

The **Iowa League of Resource Conservation & Development (RC&D), Inc.** of Oakland, IA received \$82,164 that funded a collaborative promotional campaign among 11 RC&Ds that provided signage and advertising to 73 local farmers markets across Iowa.

[Final Report FY10](#)

Final Performance Report

Date: Nov. 11, 2012

Recipient Name: Iowa League of RC&Ds, Inc.
IA-330-2010-G-1149

Title of Project: Promoting Iowa's Farmers Markets

Grant Number: 12-25-G-1149

Location: Iowa

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Project Summary

The goal of this project was to increase public awareness of local farmers markets through a statewide collaborative effort involving Iowa's Resource Conservation and Development (RC&D) Areas. The objectives included the development and implementation of a promotional campaign for 91 farmers markets within Iowa through the collaborative effort of 11 RC&D Areas.

The Iowa League of RC&Ds served as the applicant and management entity for the overall project. The mission of the Iowa League of RC&Ds is to link individual RC&D councils, inform the public about RC&D activities, advocate for public policy positions related to resource conservation development issues, and provide services to member councils. The organization currently includes 12 Non-profit RC&D areas within Iowa involving 75 counties. Each RC&D is an independent, non-profit organization. The RC&Ds in Iowa assist with locally led projects that are based on the concept of economic development that is compatible with natural resource conservation. Projects that involve local food production and marketing, agri-tourism, value added agriculture and specialty crops fit that model very well.

According to individual RC&D strategic plans, twelve Iowa RC&Ds include goals for the development and expansion of local food systems. Activities related to this goal include assisting with Buy Fresh Buy Local marketing campaigns, creating local food producer groups and cooperatives, assisting in the establishment of farmers markets, assisting with regional food system working groups, creating local food councils, and other marketing strategies.

Prior to this project, the RC&Ds held a phone conference to identify needs and issues related to local food system development and the needs of farmers markets within their regions. The specific needs that were identified that this project addressed were:

- Coordinate connections between buyers and producers.
- To incorporate the public health concept into the local food message
- To bring together local groups to work together/share knowledge and resources.

This project was designed to expand local and rural economies by increasing public awareness of local farmers markets. Increasing awareness was intended to attract more customers to the vendors participating. Increasing demand for the vendors would also encourage them to increase production and will help encourage additional vendors to participate. The promotional campaign encouraged the public to purchase healthy, locally raised foods directly from producers at local farmers markets.

The project capitalized on the delivery system and collaboration of the Resource Conservation and Development Areas in Iowa to conduct a promotional campaign for farmers markets within their regions. This collaborative effort improved efficiency in the use and administration of one larger Farmers Market Promotion Grant that benefited 126 individual farmers markets across the state

This project complemented a USDA Rural Community Development Initiative Grant that was awarded to the Iowa League of RC&DS in February of 2010. The RCDI project was designed to

develop the capacity of individual RC&Ds to serve as leaders to develop their regional food system. Specifically, the RCDI project resulted in five dedicated staff persons hired by participating RC&Ds to build their capacity as food system development leaders. The staff persons are assisting local food councils plan and implement projects and improve their local food system. In 2011, a second RCDI local food capacity building grant was awarded that added local food system staff persons to five additional RC&DS.

The local food system leaders were a valuable component to this project in working with the farmers markets within their regions to plan and implement promotional campaigns for the 2011 and 2012 farmers market seasons.

As an additional complement to this project, the participating RC&Ds were able to capitalize on the relationships established through the FMPP Project to implement an Iowa Community Cultural Grant project during the 2012 Farmers Market Season. This project added educational or entertainment events at individual farmers markets to help attract new customers and provide a more festive atmosphere to these markets. In 2012, the RC&Ds provided assistance to 39 individual farmers markets to plan and implement 61 events that provided education or entertainment to the markets.

