

North Dakota Farmers Markets and Growers Association, Inc.
105 Simrall Blvd, Molberg Center #22
Bottineau, ND 58318



NORTH DAKOTA FARMERS MARKET & GROWERS ASSOCIATION, INC

GROWING NORTH DAKOTA

FROM WITHIN

Summer
2009

www.ndfarmersmarkets.com

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NDFMGA, INC.
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Message from President Patti Patrie

What a year for North Dakota! I hope the excessive moisture is helping your gardens and not a detriment. As for my raspberry business I am finding that the snow melt and spring rains are helping my new raspberry patch tremendously and of course the weeds are also doing well. All original seven acres of berries have been removed and one acre of the fall-bearing Autumn Bliss, planted in 2008, is all I think I can handle with my available workforce. The opportunity is there for many to raise raspberries as the demand is high. Should you be interested in obtaining plants or getting help with other basic growing or marketing knowledge I will be happy to help you.

Congratulations to several communities who are starting new farmers markets! Ones that come to mind are the Plains Art Museum in Fargo, Fort Yates, and one in my own community of Bowdon. Having an enthusiastic market manager seems to be a key for successful markets. In Bowdon we have that special person. She is Linda Widicker and has been an active gardener for her entire life. The Bowdon area growers have set their goals high to include a Sunday afternoon market at the Junction of Highways 52 and 200 east of town and a second market in Bowdon on Wednesday evenings including a flea market, entertainment, and a "Taste of Bowdon". The market is an outgrowth of the ND local foods initiative. It is important to increase the number of growers in North Dakota to meet the demand of the consumers wishing to "buy local".

Vendor Tip:
Subscribe to Farmers Market Magazines to get useful tips, tricks and to find out what is going on in other parts of the nation regarding the local foods movement and farmers markets.
“Growing for Market” and “Farmers’ Markets Today” are both great options to get you started.

Farmers Markets have been the entry point for many growers wishing to test the market for their produce. The next step is very likely the ability to provide for the restaurant, grocery, and institutional dining markets. Many in the Wells County area want to see processing take place in a local, commercial kitchen that will also help with the branding of local foods.

Your ND Farmers Market and Grower Association outlined three major goals in its work plan last March. They include (1) Becoming Self-Sustaining; (2) Education of Managers, Vendors, and Customers; and (3) Advertising and Promotion. In order to meet all three goals we applied for a Farmers Market Promotion Grant through the USDA which if approved will provide funds to hire a part-time person to work on a statewide promotion of the farmers markets, set up a market managers training program, and increase the number of growers and vendors by working with youth in school agriculture programs and statewide youth organizations. Meanwhile, the association is also applying for a Specialty Grant in order to continue the SEED Survey begun in 2008 and funding for mini-grants to farmers markets.

We are just beginning the process of planning our 2010 annual conference in conjunction with the second statewide local foods summit which will take place in February or March. Please contact myself at 962-3355, Holly Mauby at 228-4032, or Stephanie Sinner at 239-7211 with any input you would like to make. The association is here to serve you and we seek your active participation.

Have a productive and happy summer,
Patti Patrie, Chair

National Farmers Market Week

August 2-8th is National Farmers Market Week. It's never too soon to start thinking about events and activities you could use to promote your market during this time. Take a look at www.farmers-marketcoalition.org for some ideas to get your Farmers Market promoted and take advantage of the National attention.

Marketing Tip:

Clearly show your prices and display products in an easy to see format. Ensure that your booth is set up for easy customer navigation on Farmers Market day. Display your product in a flattering and convenient way for customers to shop and flow into the payment area without blocking other customers as they shop.

Survey Report

The Farmers Market Survey has been completed and results will be mailed to participating markets, thank you to those who participated. The report has also been posted online at for all to review at <http://www.agdepartment.com/Programs/fm.htm>.

