



NORTH DAKOTA FARMERS MARKET & GROWERS ASSOCIATION, INC

GROWING NORTH DAKOTA

FROM WITHIN

Fall 2007

www.ndfarmersmarkets.com

FARMERS MARKETS ACROSS THE STATE

Barnes County
Valley City Farmers
Market,
Valley City

Bottineau County
Bottineau Farmers
Market,
Bottineau

Burke County
North Prairie Farmers
Markets,
Powers Lake

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

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

Cavalier County
Langdon Area
Chamber of
Commerce,
Langdon

Message from President Paul Deutsch

Dear NDFMGA Members:

Another year of growing crops and attending Farmers Markets has almost come to an end. In 2007 we had three new markets established - Drayton, West Fargo, and Cando. Congratulations and a warm welcome to our new markets! Through the efforts of NDFMGA, the interest in purchasing locally grown foods continues to grow. We also would like to thank those community organizations who help in promoting Dakota Grown products in North Dakota communities.

NDFMGA continues to play a role in the School Garden Project in North Dakota and this year two schools joined the program and have signed up to start their school gardens. Please read more about this adventure on page three of the newsletter.

2007 was a busy year for NDFMGA and the board of directors. In 2008 there will be changes to the structure of the organization that will help to better reflect the growth of farmers markets in the state and will better further the goals of education and support to our producers and consumers. There are currently 54 farmers markets operating across North Dakota and we are excited to explore new ways of helping those markets gain a larger consumer base and encourage everyone in North Dakota to eat locally grown foods.

The NDFMGA 4th Annual Conference will be held Feb 15-16, 2008, in Carrington, ND. We are looking forward to seeing all of you there and coming together to learn and network with our fellow marketers. I hope everyone had a successful year and I hope that we all found ways to improve our operations and markets for 2008.

- Paul

NDFMGA 4th Annual Member Conference

February 15-16, 2008

Carrington - ND

Chieftain Motel and Conference Center

More information will be available soon.

News from the ND Department of Agriculture

Divide County

Crosby Farmers Market,
Crosby

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

New Marketing Intern on Staff for Fall Semester

Isabella Ferreira is a senior majoring in business communication at the University of Mary in Bismarck; she joined NDDA in September for one semester internship. Isabella is a native of Sao Paulo, Brazil. College volleyball was the major reason why she came to North Dakota in 2003. Ferreira is graduating in December and she plans to keep pursuing a career in marketing.

Isabella can be reached at our office from 8 a.m. to 5 p.m. at **(701) 328-4763** or at mktg@nd.gov

Update for Your Address Books

Stephanie Fox of the ND Dept of Agriculture, who works closely with the NDFMGA board and farmers markets across the state, was married in Montrose, CO on September 22nd to Scott Sinner of Casselton, ND. Her work phone number and postal mailing address will remain the same in Fargo; however her email and last name have changed. You will now receive emails from Stephanie Sinner and her new email address is ssinner@nd.gov. Congratulations Scott & Stephanie!

Do You Belong In This Community?

A beautiful piece of literature appeared in the *LocalHarvest* newsletter this month. It points out important factors of what it is to be part of your community.

Shopping is an integral part of the holiday season and before you get started, you should think about your community!

Amanda Archibald writes in her article, "Buying as much of our food as we can locally and seasonally introduces us to the neighbors who also come out early on Saturday mornings for fresh greens, connects us to the farmers who remember that we like sweet potatoes, and binds us to the land outside town where the food grew." It is important to have a commitment to eat what one particular piece of land provides. It is extremely important to promote connections between community members, local farmers, and farm-related businesses.

Those "vendors" are family farmers. "They make things like blackberry jam and goat's milk soap. They grow cranberries and tangerines; they raise lambs. They work hard, in concert with the land and the seasons, and at the end of the day they too must balance the books and fix their vehicles and pay the vet bill. To our minds, directly supporting any family farmers, "local" or not, is a contribution to the creation of a culture whose roots run deep. Truly."

