



North Dakota Farmers Market & Growers Association

# Growing North Dakota From Within

PO Box 164  
Carpio, ND 58725

[www.ndfarmersmarkets.com](http://www.ndfarmersmarkets.com)

Spring 2007

Farmers Markets  
Across the State

Barnes County  
Valley City Farmers  
Market,  
Valley City

Bottineau County  
Bottineau Farmers  
Market,  
Bottineau

Burke County  
North Prairie  
Farmers Market,  
Powers Lake

Burleigh County  
Capital Farmers  
Market,  
Bismarck  
Urban Harvest  
Farmers Market,  
Bismarck  
Wing Farmers  
Market,  
Wing

Cass County  
Great Plains  
Producer Ass'n's  
Community Farmers  
Market,  
Fargo  
Downtown Festival  
Market,  
Fargo  
FM Farmers Market,  
West Fargo

Cavalier County  
Langdon Area  
Chamber of  
Commerce,  
Langdon

Divide County  
Crosby Farmers  
Market,  
Crosby

## Message from President Paul Deutsch

I want to start out by thanking everyone who attended our Annual Spring Conference and Meeting held in Minot, March 7 and 8<sup>th</sup>. I think everyone went home with some good information they can use. Our guest speaker, Richard McCarthy, gave us great information on farmers markets. As you start this year with your production, it is never too early to start working with marketing your product. The North Dakota Farmers Market and Growers Association had some products available that will help promote locally grown foods. You can contact Stephanie Fox for this information. I also want to thank the North Dakota Department of Agriculture, with the help of Stephanie Fox and Chuck Fleming, for working with us in getting this organization up and running.

Paul Deutsch, President

## 3<sup>rd</sup> Annual Spring Conference

The North Dakota Farmers Market and Growers Association held their 3<sup>rd</sup> Annual Conference and Member Meeting March 7<sup>th</sup> and 8<sup>th</sup> at Minot's Grand International Hotel. Approximately 40 members and speakers attended the conference.

The keynote speaker was Richard McCarthy, an economic development specialist, whose company runs the Crescent City Farmers Market in New Orleans. McCarthy is a native of New Orleans and has worked with local food initiatives at home and around the world for many years. He touched on the misunderstood world of farmers markets, the future of food, and achieving a triple bottom line with your market. The main scope of McCarthy's remarks was that farmers markets not only impact producers, but rather, they touch the life of the community, the health and well-being of the consumers and work to create a special relationship between producer and consumer. They also help in bringing economic life to the heart of any community.

Other speakers covered a wide range of subjects, which included marketing to local grocers, insurance for farmers markets, health rules and food safety labeling, agri-tourism, and farmers markets. The conference also had presentations on projects happening around the state from the North Dakota School Garden Project, 5 + 5 communities, and the Grape and Garlic Festival. McCarthy, along with Dwight Duke, a North Dakota vegetable grower, and other conference speakers, participated in a question and answer panel for the audience.

A social hour was sponsored by Pointe of View Winery, Burlington, ND, and dinner hour entertainment was provided by the music of Dakota Blend, Minot.

If you missed this year's conference, we are sorry you couldn't be with us and hope you'll be able to attend next year!

Emmons County  
Emmons County  
Farmers Market,  
Linton

Foster County  
Runnings Farm &  
Fleet,  
Carrington

Grand Forks  
County  
Town Square  
Farmers Market,  
Grand Forks

Grant County  
Elgin Farmers  
Market,  
Elgin

Griggs County  
Cooperstown  
Farmers Market,  
Cooperstown

LaMoure County  
LaMoure Farmers  
Market,  
LaMoure

Logan County  
Napoleon Farmers  
Market,  
Napoleon

McLean County  
Garrison Farmers  
Market,  
Garrison  
Lewis & Clark  
Farmers Market,  
Washburn

Mercer County  
Sakakawea Farmers  
Market,  
Beulah & Hazen

Morton County  
Cowtown Farmers  
Market,  
New Salem  
Mandan Farmers  
Market,  
Mandan

## Children's Book Promotes Farmers Markets and Healthy Foods

"A Visit to the Farmers' Market" is an easy-to-read, 22-page full-color picture book that provides basic nutrition education while encouraging families to shop at local farmers markets. Beautifully designed and economically priced, "A Visit to the Farmers' Market" is a perfect addition to your market's outreach and education efforts.

To view the book and to obtain ordering information, visit this website.  
<http://www.brainchildpress.com>.

**Brain Child Books**

*Books that are Building Blocks of Healthy Beginnings*

## Garlic & Grape Festival

September 15, 2007  
Minot Municipal Auditorium  
Minot, ND

### Demonstrations and Classes

- Food Booths
- Wine Tasting
- All-Day Entertainment
- Garlic Peeling and Braiding
- Locally Grown Garlic and Grapes
- Grape Crushing
- Garlic Flavored Food Tasting
- Beer and Wine Garden
- Garlic Ice Cream
- Contests

It's a unique and fun festival! Funds raised will be used for North Dakota Lions Sight Programs. For more information or tickets, contact Gary Price at 701-838-2901.