New Market Seeking Vendors

Plains Art Museum, in collaboration with Green Market and other Fargo-Moorhead agriculture and food groups, is excited to present the Plain Food Farmers Market (PFFM) Thursday evenings from 4-7pm on 7th St N between NP and 1st Avenues N in Fargo. We would like this market to offer a variety of local, fresh, healthy food and products from area growers, artisans, and artists. The PFFM will run from July 9, 2009 to October 1, 2009. If you are interested in joining contact Colleen Sheeny at 701-232-3821 ext 123 or csheehy@plainsart.org.

Vendors: Update your Information

For all of the markets who have registered and paid the yearly dues we have sent out “secondary applications” for market managers to pass out to the market vendors. This brochure is for vendors to update business information so we have it correct in our records and to make sure, as a vendor to a participating market, you are receiving all the benefits of membership. When the NDFMGA receives your information we will send you 5 shelf talkers and a roll of 100 labels with the NDFMGA logo for you to use in promoting your products. Please return the information to us as soon as possible.

Vendor & Market Manager Tip: Create a web presence for your business and your market. The world around us has become more and more available at our fingertips (literally though the keyboard and on the computer screen). Customers are looking for their favorite things online. Even if you aren't ready for distributing online customers want to hear from you, see your farm, see pictures of the work you do, hear about your stories, etc. (Continued...)

Mini-Grant Reminder

The mini-grant funds have been mailed. Please remember if you were a recipient the main goal of the mini-grants is to advertise and promote your local farmers market. You must keep and eventually return all receipts for the money spent. You must spend the funds by November 1, 2009. Receipts should be sent to:

NDFMGA – ECH
Dakota College at Bottineau
105 Simrall Blvd., Molberg #22
Bottineau, ND 58318

Any unused money will be returned to the North Dakota Department of Agriculture. If you have any questions about the use of the mini-grant funds please contact Stephanie Dahlstrom at 701-228-5649 or Stephanie.Dahlstrom@dakotacollege.edu.

Farmers Market Day at the Capital

Eat green and shop

...at the 5th Annual Farmers Market Day at the Capitol

Tuesday, July 14 and Tuesday, August 4.

Both days, the events will be open from 10:00 a.m. – 2:00 p.m., with vendor set up at 9:30 a.m.

This year a special local foods “green bag lunch” will be available for purchase in the Capitol Café for \$5. The first 100 diners to buy lunch in the café will receive a free re-usable market shopping bag from NDFMGA. Enjoy live music with your lunch on The Loop and then shop the farmers market.

Vendors interested in selling at this market are asked to please call Stephanie Sinner at (701) 239-7211 to reserve your space. This popular Bismarck event is free to vendors and customers.

(Vendor & Market Tip Continued...)

Offering this view of your work and products brings your customers closer to you and in some cases could make them more loyal.

Check out these free websites, blogger.com, facebook.com, and twitter.com.

Always be aware of internet safety!

Also, look into social networking sites like [Sue Balcom's goinglocalnd.ning.com](http://SueBalcomsGoingLocalND.com). Become a member and share.

Market Focus

Long Soldier Community Farmers Market

Long Soldier Community Farmers Market is a new member to the NDFMGA this year. What was discovered in the interview is that it really does take a village to raise a great Farmers Market.

Aubrey Skye is the market manager for Long Soldier Community Farmers Market. He has been working with the Native Gardens Project in collaboration with the Standing Rock Sioux Tribe since 2003 and sees the progress that has been made in the past 6 years. He says more people are getting excited about their gardens and gardening. This year alone the Native Gardens Project helped till 120 gardens (in 9 days), up from 60 gardens in 2007. He said fortunately many of the gardens they tilled this year had been tilled before; which is a good sign that once started patrons are continuing their gardens.

Many other groups and individuals are involved in making the farmers market a success. They are (not listed in any particular order) the Sioux County Extension, specifically Sue Isbell, Nutrition for the Elderly, specifically Morgan Ruelle, Standing Rock Sioux Tribe, Standing Rock Diabetes Program, and Aubrey's wife Linda Skye. They are all working in cooperation to bring a market to the people of Fort Yates. The goal is to make locally grown foods more available, with the desire to increase healthy eating and a wellness lifestyle.

