



farmers' market coalition

Join us for this unique event!

Friday, February 3, 2006 Farmers' Market Workshop

Improving Intermountain Farmers' Markets

Hosted by
Farmers' Market Coalition*
USDA AMS
Capital City Public Market
Rural Roots
and University of Idaho Extension

- Better Displays • Liability Insurance for Markets • Product Pricing • Credit, Debit & EBT Cards at the Market • Food Handling & Sampling • Measuring Success • Standardizing the Regulatory Environment • National Policy Update

Don't miss this special opportunity to learn from nationally recognized farmers' market experts how you, as a vendor, manager and/or board member, can improve your local farmers' market!

The mission of the Farmers' Market Coalition* is to strengthen farmers' markets (FM) for the benefit of farmers, communities and consumers.

The Farmers' Market Coalition* has the following goals:

- To serve as an information center for FMs
- To be a voice for North American FM advocacy.
- To foster strong farmers' market associations.
- To bring private and public support to the table to sustain farmers' markets in the long term.
- To promote farmers' markets to the public.
- To develop and provide educational programming and networking opportunities related to farmers' markets.

Register for the workshop and conference today!

*The Farmers' Market Coalition is a program of the North American Farmers' Direct Marketing Association.

RECLAIMING OUR LOCAL FOOD AND FARMS:
2006 RURAL ROOTS ANNUAL CONFERENCE
REGISTER TODAY!!

RURAL ROOTS
healthy food healthy communities
P.O. Box 8925
MOSCOW, ID 83843

COME JOIN US IN
RECLAIMING OUR LOCAL FOOD AND FARMS:
2006 RURAL ROOTS ANNUAL CONFERENCE
AND FARMERS' MARKET WORKSHOP
FEBRUARY 2-5, 2006
BASQUE CENTER
DOWNTOWN BOISE, IDAHO



Rural Roots' Board of Directors invites you to participate in our annual conference. This year's theme, **Reclaiming our Local Food and Farms**, is all about how **you**, as a seasoned producer, new farmer or local food enthusiast, can enhance and support local agriculture in your home town. Hosted by Rural Roots, University of Idaho Extension, Capital City Public Market, USDA AMS and the Farmers' Market Coalition* (see side panel), the conference is designed to help you: *improve your sales, manage your farmers' market better, become a farmer, find land to farm, diversify your farm products, understand what it means to eat local, and reclaim your right to healthy food, grown on local farms.* Come join us!

KEYNOTE SPEAKERS

MICHAEL ABLEMAN
FARMER, WRITER,
PHOTOGRAPHER



A farmer, writer, and photographer. Michael Ableman founded the Center for Urban Agriculture at Fairview Gardens in California, where he farmed from 1981-2000. He now farms on an island in British Columbia with his wife and two sons. His latest book, *Fields of Plenty*, describes a growing community of organic farmers and food artisans around the country who are producing sustainable nourishment that is respectful to the land and rich in heritage, flavor, and passion. Ableman will inspire, challenge and motivate us to embrace a future of vibrant local food communities.

DIANE GREEN
FARMER,
CONSULTANT



Diane's business, Greentree Naturals, Inc. is a certified organic, small acreage farm located outside of Sandpoint, Idaho. The farm provides Sunday brunches, summer farm tours, workshops, a grower's collective, CSA subscriptions, restaurant sales, farmers' market sales, and an on-farm apprenticeship program. Diane serves on a number of boards for organizations such as the State of Idaho Organic Foods Advisory Council, and is the Chair of the Board of Directors for Rural Roots. Diane will talk, with years of experience behind her, about the importance of reclaiming local food in your community.

JOHN PITNEY
SONGWRITER,
ACTIVIST, MINISTER



John Pitney grew up on a dairy and grass seed farm in Western Oregon. A songwriter and food system activist, he coordinates That's My Farmer, a project of 17 churches and synagogues working with 14 CSA farms. Through the project, more than 300 families have become CSA members. A former member of the Idaho Rural Council Sustainable Agriculture Committee, John now works with the Oregon Lane County Food Coalition, laying the groundwork for a county-wide food policy council. John will facilitate lively, thought-provoking discussions on food issues concerning all of us.