Project Approach: The goal of the project was to increase public awareness of local farmers markets through a statewide collaborative effort involving Iowa's RC&D areas. The objectives included the development and implementation of a promotional campaign for 91 farmers markets within Iowa through the collaborative effort of 11 RC&D Areas.

The overall scope of the project was to capitalize on the delivery system and collaboration of the Resource Conservation and Development Areas in Iowa to conduct a promotional campaign for farmers markets within their regions. This collaborative effort would improve efficiency in the use and administration of one larger Farmers Market Promotion Grant that ultimately benefitted 126 individual farmers markets across the state.

Overall coordination and management of the project was provided by the Executive Director of the Iowa League of RC&Ds. This included coordination, development of sub-agreements with individual RC&Ds, tracking progress, completing reports and reimbursement requests, and consolidating information into the final accomplishment report.

To implement the project, sub-agreements were made with eleven (11) individual participating RC&Ds. The participating RC&DS worked with market managers and vendors within their areas to develop and implement a promotional campaign. The promotional campaigns were identified at the local level and will include the acquisition and installation of signage for the markets or the purchase and development of newspaper and radio advertising for individual markets, or both. An example of the description of services included the individual RC&D sub-agreements is follows:

A. Description of Services.

The goal of this project is to expand local and rural economies by increasing public awareness of local farmers markets. This project will work through NE

Iowa RC&D to provide promotional assistance to 8 farmers markets being served within their region. The promotional assistance will include installation of signage along roadways and/or paid advertising in newspapers and radio to inform the public about local farmers markets.

NE Iowa RC&D will collaborate with 8 individual with market managers within its area to develop and implement a promotional campaign. The specific markets will be determined by NE Iowa RC&D. The promotional campaign will be identified at the local level for each market, but the grant funds provided through this agreement will be used for the acquisition and installation of signage for the markets or the development and placement of print or radio advertising for individual markets, or both.

NE Iowa RC&D will:

- *Identify the 8 Farmers Markets within their area that they will assist in promotion.*
- *Meet with market managers or vendors to plan a promotional campaign for each participating market. The promotional campaign will include signage and/or newspaper and radio advertising for each participating farmers market. The meetings and activities will be organized by the local food project coordinator or by the RC&D Coordinator at the participating RC&D as an in-kind contribution.*
- *Implementation of the promotional campaign for each participating farmers market. These campaigns will involve \$802 per market to use for:*
 - *Permanent market signage.*
 - *Purchase radio and newspaper advertising for farmers markets within the RC&D regions.*
- *Consolidate and maintain invoices and records and submit reports and reimbursement requests to the Iowa League on a quarterly basis.*

As described above, the plan for the project was to provide up to \$802 for any participating farmers market for marketing and promotional activities. By working regionally and through county market or economic development organizations, the dollars were able to be stretched to reach more than the 91 farmers markets originally planned. The final project results showed that a total of 126 local farmers markets in Iowa benefited from the project.

Project Outcomes Achieved: The outcomes from the project included the following: 11 Sub-agreements developed with individual RC&Ds to implement the project. Five of these agreements were amended during the project to adjust the individual number of markets that a given RC&D assisted. All participating RC&Ds completed progress reports, reimbursement requests and maintained project records and receipts. Based on the reports submitted, the RC&Ds were able to provide planning, marketing and promotional assistance to a total of 126 local farmers markets in Iowa. The following is a summary of the individual farmers markets assisted and the use of the FMPP funds.