## Dakota Grown Logo Materials Available

If you need any marketing materials for the summer season, please call Stephanie Fox (701-239-7211) at the ND Dept of Agriculture to place an order.

### Prices are:

|                              |                    |
|------------------------------|--------------------|
| Rolls of Labels-100 per roll | \$4.00 per roll    |
| Shelf Talkers                | \$.10 ea           |
| Aprons                       | \$6.00 ea          |
| Canvas Tote Bags             | \$2.50 ea          |
| Plastic Bags-bundles of 125  | \$15.00 per bundle |



Mountrail County  
North Prairie  
Farmers Market,  
Stanley

Pembina County  
Cavalier Farmers  
Market,  
Cavalier  
Pembina Farmers &  
Flea Market,  
Pembina  
Walhalla Farmers  
Market,  
Walhalla

Pierce County  
Rugby Farmers  
Market,  
Rugby

Ransom County  
Enderlin Farmers  
Market,  
Enderlin

Sioux County  
Paha Yamni Farmers  
Market,  
Selfridge

Stark County  
Roughrider  
Homegrowers  
Farmers Market,  
Dickinson

Stutsman County  
Cleveland Farmers  
Market,  
Cleveland  
Jamestown Farmers  
Market Coop.,  
Jamestown  
Pingree Farmers  
Market,  
Pingree

Ward County  
North Prairie  
Farmers Market -  
Kenmare,  
Kenmare  
Minot Farmers  
Market,  
Minot  
North Prairie  
Farmers Market,  
Carpio

## Grants and Funds Available

The ND Dept of Agriculture will be receiving \$20,000 for the mini-grant program. The goal of this program is to increase the general public's awareness of the buying opportunities of fresh fruits and vegetables. Details on how to apply will be coming in the near future.

The additional money will be used to print the Growers and Farmers Market Guide and also to provide educational seminars for vegetable growers and farmers market managers.

The North Dakota Farmers Market and Growers Association will be receiving \$5,000 to implement the school garden project in 5 ND schools. This project provides a meaningful experience in vegetable production among youth and also provides a business model for the improvement of farmers markets.

NDFMGA will also be receiving \$14,431 from the specialty crop grant.

The Risk Management Agency (RMA) announces the availability of approximately \$5 million for partnership agreements that will fund outreach projects to provide information and training to women, those with limited resources, socially disadvantaged and other traditionally under-served producers.

The closing date and time for receipt of an application is 5:00 p.m. EDT, May 1, 2007. Applications received after the deadline will not be evaluated by the technical review panel.

If you are interested and want more information, visit the RMA website at [www.rma.usda.gov](http://www.rma.usda.gov) or the government grant website at [www.grants.gov](http://www.grants.gov).

## The Language of Local: Authenticity

*Reprinted with permission from The Hartman Group. ([www.hartman-group.com](http://www.hartman-group.com)). Blaine Becker & James Richardson, PhD. Jan. 24, 2007.*

As we've noted many times from our research, consumers have an increased desire to obtain products they deem are the "real deal" or most authentic. Quality markers - such as ingredients and narratives of origin (i.e., local) - and the context within which a purchase is made are those factors that have the most influence on the perception that a product is or is not authentic. As one consumer told us:

"Authenticity means something is genuine; it's real, not just for show...  
Something that is more heartfelt, something with human spirit in it... authenticity is fairly hard to find."

We often hear from consumers in the core that they only shop small community-based stores such as co-ops in their search for truly authentic goods. By contrast, products found in mainstream channels are scrutinized very carefully before a core consumer will conclude that the product is authentic. Alternately, the co-op may not seem authentic to a mid-level consumer who is used to shopping in conventional grocery stores. To them, their local grocery store represents what is authentic to their lives.

Wells County  
Harvey Farmers  
Market,  
Harvey

Williams County  
Grenora Farmers  
Market,  
Grenora  
Ray Farmers Market,  
Ray  
Western Cooperative  
Credit Union,  
Williston

North Dakota  
Farmers Market  
and Growers  
Association, Inc.  
P.O. Box 164  
Carpio, ND 58725

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Authenticity is about more than just a product. It encompasses diverse elements such as language, visuals, context, occasion and values. The language and visuals used to communicate with consumers can differ depending upon where the consumer is located in the world. Authentic language to the core, such as "artisan" may ring hollow with mid-level consumers who believe "handmade" is a more authentic term. The context and occasion concerns how and when the product or service will be used. For example, authentic cranberry sauce at a holiday dinner may mean eating a canned version since this is a family tradition. However, at a Saturday night dinner with friends, authentic may mean a homemade cranberry sauce concocted with exotic ingredients.

