

North Dakota Farmers Markets and Growers Association, Inc.  
105 Simrall Blvd, Molberg Center #22  
Bottineau, ND 58318-1159

Return Service Requested



NORTH DAKOTA FARMERS MARKET & GROWERS ASSOCIATION, INC

# GROWING NORTH DAKOTA FROM WITHIN

www.ndfarmersmarkets.com

Fall  
2009

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*NDFMGA, INC.  
105 SIMRALL  
BLVD, MOLBERG  
CENTER #22  
BOTTINEAU, ND  
58318-1159*

*WWW.NDFARMER-  
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## This Could Be Your Last Newsletter... Good Bye?!?

The process for becoming a member in the NDFMGA has changed this year. No longer are market managers required to submit vendor information, it is up to vendors to submit their own information to the NDFMGA.

If you, as a vendor, have not mailed a white brochure that says "You Are Already A Member! Act Now To Take Advantage Of Your Member Benefits" you are not registered with the Association and you will not receive the benefits of membership after this issue. If you have not received the brochure, please talk to your market manager. It is possible with the busy season your manager has forgotten to hand out the brochures or to register with NDFMGA for this year. If you are a market manager and realize you have not registered your market for this year or handed out the vendor brochures, it is not too late. Contact Stephanie Dahlstrom at 701-228-5649 or [stephanie.dahlstrom@dakotacollege.edu](mailto:stephanie.dahlstrom@dakotacollege.edu) to request another membership brochure or download one off of the website, [www.ndfarmersmarkets.com](http://www.ndfarmersmarkets.com).

After the market registers with the NDFMGA, the market manager is sent enough brochures to hand out to every vendor at the market. It is then THE VENDORS responsibility to submit information (whether by telephone call, mail or email) to Stephanie Dahlstrom at the NDFMGA. Once received, this vendor information is used to mail newsletters, keep members informed of activities around the state, tips for selling at markets and opportunities for training.

Every vendor at a member market is automatically a member, but if we do not have your current contact information we cannot provide you with all of the benefits of membership. To encourage vendors to submit their registrations, the NDFMGA will send a roll of 100 FDA approved adhesive stickers (they can be used on edible products without causing harm) and 5 shelf talkers to every vendor registration we receive – FREE, all you have to do is communicate to us your contact information (whether by telephone, mail or email). This is your last reminder. If you have any questions or would like to register please contact Stephanie Dahlstrom at 701-228-5649, 800-542-6866 x: 649 or [stephanie.dahlstrom@dakotacollege.edu](mailto:stephanie.dahlstrom@dakotacollege.edu).

### Benefits of Membership:

- Access to professionals to answer your questions about market guidelines and expanding your business
- Notices of training opportunities and events that may be of interest to ND producers
- Quarterly newsletter with highlights of ND markets and producers, along with helpful tips and information relevant to you
- A presence on the NDFMGA website (send us your current photos and information and we'll post them to the web – FREE Advertising for you!)
- Access to the "Dakota Grown" logo and supplies to market your product – 'Locally Grown' is the fastest growing segment of the grocery market. Show your pride – use the logo!
- Mini-grants to help with advertising and events

## Telephone Trainings Resume

Marlo Miller of TrainND will be the speaker on *October 29th* (noon, central time) in a session titled “Blog, Twitter and Book Your Way to Free Marketing” discussing the ins and outs of new FREE social media networking sites. The class is even geared for the technologically challenged.

Sam Beattie from the Iowa State University Extension will give a training on *November 5th* (noon, central time) titled “Food Safety from Field to Customer,” discussing proper food handling etiquette from farm to market.

Sarah Potter Aubrey will present two more training sessions the first titled “Wholesale Success” has been rescheduled from October to *November 10th* (noon, central time). In this session she will discuss the fundamentals of selling wholesale. She will do another training session titled “Selling to Schools, Nursing Homes, Hospitals and other Institutions” on *November 30th*, (noon, central time). This session will cover barriers and ways to approach institutions for a new market venture.

All are invited to join. A minimal \$10 registration fee is all that is required to participate. Pre-registration is a must but you can attend the training from wherever you are, over your lunch break, on the telephone. After registering and before the session you will be given access to a toll-free telephone number and access code to connect you to the session. If there are any problems Stephanie Dahlstrom will be available to assist. Check your schedule, save the date, time (over the noon/lunch hour, central time zone) and join us for these sessions.