FMPP Assistance Summary:

RC&D Area	Market Assisted	Advertising	Signs	Both
Cedar Valley RC&D 5 markets assisted	Charles City			X
	Osage	X		
	Waverly			X
	Grundy County	X		
	Chickasaw County	X		
Geode RC&D 10 markets assisted	Burlington (Riverport)	X		
	Burlington (Farm King)	X		
	Burlington (Dollar General)	X		
	Columbus Junction	X		
	Danville	X		
	Ft Madison	x		
	Keokuk		X	
	Montrose	X		
	Mt Pleasant	X		
	West Point	X		
Golden Hills RC&D: 11 markets assisted	Welcome Center			X
	Main Street			X
	Shelby County			X
	Riverside			X
	Silver City			X
	Clarinda			X
	Shenandoah			X
	Hamburg			X
	Crescent			X
	Red Oak	X		
	Atlantic	X		
Iowa Heartland RC&D 11 markets assisted	Drake		X	
	East Side			X
	Highland Park			X
	Indianola		X	
	Knoxville			X
	Madison County	X		
	Newton			X
	Norwalk		X	
	Pella			X
	Perry		X	
	Chariton		X	

RC&D Area	Market Assisted	Advertising	Signs	Both
Interstate RC&D				
3 markets assisted	Davenport	X		
	Bettendorf	X		
	Trinity	X		
Iowa Valley RC&D				
10 markets assisted	Ely		X	
	Springville			X
	Mt. Vernon		X	
	Lone Tree		X	
	Williamsburg			X
	Amana			X
	Vinton	X		
	Hiawatha			X
	North Liberty			X
	Oxford		X	
Northeast Iowa RC&D				
21 markets assisted	Allamakee County			
	Waukon		X	
	Lansing		X	
	Harpers Ferry		X	
	Independence			X
	Clayton County			
	McGregor			X
	Edgewood			X
	Strawberry Point			X
	Volga			X
	Elkader			X
	Monona			X
	Fayette County			
	West Union			X
	Elgin			X
	Guttenberg			X
	Winneshiek County			X
	Howard County			
	Cresco			X
	Lime Springs			X
	Chester			X
	Elma			X
	Protivin			X
	Riceville			X
	Chickasaw County		X	

RC&D Area	Market Assisted	Advertising	Signs	Both
Pathfinders RC&D 14 markets assisted	Fairfield	X		
	Bonapart		X	
	Quincy Mall	X		
	Green Earth	X		
	Pioneer Ridge		X	
	Oskaloosa	X	X	
	Bloomfield	X		
	Farmington	X		
	Sigourney	X		
	Ottumwa	X		
	Wapello County	X		
	Davis County	X		
	Centerville Market	X		
	Washington Market	X		
Prairie Rivers RC&D 17 markets assisted	Boone Market	X		
	Webster City		X	
	Eldora		X	
	Prairie City		X	
	Baxter		X	
	Marshalltown Linn Street			X
	Marshalltown Cartwright Pavilion			X
	Marshalltown Market on Main			X
	Albion	X		
	Grinnell		X	
	Kate Mitchell School			X
	Ames Main Street	X		
	Traer			X
	Toledo			X
	Fort Dodge		X	
	Gladbrook		X	
	State Center			X

RC&D Area	Market Assisted	Advertising	Signs	Both	
Prairie Winds RC&D 16 markets assisted	Hampton	X			
	Algona	X			
	Eagle Grove		X		
	Mason City	X			
	Healthy Harvest N. IA				
	Clear Lake	X			
	North Iowa	X			
	Osage	X			
	St. Ansgar	X			
	Forest City	X			
	Lake Mills	X			
	Belmond	X			
	Clarion	X			
	Dows	X			
	Kanawah	X			
	Corwith	X			
Britt	X				
Southern Iowa RC&D 8 markets assisted	Creston			X	
	Greenfield			X	
	Lamoni			X	
	Leon		X		
	Mount Ayre			X	
	Paradise	X			
	Oceola		X		
	Corning			X	

Based on the assistance and information provided through the participating RC&Ds, the following is some additional outcome information from their individual reports:

Cedar Valley RC&D: Five Farmers Markets (Charles City, Osage, Grundy, Chickasaw and Waverly) are utilized the Farmers Market Program grant funds to advertise their local Farmers Markets. The funding was used for signage, radio ads, and newspaper advertisement at local media. All the markets noticed an increase in local people coming to their farmers markets to purchase local foods from area vendors. The Markets were able to stretch their advertising funds farther and do more advertising than planned.