Reclaiming Our Local Food and Farms

Rural Roots' 2006 Annual Conference and Farmers' Market Workshop
February 2-5, 2006
Basque Center, Boise, ID

Thursday, February 2, 2006
Exciting Pre-Conference Events!

Super Weed Seminar
UI Ada County Extension Office
9:00 a.m. to 4:00 p.m.

Sustainable Weed Management discussion, including cultural practices that work on weeds, weed management systems, weed identification, and "best practices" for weeds in Market Gardens. Ada County Extension Educator, Kevin Laughlin, is the host of this informative seminar on how to successfully control weeds on your farm. Lunch will be provided at the seminar.

On-Farm Season Extension Workshop
At Peaceful Belly Farm in Boise and Granny's Farm in Meridian
11:00 a.m. to 4:30 p.m.

Looking to extend your growing season? Come visit Boise area growers and learn techniques for getting your plants into the ground earlier in the spring. Growers will discuss and demonstrate greenhouse construction, planting schedules, variety selections, and more! With this information you will be on your way to capturing those early market customers and providing cash flow beyond your normal growing season. Lunch will be served at the workshop. Meet in parking lot on NW corner of State Street and 16th and vans will take participant between the farm sites.

Friday, February 3, 2006
Farmers' Market Workshop
Basque Center, Downtown Boise
8:30 a.m. to 4:45 p.m.

Addressing the needs of rural and semi-urban farmers' markets in the Intermountain West and issues facing all farmers' markets, this workshop is designed to help farmers' market managers, board members and vendors attract new customers to their market, increase sales and improve overall market atmosphere and performance.

8:30 am Registration and Coffee
9:00 am Opening Remarks
9:30 am Introduction to the Farmers' Market Coalition and the State of the Farmers' Market Industry
10:15 am Concurrent Sessions
A1: Better signage and displays for a more profitable market. Vance Corum
A2: Risk management and liability insurance for markets. Jeff Cole.
Executive Director, Federation of Massachusetts Farmers' Markets
11:30 am Concurrent Sessions
B1: Product pricing and customer relations. Vance Corum
B2: Credit cards, debit cards, and electronic benefit transfer (EBT) at the Market. Richard McCarthy, Economics Institute, Loyola University
1:00 pm Lunch
1:45 pm Concurrent Sessions

C1: Food Handling and Sampling at the Market. Patrick Guzzle. Director of Food Safety Program of Idaho Health and Welfare
C2: Measuring the Success of your Market. Richard McCarthy and Colette DePhelps
3:15 pm A Discussion of Farmers' Market Health Regulations: A panel discussion with Drew Dalgetti, Patrick Guzzle, Jeff Cole, Richard McCarthy, Vance Corum and Ann Louhela, Nevada Certified Farmers' Market Association.
4:00 pm National policy issues affecting farmers markets
4:30 pm Next steps for Intermountain Farmers' Markets and closing words

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Friday Evening Reception with
author Michael Ableman
6:00 p.m. to 9:00 p.m.

Not long ago Michael Ableman traveled across the United States visiting farms and farmers on a three-month journey hoping to reassure himself that abundance is enhanced, not sacrificed, by humane and sustainable practices. **Plan to attend this public reception** at which Mr. Ableman will read selections from his book and offer his observations on the power of food as a personal and cultural force. The event will feature appetizers made from locally-grown and organic products as well as a no-host bar.

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Saturday, February 4, 2006
Weekend Conference Schedule
7:30 a.m. to 5:30 p.m.

7:30 am Conference Registration
8:30 am Welcome and Opening Remarks
9:00 am Eating Locally: Can We Do It? Michael Ableman
10:00am Down at the watering hole: Conference participants talk about what it means to reclaim our food and farms. John Pitney, facilitator.
12:30 pm Lunch with Local Food
1:30 pm Other views of local food. This session presents results from the 5-year Northwest Direct project, the hunt for local food for this conference by a local farmer, & perspectives of our food system from newly-arrived immigrants.
2:15 pm Concurrent Sessions
1A: Getting Started in Farming. Finding Land to Grow Food. Michael Ableman & John Caywood
1B: Attracting New Customers to Farmers' Markets. Richard McCarthy
4:00 pm Concurrent Sessions
2A: Developing and Accessing Local Processing Options
2B: Farmers' Markets as Community Anchors. Chris Heitmann, Projects for Public Spaces
5:30 pm Dinner on Your Own
7:00 pm Food Film Festival (See registration form for description)

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Sunday, February 5, 2006
8:00 a.m. to 1:30 p.m.

