

FMAM Newsletter

29 January 2008

Volume 2, Issue 1

The New Oxford American Dictionary has unveiled its 2007 Word of the Year:

Locavore! A locavore is someone who strives to eat food grown locally in the belief that fresh, local products are more nutritious and taste better. They also see the practice as environmentally friendly since fuel is not spent shipping food long distances.

"Members gave the new Board clear directions as to the path FMAM should be taking to serve its Membership in the best possible way."

AGM & "Mapping the Future" Planning Session A Success!

Submitted by Sheri Blaylock, FMAM ED

On November 10th, 2007, FMAM held its first AGM and planning session. Throughout the day just under 50 people took part.

Member markets represented were: Altona, Brandon, Carman, Lower Fort Garry, Killarney, St. Malo, St. Norbert,

Pineridge Hollow, Portage la Prairie, Roblin, Steinbach & Winkler. Non-member farmers' markets in attendance were: Dauphin, Virden, Central Park, Ninette, Red River & Yorkton (SK). Non-

farmers' market representatives: Janine Gibson (Organic Food Council of MB-

COG), Susan Palmer (100 Mile Diet), Heifer Int'l and the Harvest Moon Society/ Food Group. The planning session was facilitated by Julie Price Henderson of Heifer Int'l. Julie produced a report for us and this was e-mailed to all participants as well as Member market liaisons who were unable to attend. Members gave the new Board clear directions as to the path FMAM should be taking to serve its Membership in the best possible way. If you would like a copy of this report, please e-mail fmmb@shaw.ca. Your new Board: Dave Koslowsky (Chair), Sandra Johnson (Vice-Chair), Tamela Friesen, Pat Herman & Pat Pollock. FMAM's Executive Director is Sheri Blaylock.



Planning session participants in discussion

Congratulations FMAM from MAFRI!

Congratulations to the Farmers' Markets Association of Manitoba on a successful Annual General Meeting and for bringing together producers, vendors, market managers and those with dreams of starting or growing a market! It is an exciting time for your markets as consumers look to buy locally grown, healthy food.

In support of local farmers and to encourage

Manitobans to buy local, the province will again produce two brochures identifying the locations and dates of farmers' markets, roadside stands and U-pick businesses: *Your Guide to Farmers' Markets in Manitoba 2008* and *Enjoy the Great Taste of Manitoba Vegetables 2008*.

Manitoba Agriculture, Food and Rural Initiative
(See Congrats! on p. 2.)

Contents

FMAM Liaison's role, Vendor Profile, 'Growing Local, Getting Vocal!' Conference	2
Vendor Education Opportunities subsidized by FMAM & partners	3
Cost of Production, GO Teams	4
MB Food Products Exhibition, Board news	5
Events Calendar	6
Bits 'n Bites, What's YOUR role with FMAM?	7
Contact Information	8

Congrats!

tiatives staff have enjoyed working in partnership with the Farmers' Market Association of Manitoba and will continue to support and encourage you on your path towards successfully supplying Manitobans with safe, healthy food grown in Manitoba.

Randy Stoyko

Director, Food Commercialization and Marketing Knowledge Centre
Manitoba Agriculture, Food and Rural Initiatives



"Mingle, mingle, mingle, the Farmers' Market mingle!"

FMAM Liaisons

Submitted by Sheri Blaylock, FMAM ED

A liaison is a person who is a channel for communication between two (or more) groups. At our AGM, all Member markets were asked to formally declare their FMAM liaison. Those markets unable to attend the AGM were mailed their Liaison Forms. Liaisons form a very important part of FMAM's communication with our vendors. At the moment, all information destined for Member market vendors is sent to the liaison via e-mail and the liaison then forwards it on to their vendors. In the future, newsletters will also be available on our new website.

If you are not receiving information from your liaison, please contact them to see why. Perhaps they don't have your current e-mail address. Liaisons are listed on the last page of this newsletter.

Vendor profile - Koslowsky Farm

Submitted by Dave Koslowsky, Killarney Market Liaison, Vendor & FMAM Chair

My wife Rhonda, our two teenagers Justin and Terra, & I farm as a team southeast of Killarney. The Koslowsky farm is diversified, with a 100-head cow/calf operation, grain, and an ever-expanding market garden.

