Beginner - “Marketing for the Marketing Impaired”
Experienced - “Advanced Marketing: Branding Yourself”
Carolyn Raasch, Carolyn's Country Cousin |
| 2:45 pm – 3:00 pm | Break |
| 3:00 pm – 3:45 pm | Round Table Discussion - “What Flew, What Flopped: Farmers' Market Success Stories” |

Registration information is printed on page 3.

Does your market deserve kudos?

Get those stories and photos in for the Market of the Year and the fun categories of best motto/logo, best event, best ad campaign/marketing idea and best photo. Brag on your boosters. We'll have up to four champions recognized this year in Missouri.

The entry deadline is January 30, 2009, and the prizes range from \$1,000 (and what market can't use that prize) for Market of the Year, to goodies and a market gift certificate for champions, to fame and glory for other categories.

Give us a great photo and your market might be featured in a statewide publication. Best event is listed in the Missouri Farmers Market brochure, along with all the Markets of the Year. See the enclosed brochure for entry details.



Brochure deadline -
March 15, 2009

2009 Benefits for market members:

AgriMissouri Membership - AgriMissouri dues are waived for MFMA market members. To take advantage of this benefit, the market must submit an application to AgriMissouri. The application is available at www.agrimissouri.com/pdf/agrimissouriapp.pdf. AgriMissouri members are listed in an annual brochure produced by AgriMissouri and distributed through the state travel centers and at the State Fair.

Statewide Brochure - Watch for more info in the next newsletter.

The deadline for being included in the brochure is March 15th. 2009 dues must be paid prior to the deadline.

MFMA/Farm Bureau market insurance program - Commercial General liability insurance is available to MFMA market members through an umbrella policy with Missouri Farm Bureau. Participating markets receive:

- \$1,000,000 Combined Single Limit each occurrence limit
- \$1,000,000 Personal & advertising injury
- \$2,000,000 General aggregate (other than products-comp ops)
 - \$50,000 Fire damage limit - any one fire
 - \$5,000 Medical expense - any one person

The policy runs from January 1 to December 31 and markets may enroll at any time however coverage begins when payment and completed application is received by MFMA. The owner of the property on which the market is held can be listed as an additional insurance at no extra cost. The cost is:

2009 MFMA membership dues	\$30
2009 Farm Bureau membership dues	\$30
Premium	\$25
Handling fee	\$15
Total	\$100

**Was your market insured in 2008?
If there are no changes from your 2008
application, you need only send in your
fees. No new application needed.**

For an application, contact Eileen Nichols, see next page.

Series of Farmers' Market Workshops Offer Competitive Edge for Missouri Producers

Beginning Nov. 21, the Missouri Department of Agriculture (MDA) will begin a series of statewide farmers' market workshops focused on growing techniques for better sales at farmers' markets, food safety and salesmanship/direct marketing. The workshops are open to growers and farmers' market masters.

The Farmers' Market Workshops will be held in seven cities across the state. The schedule is as follows:

- **Nov. 21 – Direct Marketing: Finding the Salesman in You** - Hannibal, Quality Inn and Suites
- **Dec. 4 – Direct Marketing: Finding the Salesman in You** - St. Joseph, Buchanan County Extension Office
- **Dec. 11 – Growing for a Farmers' Market** - Fredericktown, Eagles Lodge
- **Jan. 20 – Food Safety, On the Farm and At the Market** - Columbia, Courtyard by Marriott
- **Jan. 27 – Direct Marketing: Finding the Salesman in You** - Blue Springs, Courtyard by Marriott Kansas City East/Blue Springs
- **Feb. 10 – Food Safety, On the Farm and At the Market** - St. Peters, St. Charles County Extension Office
- **March 6 – Growing for a Farmers' Market** - Springfield, Springfield Library Center

Workshops are \$15 per person and includes lunch and snacks. For more information or to obtain a registration form, contact Lane McConnell, marketing specialist with MDA, at (573) 751-4339 or Lane.McConnell@mda.mo.gov.

MFMA Annual Meeting & Workshops

9:30 a.m. to 3:45 pm
Saturday, January 17, 2009
The Lodge of the Four Seasons
Horseshoe Bend Parkway - Lake Ozark MO 65049

Registration Form

Please send the following information, with your payment, to:
MFMA, PO Box 1, Webb City, MO 64870

Name(s) _____

Address _____

\$30 (less discount*) per person (includes lunch if received by 1/7/2009)

*MFMA individual members receive a \$10 discount for one person, family receive a \$10 discount for up to two persons, market members receive a \$10 discount for up to three persons.

