



# Missouri Farmers Market Association

Volume 11, Issue 3

December 2013

## Annual MFMA Conference

January 24 – 25, 2014  
Washington, Missouri

2 tours  
2 workshop tracks

Activities take place at  
Jesuit Hall  
(310 W Main St, directly  
across from the Chamber of  
Commerce office and  
Farmers' Market).

Additional education tracks  
will be held across the street  
in the Chamber of Commerce  
Boardroom.

**Register by January 14  
for the best price!**

Our thanks to these local  
sponsors:



## The Annual MFMA Conference is January 24 & 25 — you won't want to miss it!

The Annual Conference will be in Washington, Missouri, a charming river town in the heart of Missouri Wine Country. Our host market, the Washington Farmers' Market, has been in operation since 1990, utilizing various parking lots until a permanent, covered facility was opened in 2008. The facility was innovative combined effort of the City of Washington, Washington Area Chamber of Commerce, and Historic Washington Foundation, with additional support from local service organizations and businesses. Open April through December, the market offers local produce & meat (vendor-grown or raised), as well as plants, baked goods, jams & jellies, and handmade items.

### Friday, January 24

2:00 p.m. Farm Tour starting at Chamber Office (details inside)

4:00 p.m. – Walking Tour of Downtown Washington, including Missouri Photojournalism Hall of Fame\*

6:00 p.m. - Wine, Appetizers, Mingling, and Dancing at Jesuit Hall!\*

### Saturday, January 25

7:00 a.m. Board Planning Meeting (Chamber of Commerce) open to all members

8:00 a.m. Registration and Welcome Address from the Board President and the Washington Farmers Market

The meeting splits into two tracks, with a joint lunch/business meeting. Participants are welcome to choose from either or both tracks:

### Marketing Track

9:00 a.m. Helping Vendors to Maximize Their Stall Set-ups and Sales, Katie Kring, KatieMade of Springfield, Mo REPEAT SESSION

10:00 a.m. Working with the Media: Getting Your News Published, Cyndi Young, Brownfield Farm Radio Network REPEAT SESSION

11:00 a.m. Making Facebook Work for Your Market, Lane McConnell with Farmers Market of the Ozarks

Noon MFMA Membership Meeting and Luncheon with Guest Speaker Cyndi Young, Director of Brownfield Farm Radio Network

1:30 p.m. Revamping Your Market to Fit Today's Needs, Charlie Hopper, Missouri Dept. of Agriculture

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## MFMA Membership Application

(membership runs from January 1 through December 31)

\_\_\_\_\_ **Farmers Market - \$30.00**

\_\_\_\_\_ **Individual - \$10.00**

\_\_\_\_\_ **Family - \$15.00**

Please print clearly –

Name of Market or Business (if applicable):

\_\_\_\_\_

Contact person:

\_\_\_\_\_

Mailing address

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail:

\_\_\_\_\_

\_\_\_\_\_ Send my newsletter by e-mail.

### ***Market member category only:***

Alternate voter \_\_\_\_\_

Alternative voter e-mail:

\_\_\_\_\_

Physical location of market:

\_\_\_\_\_

Season, hours & days of market:

\_\_\_\_\_

\_\_\_\_\_

# of vendors at market: \_\_\_\_\_

\_\_\_\_\_ Please send me information on farmers  
market general liability insurance

Mail with dues to: Brad Gray, treasurer,  
710 S. Hickory St., Mt. Vernon, MO 65712

## Insurance

MFMA is once again teaming with Missouri Farm Bureau to offer general liability insurance to farmers markets in Missouri.

Markets must be legal entities, that is incorporated at the state level, even if they operate under an umbrella organization. This is to limit Farm Bureau's liability to just the market's activities.

Farm Bureau will cover exposure of those umbrella organizations related to market activities for an additional \$10 per year.

The cost of insurance is \$100 per year (plus \$10 if coverage of an umbrella organization is desired) and includes 2014 dues to MFMA (market member category) and Farm Bureau, and the premium and handling fee.

The insurance FAQ and application may be downloaded at: [missourimarkets.wordpress.com/](http://missourimarkets.wordpress.com/) or call Brad Gray at 417 708-1909 for the information to be mailed to you.

### **Upcoming conferences of interest:**

Great Plains Growers Conference — January 9 to 11 in St. Joseph — [greatplainsgrowers.org](http://greatplainsgrowers.org)

Annual Horticulture Industries Show "Improving Your Production Toolbox" — January 10 & 11 in Tulsa — <http://www.hortla.okstate.edu/his/>

Missouri Governor's Conference on Agriculture - January 16 to 18 in Kansas City - [https://mda.mo.gov/governor\\_conference/](https://mda.mo.gov/governor_conference/)

MFMA Annual Conference—January 24 & 25 in Washington, MO — [missourimarkets.wordpress.com](http://missourimarkets.wordpress.com)

Beekeeping Workshop - January 28 in Chillicothe - [georges@chbeekeeping.com](mailto:georges@chbeekeeping.com) or 660-214-0132