To register or for more information contact:

**Stephanie Dahlstrom**  
**701-228-5649 or 1-800-542-6866**  
**Stephanie.Dahlstrom@dakotacollege.edu**

## Happy Anniversary Valley City Farmers Market!

A very nice article commemorating the Valley City Farmers Market 30th anniversary was in the Valley City Time Record Sept. 8, 2009, written by Jean Schlegel. The celebration took place Sept. 10, 2009. Those that were able to join the festivities enjoyed cake, punch, music and drawings for give aways.

Congratulations to Valley City for their 30 years of hard work, dedication and providing local food, community building and economic success to their community. The Valley City Farmers Market was one of the first markets in the state and several of the vendors and community members that started the market 30 years ago are still there every week selling and purchasing produce from their neighbors. A true success story, thank you!

It's not too late to send photos of your market or products for inclusion on the NDFMGA web site. You can also send information about your products and farm. We'd love to fill the NDFMGA web page with stories and photos of our members and markets.

Email:  
 Stephanie.  
 Dahlstrom@  
 dakotacollege.  
 edu

or

Call:  
 701-228-5649

## Wholesale: Looking for Vegetable Producers

The ECH is looking for farmers and vegetable producers who are interested in finding a new market for their vegetables. The ECH has been working with a small wholesale company in North Dakota to arrange for the purchase and delivery of North Dakota grown produce to grocery stores and restaurants statewide.

“We’re nowhere near the end of this process,” says Holly Mawby, ECH Director, “but we’re working to come to an agreement and have a producer contract that is fair and easy to understand. In many cases wholesale companies require growers to have millions of dollars worth of insurance or to go through cumbersome or expensive inspection and certification processes. Thus far, this company has not required those and seems willing to work with smaller producers to make locally grown produce a reality. This company delivers all over the state and seems willing to back haul and pick up produce from across the state. We still have lots of details to work out, such as making sure the producers get a fair price, but if all goes well we could be looking at needing producers next summer so now is the time to find out who is interested.”

If you would be interested in increasing your sales next season by selling wholesale or want to learn more about the possibilities, please contact Holly Mawby, ECH Director, by calling 701-228-4032 or emailing: hollyrose.mawby@dakotacollege.edu. Below are some of the things to consider before deciding to sell wholesale.

### Positive Aspects of Selling Wholesale:

- You don’t have to sell your product (if you don’t want to), the wholesale representatives do it for you
- You have one customer to deal with
- You know you have the product sold before it is even ready
- Cuts down on driving time and transportation costs
- May be less labor intensive than selling at a farmers market
- No lugging heavy canopies, tables, and goods to a market and then home again
- May be able to have your product picked up right at your farm
- Gives you more time to produce your crop as you can spend less time marketing and selling it
- You can sell more product; you can reach a broader market without ever leaving home

### Negative Aspects of Selling Wholesale:

- You get less than retail price for your product
- You may have a delay of up to 90 days after delivery to get paid
- Very little or no direct contact with your customers
- You have little or no control over the quality of your product once it leaves your farm, you have to trust and communicate with your wholesaler to ensure quality
  - Requires better record keeping than selling at a farmers market
  - You need to package or label your produce according to industry standards – some packaging is very easy and inexpensive, others may take more time and/or money
  - Requires you to clean your product well and store it appropriately before pick up by the wholesaler

## Volunteers Needed for Local Foods Survey

BISMARCK – The North Dakota Department of Agriculture (NDDA) is looking for volunteers to conduct community surveys to determine interest in establishing local Farm-to-School and other programs promoting the production and consumption of local foods. “Survey workers will collect data from local businesses, agricultural producers, school officials and others to help communities decide if they are interested in these programs,” said Agriculture Commissioner Doug Goehring. “We will provide volunteers with training and information for conducting these surveys.”

Goehring said interested persons should contact Sue Balcom at NDDA at (701) 328-4763 or [suebalcom@nd.gov](mailto:suebalcom@nd.gov).

## 2008 Survey Results

“ND Department of Agriculture State Wide Farmers Market Rapid Market Assessment (RMA) Study June - September 2008” survey results are in. The markets that participated in the survey should have been mailed the results (or given access to the findings in the recent months). The summary of the results explained that the survey was not scientific in nature and in the future some adjustments would need to be made but all in all the survey was a good start on finding out what customers who attend farmers markets are looking for and the economic impact in communities.

In 2008 there were approximately 48 farmers markets operating across the state. The North Dakota farmers market season averages 15 weeks of operation in the months of June through September. The survey was conducted at 30 of the 48 farmers markets in North Dakota. Three of those markets were surveyed twice for a total of 33 surveys in 2008.

