



Missouri Farmers Market Association

Volume 12, Issue 3

April 2014

Mark your calendar

The 2015 MFMA Annual Meeting is on Friday and Saturday, January 23 & 24 in Columbia.

The Columbia Farmers Market is partnering with other area markets to bring us an educational and memorable meeting. You won't want to miss it so mark it on your calendar today!

MFMA Mission -

To connect the Farmers Markets of Missouri with resources and access to partnerships in order to build healthy, sustainable and vibrant local food systems in their communities.

From MFMA President Debby Campbell -

With Winter Markets ending and Seasonal Spring/Summer/Fall markets preparing to open, everyone associated with MFMA is busy. This year's vendor workshops and conferences have been planned and executed. The focus now is planning special events, preparing for grand openings, inspecting farm properties, planning customer workshops and getting the market place organized so vendors can operate their businesses and customers can visit, shop and purchase in a safe environment. The excitement of markets opening is contagious. Let's spread the word!

MFMA needs your help. In order to be an effective organization we need to be growing our membership. The Missouri Department of Agriculture reports there are 267 farmers markets in the State of Missouri. Membership in MFMA currently lists 65 market members, 8 individual members, 5 family members, and 1 associate member. Please help us increase our membership by telling everyone you know about the benefits of our organization. Take the time to share information about MFMA with your family, your vendors, your customers and other markets in your area. Listed below are a few talking points which will aid you in your mission. We will only become stronger if we work together. Member applications and Board of Director contact information are available on our website at <http://missourimarkets.wordpress.com>. Please don't hesitate to contact any of our board members if you have questions, concerns or contact information for a new MFMA member.

- Market Insurance for Incorporated Markets
- Quarterly MFMA newsletters
- MFMA Annual Conference Cost Discount
- Provide resources for market training, organization, mentorship and grant assistance.
- Enables members to build relationships with individuals & communities state wide.
- Provides professional development through workshops, seminars and conferences.
- Access to MFMA list serve (an on-line communication tool for members only)
- Members have voting privilege in selecting the MFMA Board of Directors
- Member use of MFMA Brand (logo)
- Voice in Jefferson City on issues & policy that impact Farmers Markets & Direct Marketing Farmers.

Call for Proposals 2016 Annual Meeting Site Host

Deadline for submission: May 15, 2014
Submit to: Debby Campbell
via email: debcharles@jcn.net
or via regular mail: 431 Johnston, De
Soto, MO 63020

The Missouri Farmers Market Annual Meeting will be Friday and Saturday, January 22 and 23, 2016.

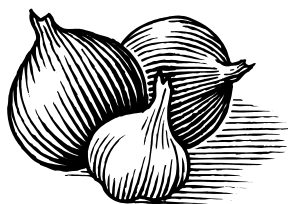
Proposals from host markets at a minimum should include:

- A farm tour during the afternoon and an evening reception on Friday
- All facility, food and drinks arrangements for both days (coffee on Saturday morning is a must, as is lunch)
- Meeting space for board meetings early on Saturday morning and after the program ends on Saturday afternoon.
- Group rates at local hotel(s)
- A power point presentation about the host market to be given during the Saturday program.

In the past, some host markets have arranged for a Friday night banquet and a trade show. The host market may handle programming in cooperation with the board or that can be completely done by the board.

Host sites often secure local sponsors for some of the costs, though the association has covered lunch costs or facility costs in the past and typically the farm tour charge goes directly to the host market. The proposal should include what the association should plan to pay for.

We love meeting in the towns of our markets and look forward to visiting yours.



Does your local paper have a columnist—or two or three? They're always looking for happy stories. Why not invite them to the market?

Here's a column that ran in the Joplin Globe during a very hot July -

Garden flops, but market does not

By Amanda Stone

I found myself staring out at my wilting garden from the comfort of my air-conditioned kitchen. I had just returned from the farmers market. I felt like I had cheated on my produce, which is languishing in this unforgiving heat. If only I had put more effort into it; I could have weeded more; I could have watered more. But alas, the tomatoes stand alone. They are bright red against their brown, crispy leaves.

Don't get me wrong. I love going to the farmers market. It's just bittersweet when I have to go because I failed at growing my own squash. And cucumbers. And peppers. It was time to hand my produce needs over to the professionals.