In the late eighties, we were invited to start a farmers' market in Killarney. The first market we sold about \$70 worth of produce, and we thought we'd hit the jackpot! We were stung by the "farmers' market bug" and continued with the market for 8 years until we decided to spend the summers with our small children instead of with the vegetables. Unfortunately the market closed in 1999. In 2003, with the onset of BSE our income fell terribly. Needing to add profit to the farm (since moving was not an option) and being continually asked for fresh veggies, we resurrected our market garden & the farmers' market. We were met with so much excitement that first market day in June 2005 and have had great support from the town and surrounding area ever since. We have now finished our third season and each year we have expanded our market garden...now working three acres. We credit our success to the fact that we grow a large variety of produce.

We are a small market with between 5 - 9 vendors per week, held on Saturday mornings from 9 - 11 am in Erin Park underneath the oak trees, next to the lake. It is an excellent spot for us. We can't wait till summer comes! It is a lot of hard work to make our market work, but the rewards are worth the effort.

Growing Local, Getting Vocal! Conference in Winnipeg

Cultivating a Food Secure Future for Manitobans

This conference put on by the MB Food Charter on March 7 & 8th at the UofW is a chance to acquire new skills, showcase existing food security projects, and build partnerships while working towards greater food security in Manitoba.

This two-day conference features hands-on work-

shops, discussions and displays on:

Canning and Freezing--Grower Coops--Urban Agriculture--Farm Mentorship--Eating on a Budget--Seed Saving--Community Gardens--Beekeeping--Eating in the North--Community Mobilization--Manitoba Teas--and much more! **FMAM will be on the Farmers' Markets panel Friday afternoon.**

For more details go to:www.manitobafoodsecurity.ca or ring 943-0823 (Wpg) or 1 800-731-2638.

Vendor Education Opportunities

Following the mandate of our Members from the November 10th, 2007 planning session, FMAM is very excited and pleased to offer its Member Market Vendors the following two educational opportunities. *Please note the deadlines.* <http://members.shaw.ca/fmmb/ed.htm>

Direct Farm Marketing Conference

Deadline: February 8th, 2008

A grant from the Manitoba Food Charter has allowed us to offer scholarships to persons who wish to attend the Direct Farm Marketing Conference in Brandon on February 29th. www.directfarmmarketing.ca

The criteria for these scholarships are:

- you must be a vendor/market manager of an FMAM Member market,
- we are aiming for one vendor per market, however more will be considered on a first come, first served basis,
- each person will receive the early bird registration fee (or if you are partially sponsored, the outstanding part), and perhaps more, based on the number of people who apply,
- you must "pass on the gift" you received. A summary in the media of your choice of what this scholarship meant to you and what you learned at the Conference is required. These will be posted on our website, in part or in whole,
- you must confirm your interest to fmmb@shaw.ca or 239-7170 and have payment in by **February 8th, 2008** to the DFMC folks. (we will reimburse you soon after all the criteria are met).

Food Safety Courses

Deadline: February 15th, 2008

Our fresh, good-looking food proclaims, "safety!" But, bacteria cannot be seen, tasted, or smelled. Our own hands spread them. Our land and kitchens store them. Confidence or not, we do risk poisoning our customers and that goes against our goal: to provide quality food that makes people well. We don't want to inadvertently make our customers even mildly sick.

We must protect consumer confidence with sound food-handling practises in the garden, kitchen, or at the butcher. Most of us use common sense around the kitchen. Too bad that's not enough. The safe food handling course teaches about the relationship between microbiology and food-borne illness, and uncommon-sense ways of prevention. The training is valid for five years and you get a nationally recognized certificate you can display at your table.

Honouring consumer confidence with sound preventive measures means more consumer confidence, a competitive edge, and more dollars in your cashbox.

If numbers warrant, courses with a farmers' marketing slant can be scheduled for: Dauphin, Brandon, Portage, Winkler, Winnipeg & ?? in March or April 2008. Because of funding received from Agriculture Co-op Development Initiative, FMAM Member market vendors will get a substantially reduced price. Please e-mail fmmb@shaw.ca or call 239-7170 by February 15th if you would like to take advantage of this learning opportunity. We need your name, market, & where you would like to attend. More details will follow, watch your Inbox!

St. Norbert Farmers' Market has 2 job openings: a Vendor Services Manager and a Board Assistant. More details at: <http://members.shaw.ca/fmmb/jobs.htm>

Cost of Production Factors into Product Pricing

Submitted by Tamela Friesen

How much is love worth? As I walked through farmers' markets and during my first year selling vegetables, I've been thinking: how do we set price and do costs matter? Is it all a labour of love or can we earn a few dollars?

Apparently, love is in the air! My conclusion: costs matter, we do not track them enough nor consider them adequately in our pricing. Many vendors might think they're just making a little extra spending money. Cash in hand feels so good and so concrete compared with the quantity of hydro required to grow a pound of carrots, but don't be fooled: if you do not cost it, you likely spend more than you earn.

