

*Promoting today's farming innovations...  
 Ensuring tomorrow's family farms.*

## Cha' cha' cha' cha' changes!

**Change is in the air for your NAFDMA membership. Among the changes, Market Connection is getting a new look and FMC Associate Membership**

A newsletter redesign sometimes feels like a new haircut. You know it's time for one, but you're not always sure what will be the best look.

So, think of this newsletter as the transitional haircut. We've got a new look, but we can change it if it's not working. And changing a newsletter design is a lot easier than changing a hair style!

The newsletter is our main tool for communicating with

you. Here's where you'll find association news and events, board member articles and educational articles.

We'll try to provide a good mix of information without duplicating the great articles found in Fruit Growers' News and Vegetable Growers' News. These two publications are part of your membership package. Have a story idea or even a great idea to share with your fellow NAFDMA mem-

bers? Send it our way. We'd love to hear from you!

### New membership option

With increased interest in NAFDMA's Farmers' Market Coalition (FMC), NAFDMA now offers a limited FMC Associate Membership option for \$35. NAFDMA's regular membership includes FMC membership.

The Associate Membership provides an FMC e-newsletter as well as action alerts and e-mail updates. It also allows you to register for the two farmers' market workshops during the convention and it provides entry into the FMC Annual Meeting.

Associate Membership does NOT include member rates to the conference, nor does it allow you to register for *any other* workshops, the pre-conference bus tour or post-conference cruise.

(Did we just say post-conference cruise? That's right! See page 4 for some brief tour information. Visit [www.nafdma.com](http://www.nafdma.com) for full tour and cruise details.)

Remember, full NAFDMA membership includes these benefits, access to the Back Forty and many, many more.

Visit [www.nafdma.com](http://www.nafdma.com) to read all about your NAFDMA member benefits.

## Here's an idea...



*From the Sunset Valley Farmers' Market in Austin...When sampling, why not consider small plastic covered cups? They're sanitary and easily transported.*

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## Be sure to visit the new Web site

The newsletter isn't the only "face" of NAFDMA that has seen some changes. By now, many of you have visited the Web site and seen the new, fresher look.

We thought it was time to update the old style to make it more user friendly.

The Back Forty is still the members-only section of the Web site. And you can still ask (and answer) questions on the Front Porch. We hope that you find the redesign easier to navigate. Just as the newsletter is a work in progress, so is the Web site.

With the start of a new membership year on Oct. 1, this is a great time to remind folks how to use the Web site.

### **The Back Forty**

Your key to entering the Back Forty is your e-mail address. Whether you're a first-time visitor or forgot your username or password, the steps are the same.

1. Click on Back Forty (in the upper right part of the screen).
2. Click on "Click here for login help."
3. Click on Step 1, "Click here to begin retrieving your password."
4. Enter your e-mail address in the box.
5. Click on Submit.

You should receive your login name and password within a few minutes. If you do not, please call us. We may not have your e-mail address on file, or we may have an outdated e-mail address.

### **How to change your username and password**

After you have logged into the Back Forty, you can change your username and password to something easier to remember. Click on Manage Your Profile at the bottom right corner of the screen, then follow the directions.

### **About the Front Porch**

The Front Porch is an online forum that you can use for networking with your fellow NAFDMA members. Access it by logging on to the Back Forty. Then click on Front Porch at the bottom right corner of the screen.

Discussions are organized by several different topics, including Ag Tourism, Classifieds, Events and Activities, Insurance and Retail Sales. Be sure to join in the discussion!

## **Renew your membership!**

The new membership year begins Oct. 1.  
Please renew your membership today! Visit  
[www.nafdma.com](http://www.nafdma.com) and click on Join NAFDMA.

# Farmers' market scores big on Travelocity's Local Secrets list

*Great publicity can sometimes come from unexpected places.*



by Kerry Engel, Director  
Canada West

“Out-of-the-blue!” That’s how it happened, recalls Jackie Lacey, manager at the Millarville Farmers’ Market in Alberta. “I received a letter, certificate, sticker and press release in the mail. I didn’t even know it was a competition!”