At the end of the day, you can't fake authenticity. So, when you share great stories about your local offerings with consumers, don't tell tall tales, showcase special ingredients from special locales made by special people. In the end, it will help you stay special in the eyes of consumers.

## Selling Direct to the Wholesale Market

*Reprinted with permission from The Rodale Institute's® NewFarm.org.( [www.newfarm.org](http://www.newfarm.org)). Brian Moyer, March 2007.*

### General Tips for Successful Selling Direct Wholesale

Fair Food put together a handout for the workshop called "General Tips for Successful Selling Direct Wholesale". In it are a lot of good suggestions such as:

How to make customer contact:

- Consult with neighboring farms and non-profit organizations in your region (such as Fair Food Project).
- Make in-person visits so potential buyers can have a look into your farm and have a price sheet and samples so they can taste how great your product is.
- Follow-up and be persistent. These folks are as busy as you are, so if you leave a message and don't hear back, call again.

You are building a relationship and trust with these customers and here is what Fair Food called "The Big Four":

**Honesty:** Be clear about who you are and what you produce. If a buyer asks for something that you can't provide, it is better to say 'no' than to let them down with failure.

**Communication:** Buyers hate surprises! If you can't deliver something or you will be late, call and communicate the problem. Some notice is better than none at all.

**Consistency:** Product consistency is vital. Create a schedule for taking and delivering orders.

**Deliver what you promise:** You will frustrate a buyer if you guarantee 10 pounds of something and only deliver 6 pounds.

The handout reminds producers: "Remember that it is more expensive and more difficult

for restaurants, grocery stores or institutions to buy from local farmers. Therefore, those who want to buy locally demand communication and consistency.”

### **Quality is Everything**

Whatever market you are looking at, you should consider these things:

- What does this market want or need? Are there items or products that would complement or would serve a demographic need?
- What are they (restaurants) paying too much for? Maybe they are getting something shipped at a great expense that could be produced locally.

“What you do and how well doesn’t matter if the market doesn’t want it,” Dornstreich says. On the topic of growing and sustaining your market, he suggests: “Quality is everything. Quality is your guarantee that you will have a market. Chefs know each other, so if your quality, taste and uniqueness are consistent, chances are they will know you. Also, if a chef moves on to another place, they may take you with them if they respect your quality.”

If customers come to trust the quality and consistency of your current products, they will be more inclined to purchase your expanded product line as you grow.

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## **Join The North Dakota Farmers Market & Growers Association & show your support for locally grown products**

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**Being a member of NDFMGA has many benefits.  
These are just a few of them...**

**Development Assistance:** Are you interested in becoming involved in a farmers market or developing your own farmers market? This association can help you reach your goals, by providing farmers market bylaws and provide marketing advice.

**Education:** The association conducts educational sessions on improving production processes and marketing techniques.

**Reduced Registration Fees:** Members receive “member discounts” to participate in North Dakota Farmers Market & Growers Association conferences, workshops, tours and other producer related events.

**Networking Opportunities:** You can exchange information, share ideas and join in the fellowship with your peers.

**Stay Informed:** You will stay informed on the latest producer and marketing developments through email and newsletters. All members receive a mailed copy of the newsletter: Growing North Dakota From Within.

**Dakota Grown Logo:** Members receive privileges of use the association’s trademarked logo to promote their own locally grown produce, grains, home baked goods, canned goods, eggs and locally processed meat products.

Membership with NDFMGA runs on a calendar year, and we're missing some of you! If you haven't sent in your 2007 membership application, it's not too late. Simply fill out the application and mail it to our offices today!

*Membership in this organization is available to everyone who is engaged in the production or promotion of directly marketing locally grown or processed North Dakota products*

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## Membership Categories

**Direct Member:** persons engaged in the production and direct marketing of freshly grown or processed North Dakota products. **Annual Fee: \$10**

**Farmers Market Member:** farmers market organizations that are actively engaged in selling locally grown or processed North Dakota products. **Annual Fee: \$25**

**Golden Growers Member:** persons, groups or organizations who engaged in educational research, promotional services or other activities to further the interests of locally grown or processed North Dakota products. **Annual Fee: \$100**

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## North Dakota Farmers Market & Growers Membership Application

Name of Organization/Business \_\_\_\_\_

Name (Last, First) \_\_\_\_\_

Address (City, State, Zip) \_\_\_\_\_

Phone, E-mail Address \_\_\_\_\_

Membership Level/Annual Fee (check one):

Direct Member \$10  Farmers Market Member \$25  Golden Growers Member: \$100

Mail completed registration form and check to:

North Dakota Farmers Market & Growers Association, Inc. (NDFMGA)

Ilene Baker

PO Box 164

Carpio, ND 58725

*Make checks payable to NDFMGA*

North Dakota Farmers Market and Growers Association, Inc.

P.O. Box 1054

Watford City, ND 58854