



Missouri Farmers Market Association

Healthy, Fresh and Fun, To Boot!

Volume 8, Issue I

November 2009

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Market updates:

The Farmington market had a late start due to weather conditions. But by the first of July we were on a roll. Not as many regular farmers as we have had in the past, but alot of niche farmers with sales of two to six weeks. Our basic farmers were lower, in the area of about 15-18. However, the public came & supported us.

We're still working on PR. Being on the radio every Saturday. morning sure is a good reminder to the community. We are looking into permanent boards advertising the market as you come into town. Thinking about doing a drawing for \$20 of farmer bucks to be used only in the market. Always interested in what others are doing. - Ginny Smith - Farmington Farmers Market

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Workshops Around the State

The O'Fallon Farmers & Artists Market has two workshops coming up in St. Peters:

Vegetable Production Workshop - 9:30 am - 2:45 pm on Thursday, November 19

- 9:30 Tomato Disease & Insect Management Elizabeth Wahle, U of Illinois Extension
- 11:00 Squash, Cucumber, Melons (& more) Disease & Insect Management - Jim Quinn, U of MO Extension
- 12:10 Lunch (included with registration fee)
- 1:00 Soil Improvement and Fertility - Scott Killpack, U of MO Extension
- 2:15 Wrap up discussion — Evaluation

Sales and Marketing Workshop - 9:30 am - 3:45 pm on Monday, December 14

- 9:30 Shared Wisdom: Selling Your Best at Farmers Markets video
- 10:30 Marketing, A Fresh Look - SIFE, Missouri Baptist University
- 11:15 Getting the Most Out of Your Products - Andy Read, U of MO Extension
- Noon Lunch (included with registration fee)
- 12:45 Selling the Experience - Tony Anderson, MO Dept of Agriculture
- 1:30 Selling Strategies for Local Food Producers - Bill McKelvey, U of MO Extension
- 2:30 TBA - Eric Reuter, Chert Hollow Farm
- 3:15 Closing & Evaluation

Both workshops will be at the St. Charles County Extension Center, 260 Brown Rd, St. Peters. Registration deadline: November 13 - \$35 per workshop or \$ 60 for both

Mail check payable to University Extension Council with name, contact information & selected workshop(s) to U of MO Extension, 260 Brown Rd, Saint Peters, MO 63376-1042 or to pay by credit card, call 636-970-3000. Registrations forms are available at: <http://extension.missouri.edu/stcharles/veg>

In the southwest corner of the state, the Webb City market has workshops planned:

Fertility & Weed Management - 9:30 - Noon on Tuesday, December 1 - Topics include preplant fertility management, use of litter & compost, mulching for weed control & effective use of herbicides.

The workshop is free & will be held at the Wright Conference Center, 601 Laclede, on the Crowder College Neosho campus. It is designed for professionals & hobbyists growing produce on five acres or less. Hmong translation will be provided.

Food Safety from field to market - Saturday, February 27

- 9 to Noon - English only class
- 1 to 5 - Repeat of English class with Hmong translation

Both workshops are free & will be held in the Basement Legion Room in Joplin Memorial

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(Workshops - continued from page 1)

Hall. All participants will receive a certificate of completion. Call 417 483-8139 to register.

High Tunnel Workshops:

Is a high tunnel right for my operation? - 9 to Noon on Monday, December 7 at the Southwest Research Center in Mount Vernon

High tunnel equipment & installation - 9 to Noon on Monday, February 8*

Spring high tunnel management - 9 to Noon on Monday, April 7*

Fall high tunnel management - 9 to Noon, on Monday, October 6*

The high tunnel workshops are free & open to the public. Hmong translation provided. For more information, contact Eileen Nichols at eileennichols@sbcglobal.net or 417 483-8139. *At on-site locations to be determined.

If you are near DeSoto and Columbia Farmers Markets, check with them about upcoming workshops.

SARE grant writing workshops for farmers and ranchers interested in securing funding for their innovative sustainable agricultural practices:

9:30 to 3:30 on Tuesday, November 3, at the August A. Busch Conservation Nature Center in **St. Charles**. Debi Kelly, University of Missouri Extension associate, Missouri SARE co-coordinator, will lead this workshop. The cost is \$25 which includes lunch & materials. To register, call 314 773-3676.

9 to Noon on Saturday, November 7, at the National Small Farm Trade Show and Conference at the Boone County Fairgrounds in **Columbia**. Presenters will be Kevin Cooley, Indiana farmer & grant recipient, Margaret Krome of the Michael Fields Agricultural Institute & Joan Benjamin, Associate Regional Coordinator NCR-SARE. The cost is \$35. To register, call Small Farm Today at 800-633-2535.

9:30 to 3:30 on Monday November 9, at the Southwest Research Center in **Mount Vernon**. Debi Kelly will lead the workshop. The cost is \$15 which includes lunch & materials. To register, call 417 483-8139 by November 5.

2009 Missouri Livestock Symposium - Friday & Saturday, December 4 and 5, in **Kirksville**. A multitude of workshops on beef cattle, equine, meat goats, sheep, forages, stock dogs & more. No registration costs. For more info 660-665-9866 or email millerva@missouri.edu

MFMA Membership Application

January 1 through December 31, 2010

_____ **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 & family MFMA members only:

Alternate voter _____

Alternate's email

Please send me information on insurance for markets _____

If you have issues you would like 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
417 483-8139

In the next newsletter, read about the Fair Grove Farmers Market & City Market - Kansas City, as well as about the upcoming MFMA annual meeting & workshops.