## Local Secrets, Big Finds <sup>2005</sup>

According to Travelocity, an on-line travel Web site, Local Secrets, Big Finds <sup>2005</sup> “celebrates North America in its rugged beauty and its quiet sunsets, in fabulous food and fun festivals. They are the fabric of these countries, and some may even be found in your own backyard.”

Travelocity customers submitted thousands of hidden gems. The ‘Editor’s Pick’ collection, featuring NAFDMA’s Millarville Farmers’ Market, was chosen by the editorial staff as one of its favorite selections.

## Millarville Farmers’ Market

Nestled at the base of the

Rocky Mountain foothills, the Millarville Farmers’ Market is just 45 minutes from Calgary, Alberta. The market is one of southern Alberta’s great family destinations. Sponsored by the Millarville Racing & Agricultural Society (MRAS), this not-for-profit rural organization is dedicated to “building a strong community”.

Starting with just 5 vendors



in 1981, Millarville is southern Alberta’s largest outdoor farmers’ market today. As an Alberta Approved Farmers’ Market the products found at Millarville are handmade and home-produced in Alberta. Each week over 170 market vendors sell fresh Alberta produce, BC fruit, fabulous food products, fine art, folk art, leather and woodwork, clothing and jewelry.

## 100,000 visitors per year

Attendance at the market has increased each year. Last year they attracted nearly 100,000 visitors. The MRAS strives to balance entertaining a growing clientele without sacrificing their country atmosphere.

In her 15th year as market manager, Jackie shares that “being chosen as one of Travelocity’s Local Secrets, Big Finds 2005 is really exciting. The fact that we are a rural market makes it really surprising. There isn’t really even a town at Millarville!”



Congratulations to NAFDMA member Jackie Lacey and the Millarville Farmers’ Market.

- Visit the Travelocity Web site to see the list of winners across North America and specifically those in Alberta [www.travelocity.ca/localsecrets](http://www.travelocity.ca/localsecrets)

- For more information on the Local Secret, Big Finds competition, contact [jennifer.gaines@travelocity.com](mailto:jennifer.gaines@travelocity.com)

- Check out the Millarville Farmers’ Market on-line at [www.Millarville.ab.ca](http://www.Millarville.ab.ca)

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# Registration begins Oct. 1 for NAFDMA's Texas convention

*Be sure to register early to take advantage of the early registration discount.*

It's fall, and that means that it's time for pumpkins, raking and convention registration!

The convention is being held a full month earlier than the past few years, and that means that deadlines are even earlier.

To receive the early registration discount, register by Dec. 6. The easiest way to register is online via our secure server.

Registration packets are being mailed around Oct. 1. Color registration packets are available now for download at [www.nafdma.com/Texas](http://www.nafdma.com/Texas).

We have an OUTSTANDING convention planned for Texas. Our local cooperators

worked with us to identify excellent tour stops and outstanding speakers. The climate is warm, and so are the people!

## How many tours?

If you go on a pre-conference bus tour, for example, you know that our tour hosts will deliver some Texas-sized hospitality—especially if their names are Ken, Laurie, Colin and Justina Graff!

You'll also be wowed at Rio Cibolo. You'd think that they've been members of NAFDMA forever. Our hosts are excited and looking forward to meet some of their peers from around North America.

For most of you, you'll find that they don't do things quite as we do in the cooler climates. But their ideas are great and can be adapted.

Did you have a difficult time choosing between four different tours in Boston? Well, sit down. You have SEVEN to choose from in Texas! That's right, a Texas-sized tour deserves a Texas-sized decision. Be sure to visit the Web site to

read full details about all of the tour stops. We had too many to fit in the program, but we have lots of information as well as links to host Web sites.

Our conference is outstanding again this year. We have seven tracks and more than 25 concurrent sessions from which to choose as well as four excellent general sessions!

## A post-conference what?

You may have heard the rumors. Are we really taking a Post-Conference Cruise? The answer is yes! No more than 60 NAFDMA members will board the Splendour of the Sea for a four-day cruise to Mexico. This Royal Caribbean Cruise Co. ship will provide the backdrop for some Pretty highly Advanced (PhD), self-directed and peer facilitated learning.