Geode RC&D: After meeting with the market managers, it was decided that FMPP funds would best be spent on radio advertising since this is an expense they usually don't have the money for. Working with numerous radio stations, proposals were sent out and 2 stations were selected that best fit the demographic that we were trying to reach.

Golden Hills RC&D: The RC&D worked with their Local Food Coordinator and more than 10 farmers market managers, advisory boards, local and regional news agencies, and community

stakeholders to increase public awareness of local farmers markets. The local food coordinator provided promotional assistance to 15 area markets, ten of which benefited from FMPP funding that helped purchase reusable signs and print and radio advertising. This activity increased market attendance, sales, and farm revenue throughout the 8 county RC&D region. This project partnered with two other projects to increase tourism and many out of state, and non-local shoppers were drawn into the rural markets due to this FMPP funding and the collaborations it led to.

Iowa Heartland RC&D: Initially eight market managers attended a meeting to learn about the grant requirements. All agreed these were crucial funds for their markets. The 10 markets laid out their promotion plan with their local farmers' market committees and decided how to use the funds. All submitted a written plan and bids received from local vendors for the signs and/or ads they ordered. None of the markets had the funds to pay for these items upfront although all agreed the funds would help to increase their customer base. All the plans and planned purchases are reasonable and in-line with grant guidelines. The 11th market was able to use funds that remained after the other Farmers Markets had completed their advertising or signage purchases.

Iowa Valley RC&D: While meeting with all 10 markets many have expressed interested in collaborating with each other on market expenses. The Ely farmer's market manager created a list serve that included each of the market managers in the region. Each market can now communicate with all the markets simultaneously in the region. To support the effort to market all the farmers markets in the region we have assisted Source Media Group (Cedar Rapids Gazette and KCRG news station) in provide additional advertising for all the markets on their website. Source Media now has the follow map and database on the Gazette's website. The public can search this database or view the map to find a farmers market each day of the week in the region.

Interstate RC&D: Due to the loss of the RC&D Federal Funds and coordinator in April of 2011, the Interstate RC&D was unable to follow through will all 7 markets. A request to reduce the number from 7 to 3 was made and an adjustment was made in the sub-agreement. Invoices for radio ads were received to assist the Davenport, Bettendorf and Trinity Markets.

NE Iowa RC&D: Northeast Iowa RC&D worked with each of the seven participating county representatives and individual Farmers Markets for this project to implement a marketing and advertising plan. Meetings were held in each county to organize the effort locally with the markets within each of the counties. Multiple counties partnered in some instances to get bulk rates on advertising and/or signage. Northeast Iowa RC&D held regional meetings to make sure the county representatives continued to move forward within each of their counties and to ensure that the total funds for the area will be expended by the end of the grant period. The counties that had shortfalls in expenses agreed to give their extra allocation to those counties and markets in the Northeast Iowa RC&D area that had additional need. Some of the counties also wrote additional local grants to leverage the federal dollars 2:1, further maximizing the outcomes of the project. As a team, the group advanced the deliverables for this project to ensure maximum outcomes.

The addition of entertainment and cultural events at the Farmers Markets as a complementary effort to the FMPP project really added to the overall benefit of the project. Being able to provide music at the markets really gave each site a much more festive atmosphere. With declining numbers of

vendors, it provided another reason for people to come and stay at the market. Prior to hosting these events, customers at the smaller markets had more of a shop and run attitude. There was a noticeable change in the way people were shopping after the addition of the music. Hopefully future entertainment would make the markets more of an experience for people, particularly families, to leisurely enjoy. Guttenberg was a particularly successful site. In addition to having almost ten vendors with a variety of products, there were also shops and restaurants open for people enjoy, and the music was amplified and performed on a stage. It really became a destination for people to spend the morning, not just a few minutes.