Homemade preserves illustrate the issue. For three years, I worked with an inner-city preserving and gardening group. My job as facilitator entailed tracking costing and sales and assessing for viability. The least expensive jars were \$0.66 each, including taxes. Pectin cost about \$0.25 per jar. Sugar averaged about \$0.22 per jar. Ingredients, if we picked them, were the cost of labour and any u-pick fees. In the case of saskatoon jam, a u-pick four-litre pail was \$11.00, sans labour. That works out to nearly \$1.00 per jar. Our best picker picked a pail in half an hour. If we pay ourselves \$10/hour, that's \$5 per bucket ... \$0.50/jar for picking.

Have you been keeping track? So far, the cost of producing our jar of jam registers at \$2.63/jar. What's still missing from the cost? Labour for cleaning and sorting berries and for cooking and processing the jam, electricity for the stove, labels, transportation to the market, labour at the market, & marketing materials. Need to use your air conditioning because your canning heated up the house too much? That counts too!

Commonly in restaurants, managers shoot to spend about 33% of costs on ingredients and packaging and 33% of costs on labour. The remainder covers things like equipment, hydro, marketing, and bank accounts—and, with any luck, profits.

To have a chance for our inner-city preserving group to make any money on our jar of saskatoon jam, we would have to charge \$7.89 per jar. Remember, that's based on labour of \$10/hour, not a whole lot on which to make a living. Have your own berries? Try \$4.89/jar. At the markets in my area, average prices for a 250ml jar of jam were \$3.75. That's -\$1.14/jar if you have your own berries. What's your price?

There you have it, *Costing 101* for a jar of saskatoon jam. The principles are the same for other products. Grow it, make it, or bake it? Cost it! Then figure out whether you can get a fair price at your market.

Some might find this discouraging and wonder if it's all

about love or do dollars count too? Take heart, if we know our costs, we have the power to cut them, choose products with better earning potential, and attend to earning real dollars.

For a new grower needing general CofP info and to develop business plans, contact your local GO Team Office and talk to the Business Development Specialist there or you can start with:

Anthony.Mintenko@gov.mb.ca 745-6575 Anthony specializes in fruit crops & production, or

Brian.Hunt@gov.mb.ca 239-3352, Business Development Specialist (Vegetables)

Robin.McRae@gov.mb.ca, 239-3368 is the Province's new Business Development Specialist - Organic Marketing with MAFRI's Food Commercialization and Marketing Knowledge Centre

GO Teams

"GO" is an acronym for Growing Opportunities. There are 11 GO Teams (Central Plains, EastMan, North Interlake, North Parkland, Pembina, Red River, South Interlake, South Parkland, Southwest, Urban & Valleys North) around the province in 43 different communities. For a complete listing of all the GO centres/offices and staff members go to:
www.gov.mb.ca/agriculture/contact/agoffices.html

<http://members.shaw.ca/fmmb>

Check out our website for all the latest news on FMAM, our Member markets and direct farm marketing in Manitoba!

We have received funding from MRAC to develop a new website and we hope to have it ready for the public by late March. Every Member market will have its own page for promotion of its market across Manitoba!

Manitoba Food Products Exhibition

The St. Claude Cultural Committee, in cooperation with Manitoba Agriculture, Food and Rural Initiatives is in the beginning stages of planning a Manitoba Food Products Exhibition. The goal of this event is to promote the benefits of purchasing locally produced foods and to provide an interactive educational experience for both consumers and producers.

The committee is looking for producers who are interested in participating as vendors at this one day event. In addition to providing an opportunity for promotion and sale of food products, the committee plans to offer a series of 45 minute workshops for producers only in the morning. Doors would open to the public in the afternoon. Lunch and refreshments would be available to producers

throughout the day for a small registration fee.

Although the date has not been set, the committee is looking at a day outside of the growing season.