The market is looking to focus on many areas of health not just eating more fresh fruits and vegetables but also tribal crafts and holistic health approaches, prevention education specifically on diabetes & suicide prevention, cooking demonstrations, children's health activities and socialization.

To advertise the market they have hung fliers around town and there are plans for a road sign and submitting newspaper articles, radio announcements, local ads, etc. They are also planning an official “Grand Opening” celebration on Friday, July 10th. If you are available July 10th stop over to Fort Yates to visit their farmers mar-

Product
Handling Tip:

GAP stands
for “Good
Agricultural
Practices.”

GAP’s are
steps produc-
ers can take
to ensure their
produce is
safe and of
high quality.

To find out
more about
GAP’s contact
the ECH at

701-228-5649,
701-228-4032

or email
stephanie.

dahlstrom@
dakotacollege.

edu
or

hollyrose.
mawby@

dakotacollege.
edu.

Grower Focus

Tamra Kreideman

For this issue I spoke with Tamra Kriedeman owner of “Crooked Row” and avid participant to the Enderlin (serving as President & Secretary) and Lisbon (serving as Vice President) Farmers Markets. She has been working with both farmers markets since they began, 5 or 6 years ago for Enderlin and 2 years ago for Lisbon.

Walking around her garden she lists off the things she is growing; herbs (a large emphasis is placed on dill), pumpkin, squash, beans, peas, tomatoes, peppers, cucumbers and rutabagas are what she could see right away. Though some of her produce is sold straight from the garden, Tamra’s most popular items are value-added products that she makes by taking her produce a step further. She makes gourmet breads, her best selling being the Caramelized Onion Focaccia, gourmet meals for families to take home (add some meat) and serve, dips her best selling being “Not Your Ordinary Dill Dip” and “Tam’s Tangy Mustard” and drink coolers such as the famous “Rhubarb Cooler” is always a big hit.

Tamra’s favorite thing about Farmers Markets is working with the people that come and seeing their reaction to good food. Her best technique to selling is to sample everything (as long as your Farmers Market allows), she says typically if people taste they buy. Another piece of advice on selling is to give customers ideas on how they can use the veggies. She has a lot of fun with zucchini when they are abundant. She’ll grill, season and show people how to use the zucchini in delicious ways. By giving the customers ideas and allowing them to taste the product, she doesn’t usually go home with anything left on her table.

Tamra is currently working on expanding her business from Farmers Markets to a broader distribution range, marketing regionally. Although she places a large emphasis on food safety and cleanliness she needs to have a kitchen approved by the state as well as packaging and other things in place before her products will show up on store shelves.

If you’re in the area, stop by the Enderlin or Lisbon Farmers Market to meet Tamra and try some of her breads, meals, dips, or coolers. Coming this year in limited amounts is her new “Raspberry Lime Rickey,” a new cooler to try. Also, keep your eyes peeled for tickets that will be sold for the Enderlin Farmers Market Feast, Wednesday, August 26th. All of the Enderlin producers get together to make a meal for ticket holders as a fundraiser for the Farmers Market. There is sure to be good eats!

Handbook available

The 2009 Farm to Market guide for direct farm marketing is now available from the North Dakota Department of Agriculture. The 36-page booklet is an invaluable source for anyone with questions about what can be sold at their local farmer markets. Information in this booklet ranges from how to obtain a sales tax permit to individual health district food safety regulations. Included in each section are contact names and phone numbers for state agencies in the event more information is needed. It will be available free of charge from the department and also will be posted online at www.agdepartment.com. Call 701-328-2231 or 800-242-7535 to reserve a copy today.

Send us your Market Happenings

We are updating the www.ndfarmersmarkets.com website and we would like information from your market to add to the site. Please send us your pictures, events, stories, ect. that you would like added to the website. Farmers Markets are great places for the community and tourists to meet and see the local food and fair. Lets display how great North Dakota is! Entice those community members and out of towners to visit our Farmers Markets to sample our food and fun.