Pathfinders RC&D: The local food coordinator contacted the less active Farm Markets. We worked together to find promotional events that might encourage new consumers in the market. We encouraged some of the smaller towns to invite their vendors to put together a Farm Market at that town's annual festival (i.e. corn festival or strawberry festival). Many Farm Markets used their promotional money to advertise in local newspapers and create new signage. Several others purchased radio spots. There has been a significant increase in Farm Market attendance this year. We have found several gardeners who have started selling at the Farm Market in their small Iowa towns.

Prairie Rivers of Iowa RC&D: Promotional assistance included signage, promotional items and paid advertising. Two completely new markets have been identified and are in their second season. One school garden located in SE Ames now has companion gardens at another elementary school and at the Ames Middle School showing strength in the overall awareness of local foods, in the schools and within neighborhoods.

The Boone Market was struggling in a location that did not allow for much public interaction. With the support of the RC&D and the relationships established through the FMPP, they moved the market to a main street location and held special events to support community involvement, eventually leading to a permanent location change. Overall interest in the regular market has improved, bringing more vendors and shoppers to the market.

Prairie Winds RC&D: Marketing and promotional assistance was provided to 16 Farmers Markets within the multi-county region. Some markets did individual promotions with advertising and signage. In addition a group of the markets opted to work together on a cooperative advertising campaign that featured all the markets.

Southern Iowa RC&D: Southern Iowa RC&D assisted 8 markets with signage, advertising or both. Discussions were held with Osceola and Leon on the best locations and time of placement for the signs. Follow up discussions with farmers' market managers at Creston, Greenfield, Corning, and Mount Ayr focused on follow up advertising needed and best methods of distributing the cloth bags.

The RC&D provided technical assistance to the Osceola Community Garden, providing a speaker for their field day on June 25. SIRC staff member talked about health values of local produce, prepared a salad based on locally produced items, and distributed information on farmers markets in the area. Over 60 persons were in attendance at the field day

The relationships that were established between the RC&Ds and the local farmers market managers through the 2010 FMPP enabled the RC&Ds to secure funds and implement a complementary project to add educational and cultural events at local farmers markets in 2012. This Iowa Community Cultural project assisted 39 different markets around Iowa hold one or

more educational or cultural events for a total of 63 events held in 2012. Many of these events were “kick off” type events for the 2012 market season and used the FMPP. These events employed 83 different people to provide entertainment and education coordinated through the assistance of 11 RC&D local food coordinators and staff and benefitted an additional 9,228 market shoppers and vendors. The FMPP project leveraged a total \$37,470 of state and local investment in Farmers Market activities designed to encourage more people to attend and to create a more festive atmosphere at the markets. Some excerpts from the individual market and RC&D reports include:

NE Iowa: Manager, vendor and customer surveys were conducted to evaluate the success of the events at the markets. None of the vendors thought that the events distracted customers and the surveys all showed interest in more events in the future.

Golden Hills: These events all served to highlight the strong regional roots in agriculture, farm-based cuisine, and agrarian musical roots. The customers and vendors all expressed deep satisfaction that the IDCA valued this type of enrichment activity and would support them financially. The events attracted many first time shoppers to the farmers markets and built a stronger connection between farmers, eaters, artists, and craft persons in the southwest Iowa region. Surveys at the conclusion of the events indicated that the cultural events added customers to the markets and did not distract from sales. The surveys encouraged more events in the future.

Consistently at all markets vendors and market managers believed that events help attract customers to the market. They believe that it is important to create a community feel at the market. In many of the small towns in the region the farmers market is the consistent community event during the summer months.

Prairie Rivers: Surveys were completed to determine the success of adding entertainment and events to the markets. Some results included:

Ames- overall we felt the grant helped us significantly improve live entertainment at the market. The grant truly made the event a success.

Colo- 100% of market vendors said the music improved the market atmosphere, but 80% answered “maybe” to the question “did music improve sales”. 100% of the vendors indicated they would like to see music or events at future markets.