Conferences

The 17th National Small Farm Trade Show & Conference will be **November 5 - 7** in **Columbia** at the Boone County Fairgrounds. Admission is \$8 for one day, \$12 for two days, & \$15 for three days. About 60 seminars & farmers forums are planned. In addition, there will be 3-hour short courses at an additional cost of \$35 per course on Agroforestry/Silvo pasture, poultry, hogs, soil fertility, grants, grantwriting, & mob grazing sheep & cattle. The Missouri Vegetable Growers & the Missouri Organic Association will hold their annual meetings at the conference. To register, call Small Farm Today at 800-633-2535.

The Missouri Organic Association Annual Conference will be **February 5 & 6** at the Bradford Farm Conference Center in **Columbia**. Topics include:

The Economics of Sustainable Organic Farming
Improving Marketing Skills Using Social Networking Tools
Busby Farm & Plans for Organic Research
Organic Certification Cost Share, Beginning Farmer Loans, Etc.
Mitigating the Risks of Organic Crops: Crop Insurance for Organic Production
EQIP Organic Transitional Funds & CSP for Organic Production
Creating Cooperatives - Local Food for Local People
How to Get Funding for your Projects
Integrated Pest Management Materials for Organic Production
Improving Soil Fertility with Cover Crops
Organic Certification Requirements
Partnering Research & Advocacy for Organic Producers
Bringing it into Focus: Why Organics?
Managing Soil Fertility by Balancing Micro-Nutrients
Farmer's Forum: Let the Panel of Experienced Organic Farmers Talk: You Ask/They Tell

In addition, there will be multiple break out sessions on grain crops, horticultural crops, & livestock. For more information, contact Sue Baird at 660-427-5555 or gbaird@iland.net

Great Plains Vegetable Growers Conference - January 7-9 at Missouri Western State University in **St. Joseph**

Topics include:

- Small Fruit
- Organic Production
- Beginning Grower
- Pest Management
- All day Cut Flower Track
- Farmers' Markets
- Marketing
- Vegetable Production
- High Tunnel Production

Special pre-conference sessions on January 7: High Tunnel Production Workshop, Community Supported Agriculture (CSA) Mini-School, & Pricing & Profits Workshop

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(Markets - continued from page 1)

The Neosho Farmers Market is finishing up its first season of a producers-only market & is happy to report a very successful beginning. In addition to great community support, we have had excellent vendors offering a wide variety of produce, baked goods, & several artisans have showcased their work at the market. Weather played a big role on attendance. Free drawings brought out a lot of new faces, as did the city's Fall Festival. We will keep trying to find new ways to encourage people to shop local, support local growers & reap the benefits of freshly harvested produce, freshly baked goods & the work of local artists & craftspeople. Any suggestions for next season would be greatly appreciated! - Mary Horine - Neosho Farmers Market

Our season was great. We ended with over 80 vendors. Fresh veggies went best. Baked items also did well. Meat & raw milk were also in demand. We continued our music at every market which was its own value added piece. Our best summer evenings in June, July & August had huge crowds. - filled the parking available. In fact, parking was our biggest problem. - Robert Snook - Ozark Square Farmers Market

The Washington, MO Farmers Market has had a awesome year! We were open on Wednesdays & Saturdays until the end of October. Then we will be open Saturdays only until the third Saturday in December.

We have had 51 vendors throughout the spring, summer & fall. With the fall approaching, we have lost a few that had only fresh summer veggies, but have picked up pumpkins, apples, honey, & cider. We also offer spots to crafters & bakers. They also have been doing well & are looking forward to Thanksgiving & Christmas orders for pies, rolls, cookies & candy.

We saw more vendors coming in that needed help with extra money. Farmers who had not been in the market before came in to make a little extra money to help with bills, etc. For the same reason we saw more buyers who came for the same reason & because they knew that everything would be fresh.

We will have a follow-up meeting in January with the vendors to plan for the 2010 market year. We plan to invite Tony Anderson from the Dept of Ag to visit with our vendors to give them some pointers on displays & marketing. - Wayne Dothage - Washington Farmers Market

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 & markets may enroll at any time, however coverage begins when payment & 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:

***Was your market insured in 2009?
If there are no changes from your 2009
application, you need only send in your fees.***

2010 MFMA membership dues	\$30
2010 Farm Bureau membership dues	\$30
Premium	\$25
Handling fee	\$15
Total	\$100

For an insurance application, contact Eileen Nichols, see membership application on page 2.

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For more information on the Great Plains Vegetables Growers Conference 2010, contact: Buchanan County Extension Office - 816-279-1691. E-Mail: cookkm@missouri.edu Website: extension.missouri.edu/buchanan/GPVGC.shtml

The Missouri Agritourism Conference & the 30th Annual Small Fruit & Vegetable Conference - February 15 to 17 at Lake of the Ozarks. For more information, go to: mtngrv.missouristate.edu/commercial/Conference2010.htm



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