If you are interested in participating, and would like more information, please contact:

St. Claude Cultural Committee
C/o Karine Metivier
Box 79
St. Claude, MB R0G 1Z0
Email: kmetivier@atrium.ca



News from the Boardroom

Submitted by Pat Herman, FMAM Board member

Since the AGM, the Board of Directors and/or Executive Director have:

- ✓ met several times for full day meetings and through telephone conferencing.
- ✓ had a facilitated workshop on Board Governance.
- ✓ established Board committees for: Promotions, Health, Fundraising/Finance, Policies/Procedures, Laptop, Sustainability, Annual Dues, Nominations, and AGM.
- ✓ been actively pursuing funding possibilities.
- ✓ developed a website with the Web Design Department at Assiniboine Community College in Brandon. We are hoping for a launch date of late March.
- ✓ started work on finding a suitable person/firm to develop our FMAM logo.
- ✓ started work on developing a Vision and Mission statement for FMAM based on the info we received from our Members at the AGM and our combined vision.
- ✓ developed a package through our Promotions Committee for Member markets listing some free or very inexpensive suggestions for promoting one's own market. This has been sent out to all FMAM liaisons with this newsletter.
- ✓ developed a proposal for activities that FMAM will undertake to promote farmers' markets in the province come Spring.
- ✓ submitted a proposal for funding to help FMAM sponsor the delivery of the Safe Food Handlers course for its vendors at several places in the province at a reduced cost.
- ✓ started to look into the cost of insurance for its Member markets.
- ✓ continued to liaise with other organizations concerned with food and agriculture. Our ED has been attending the Buy Local meetings that have been occurring over the last while in Manitoba and she remains on the planning committee for the Direct Farm Marketing Conference.

See 'Boardroom' on page 6.

Coming Events/News from the World of Farmers' Marketing

January 31st - Deadline for liaisons to respond to e-mail entitled "Annual Market Meetings"

February 1st - Deadline to complete the Agri-tourism Survey sent out on Jan 21st.

February 8th - Deadline for questions to be submitted for the DFMC farmers' markets session on 'Deciphering the MB Temporary Food Market Guidelines' to fmmb@shaw.ca or 239-7170
 - **Early bird deadline for the DFMC Feb. 28 & 29**
 - **Deadline for DFMC scholarships (see p. 3)**

February 15 - 16th - North Dakota Farmers' Market & Growers Association's Annual Conference www.ndfarmersmarkets.com If you are interested in going (with some sponsorship), please contact FMAM at 239-7170 or fmmb@shaw.ca

February 15 - 20th - North American Farmers' Direct Marketing Association 2008 Convention in Wisconsin www.nafdma.com

February 16th - Seedy Saturday at the Assiniboine Park Conservatory in Wpg from 9 - 4pm www.seeds.ca/ev/evpage.php?lang=EN&p=5

February 28 & 29th - Direct Farm Marketing Conference in Brandon. Brochures are out. FMAM has organized the Farmers' Marketing stream with 3 sessions: 'A Farmers' Market is More Than Just a Bunch of 10x10 Booths',

'Understanding the Temporary Food Market Guidelines' and 'Canning in the 21st Century'. www.directfarmmarketing.com or 867-6572 for more information or to get a brochure mailed out.

March 7 & 8th - MB Food Charter's 'Growing Local, Getting Vocal!' Conference at the UofW www.manitobafoodsecurity.ca (see p. 2) FMAM will be speaking at this conference.

March 10th - deadline for Value Chains workshops (see Jan 4th e-mail to liaisons). Kristin at kyaworski@mrac.ca or 1-800-216-9767

March 17 & 18th - Value Chains workshop in Dauphin

March 19 & 20th - Value Chains workshop in Brandon

March 11th - Carman FMkt annual meeting

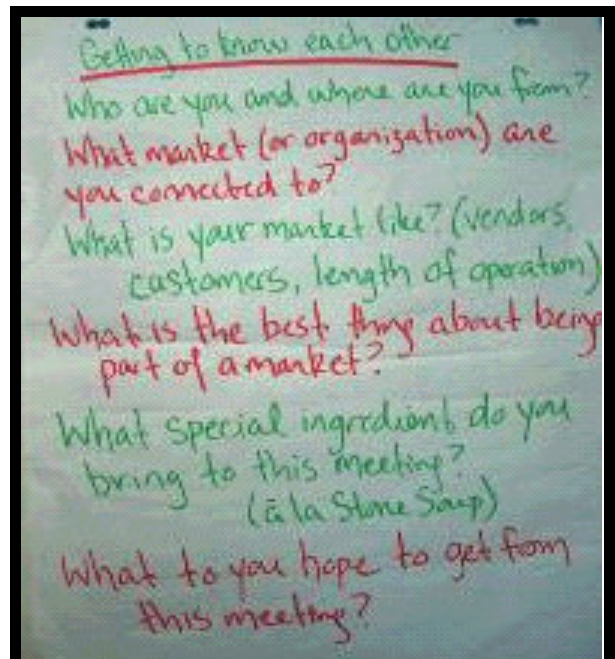
mid-March - deadline for contact information from liaisons for MB Farmers' Markets brochure

Mar/Apr: Safe Food Handlers courses organized by FMAM (see p. 3)

Boardroom (cont'd)

- ✓ facilitated a meeting of Winnipeg markets (& those interested in starting one).
- ✓ sent our ED to a Proposal Writing Workshop in Winnipeg on Feb 13th.