Morton County

Cowtown Farmers Market,

New Salem

Mandan Farmers Market,

Mandan

Mountrail County

North Prairie Farmers Markets - Stanley,

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

While the lettuce, cucumbers, crisp peppers and chillis of the summer may be gone for the fall, chances are those same producers will have great corn stalks and bales of straw for fall decorating, home made candles for holiday dinners, pumpkins for carving and lighting, and much more!

So this year, make sure you do some of your holiday shopping downtown, at your local farmers, and stop in to visit your community companies, because buying your food...and gifts...locally means you belong to your community!

Here are some hints to buy gifts locally:

www.prideofdakota.com

www.ndfarmersmarkets.com

You can find Local Harvest full article at

<http://www.localharvest.org>

Amanda Archibald, RD

Field to Plate

www.fieldtoplate.com

Feasibility Study

The NDFMGA Board of Directors has selected N. C. Doty and Associates, LLC of Fargo to conduct a feasibility study for the Association. The \$14,400 study has the following goals:

- Provide product support for our producers to enhance the growing season and to provide a permanent source of funds that can help the North Dakota Farmers Market and Growers Association meet the needs of local farmers markets and producers.
- Provide a blueprint for a business entity that can provide service to ND fruit and vegetable producers.
- Provide a funding mechanism for the ND Farmers Market and Growers Association to make a profit of at least \$25,000 per year which would be used to enhance and grow farmers markets in North Dakota.

Funds for the study were provided by the North Dakota Department of Agriculture through a grant from the United States Department of Agriculture.

Neil Doty is President of the company and has a long career in business planning services. The NDFMGA Board has created an Oversight Committee to work with Doty and Associates throughout the process. Members of the Committee are Louie Tokach, Ilene Baker, Rudy Radke, and Chuck Fleming.

The North Dakota Farmers Market and Growers Association, Inc was formed in 2004 to promote the development of locally grown foods. In a short period of time the organization has grown and the public has become more aware of the benefits of locally grown food.

The Feasibility study is planned to be completed on January 31, 2008.

2007 School Garden Projects

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

Wells County
Harvey Farmers
Market,
Harvey

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

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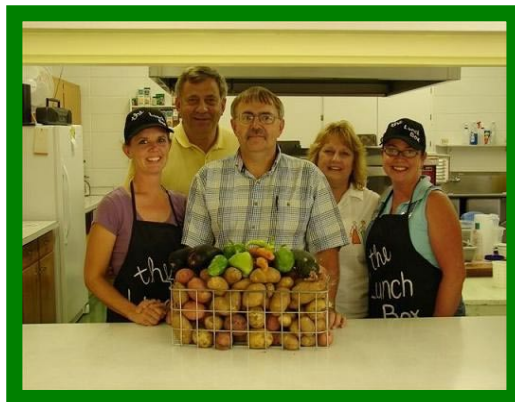
This year there are four North Dakota public schools enrolled in the School Garden Project - New Rockford-Sheyenne, Hazen, Burlington - Des Lacs, and Granville. The project is sponsored by ND Dept of Agriculture, ND Dept of Public Instruction, and NDFMGA.

This year the gardens looked great and the new schools, New Rockford-Sheyenne and Hazen, are very excited about working the garden project into their curriculum for their students. Tappen and Stanley high schools are also in the process of becoming part of the school garden projects.

If you know of a school in your community who would be interested in participating in this project please call **Stephanie Sinner at 701-239-7211.**



New Rockford student measuring



Grandville Middle School partners



New Rockford - Sheyenne. Flower garden



Grandville Middle School garden



Board of Directors

Paul Deutsch,
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Louis Tokach,
SW Rep

Pam Anderson,
NW Rep

Marvin Baker,
NW Rep

2007 Mini-Grant Program

27 farmers markets received mini-grants in the 2007 Mini-grant program sponsored by the North Dakota Dept of Agriculture. Grants are open for application by farmers markets who are members in good standing with NDFMGA and the money received can be used to purchase a variety of marketing tools.