8:00 am Registration
8:30 am Welcome and Opening Remarks
8:45 am The Changing Future of Food - Monetary and Economic Implications. Ben Gisin
9:45 am Concurrent Sessions
3A: Seeding the Future: Promoting Farming as a Viable Livelihood. A Panel.
3B: The Value of Creating State Farmers' Market Associations. Jeff Cole, and Ann Louhela
11:00 am The Next Steps. Program Planning to Meet the Food and Farming Needs of the Inland Northwest. Rural Roots Annual Meeting and Roundtable discussions. John Pitney, Facilitator.
12:30 pm Group Lunch Keynote. Reclaiming Local Food & Farms An Inland Northwest Farmer's Perspective. Diane Green.
1:30 pm End of Conference

A Few of Our Extraordinary Speakers...

The presenters below all work with farmers' markets to promote local markets, local food and local communities. Come meet them as they share their enthusiasm for farmers, farmland and markets that help people reclaim their local food and farms.

Vance Corum
Farmers' Market Consultant
Jeff Cole

Executive Director, Federation of Massachusetts Farmers' Markets

Patrick Guzzle

Program Manager, Food Protection, Idaho Health and Welfare

Chris Heitman

Projects for Public Spaces

Ann Louhela

President, Nevada Certified Farmers' Market Association

Richard McCarthy

Co-founder and Executive Director of marketumbrella.org, Loyola University

Other speakers include Theresa Beaver, John Caywood, Colette DePhelps, Josie Erskine, Ben Gisin, and Beth Rasgorshak will also be sharing their perspectives as educators, publishers, and farmers.

Highlights of Weekend Breakout Sessions...

Session 1A: Getting Started in Farming. Finding Land to Grow Food

Would you like to farm but have no land? Are you a farmer who needs land that is closer to your customers? Do you have land, but no one to farm it? John Caywood of the Land Trust of Treasure Valley (invited), and Michael Ableman will offer their expertise on finding farmland, and asking the right questions to operate a successful farm.

Session 2A: Developing and Accessing Local Processing Options

When we think of local food, we are likely to think about what is found at the farmers' market. But when we look at what we eat every day, much of the food is processed in some way. Local processing facilities are a crucial component of a healthy community food system. Hear from a panel of speakers on how they have developed processing facilities, the logistics of how to access local facilities, and how to find the products produced in these local facilities.

Session 3A: Seeding the Future: Promoting Farming as a Viable Livelihood. A Panel.

As campaigns like "Buy Fresh, Buy Local" attract consumers, farmers' markets become more popular, and national magazines like *Gourmet* devote an entire issue to the joys of eating local foods, opportunities pop up for more and more producers to fill a growing need for local products. What challenges and opportunities await new producers? How can we help these new producers become successful? A panel of farmers and a representative of the Washington State Small Acreage Sustainable Farming Program, "Cultivating Success", will discuss the challenges of meeting the growing demand for locally-grown foods.

CONFERENCE HOSTED BY:

RURALroots
healthy food healthy communities



University of Idaho
Extension



WITH SUPPORT FROM:
IDAHO STATE DEPARTMENT OF AGRICULTURE,
NORTHWEST COALITION FOR ALTERNATIVES TO PESTICIDES,
AND THE LAND TRUST OF TREASURE VALLEY

Curious what we will talk about at each session? Visit the conference website at www.ruralroots.org.
For more information, call Rural Roots at 208.883.3462 or email at info@ruralroots.org

To enrich education through diversity, the University of Idaho is an equal opportunity/affirmative action employer and educational institution. University of Idaho and US Department of Agriculture cooperating. In compliance with the Americans with Disabilities Act of 1990, those requesting reasonable accommodations need to contact the Ada County Extension office twenty-one (21) days before the workshop/conference at 208-377-2107.