IT HAS BEEN A BUSY COUPLE OF MONTHS!



Bits 'n Bites

FOOD FREEDOM DAY 2008

(from the MB Food Charter newsletter/Jennifer Heinrichs)

Canadians enjoy one of the lowest-cost food baskets in the world. The Canadian Federation of Agriculture calculated that in 2007 it took just 37 days to acquire the income needed to cover annual food expenses, on a per capita basis. In observing Food Freedom Day those that support farmers can acknowledge their role in providing one of the safest and most affordable food supplies in the world, despite the decline in their share of every food dollar we spend. Visit <http://www.cfa.ca.ca/pages/home.php> to find out more about Food Freedom Day 2008.

Go Fair Trade for 30 Days! Register Now for the One-Month Challenge

(from the MB Food Charter newsletter/Jennifer Heinrichs)

Fair Trade Manitoba, a program of MCIC, is encouraging Manitobans to support fair trade. You are invited to join the One-Month Challenge and pledge to drink fair trade coffee/tea and eat fair trade chocolate for 30 days, beginning February 14, 2008. On-line registration is now open. To sign up or for more information visit www.fairtrademanitoba.ca.

Organic Food Council of Manitoba Strikes Steering Committee

OFCM-COG has begun the process of creating the next phase of its Farm Mentorship Program. If you are interested in this opportunity, as a producer or a mentee, see www.organicfoodcouncil.org/info-producers_6.php

Manitoba Food Products Directory 2008

The newly updated MB Food Products Directory has been printed and distributed to those who are in it. If you would like a copy, contact Jacqueline.Simpson-Cleaver@gov.mb.ca (Jackie) or 239-3362. The Directory is also available online at <http://web2.gov.mb.ca/agriculture/fpd/index.php>

FMAM COMMITTEE WORK

Every organization needs an army of great volunteers to succeed. FMAM would like to start a database of volunteers and/or contractors/consultants. Do you have a knack for writing funding proposals or love researching? Maybe public speaking or marketing is your passion? Is there an idea inside of you just dying to get out & FMAM would be the perfect partner organization? Please consider becoming involved in the many projects we are working on, or have in the "pipeline".

We may be able to tailor a volunteer position just for you! fmmb@shaw.ca 239-7170

CONTACTS

Board of Directors

Dave Koslowsky, *Chair* 523-8666
 Sandra Johnson, *Vice-Chair* 376-5358
 Tamela Friesen
tamelas_address@hotmail.com
 Pat Herman 444-3280
 Pat Pollock 728-7672
 Sheri Blaylock, *Executive Director*
 FMAM fmmb@shaw.ca 239-7170

Member Market Liaisons

Altona - Joe Braun
 Brandon - Jeanette Ens
 Carman - Edith Rook
 Cypress River - Georgette Hutlet
 Glenboro - Lorna Hamilton
 Killarney - Dave Koslowsky
 Lac du Bonnet - Angie Arthur
 Lower Fort Garry - Sharon Menheer
 Lundar - Betty Eyolfson
 Pineridge Hollow - Pat Herman
 Portage la Prairie - Faron Sharp
 Roblin - Tamela Friesen
 St. Malo - Lise Gauthier
 St. Norbert - Phil Veldhuis
 Swan Valley - Lee Friesen-Alford

Board Member's Committee Responsibilities

Dave: AGM, Laptop, Annual Dues, Sustainability
Sandra: Fundraising/Funding, Health
Tamela: Fundraising/Funding, Policies/Procedures & Health
Pat H: AGM, Promotions
Pat P: Promotions, Sustainability, Laptop
Sheri: DFMC, Buy Local, Policies/Procedures, liaison with Heifer, OFCM-COG, etc.

Board Member's Market Responsibilities

Dave: Killarney, Cypress River, Glenboro & Winkler
Sandra: Lower Fort Garry, Lac du Bonnet & Lundar
Tamela: Roblin, Swan Valley, Altona & Carman
Pat H: Pineridge Hollow, St. Malo, St. Norbert, & Winnipeg Exchange District
Pat P: Brandon, Portage la Prairie, & Steinbach

Market Liaisons (cont'd)

Winkler - Edith Martens
 Winnipeg Exchange District - Lisa Holowchuk

fmmb@shaw.ca