Reminder to all markets who received mini-grants for 2007:

This year the grant money you have received is from federal funds and with that come specific rules and regulations you must follow with receipt of the grant money. The rules are as follows:

1. **Markets awarded grant money are required to submit receipts for all purchases made with the grant money.** Because the source of funds for this grant program is federal dollars, grant recipients are responsible for full documentation of how the money is spent.
2. All expenditures must be completed by **November 1, 2007**. Any funds not spent shall be returned to the North Dakota Department of Agriculture.
3. Eligible activities for this grant include, but are not limited to, all event activities that promote and aid a farmers market such as:
 - Advertising, all media
 - Signage
 - Circulars, flyers, posters, banners
 - In-market activities or entertainment
 - Point of Sale Promotional Materials used to promote your farmers market

If you have any questions, please call Stephanie Sinner @ 701-239-7211. All expenditure invoicing should be submitted to the address below no later than December 1, 2007.

**Stephanie Sinner
ND Dept of Agriculture
PO Box 5316
Fargo, ND 58105-5316**

Zogby Poll: 85% Want to Know Where Their Food Comes From

Survey shows 90% believes knowing the country of origin of the foods they buy will allow consumers to make safer food choices.

Zogby's American Consumer newsletter focuses on how Americans feel about imported goods, product safety, and food labeling. How do you feel about that? Do you care if the products you buy come from a foreign country? Do you check if you are buying a national product? Would you be willing to pay more in order to buy American products? Do you think all the product should have a label telling you where it is from?

Those are all questions to think about. Zogby Poll shows that 85% of the Americans **want to know** where foods they are buying come from. 74% say it's **important** to them to know the country of origin for the all types of products they buy. Even more interesting, 94% of the Americans believe they have the right to know what the origin country of the product they purchase is anyway. The true is simple. "Just knowing what country a food comes from is no guarantee it will be safer than a food produced in the U.S., but nine in ten (90%) believe knowing the country of origin will allow consumers to make safer food choices."

As part of the same study, it was found that the desire to know where the products come from has always been in people's mind at least a couple times. 37% said they check most of the time and 34% said they check occasionally. While 11% said they always make sure to check to see the origin of the product, 15% rarely do check and 4% never look at it.

Perhaps, 4% is part of those 5% who disagree with mandatory country of origin labeling for foods. You might think about how expensive the mandatory origin labeling would be and as a consequence it would take food's prices way up.

Only 2% disagreed. They reported that it would not be fair for other countries since 70% said they are willing to pay more for produce, poultry, meat, seafood and other food products if they were from the U.S. Here it is another question:

How much more are those 70% of people are willing to pay for American products? 34% would pay up to 10% more, 46% would pay from 10% to 25% more, and just 11% would pay 25% or more for national products over foreign products. 15% of the citizens stated they would not pay more only because of a national product. This is because cost is the most important factor in making their food choices.

"These findings are included in the August issue of Zogby's American Consumer newsletter, which focuses on how Americans feel about imported goods, product safety, food labeling and many other issues and is available now at www.zogby.com. The Zogby Interactive survey of 4,508 adults nationwide was conducted July 17-19, 2007 and carries a margin of error of +/- 1.5 percentage points."

For a detailed methodological statement on this survey, please visit: <http://www.zogby.com/methodology/readmeth.dbm?ID=1204>

Released: August 09, 2007

Join the North Dakota Farmers Market & Growers Association & show your support for locally grown products

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, complete with 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.

If you are interested in joining NDFMGA contact
Ilene Baker at 701-468-5960 or
Stephanie Sinner at 701-239-7211
or visit us at www.ndfarmersmarkets.com.

North Dakota Farmers Markets and Growers Association, Inc.
PO Box 164
Carpio, ND 58725