The following conclusions can be drawn from the 33 surveys conducted across the state:

- 84% of the markets have shoppers who return to the market on a weekly basis to shop.
- North Dakota farmers market shoppers reported the following on their spending at the markets:
  - 60% spent at least \$10 in the market that day
  - 18% spent at least \$5 in the market that day
  - 15% spent at least \$20 in the market that day
- 78% of ND farmers market shoppers stated that the market was their primary reason for coming into town/downtown that day.
- 90% of ND farmers market shoppers listed their number one recommendation for the markets as having more growers at the farmers market.

If you would like more information about the results of the survey contact Stephanie Sinner at 701-239-7211.

### CSA Tip:

New media can help you stay in touch with customers even over the winter months when you might not be delivering to them. Use facebook, twitter and blogs to let your customers know how you are gearing up for next year and the steps you take to make sure their next season will be a great one. Keeping you in mind all year long will help customers feel more like a friend than just a consumer and will lead to expanded sales next season.

## Food Entrepreneur Boot Camp

This one-day workshop is for entrepreneurs who want to start a food processing business or take their small food business to the next level. This workshop is designed to educate entrepreneurs and connect them to state and industry resources and other individuals who also may be starting their own businesses. Food industry and university experts will cover a broad range of subjects geared toward helping potential businesses go from the idea stage to getting a marketable product to the customer.

October 22, 2009  
 Kelly Inn, Bismarck, N.D.  
 Registration Fee: \$35

For more information:  
 Kathleen Tweeten, Director  
 NDSU Extension Service Center for Community Vitality  
 2718 Gateway Ave., Ste. 104, Bismarck, ND 58503  
 Phone: (701) 328- 9718, Fax: (701) 328- 9721

***Dakota Grown***  
 A local foods conference

### February 19-20, 2010 - Jamestown, ND

North Dakota Farmers Market and Growers Association will be holding its sixth annual membership meeting Feb. 19 and 20 at the Gladstone Inn and Conference Center in Jamestown. Everyone is invited to attend this event held in conjunction with the second local foods conference. There will be two days of workshops, networking and learning for anyone interested in growing more, or eating more locally grown vegetables and fruits.

Plenary speaker for the conference will be Ken Meter from Crossroads Resources. For anyone interested in local foods and the potential for economic growth in small communities, this is a can't miss speaker. Meter has the reputation of being the person at the ground level of any local food system projects. Meter is one of the most accomplished food-system analysts in the U.S. President of Crossroads Resources Center, he has 38 years of experience and his “Finding Food in Farm Country” studies have promoted local food networks in 45 regions in 20 states, and one Canadian province. He heads the proposal review process for USDA Community Food Projects. Meter taught economics at the University of Minnesota, and the Harvard Kennedy School. He also directed the public input and indicators selection process for the city of Minneapolis Sustainability Initiative, which won a national award. You can find Meter's latest publication for Blue Cross Blue Shield of Minnesota title “Mapping the Minnesota Food Industry” at <http://www.creworks.org/mnfood.pdf>.

Also open to the general public for a free-will donation will be a showing of “Fresh, the movie.” This documentary calls on people to grow “FRESH” food, ideas and become active in this fast-growing local foods movement. A round table discussion will follow the movie.

For more information about the conference, the NDFMGA annual meeting or to register, please email [ssinner@nd.gov](mailto:ssinner@nd.gov); [suebalcom@nd.gov](mailto:suebalcom@nd.gov); or call the North Dakota Department of Agriculture at 800-242-7535. To follow the progress, find friends and other useful tidbits, become a follower of [www.twitter.com/GoingLocalND](http://www.twitter.com/GoingLocalND). Use #goinglocalnd in all tweets to find relevant posts.

A block of rooms has been reserved for this event. Please call the Gladstone Inn at 701-252-0700 or register online at [www.gladstoneinn.com](http://www.gladstoneinn.com).

### Vendor Tip:

What's the best way to stand out in the crowd? Cleanliness! Taking the time to ensure that your produce is the 'cleanest on the block' not only makes it more attractive to customers, it makes more sales and is safer than unwashed produce. Clean produce equates to quality in a customer's mind so take the time to scrub up before setting up.

## Grower Focus/Board Member

### Vendor Tip

Everyone has a story to tell. Make sure you tell your story to your customers. Sometimes a simple poster board with photos of your fields or animals is enough to tell your story. Other times, you may want to have a brochure handy or add your story to your product label or packaging. It may only take a few sentences, such as "Farming the same land for over 50 years", "Baking the best breads since I was 12 years old" or "Our animals are our friends and a part of our family." The majority of customers in America are concerned about where their food comes from - tell your story and turn a single sale into a repeat customer.