_____ Amount enclosed.

Membership Benefits -

- MFMA newsletters
- Inclusion on MFMA listserv
- Discount on annual workshops

In addition, member markets receive:

- Waiver of AgriMissouri dues
- Inclusion in statewide brochure
- Access to liability insurance
- Eligibility for contests



MFMA Membership Application

January 1 through December 31, 2009

_____ **Farmers' Market - \$30.00**

_____ **Individual - \$10.00**

_____ **Family - \$15.00**

Please print clearly –

Name of Market or Business:

Contact person:

E-mail: _____

Mailing address

_____ Send newsletters by e-mail.

Phone number _____

Market or family members:

Alternate voter _____

email _____

Vendors/producers, please list all Farmers' Markets at which you sell:

Please send me information on insurance for member markets _____

If you have issues you want addressed by MFMA, please include them in a separate letter.

Mail to: Eileen Nichols
MFMA secretary
PO Box 1
Webb City, MO 64870

Questions? - eileennichols@sbcglobal.net or 417 673-5866

Specialty Crop Grant Opportunities

The Missouri Department of Agriculture is accepting applications for the federal Specialty Crop Block Grant .

Specialty crops are fruits and vegetables, dried fruits, tree nuts, nursery crops, floriculture, herbs, honey, mushrooms and Christmas trees. Both fresh and processed specialty crops are included.

Applicants can be groups of individuals, commissions, public entities, associations and/or nonprofit organizations representing Missouri specialty agricultural and food producers.

Proposals that involve collaboration or partnerships between producers, industry groups, academics, or other organizations are encouraged and will be given priority.

All applications must provide measurable evaluation criteria. For example, the creation of a farmer's market is a goal. The creation of a farmer's market with at least three produce vendors a week is a goal with measurement.

Project Eligibility

A total of \$90,000 is available. The division of funds will be based on the quality of proposals. Maximum grants will be \$5,000 , but the MDA reserves the right to award an outstanding project(s) with more grant funds. Only one proposal per organization will be accepted. Project proposals should focus on enhancing the competitiveness of specialty crops through one of the following four categories:

- Promotion/Marketing
- Research
- Education/Training
- Innovation/Efficiency (Facilities/Equipment)

Examples of "enhancing the competitiveness" of specialty crops includes, but is not limited to: research, promotion, marketing, nutrition, trade enhancement, food safety, food security, plant health programs, education, "buy local" programs, increased consumption, increased innovation, improved efficiency and reduced costs of distributions systems, environmental concerns and conservation, product development, and developing cooperatives.

Selection priority will be given to projects which include the following:

- Projects with clear identifiable goals which demonstrate tangible benefits for the industry segment and Missouri's overall food and agriculture economy.
- Projects which increase the sales of Missouri grown or manufactured food and agriculture products.
- Projects which increase the volume of products sold, price of products sold, and or the market share of products sold. The size of the industry will be considered.

- Projects which address a challenge or opportunity, fit into the overall marketing plan of the industry sector, and add to the overall marketing strategy.

MDA encourages proposals that provide matching funds, either in cash and/or third party in-kind contributions. While matching funds are not required, those requests with matching funds will be given priority.

Eligible Expenditures or Allowable Costs

All costs must be associated with project activities that enhance the competitiveness of specialty crops. Examples of **eligible expenses** include, but are not limited to: promotional materials, such as signs and brochures for farmers' markets; developing associations to promote specialty crops; creating a cooperative to increase "purchasing power"; consumer education and increased consumption marketing campaigns (i.e. buy local initiative); product development of specialty crops; improved planting techniques to increase yield, and innovative fencing used to protect crops.

Application and Reporting Requirements

For specific requirements, contact Lane McConnell (see below) or go to:

<http://www.mda.mo.gov/abd/specialtycrop.htm>

Proposal Submission Procedures

MDA will reject any Grant Proposal Forms over three pages in length. **Proposals must be received by the MDA on or before 4:00 p.m. Mon., Jan. 5, 2009.**

The MDA will accept proposals via e-mail to Lane. McConnell@mda.mo.gov or by mail. If mailing, applicants must submit one unstapled original and four stapled copies of the proposal, including all supporting documentation. The MDA will not accept proposals by fax. Proposals must be mailed or delivered to:

Lane McConnell, SCBGP Proposals
Missouri Department of Agriculture
1616 Missouri Blvd.
P.O. Box 630
Jefferson City, Mo. 65102



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