



Annual Conference 2020

# Welcome

## Mission

The Colorado Farmers Market Association's mission is to support and promote Colorado farmers' markets and direct marketing of Colorado agricultural products.

## Vision

To be a thriving and sustainable membership organization that is a strong partner with stakeholders to ensure the success of Colorado farmers markets.

## Board of Directors

*Board nominations will be held during the CFMA Business Meeting, 9:15am – 10:15am.*

*Voting will close at 12:15pm. \*Four board seats are up for election, terms are three-years.*

Remember, to vote, in the CFMA elections, you must be a current 2020 CFMA Farmers Market Member before you arrive - 1 vote per membership. [Renew/Join Here.](#)

**President** Martha Sullins  
**Vice President** John Ellis  
**Secretary** Mikhaela Mullins\*  
**Treasurer** Erika Moats\*

**Board Member at Large** Lois Harvie  
**Board Member at Large** Frank Kirkpatrick  
**Board Member at Large** Beverly Grant  
**Board Member at Large** Josie Hart\*  
**Board Member at Large** Ashley Ahlne\*

## Executive Director

Rosalind May

Rosalind brings over a decade of local food systems work to her role with CFMA, including teaching, research and farmers market management.

## Community Outreach Coordinators

Julie King  
Laura Molina

## Evaluation/research assistant

Sarah Erlich



## Annual Conference 2020

# Conference Details

### What to Bring

- A reusable mug and a water bottle to save on waste!
- If you would like a printed copy of this welcome packet, print a copy ahead of time. We'll also have it projected on the screen to save on paper. Pull this document up on your phone and click the links for usable Google map directions to all locations.
- Cell-phone service: AT&T and Verizon, *new* T-Mobile phones generally work in Salida - old T-Mobile phones don't work here

### Getting Here

Salida, Colorado [Map & Directions](#)

### Lodging

- [Amigo Motor Lodge](#)
- [Circle R Motel](#)

### Good Eats

- [Sweeties Sandwich Shop](#)  
(lunch on Saturday)
- [Mo Burrito](#)
- [Boathouse Cantina](#)
- [Las Camelinas](#)
- [The Fritz](#)
- [Shallots](#)
- [216 Farroros](#)

### Good Drinks

- [Cafe Dawn](#) (best coffee ever!)
- [Soulcraft Brewing](#)
- [Vino Salida](#)
- [Wood's High Mountain Distillery](#)
- [Elevation Beer Company](#)

### Fun Things To Do

*Salida has an eccentric, historic downtown corridor, walk F Street between 3rd and 1st Streets to enjoy shopping and art galleries.*

- [Salida Mountain Trails](#)
- [Salida Hot Springs & Aquatic Center](#)  
(in town)
- [Joyful Journey Hot Springs](#)
- [Mount Princeton Hot Spring](#)



## Annual Conference 2020

### Thursday 02.27.20

Dinner // 6:00 pm - 7:00 pm

*Please join us for an optional and informal networking dinner.*

Meet at the large community table. You will order at the counter and from there, you will receive full-service. Find the menu and pricing here: [Amicas](#). 127 F St, Salida, CO 81201 [Map & Directions](#).

### Friday 02.28.20

Farm Tours // 9:30 pm - 11:45 pm

*Meet at the [Scout Hut](#) at 9:15 to carpool and/or ride in the CSU van! We would love for everyone who can make it to join our farm tours. Bring a sack lunch if you plan to participate.*

- **9:30 am - 10:15 am Salida Community & School Farm**  
1455 Holman Ave, Salida, CO 81201 [Map & Directions](#)  
Guidestone's Farm to School Program aims to increase locally grown food served in Salida School District cafeterias and help students build agricultural skills and knowledge while having fun, meaningful experiences in the garden. Guidestone manages educational gardens at Longfellow Elementary School and Salida Middle School, and the Community and School Farm on 4 acres leased from the Salida School District. In 2019, 750 pounds of produce from the C&S Farm went into SSD lunches.
- **10:30 am - 11:00 am Commercial Kitchen**  
26 Jones Ave, Salida, CO 81201 [Map & Directions](#)  
Welcome to Salida High School Kitchen, one of four kitchens in our school district. (Salida Middle School, Longfellow Elementary, and the Salida Early Childhood Center) The high school kitchen is a complete commercial kitchen, and, in addition to the daily breakfast and lunch for students, it has served as a catering kitchen for many large events such as the Colorado Fire Camp and various bicycle tours.



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- **11:15 am - 11:45 am Salida Seed Library** (presentation at the Scout Hut)  
Scout Hut, 210 E Sackett Ave, Salida, CO 81201 [Map & Directions](#)  
The S.A.V.E. Salida Seed Library (Seeds Adapted to Variable Ecosystems) is a way for community members to share their varieties of seed, experiments with others, generate locally adapted seeds, share stories and knowledge, and create a network of seed savers. Through a modified and simple check-out and return policy, we will begin to grow, document, and trace the branches of networks created by the cycle of sharing, growing, saving, and sharing seeds in the Arkansas River Valley.