I am a self-proclaimed farmers market nerd. I am passionate about them. The (*inset your market's name here!*) is one of my favorites. It's small enough that I don't have to fear losing my child among the crowd, yet has everything I want in a farmers market. The hustle and bustle of the crowd, live music, the smell of fresh baked goods and the rainbow of fruits and vegetables is enough to put all of my senses on full alert.

Now is the perfect time of year to go. You can catch the end of season berries and greens, if you're lucky. It's just the beginning for melons. There's a little bit of everything in between.

After I purchase the necessary produce and the extremely unnecessary flowers—I have my own flowers in my yard, but these were arranged in such a lovely way! - we sit and listen to the music for a bit. Well, I listen. My daughter dances and prances precariously around the electrical cords. I find myself wondering why it is that I don't mind sweating at the market, yet I can't spend more time seating in my garden. If I did, my harvest may be as bountiful as the one sitting in bags at my feet.

There's such great satisfaction in buying food straight from the hands that grew it. I usually leave the market happy and proud to be supporting local farms. I only say "usually" because on occasion, I have to drag my daughter kicking and screaming from the fun at the market.

I've adapted a couple of recipes for you to try with your fresh, farmers market finds

MFMA Insurance

Farm Bureau issues a general accident (slip and fall type) liability policy to the Missouri Farmers Market Association. It has to be renewed each year and coverage is from Jan. 1st to Dec. 31st each calendar year. The Association is the policy holder and each market belonging to the Association and Farm Bureau is an additional insured once insurance paperwork and fees are accepted. Landowners can also be listed as additional insured if listed on your insurance application. Controlling interest organizations can also be listed for an extra \$10. Our policy covers claims of up to one million dollars per claim per year with an aggregate of two million per year.

To qualify, covered markets must be incorporated or registered as a non-profit or for-profit corporation with the Secretary of State's office. Each market's coverage begins when payment and application are received and approved by our agent in Jefferson City. Sometimes this takes a couple of weeks, so it is important to get your applications and payment to us before you begin your market season. For this reason, it is our goal to have all markets signed up and paid before the new calendar year starts each year. We will prepare for 2015 in October this year so that everyone will be covered by the end of this year for next year. This will prevent automatic mailings of cancellations by Farm Bureau and also keep your market's coverage in place all year round. If you have any questions or need help with any part of the process contact Brad Gray at 417-708-1909 or email at bradgray1@gmail.com

New MFMA Membership Category

At our last teleconference board meeting on Feb. 26th, 2014, another class of membership was discussed and approved. MFMA will now accept Affiliate Memberships for \$30 per year. Examples of these members are local Chambers of Commerce, community Historical Societies, certain related Government Agencies, related non-profits and other organizations who support our goals and mission statement. Although these members will not have voting rights, they will enjoy the other benefits of membership such as using the list serve and access to our website resources. It is our hope these members will also provide resources to enhance our annual conferences, trade shows, and website. We encourage all of you to reach out to such organizations in your community and share the value of what your market provides to them and invite them to join us in providing locally grown, safe, and nutritious food to their families.

News from AgriMissouri —

Whether you make, grow, or raise agricultural products or operate a farm, business or farmers market in Missouri, AgriMissouri can help your business grow. AgriMissouri is an outreach program through the Missouri Department of Agriculture that promotes Missouri-grown and Missouri-made items, representing food and non-food products, retailers, farmers' markets, agritourism and agricultural experience destinations. AgriMissouri strives to grow all members through collective marketing and promotions and offers training and educational opportunities to help grow successful businesses.

Membership is free at the entry level. To join, go to <https://agrimissouri.com/membership>.



Is your market a 501(c)3 or are you part of one?

Then check out smile.amazon.com. It's the charitable page of Amazon.com—same products, same prices, but 5% of purchases go to the qualified charity of your choice.

MFMA on-line resources—

<https://www.facebook.com/MissouriFarmersMarketAssociation>
(on the MFMA facebook page share your photos, announcements and tips)

<http://missourimarkets.wordpress.com>
(for membership and insurance applications and archived newsletters)

Scheduled to be on-line in June -
www.missourifarmersmarket.org

2014 Missouri Farmers Market Association Board and Officers

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Ellisville Community Farmers Market

Amanda Griesheimer.
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Angela Foley
Webster Groves Farmers Market

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