Fort Dodge on Central- Vendors comments include sales over 150% from the previous season and new vendors expresses some of their best sales from any event like this. Downtown business saw increased walk in traffic during the market.

Marshalltown- comments from vendors: “I feel the entertainment adds a lot to the market.... This should help bring them back”. “The June 7th event in Marshalltown was a great event. It brought people out to socialize with friends and family”. “We think that the entertainment at the June 7th market was wonderful and did keep patrons in the area listening and relaxing.” “Any time you can bring entertainment to an event like the market it draws a crowd”.

State Center- Vendors surveyed indicated that the events helped create a festive atmosphere and 63% indicated that more customers visited their booth.

Heartland: The markets who used live music and other types of performances said it added greatly to their market. It “made it seem like more of a community event” than simply a shopping opportunity. Many noticed the customers stayed longer at the market and brought others with them to enjoy the events at the markets. The farmers markets who used a cooking demonstration said the frequent comment they heard was “that the produce had more flavor than what they usually ate”.

“They sometimes purchase items, taste things with the tasting table, and return to the vendors to purchase more peas, turnips, and zucchini or whatever.” Other comments include, “There have been outstanding questions and interactions about nutrition, cooking instructions (how to balance oil, vinegar, and spices in dressings, to proper methods of cutting onions). “

The eleven Iowa RC&Ds provide staff assistance to work with local farmers market managers in planning and implementing the marketing and promotional project. The RC&D staff assistance was a contribution to project through other funding sources. In addition the individual RC&Ds provided local management and administration of their portion of the project. Each of the RC&DS contributed an estimated 80 hours of staff time to implement the project which would be valued at \$26,400 using \$30 per hour for salary and benefits and 11 participating RC&Ds. The contribution of the market managers, community leaders and vendors in planning and implementing the project would add greatly to the total.

In addition, many RC&DS worked with their local farmers markets to leverage the FMPP funds for additional advertising or promotion. An estimated \$18,700 of additional contributions was made by markets, market managers and others toward the project.

The final outcomes of the project that will last into the future include the following:

- Many communities now have signage that can be used in future years to promote their farmer markets
- The relationships that were developed between local food coordinators and market managers resulted in the additional community cultural project and are leading to other new projects for next year.
- In many cases the FMPP project stimulated interaction between individual community markets enabling them to learn from each other and explore the benefits of collaborative advertising.

Beneficiaries: The beneficiaries of the project included the following:

- Rural Iowa Communities: The project used FMPP funds to help advertise and promote 126 Individual Farmers Markets across Iowa. Most of these markets were in smaller rural communities or in neighborhoods within larger communities where the markets were not well established or funded.

- Local food producer businesses: As stated, the markets assisted in the project included the smaller communities and neighborhoods. These markets average 12 vendors per market, so the total vendors or local food producer businesses that benefitted from the project were 1,488.
- Local people attending the markets and purchasing fresh, locally grown products: Based on estimates from the market managers and from data from the Iowa Community Cultural Grant report, the markets that were assisted through the project would draw an average between 100 and 150 attendees at each market. Using the lower number and an average of 15 weeks for the market season, the total public beneficiaries would be 189,000 people who attended the markets being promoted. (126 X 15 X 100).
- Eleven Iowa Resource Conservation and Development Areas also benefitted from the project by building relationships with farmers market managers, community leaders and market vendors. These relationships are leading to new projects that the RC&Ds are assisting with.

Lessons Learned: The project successfully provided marketing and promotion funds to 126 Farmers Markets across the state. The model of using one larger FMPP and working through the statewide network of RC&Ds worked well. As a result, there was one grant to administer and one set of reimbursement requests and performance reports to consolidate and submit. Consequently, a larger percentage of the program funds went directly to the markets. If each of the 11 participating RC&Ds had been approved for smaller individual grants, a significant amount of those would have been tied up in administration and the orientation trip to Washington DC. One issue that this strategy creates is that all of the parties involved in the project need to follow through with their responsibilities.