### Conference // 12:00 pm - 5:00 pm

Scout Hut, 210 E Sackett Ave, Salida, CO 81201 [Map & Directions](#)

- **12:00 pm - 1:00 pm Registration**  
*Pick up SNAP Bucks, Market Bucks, Double-Up Food Bucks. Bring a sack lunch, or try out Salida restaurants within walking distance of the Scout Hut prior to your arrival.*
- **1:00 pm - 1:15 pm Welcome** Housekeeping details
  - Ashley Ahlene, CFMA Board Member
- **1:15 pm - 2:30 pm LiveWell Double Up Food Bucks**  
*Kick off the 2020 Double Up Farmers Market Season with a bang! An opportunity for markets to hear about and provide input on sustainable funding for Double Up, our 2020 new and improved market "tip book", and our program vision for 2020 and beyond!*
  - Amy Nelms, Live Well Colorado, Marci Cochran, Julie King, Laura Molina, Live Well Colorado Community Food Advocates
- **2:30 pm - 2:45 pm Break**
- **2:45pm- 3:45pm Legal Issues at Farmers Markets**  
Explore some issues that came up at Colorado markets last year, discuss range of solutions
  - Kathie Riley, PC; Sara Buller, Cañon City Farmers Market; John Ellis, Boulder County Farmers Market,
  - Facilitator: Martha Sullins, CSU
- **3:45pm - 4pm Break**
- **4pm - 5:30pm Insurance for Farmers Markets**  
*New challenges and options for markets.*
  - Rosalind May, CFMA; Martha Sullins, CSU



## Annual Conference 2020

Happy Hour // 6:00 pm - 9:00 pm

[Soulcraft Brewing](#), 248 W Rainbow Blvd, Salida, CO 81201 [Map & Directions](#)

This networking, fundraising opportunity is a fun evening event where you can meet local farmers and connect with other market managers. Food and drink available for purchase and *20% of all proceeds from the evening will be split 50/50 and donated to CFMA and Foodshed Alliance, the local farmers market association in Salida. We'd love for you to join us for dinner!*

- [Food Menu](#)
- [Beer Menu](#)
- Local Music by Cookie Baker & the Morsels

## Saturday 02.29.20

Conference // 8:00 am - 5:00 pm

Scout Hut, 210 E Sackett Ave, Salida, CO 81201 [Map & Directions](#)

- **8:00 am - 9:00 am Registration for Saturday arrivals**  
*coffee, tea and light breakfast/snacks*
- **9:00 am - 9:15 am Welcome & Introductions**  
*Saturday Arrivals*
- **9:15 am - 10:15 am CFMA Annual Business Meeting & Board Nominations**  
*voting for board elections starts at 10:15 am, closes at 12:15 pm, three-year terms*
  - Minutes from [2019 Annual Conference](#)
  - Meeting Agenda
    - Review & Approval of 2019 minutes (Mikhaela Mullins, Secretary)
    - Looking Back 2019 (Rosalind May)
    - Looking Ahead: 2020 (Rosalind May)
    - Budget Presentation: 2019 (Erika Moats, Treasurer )
    - Board member nominations: treasurer, secretary, and 2 at-large positions
    - Nominated board members – 3 min each to speak
    - Closing & Voting Details
- **10:15 am - 10:30 am Break**



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- **10:30 am - 11:30 am Market Manager Panel** Volunteers at Farmers Markets
  - How do you recruit, train and retain volunteers?
  - What kind of volunteer jobs are part of your farmers' market?
  - Deanne Elliott, Monte Vista Farmers Market, Veronica Lewis, Frontline Farming, Dave Carter, Broomfield Farmers Market. Facilitated by Rosalind May, CFMA
- **11:30 am - 11:45am Cooking Matters at Market**

*Cooking Matters offer programs that empower families to stretch their food budgets and cook healthy meals. Learn about opportunities for Cooking Matters to host a program at your farmers market!*

  - Maria Ashley, Cooking Matters
- **11:45am-12:25pm Cottage Foods Update with Q&A**
  - Libby Christensen, CSU Extension
- **12:25 pm - 1:15 pm Lunch** catered by [Sweeties Sandwich Shop](#)

*Announcement of board election results*
- **1:15 pm - 1:35 pm Keynote Address - Andrea Coen, Guidestone Colorado**

Guidestone is a Chaffee County-based nonprofit dedicated to growing a vibrant agricultural future through education, community building and partnerships. Through four cornerstone programs, Guidestone is working to increase access to healthy, locally grown food, provide meaningful experiences on farms and ranches, support producers for a vibrant local food economy, and preserve Colorado's rich agricultural heritage.

For over 25 years, Andrea's professional background is in the experiential education nonprofit sector. Since joining Guidestone's team in 2008, she has worn many hats and is thrilled to be serving in the role of Executive Director since July 2018. She is passionate about agriculture education, traditional homesteading arts, growing healthy local foods, a thriving local food system and forwarding Guidestone's mission. Andrea is also a musician, a mom, and an active member of her local community.



## Annual Conference 2020

- **1:35 am - 2:30 am Opportunities for Outreach & Inclusion at Farmers Markets**
  - Outreach to Older Adults
    - *Larimer County Farmers Market*
  - Outreach & Community Engagement Rural Western Slope Communities
    - *Julie King, CFMA*
  - Outreach to Our Latino & Spanish-Speaking Communities
    - *Laura Molina, CFMA*
  - SNAP Outreach & Referrals
    - *Emily Hunter, Hunger Free Colorado*
    - *Rosalind May, CFMA*
- **2:30 pm - 2:45 pm Break**
- **2:45 pm - 3:45 pm CBD & Hemp at Farmers Markets: What You Need to Know**
  - Jon Strauss, CDPHE
- **3:45 pm - 4:30 pm Breakout Sessions by Interest Group**
  - Markets Near The Border of Other States – handling interstate issues
    - Facilitator: Melanie Gonzales, Durango Farmers Market
  - Rural Farmers Markets
    - Facilitator: Lois Harvie, Cooking Matters/SLVLFC
  - Urban Markets & Farm Stands
    - Facilitator:
  - Volunteers at Markets – continuing the conversation
    - Facilitator:
- **4:30 pm - 4:45 pm Thank You & Evaluations**
- **4:45 pm - 5:45 pm CFMA Board of Directors Meeting**