



Missouri Farmers' Market Association

Healthy, Fresh and Fun, To Boot!

Volume 7, Issue 1

January 2008

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Tis the Season to Learn - Workshops & Meetings

MFMA's Annual Workshop Is Chockablock With Information:

Growing Your Farmers Market, part 1, presented by Jim Quinn, MU Extension
Keeping the market full of produce all season long, expanding market produce variety and attracting younger vendors

Growing Your Farmers Market, part 2, presented by Jake Davis, Missouri Farmers' Union
Choosing the best organization, facility and location. Grant sources for facility improvement, events and promotions.

Direct Market Selling Skills, presented by Bill McKelvey, Community Food Systems and Sustainable Agriculture Program, UM-Columbia
The new MU guide for market vendors

Perennial Best Sellers and New Trends in Market Produce, produced by Harris Seeds and presented by Eileen Nichols, Webb City market manager
This power point presentation will be available free on disc to all attending managers.

Becoming a Non-Profit, presented by Jake Davis, Missouri Farmers' Union
How to fill out the form, why a market should consider becoming a non-profit

The annual meeting/workshops will be held on Saturday, February 16th, at Lincoln University's Carver Farm, 3804 Bald Hill Road, Jefferson City.

Noon - lunch
12:45 - 1:15 - registration
1:15 - 4:30 - workshops
4:30 - annual meeting

Registration information is printed on page 3.

Workshops Hit the Road

MFMA and the Missouri Department of Agriculture are teaming up to host workshops throughout the state. The cost is \$10 per person if registration is received 7 days prior to the workshop. The walk-in charge is \$20 and may not include lunch. Topics include:

- How to start a farmers market
- Certifying your scale for market (bring your scale to have it certified for \$5)
- Selling at the market - do's & don'ts from Weights & Measures, the Department of Health and the Department of Revenue
- What can we do for your market? - the MDA & MFMA
- Get your market heard - How to get the word out
- Lessons learned - producer & market success stories

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2008 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

Plans are underway for a new edition of the Missouri Farmers Market brochure which is distributed by the Missouri travel centers and at the State Fair. Copies of the brochure are available at no charge to 2008 MFMA market members.

Please contact the Association with the following information:

Market Name

Market address

Hours, Days and Season

Contact number &/or web address

New this year - inset maps for our St. Louis and Kansas City markets.

This information may be emailed or mailed to MFMA, PO Box 1, Webb City, Missouri 64870.

2008 dues must be paid prior to the deadline. The deadline for being included in the brochure is March 15th.

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 the following coverage:

- \$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. 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:

2008 MFMA membership dues	\$30
2008 Farm Bureau membership dues	\$30
Premium	\$25
Handling fee	\$15
Total	\$100

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

MFMA Annual Meeting & Workshops

Noon to 5:30 pm
Saturday, February 16, 2008
at the Carver Farm, Lincoln University
3804 Bald Hill Road, Jefferson City

Registration Form

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

Name(s) _____

Address _____

_____ Lunch(es) @ \$11 each
(lunch reservations must be made no later than February 7th)

_____ Persons to attend workshops @ \$15 per person
(MFMA individual members receive a \$5 discount for one person, family and market members receive a \$5 discount for up to two persons)

Membership Benefits -

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

In addition, market members receive:

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



MFMA Membership Application

January 1 through December 31, 2008

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

_____ **Individual - \$10.00**

_____ **Family - \$15.00**

Please print clearly –

Name of Market or Business:

Contact person:

Market or family members:

Alternate voter _____

Mailing address

E-mail:

_____ Send my newsletter by e-mail.

Phone number _____

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

Please send me information on market insurance _____

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

EBT

EBT, Electronic Benefits Transfer, is the new term for Food Stamps. Now that food stamps are only accessible electronically (instead of receiving paper stamps, the client receives a card which is swiped like a credit card), food stamp clients can only shop where electronic devices are available. Most markets have no phone line and so would need a wireless card device to serve food stamp clients. The \$1,000+ purchase price of such a device would break the budgets of most markets.

As part of the Missouri Specialty Crop Block Grant the MDA will purchase 19 EBT/ Debit Wireless Machines to be distributed to eligible markets. The MDA is currently identifying the 19 markets across the state to receive the wireless devices. Eligible markets will be chosen through scoring on a Missouri EBT Market Criteria Form that scores markets on subjects such as: city population, unemployment rate, market experience, food stamp participation and funding.

Selected markets are responsible for all costs except the purchase of the machines. (Costs typically include a \$30 monthly access fee during the market season, a fee for each transaction and the cost of tokens if a token system is used.)

The deadline for applying is January 31.

For more information or to apply, contact Lane McConnell, MDA Marketing Specialist at 573-526-4984 or via email: Lane.McConnell@mda.mo.gov.

Workshops, continued from page 1

Workshop dates and locations:

Thursday, Feb. 7
Black River Electric Facility, Fredericktown

Tuesday, Feb. 26
St. Charles County Extension, St. Peters

Thursday, Feb. 28
Springfield Library Center, Springfield

Monday, March 3
Cole County Extension Office, Jefferson City

Tuesday, March 4
Adair County Extension Office, Kirksville

Wednesday, March 5
Anita B. Gorman Conservation Discovery Center, Kansas City

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. More information and registration forms can be found at www.agrimissouri.com.

The Missouri Farmers' Market Association strives to

- *Provide a forum for the exchange of ideas & resources*
- *Promote economic & community sustainability through local agriculture*
- *Provide an effective & unified voice for Missouri farmers' markets through vendor & consumer education, legislative advocacy, joint promotions & vendor recruitment*

MFMA

c/o Eileen Nichols, PO Box 1, Webb City, Missouri 64870

Membership categories –

Market Membership – \$30 per year.

Individual Membership – \$10 per year.

Family Membership – \$15 per year.

MFMA Board

President
Deb Connors
City Market
Kansas City

Vice President
Ron Hale
Farmington

Secretary - Treasurer
Eileen Nichols
Webb City

Gunnar Brown
Octavia Scharenborg
Jo Ann Alpert
Tammy Sellmeyer
Jim Gulick

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