The biggest lesson learned from the project was that a significant amount of time was invested by the 11 participating RC&Ds in contacting and coordinating the marketing efforts with the local farmers market managers. The targeted markets were generally small communities and neighborhoods where the market managers are volunteers and are not used to working grant funds and other partners promoting their markets. For future projects of this type, staff funds need to be budgeted for this coordination and technical assistance role.

Another issue that arose during the project was the loss unanticipated loss of federal program support for the Resource Conservation and Development Program. This cut eliminated a federal staff person assigned to each RC&D, and eliminated office space and equipment and resulted in one of the participating RC&Ds to close. However, that particular RC&D has completed all of their FMPP activities prior to closing. The remaining RC&Ds are continuing as private non-profit organizations and completed the project using non-profit staff and resources. The project originally was planned to be completed in one year, but the issues with RC&Ds and with coordination with local market managers resulted in the need to extend the timeline out to 2 years for the project. In addition, the RC&D issues resulted in some areas adjusting the markets being assisted so revisions in work plans and agreements were necessary.

Additional Information- The project was completed with the assistance of eleven individual Resource Conservation and Development Areas (RC&Ds) located across Iowa. Each of these contributed one or more staff persons- in many cases local food coordinators hired by the RC&D non-profit- to work directly with farmers market managers to plan and implement the promotional campaigns. In addition to staff, the RC&Ds contributed use of computers, internet, phone, copy machines and provided office space for the staff working on the project. The RC&D staff assistance was a contribution to project through other funding sources. Each of the RC&DS contributed an estimated 80 hours of staff time to implement the project which would be valued at \$26,400 using \$30 per hour for salary and benefits and 11 participating RC&Ds.

The project worked through farmers market managers and community leaders. In many cases, the RC&Ds worked with counties to cooperatively promote all of the markets within the county. In these cases the markets built relationships with each other to see the benefits of cross promotion and working together. The markets themselves also contributed time of the managers to plan the promotional campaign and contributed their own funds for marketing to leverage the FMPP dollars. It is estimated that the markets contributed \$18,700 of additional marketing funds toward the project.

Iowa Department of Cultural Affairs became a partner in the project by awarded an Iowa Community Cultural Grant through the RC&Ds. This enabled the RC&DS to work with the farmers market managers to plan and implement educational and cultural events at individual markets. The Community Cultural component of the project contributed \$37,470 of cash and in-kind resources toward the overall farmers market assistance project. The relationships established with the FMPP project led to this project and some of the FMPP funds were used to promote the markets where the events were held.

The following are a few examples of signs and advertising that was completed using the FMPP Funds.

Market: Ely

Planned activity: The Ely market is working with sign a company to install a large 5'x6' permanent sign to post along a recently finished bike trail from Ely to Cedar Rapids. They choose this location because of its proximity to the main arterial street in town and because of the 200+ bikes that use the trail each weekend. The sign was designed so that dates and times can be changed for their winter and summer markets. Their sign designer and the company installing the sign does not plan to be finished until August.



Riverside Farmers Market

June 8 -- October 5, 2011

Every Wednesday 3:00 to 6:00

On Doc Thompson Ave.