Makin' Hey in the Heartland—Annual NAFDMA (North American Farmers' Direct Marketing Association) Convention—January 31—February 5 in Kansas City—<http://www.farmersinspired.com/MW2014>

Farm Equipment - Tractor and Implement Sizing — 7—8:30 pm. February 3 Webinar— Log in under guest with your own name at [univmissouri.adobeconnect.com/debikelly](http://univmissouri.adobeconnect.com/debikelly)

Missouri Organic Association Annual Conference— February 6—8 in Springfield — [missouriorganic.org](http://missouriorganic.org)

## Lodging for the Annual Conference

-DeBourge House Bed & Breakfast is offering a rate of \$80 per night. (636) 399-0466  
www.debourgehousebedandbreakfast.com

-Super 8 is offering a rate of \$67.90.  
(636) 390-0088 www.super8.com

-The Old Dutch is within walking distance of the train station, and is a great option for those traveling on Amtrak. (636) 390-4400  
www.olddutchhotelandtavern.com

## Traveling by Train

Amtrak stops at Kansas City, Independence, Lee's Summit, Warrensburg, Sedalia, Jefferson City, Hermann, Washington, Kirkwood, St. Louis and arrives in Washington from the West at 12:31 p.m. and 8:16 p.m., from the East at 10:21 a.m. and 5:06 p.m.

Individual Tickets: 1-800-USA RAIL

Group Sales: 1-800-USA RAIL and ask for agent. Need at least 20 names in advance to get the group rate.

## Lodging scholarships –

MFMA will underwrite \$50 of the cost of lodging for a limited number of market member representatives. Scholarships will be awarded on a first-come, first-serve basis to markets more than one hour's drive from Washington. If funding remains after January 14, scholarships will be awarded to closer markets until the funding is depleted.

Those awarded lodging scholarships should present their paid hotel bill to the information table on the Saturday of the meeting.

## Farm Tour—2 pm on Friday, January 24

We leave from the Washington Chamber of Commerce Office at 2:00 and will return by 3:30 in time for the downtown walking tour.

We will visit Todd Geisert Farms by charter bus, just outside of Washington. This is a diverse farm that sells at the Washington Farmers' Market and its own farm stand, as well. The farm has also marketed their products to St. Louis-area restaurants and stores.

The cost of the tour is \$10 per person. Reservations and payments should be made with the registration form at left.

## MFMA Annual Conference Registration Form

NAME(S): \_\_\_\_\_

\_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MARKET MANAGER: \_\_\_\_\_ Yes or No

Applying for a Lodging Scholarship?  
(see details at left) \_\_\_\_\_ Yes or No

The name of the market you represent, if any?  
\_\_\_\_\_

Will you be attending the MFMA Social Evening  
on Friday, January 24? \_\_\_\_\_ Yes or No

Conference Registration

Farm Tour — Friday, Jan. 24: \$10

x \_\_\_\_\_ participants = \$ \_\_\_\_\_

Conference—Fri evening & Sat, Jan. 24 & 25: \$25

X \_\_\_\_\_ participants = \$ \_\_\_\_\_

Discounts:

Individual member - \$5 off 1 conference fee; Family member - \$5 off up to 2 conference fees; Market member - \$5 off up to 3 conference fees (does not apply to farm tour)

Less Discounts— \$ \_\_\_\_\_

Total enclosed: \$ \_\_\_\_\_

All registrations are due by January 14, 2014. Any registrations after this date will be subject to a \$10 late charge.

Mail all registrations to:

Brad Gray,  
710 S. Hickory St., Mt. Vernon, MO 65712

2:15 p.m. Special Events Planning for Your Community Market, round-table discussion led by group panel REPEAT SESSION

3:15 p.m. Out of the Box Fundraising for Your Market, group discussion led by Lane McConnell with Farmers Market of the Ozarks

### **Management Track**

9:00 a.m. Product Liability Insurance for Market Vendors

10:00 a.m. Building a Quality Farm Inspection Program, panel discussion from Greater Springfield Farmers Market, City Market (Kansas City) and Webb City Farmers Market

11:00 a.m. Special Events Planning for Your Community Market, round-table discussion led by group panel REPEAT SESSION

Noon: MFMA Membership Meeting and Luncheon with Guest Speaker Cyndi Young, Director of Brownfield Farm Radio Network

1:30 p.m. Working with the Media: Getting Your News Published, Cyndi Young, Brownfield Farm Radio Network, REPEAT SESSION

2:15 p.m. Helping Vendors to Maximize Their Stall Set-ups and Sales, Katie Kring, KatieMade of Springfield, Mo. REPEAT SESSION

3:15 p.m. Structuring a Successful Winter Market, Farmers Market Coalition

### **Joint Session:**

4:15 p.m. Wrap-Up and Closing, MFMA Board President

5:00 p.m. MFMA Organizational Board Meeting—open to all members