

2019 Colorado Farmers Market Association Annual Conference

Friday/Saturday, March 1st & 2nd, 2019

Denver Botanic Gardens Chatfield Farms

Littleton, Colorado

Board Members Present: Martha Sullins, Josie Hart, Lois Harvie, Mikhaela Mullins, Frank Kirkpatrick and John Ellis

Absent: Erika Moats

Friday, March 1, 2019

*Farm tours ran late so the sessions began at 4:10pm (instead of 3:40pm)

DUFB Update (Amy Nelms, LiveWell Colorado)

- DUFB operates at over 800 farmers markets across the country and over 100 within Colorado.
- General feedback from customers: they appreciate being able to support local folks (farmers markets, farmers, vendors). Farmers have also seen the benefit from DUFB.
- Had 2,600 new customers in 2018 and 85% have agreed that they are purchasing and eating more fruits and vegetables.
- What's next?
 - o New and improved Dropbox! This will include:
 - The Cooking Matters schedule
 - County level data
 - Shared photos
 - Templates of reporting documents
 - o Tools for 2019:
 - One-pagers: ideas for families, supporting older adults, overcoming transportation barriers.
 - Support from Cooking Matters (example baskets of what you can purchase with DUFB)
 - Outreach and marketing: creating a hashtag for the program, Facebook events,
 - Community food advocates
 - o Reporting will stay the same as the process was in 2018
 - o If markets need new binders, let the DUFB team know

Cottage Foods Updates (Shelia Gains, Arapahoe County Extension)

- Updates:
 - o Cottage Food vendors are allowed to sell at farmers markets.
 - o Market managers are required to ask for the vendors' placard, proof of training, proper labels, food is prepackaged, if their selling pickle products must have proof of pH, eggs must be kept cold and washed, and require liability insurance.
 - o CSU provides training

- For regulatory updates go to:
 - www.colorado.gov/pacific/cdphe/cottage-foods-act
- Email questions to Cdphe_jevu@state.co.us or call 303-692-3645, option 3
- CBD is not allowed in anything through the Cottage Foods Act. Reach out to CDPHE to learn more about how vendors can become an approved manufacturer.
- Salsa requires a different license – must be a Commercial Food Producer (Not a Cottage Foods Producer)

Produce Safety Rule Update (Cristy Dice, Colorado Department of Agriculture)

- Overview of Food Safety Modernization Act (FSMA)
 - There are seven rules under the act that address all part of the food system
 - The Produce Safety Rule
 - Focuses on microbial produce contamination, not the physical or chemical contamination
 - Goal is to prevent foodborne illness outbreaks
- What's covered?
 - Farms that grow, harvest, pack or hold covered produce.
 - Total sales that are more than \$25,000 in raw produce annually (based on a three-year average and is adjusted for inflation).
- Farms that qualify for an exemption:
 - \$500,000 in total food sales, over 50% of sales are to qualified end users (consumers of farmers markets, restaurants, etc) and located within 275 miles from the farm.
 - If farms meet these requirements they must keep records documenting sales (must be kept for three years) and products require a label.
- Department of Ag. Partners with CSU for outreach, resources, trainings, and a fellows program.
- Colorado implementation: farm inventory, on-farm readiness review and inspections.
- How can market managers be involved?
 - Understand the rule exists
 - Help reach small growers
 - Encourage growers to reach out to CDA or CSU with questions
 - Opportunity for CDA or CSU to meet with growers
- For more information visit: www.coproducesafety.org

Saturday, March 2nd, 2019

CFMA Business Meeting

Martha called the meeting to order at 8:10am

Josie motioned to have the minutes, Frank seconded.

Martha overviewed 2018 with CFMA. Introduced Rosalind as the new Executive Director. CFMA conducted market visits, in conjunction with LiveWell Colorado. Helped with the communication of issues with EBT machines. Received a Farmers Market Promotion grant to better understand how to better reach customers who can benefit from the DUFB program.

Looking Ahead to 2019 (Rosalind)

We're excited to capture the energy around farmers markets! We're working on developing ways for market managers to connect throughout the year (phone calls, coffee meetings, etc). Let Rosalind know if you have ideas about how we can connect markets. Things to expect in 2019: support from Rosalind to help troubleshoot problems, website updates, CFMA intern with a focus on social media to help promote markets throughout the state.