in Oakland

**Watch for our
schedule of events!!**

**ENJOY
HOME
GROWN**

VEGETABLES

**Riverside
Farmers Market**

~ EVERY WEDNESDAY ~

on Doc Thompson Ave. in Oakland

June 8 thru October 5

3:00 pm - 6:00 pm

**WATCH FOR OUR SCHEDULE
OF EVENTS!**





SHENANDOAH

**GARDEN
CITY**

**FARMERS
MARKET**

Wednesdays

2:00-5:00 pm

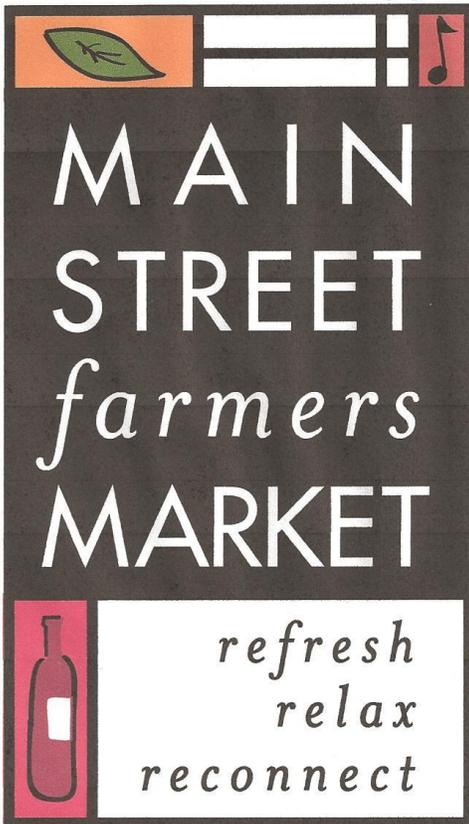
Saturdays

8:00 - 11:00 am





Council Bluffs



Brand developed by E Creative Works | ecreativeworks.net

FRESH PRODUCE

LIVE MUSIC

ARTISTS

BAKED GOODS

THEMED EVENINGS



www.mainstreetfarmersmarketcb.com

**Corner of 9th Avenue & South Main Street
Council Bluffs, Iowa**

**Thursdays from 5pm - 8pm
May - September**

QUESTIONS: mainstreetfarmersmarket@gmail.com
Certain vendors accepting WIC ■ FMLP ■ SFMNP



Main Street Farmers Market CB

Picnic tables have returned to Main Street, the bright red umbrellas are up, and colorful new banners are hanging from streetlights, all in preparation for the twelfth season of the State Center Farmers Market. This weekly event will be held each Friday evening from 5:00 till 7:30 on the south side of Main Street in the downtown area starting Friday, May 18, and running through Friday, October 12. The main focus of the Farmers Market is to provide an outlet for local artists and producers to sell their baked goods, home-grown fruits, vegetables, and plants, along with crafts and merchandise.

The new banners are up on the streetlight poles at each end of the block where the weekly event is held. The bright banners are made possible because of a \$300 grant from the Prairie



Market Master Chipper Dee stands under the new farmer's market banners on Main Street in State Center.
Photo: Jamie Burdorf

Market of Central



**CENTRAL
AVENUE**

8 a.m. - 2 p.m.

Historic Downtown Fort Dodge
www.fdmarketcentral.com

No smoking within market boundaries

No food carried in

No alcohol allowed

**No animals except registered service
animals**

No bicycles, skateboards, or rollerblades

Shoes and Shirts required



**KATE MITCHELL
Community
Garden**

Kate Mitchell School Farmer's Market
PUBLIC WELCOME!

Thursday, September 29, 2011
5 - 7 p.m.

A student run market booth with produce raised from their school garden.

FEATURING:
The Berry Patch
Prairie Moon Farm
Huber Family Farm
Wheatsfield Coop
Selling Sandwiches & Drinks
Mary Greeley Medical Center
Hosting Kids Activities

LIVE MUSIC:
Jen Coppock
Playing from 5-6 p.m.
Old Hat Band
Playing from 6-7 p.m.

Kate Mitchell Elementary School
3521 Jewel Drive Ames, IA

Color

Remodel

Continued from page A1

“There’s just some things about that environment that aren’t up to par, but we needed this space because in our primary office suite on the second floor, we are just simply maxed out,” said Deb Schildroth, director of Community Services.

Schildroth said this was

due in demand ment years. Board cost of include current \$650,0 ed am the est but the \$160,0 costs, used. “We sure wi ate wid

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Sunday, October
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Contact Person

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