

# Farmers' Markets Association of Manitoba *Newsletter*

Volume 1, Issue 1

August, 2007

## ***In this issue:***

### **General Farmers' Marketing News:**

- ❖ Farmers' Market (Mis)spelling
- ❖ MAFRI FMkt Brochure
- ❖ FMkt Guidelines from MB Health
- ❖ DFMC update

### **FMAM News:**

- ❖ Member Numbers
- ❖ Incorporation date
- ❖ By-laws
- ❖ Membership Fee
- ❖ November AGM
- ❖ Logo & motto
- ❖ In season recipe
- ❖ Director Bios
- ❖ Thank yous
- ❖ Press/Media
- ❖ Access

***Whatever lofty things you might accomplish today, you will do them only because you first ate something that grew out of dirt.***

***-Barbara Kingsolver***

## **Apostrophe Catastrophe!**

Is it farmer's market, farmers' market or farmers market? Well, that all depends really. Remember your grade school teacher telling you that the "'s" meant something belonged to something/one? If you are one farmer and you have a market, then it would be farmer's market, since there is only you. If there are many farmers that vend at the market, it becomes **farmers' market**.

## **MAFRI Farmers' Market Brochure, 2007**

Manitoba Agriculture, Food & Rural Initiatives (MAFRI) has distributed their 2007 brochure for farmers' markets across the province. If you have not received yours, go to your nearest GO Team office. It can be viewed online at: <http://www.gov.mb.ca/agriculture/food/upick/markets.html> Next year, FMAM members will likely have an asterisk beside their market's name.

## **Temporary Food Market Guideline, July 2007**

MB Health and Healthy Living has sent out a new document which contains little (if any) new material, although the formatting, buffalo logo and government department responsible have all changed. Public health inspectors are now part of MB Health and

Healthy Living department, not MB Conservation. **Please read & share the attached document.** It doesn't seem to have been uploaded onto the gov't website.

## **Direct Farm Marketing Conference (DFMC)**

Next year's DFMC will be held on February 28<sup>th</sup> (Thurs) & 29<sup>th</sup> (Fri) in Brandon at the Canad Inns/Keystone Centre. The theme is: *Manitoba...Your First Market*. FMAM was invited to attend the DRMC Planning Committee meetings on behalf of its Member markets. We are certainly grateful for the opportunity to have input into this planning process. Farmers' markets will have its own stream which will consist of three 1 hour sessions. **FMAM needs your input!** *What would you like to hear about?* Do you have a topic pertinent to farmers' marketing that you are an expert on and could talk about, or speak to with someone else? Possible sessions could be:

- Starting a new market
- Promoting your market
- Successful vending
- Rules all markets must follow (MB Health Guidelines, etc.)
- Sources of (free) advertising
- Farmers' Markets...More than just a bunch of 10 x 10 stalls!

Please send in your suggestions by e-mail or phone **before September 13<sup>th</sup>, 2007.**

# FMAM NEWS

## Our Numbers

We have the verbal commitment of 19 markets throughout Manitoba, from Swan River to Killarney to St. Malo! This is a wonderful starting point. FMAM thanks you for your courage in taking the leap of faith necessary in the formation of any kind of association such as this one. Along with your support, we have the support of MAFRI and their reps have been most helpful in these early days.

## Incorporation

Our official incorporation date was *August 14<sup>th</sup>, 2007*.

## By-laws

The Directors have met to create the by-laws and will ratify them at their next meeting.

## Membership Fee

The Membership Fee (previously called the Initiation Fee) has been set at \$50. This is a one-time fee to join the Association. If you are receiving this newsletter in the week of August 13<sup>th</sup>, 2007 you are entitled to 15% off this fee. The minimum amount payable by August 31<sup>st</sup>, 2007 is \$42.50. If your market is able, please consider contributing more than the minimum. Cheques can be made out to Farmers' Markets Association of Manitoba or FMAM and

mailed to: FMAM c/o 617 Tupper Street North, Portage la Prairie, MB R1N 1X9. We thank you for your attention to this matter ☺

## Our November Annual General Meeting

It is expected that each Member market will send their FMAM representative to our inaugural AGM to be held on a Saturday in November, likely in Portage as it is the most central location (we think). Since this is a meeting of ideas, the more people that attend, the better. This will be an all-day event with lots of activities. We will have a professional facilitator to help us with our strategic planning. *The format hasn't been discussed yet, and we would certainly appreciate your thoughts on this.* What do the Member markets want this, their Association & voice, to be? Think vision, think mission, think goals & objectives, think BIG!

## Logo & Motto

When you hear *Peak of the Market* or see their logo, what do you think of? Grown in Manitoba? Larry McIntosh talking into a carrot on TV? Fresh produce? The point is that there likely are not many of us who don't know that *Peak of the Market* veggies are grown in Manitoba. FMAM needs to be that visible to Manitoba consumers. When they hear our motto, or see our logo,

they need to instantly associate it with Manitoba farmers' markets. This is called branding, and we need to do it! Do you have an artistic bent? Are you creative? *Let your imagination run wild and send in your ideas to us by post or electronically.* We'll discuss this more at the AGM.