2019 Budget

Hope to increase membership to help with financial stability.

- Do we have a strategy to increase membership? Yes, personal connection with markets and a direct ask for markets to join. Work more closely with LiveWell CO to help drive membership.

Board Member Nominations

President: Martha Sullins, Josie Hart

Vice President: Josie Hart, Beverly Grant, John Ellis

New membership categories to include farmers, ranchers, farm stands and partner organizations.

- Farm stands benefits are similar to what we offer to markets. Cost would be \$50 for membership. How do we address the competition between markets and farm stands? Many farms have farm stands and participate in farmers markets to increase their overall sales. This category could be a non-voting category.
- Farmers and rancher benefits may include: promotion and marketing, having a voice in the conversation with CFMA, informing CFMA members of CSA opportunities from member farmers. Cost would be \$25 for membership. This category could be a non-voting category.
- Partner organizations, such as GoFarm.
- What membership category does CSA fall under?

- CSA to pay a higher fee to be a voting member. CSA, Farmers and ranchers non-voting.

Lois makes a motion for three new categories (farm stand, CSA and farmers/ranchers).

Josie makes a motion to add Farmers/Rancher category as non-voting for \$25/annually. John seconds. Added category.

Josie makes a motion for a CSA/Farm Stand category as non-voting membership for \$50/annually. Frank seconds. Added category

CFMA will make an amendment to the By Laws for new categories to be added.

Rosalind made the suggestion to expand the board from seven to nine people. Frank makes the motion to add two more board seats. Josie seconds. The board will decide who holds which seats. Beverly Grant and Ashley Ahlenen were voted on to the board.

Business meeting closed at 9:12am.

Keynote – Kate Greenberg and Marion Kalb

Welcome Kate Greenberg, Colorado's Commissioner of Agriculture!

Programs within the Department of Agriculture:

- Young Farmers Coalition
- Acre Three (renewable energy program for farmers and ranchers)
- CAMP (provides succession planning for farmers and ranchers)
- Mental health services for farmers and ranchers.

August is Colorado proud month!

Long-term vision: supporting the next generation of farmers and ranchers to build an inclusive and diverse agricultural industry in Colorado; diversifying market options for producers; and fostering soil, water and climate stewardship.

CDA can provide business cards and banners.

CDA has currently stopped taking new organic applicants (this is due to limited internal capacity).

For more resources: <https://www.colorado.gov/agmain>

Marion Kalb with Jefferson County Public Health

Marion works with the JeffCo Food Policy Council

Mission: Influence policy to increase equitable access to healthy, local and affordable food and to support a sustainable food system.

In Golden, CO if a farmers market is located on city property, the market must accept SNAP benefits. This was a huge win for the Food Policy Council!

There are a number of ways for individuals to be involved in policy work at the state level: Colorado Food Pantry Assistance grant, Farm to School, Reduced price lunches through 12th grade, paid family leave for up to eight weeks.

Two programs that are not currently implemented in Colorado: WIC Farmers Market Nutrition Program and the Senior Farmers Market Nutrition Program.

Weaving Community with Beverly Grant, Mo'Betta Greens

- Old ways won't open new doors
- Community weaving is a way of looking at relationship building; it's more than partnerships, collaborations and networks. It's about finding alignment.
- To build these relationships, it must be value based, reciprocity, a shared vision and benefit and built consensus. Need to be a part of the neighborhood, not just an outside organization working within a given community.
- Mo'Betta's founding principals:
 - o Food literacy
 - o Environmental stewardship
 - o Social responsibility
 - o These principals support HEAL (healthy eating, active living) activities. Markets include activities for customers to be introduced to and try these activities.
- Vision: to build a sustainable food model that impacts health disparities and supports small business development within the Northeast Denver Food Desert.
- Connect with other organizations that have similar values to be present at the market.
- Partnered with Denver RTD to provide transit schedules and free rides passes.
- Partners with a community art gallery to provide materials for live painting at the market.
- "You're my friend and you just don't know it yet."