Mrs. Wellman's Homemade Juneberry Pies has been a staple vendor at the Towne Square Farmers Market in Grand Forks for several years. They were one of the first vendors when the Towne Square Farmers Market started and though this year has been a little different, they used attend just about every weekend. There are several things that make Mrs. Wellman's Juneberry Pies so special; each pie is handmade, from scratch using a family recipe, the entire family has been involved in the business, and of course the novelty of Juneberries as a North Dakota treat.

The history of Mrs. Wellman's Juneberry Pie business began 10-11 years ago when the Wellman's attended a potluck dinner. Mrs. Wellman had made one of her family recipe Juneberry pies to take to the potluck and everyone raved about it. With that kind of feedback her husband got the idea to start their own business, making and selling her Juneberry pies. The next spring a commercial kitchen had been built in the house and they were ready to roll (out the pie crust). Mrs. Wellman remarks, "It was his idea and my rolling pin." A rolling pin that has been used to roll out many pies, as it is her mother's rolling pin.

One of the great outcomes Mrs. Wellman is so proud of is the fact that the business was started and built as a family. There are three children in the Wellman family, a few of the goals in starting the business were to put the kids through college, keep them in North Dakota and relatively close to home. With a lot of hard work only the youngest is left to finish his college years. This means there are still many more pies to make, but as a family they have largely accomplished their goals. Mr. and Mrs. Wellman taught their children the value of a good idea, hard work and family togetherness all while working together in their commercial kitchen making pies to sell at the local farmers market. Her older children have stayed in North Dakota and continue to help with the family business.

Mrs. Wellman makes all of her pies by hand. Every single one of them is crafted with special attention, no machinery is used in making her pies. She does not make large batches but sticks to the original recipe for every pie. She sells the pies in two sizes, a 9" deep dish and 4" individual pie. They can be purchased at the Towne Square Farmers Market (most weeks of the season) fresh or frozen. Mrs. Wellman also has frozen pies available in some stores around the Cavalier area and is seeking out locations to sell more of her pies frozen. She has never spent any money on advertising, the success of her pies have been spread by word of mouth and attending the farmers market. The Wellman family also occasionally attends special events, like thrashing shows, to sell slices of their pies and ice cream.

Juneberries are more or less a North Dakota berry. Younger or non-native North Dakotans attending the farmers market may ask "What is a Juneberry?" While other folks will remark "I remember going to the coulees with my family (40 years ago) and picking Juneberries." These different statements define that Juneberry pies are nostalgic for some and a curiosity for others. Both involve enough incentive to give them a try - and usually a return trip to pick up some more. One customer after trying one of her pies stated that Juneberries are "The Cadillac of berries."

### Market Manager Tip:

Could a winter farmers market be a possibility in your area? Several cities extend their market season through the winter by selling storage crops and homemade breads, jellies, canned goods, etc. through the winter. If your vendors are experimenting with cold frames or high tunnels fresh greens and other crops could also be a available 'fresh' from the garden during the extended winter season. Locations to hold winter farmers markets could be churches, community centers, strip malls, local offices, school gyms, anywhere that provides a covering and some space for warmth. Ask around and find out if your community would be interested in a winter market.

Mrs. Wellman spoke very kindly about the Towne Square Farmers Market and her friends there. She says she has been extremely blessed by the farmers market and the community support for her pies. The farmers market has been a fabulous experience for her family, especially the children, to learn about business and see how the farmers market can be mutually beneficial for all involved. Local people supporting each other; she hopes everyone who purchases her pies has gained joy from them as she is brought joy by attending and seeing many of the same customers year after year.

Mr. Wellman passed on last year but his idea and start-up of the family business will live on, and Mrs. Wellman and his children will always remember the blessed times in the kitchen they had together as a family and selling together at the Towne Square Farmers Market. Juneberry Pies, a novel North Dakota treat.

The NDFMGA is happy to welcome Mrs. Wellman on the board as a NE representative. Mrs. Wellman has just started her participation with the board this year and is very excited to see how much work goes into behind the scenes preparations and support for the farmers markets in the state. Mrs. Wellman is a big believer in the importance and value of farmers markets as they have been very good to and for her family. They are mutually beneficial for all involved; the community gives the vendor a boost while the vendor provides the community with fresh food, interesting crafts and/or other products. The social aspect of the farmers market is something she looks forward to every summer and believes that the people who participate in farmers markets probably feel the same.

## Board Members Meet with New Ag Commissioner

Several board members went to Bismarck this summer to meet with the new ND Agriculture Commissioner Doug Goehring. Here is a picture from the meeting.



(Left-right: Sue Balcom [Local Foods], Marvin Baker, Holly Mawby, Karen Gehrig, Sherry Andrus, Hero Barth, Patti Patrie)