While we're at it: how about a more creative name for this newsletter?

## Recipe Challenge

We are putting the call out for recipe submissions. The criteria are as follows:

- Must use MB in-season produce
- Use as many MB grown ingredients as possible.
- Include a line or two as to what it tastes like and/or why it's a hit at your home.

Please give credit to the person you got the recipe from, or give credit to yourself!

Recipes will appear in future issues of this *Newsletter*.



## Director Biographies

We thought you might like to know a little something about the people steering the FMAM ship at the moment. Here are your current Directors:

### *Sheri Blaylock*



Sheri is a native of Portage la Prairie. In 2004, while living in Calgary, she rented a plot at the Hillhurst-Sunnyside Community Garden. The seed was planted & she decided to leave the classroom after a decade of teaching to go WWOOFing in Oregon and California in 2005. After returning to MB to take a Permaculture Design Course at Clearwater in May, and fully intending to continue WWOOFing in MB that summer, she instead spent it with her grandma who was dying of cancer. Deciding to stay in Manitoba, she spent the '06 gardening season interning at an organic market garden/CSA farm near Brandon and she will launch her own market garden next year near PlaP. (<http://www.davidmconkey.com/Columns/sharedagric.html>)

Sheri has contributed many hours helping to form FMAM and is super-excited to be part of this organization! She sees only great things ahead for farmers' markets and direct farm marketing in this great province!

### *Pat Herman*

Pat is the daughter of a lifetime market gardener. She grew up just north of Winnipeg and in those early years (the 1940's and 50's) had no appreciation for the farm. It was only much later that she began to realize the great value of the land and the tremendous effort that her father had put into his garden to make a living for his family. Pat is a retired teacher who, with great enthusiasm and pride, has developed and continues to organize the farmers' market at Pine Ridge Hollow (Birds Hill Park). She hopes her efforts would have made her father proud and that the market she developed is a profitable and viable venue for the vendors who are part of it. She also is very excited about the formation of this provincial organization.



### **Theresia Ley**



*Theresia & granddaughter Stefanie*

Theresia grew up in the southern part of Germany on a dairy farm. They grew cabbage for sauerkraut, cucumbers, potatoes and beans for the local cannery. She moved to Canada in '82 settling in Sanford to farm grain but she yearned to start a market garden. Once they got self-sufficient in veggies over the winter, they slowly got into strawberries and more vegetables for sale. Theresia, a chef by trade, is very interested in novel and interesting varieties of vegetables and fruits. Now that daughter Alex has joined the business, they are looking forward to becoming more successful in the market gardening trade...and making lots of work for the grandchildren so they are never bored! You can find the Ley-Durand stall at the Red River Farmers' Market, just west of Winnipeg on the TransCanada Highway. (Psst: pick up a fresh Bavarian pretzel baked that morning by Alex while you're wandering around the market!)

## **Fresh Orange Carrots**

No organization can exist without people willing to give their time for the vision & objectives of the organization. The following people have contributed their time, money and/or ideas in the effort to create FMAM and we would like to publicly thank them here.

Sheri Blaylock (Director)  
Lynette Froese  
Sadie Gottwald  
Pat Herman (Director)  
Lisa Holowchuk  
Georgette Hutlet  
Sandra Johnson  
Dave Koslowsky  
Theresia Ley (Director)  
David Peters & family  
Edith Rook  
Lynne Settee  
Rory Timmers  
Myrna Grahm (MAFRI)  
David Kerr (MAFRI)  
Mavis McPhail (MAFRI)  
Randy Stoyko (MAFRI)

Think about your talents...we will need Board members as well as committee members. **What can you offer FMAM?**

## **Press/Media Relations**

A press release will be issued on September 10<sup>th</sup>, 2007 (or before if we get everyone's money in) to as many media outlets as we can get e-mail addresses/fax numbers informing them of FMAM's official incorporation and Member markets. **Please send us the contact information (e-**

**mail greatly preferred) of the news department of your local newspaper/TV/radio station.** It's important that our voice is heard. This press release will have the names of all markets who have joined, so get your cheques in ASAP!

## **Access**

All the latest happenings in the FMAM world can be found on our website at: <http://members.shaw.ca/fmmb>  
We can be reached at [fmmb@shaw.ca](mailto:fmmb@shaw.ca), by post at the above address, or by phone (see website for phone numbers).

Is this newsletter going to the right person for your market? If not, please give us the updated e-mail or postal address.

Thank you for sharing this newsletter with your market vendors and stakeholders. If you, or anyone else in your market, are not able to print this out, please contact FMAM for a hard copy.