EBT Machines and SNAP at Markets – Sarah bender, Colorado Department of Human Services

- To become a SNAP authorized retailer or market, must apply through the USDA Food and Nutrition Service department: www.fns.usda.gov
 - o SNAP Retailer Service Center 1-877-823-4369
- Whoever applies for the market to be a SNAP authorized retailer is the only individual who can communicate with FNS. If this person no longer

- works at the given market, the market is responsible for letting FNS and the third party processor know who the new main contact or the responsible official is.
- EBT equipment: wireless and wired POS devices and manual vouchers.
 - Novo Dia technology will continue to work. Equipment is available to be purchased.
 - For free FNS equipment: www.mysnapebtequipment.com
 - Questions? Contact Sarah Bender at sarah.bender@state.co.us or at 303-866-2327

Market Manager Panel

What are one or two innovative approaches your market implements?

- Cooking demonstrations in a mobile kitchen/food truck with produce from the market.
- Play with your food activity for kids (ex: making energy balls).
- Can the CFMA help with addressing health department concerns with cooking demos?
- Kids bucks (similar for market bucks)
- Social media (\$10 boost on Facebook)
- Billboards (through LaMar, \$1,200/month, viewership is around 80,000 a day – market sales went up 60% since 2016)
- Partnerships with local groups, such as the water district, public health department, arts and culture community (live music)

How do you engage partners to bring people to the market?

- Chamber of Commerce to help promote the market
- Live music
- Cooking demonstrations
- Community organizations (voter registration booths, local non-profits, local food bank, etc)
- Local 4-H groups to host kids activities
- For non-profits to participate in the market they have to have a kids activity
- Library district – book mobile
- Mountain Mama Meet-up group
- Local circus group
- Local small businesses to have booths to build relationships
- Brand ambassador program (ex: local photographer takes photos of market and market promotes their work)
- Community give back day – a day for local non-profits to have a booth at the market to promote their work

What's one challenge with attracting and retaining customers? How did you address it?

- Farmers Markets are too expensive
 - o Tours with Cooking Matters through the market

- Education around the importance of supporting local agriculture
- DUFBS/SNAP
- Have prices displayed (removes barrier of having to ask about the price)
- Dogs
 - Dog section in/near the market: space for dogs to be on a lawn, in the shade, with water
 - Encourage people to leave their dogs at home via social media (ex: remind them that it's hot out)
 - Require a short leash
 - Signage about dog policies at market entrance
 - If the dog ruins an item, the owner is required to pay for item
 - Connect with local health department to see if dogs are allowed
- Diversity of cultures and languages
 - Better understand what foods are culturally appropriate
- Difficulty connecting with the aging community
 - Create a space for elders to gather (similar to how there are spaces and activities for children)
 - Bring produce to them at the market or help them navigate the market
 - Ask centers to bring seniors to the market (similar how they may go to the library)
 - Record oral stories
 - Elders can host an advice booth
 - Treat elders with respect!

Legislative Update – Ed Bowditch, Rocky Mountain Farmers Union

- Lobbyist for RMFU, worked at the Capitol since 1983, represents RMFU, egg producers, potato growers, and others
- In the middle of the legislative session, with democratic governor, Senate and House.
- Hot button issues are about to be introduced:
 - Polis wants free full-day kindergarten throughout the state (costs all covered by the state);
 - Tabor amendment which says you can't raise taxes without a vote of the people, also can't return revenues because of the cap. Extra funding could go to transportation, education.
 - Sex education
 - Bill to repeal death penalty
 - Local governments will have more say in oil and gas development (what is private property and what is allowable to states and local govts.
- Agriculture-related bills

- SB 1202 Food Systems Advisory Council Bill: move CFSAC to CSU for management and oversight and tie \$100,000 in state to support outreach.
- HB 1197: Fort Collins wasn't allowing a farm to have a stand on a small 2-acre tract of land, so Rep. Arndt has introduced a bill about this, allowing farm stands in municipal areas. Seems to be a broader municipal issue.
- Hasn't been introduced yet but looking at a beginning farmers tax credit. Not enough of an incentive to offer a tax deduction so it appears the credit could be more effective. May result in getting some new people involved in agriculture
- Meat labeling bill would have required appropriate labeling of meat, people's right to know where their food comes from. There are two companies, Conagra and Tyson, producing lab-based products.
- Note that RMFU has an active Facebook page where you can find graphics and other advocacy information.

Insurance update and discussion-Larry Spilker

- Campbell Risk Management
- Market revenue of \$0 – 50,000: \$275 for a \$1m per occurrence limit and \$300 for \$2m per occurrence limit
- Market revenue of \$50,000+: \$525 for \$1m per occurrence limit and \$575 for \$2m per occurrence limit
- Vendor: \$275 for a \$1m per occurrence limit and \$325 for \$2m per occurrence limit
- About 80% of policy holders opt for the \$2m policy
- Can only change policy limit one a year
- Certificate of insurance should be provided to market managers from the vendors. **Larry has asked if market managers can share these vendor certificates with him so he has a better understanding of how vendors are covered.**
- Vendors are not covered under the market policy. Vendors need to have their own insurance policy.
- Larry will be working with RMFU and CFMA to have an insurance purchasing guide for vendors. This will be available by the Annual Conference next year.
- Launching a new website to allow markets and vendors to purchase insurance online.
- What should market managers look for when reviewing a vendor's certificate of insurance?
 - Name, address, policy number, effective and expiration date
 - Limits of insurance (most markets require a \$1m limit)

- Products/completed operations (aka ops) has a limit that is comparable to the rest of the policy. If it's blank, they don't have coverage for their products.
- Description of operations (will state that the certificate holder is an additional insured)
- Certificate holder (markets will be notified if the policy is cancelled during the season)
- Whole harmless agreement for vendors that can't afford insurance. This agreement is between the market and the vendor, not the vendor and customer.
- For more information visit: www.campbellriskmanagement.com

Taking Instagram to the Next Level with Erin Bird, Denver Botanic Gardens

- Develop a strategy
- Make it informal enough to post timely happenings and news
- Set expectations and goals
- Understand who your current audience is to identify audiences that you may want to be reaching but currently don't
- Align strategies with audiences that you want to reach
- Have call to actions
- No need to be on every channel of social media – don't spread yourself too thin
- What should we post?
 - Be true to your brand
 - Lead with beautiful and captivating images
 - Establish stories
 - Be consistent
 - Have a voice and tone
 - Explore the 4:1 rule (for DBG this means that for every 4 beauty shots share 1 deeper/science related post)
 - Encourage engagement by asking questions, doing giveaways, creating a hashtag for user shares
- Where do you get content?
 - Use past season photos
 - Tap into staff and volunteer talent
 - Find user-generated photos with geotags (ask for use before sharing and tag user)
 - Partner with social media influencers
- Connect with pop culture (ex: May the 4th be with you)
- Keep your social media accounts active during the off season
- Need to have permission form for individuals if posting their photo (not needed for large crowds)
- Consider the time of day that you post. You can look at the Facebook or Instagram insights to see when people are engaging with your page.

Usually people are more engaged over the lunch hour and in the evening during the week.

- Have a marketing style guide (helps during staff transitions), defines hashtags to use, common words used, etc.
- Don't repost event posters on Instagram; can post via the Instagram stories.
- Series (ex: Wacky Wednesday) and giveaways help grow engagement
- #hashtags
 - o Allow you to reach and contribute to a bigger conversation
 - o Keep hashtags short, too long and people won't remember what it is
 - o Follow the hashtag you create for your market
 - o Look up the hashtag you create before you establish it
 - o Ask customers to develop a hashtag
- Track what does well and what doesn't do well, average customer engagement over time, etc.
- Low engagement is not a failure but an opportunity to grow.
- Instagram stories
 - o Call to action
 - o Videos
 - o Real time updates
 - o Extended content of feed posts
 - o Get to know vendors
 - o Behind the scene
 - o Swipe up link hack:
 - Add link/tag your account and have the specific link in the profile description
- Post once a day
- Promote vendors and partners
- Veggie puns
- Facebook events
- Ask vendors to tag marker and share market hashtag
- Use the same handle across platforms