YOU set the agenda. YOU



*The conference will feature a chance to visit the Sunset Valley Farmers' Market on Saturday.*

decide what topics are discussed. Your peers, including Mark Saunders and Stuart Beare, will help facilitate discussions. They'll be joined by other NAFDMA leaders such as Charlie Touchette and Brent Warner.

As an added benefit, cruisers will be divided into three pods as part of the newly developing NAFDMA Virtual Management Club. These pods will be tight networking groups that will help each other excel in all areas of business. Stay tuned for details.

**IMPORTANT:** Registration for the cruise ends on Nov. 6. Don't miss this deadline!

## Arriba! We're taking a post conference cruise to Mexico!

You read that right! This year, we're offering a post-conference cruise rather than a bus tour. If you're going to be one of the 60 on this Pretty highly Advanced (PhD) cruise, **you must register by Nov. 6!** Read full details at [www.nafdma.com/Texas](http://www.nafdma.com/Texas).



*Most of the bus tours will feature a lunch visit to Rio Cibolo Ranch outside of San Antonio.*

# Retailers: Make more money!

*The On-Farm Retail Tour that hit the road as part of the 2005 Pre-Conference Bus Tour in Boston gathered some outstanding ideas.*

## Location, location...



Foppema's Farm, Northborough, Mass., understands what brings people to farm markets in the summer: sweet corn. So why locate sweet corn at the front of the market? Grocery stores put milk at the back of the store for a reason. Get your customers to come into the market for the items they really want. This should translate into more sales as they discover items they didn't know they needed.

## Suppliers and service



Good suppliers can make all of the difference. Al Rose, Red Apple Farm, Phillipston, Mass., has an excellent maple and honey display in glass jars. The sales rep maintains the display and added strings of white lights to make the display sparkle.

## A moveable feast



Inspired by European markets, the Napoli brothers of Idylwilde Farm, Acton, Mass., don't use refrigeration for any of their produce. Yes, turnover is that high in this market, which is located in an affluent town in a suburb of Boston. Slower moving produce such as potatoes are displayed on carts that can then be easily wheeled into coolers for the night—saving money and manpower in the process.

## Value added can be simple

Sometimes, adding value to items can be the simplest of ideas. Why not try doing something as simple as shredding or grating carrots or cutting them into matchsticks? A visit to



Whole Foods reveals that you can get \$10 a pounds for cauliflower when it's packaged (and marketed) properly.

The bottom line is understand who your customers are.



# Seasonal lessons from a Connecticut garden center

*Each year, Paul's and Sandy's Too, East Hampton, Conn., becomes Pumpkintown USA. Even though they don't grow pumpkins any more, their visitors don't know the difference. It's all about the experience in an urban setting.*

Create your identity



Even though Paul's and Sandy's Too is primarily a garden center, they still embrace pumpkins—and they thoroughly embrace the image of Pumpkintown USA. The permanent pumpkin village has grown over the years to include more than 50 pumpkin heads, each with its own unique name. Pumpkintown USA is open from mid September until Oct. 31.

Let the kids play



Paul's & Sandy's has created a play area within Pumpkintown USA. Admission is free on weekdays, and on weekends children and adults pay a small admission fee. Admission includes exploring the "town," playing in the air bounce, scrambling over tires and face painting. A slingshot is extra.

Offer plenty of photo opps



*Where did we take that picture?* Help prevent amnesia among your farm visitors. Create plenty of photo opportunities. Provide a lovely backdrop for their next Christmas card. Offer up a fun scene that they will e-mail to all of their friends. The photo above should also have the Web site address. Make it easy for people to find you—and to remember you!

Oh, yeah...the pumpkins!



What's a fall experience without an abundance of produce? Pumpkins, gourds, apples, Indian corn, mums, corn stalks, mini straw bales... autumn decorating has become the latest decorating craze that isn't likely to go away any time soon. If you're not tapping into this buying frenzy, what are you waiting for?



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## Send us your comments!

As NAFDMA evolves, so do the newsletter and Web site. Let us know how we're doing!!

# Calendar

### Oct. 16-19, North Carolina

The 4th National Small Farm Conference, "Enhancing Opportunities for Small Farmers and Ranchers," will be held Oct. 16-19, 2005, at the Sheraton Greensboro Hotel/ Koury Convention Center at Four Seasons in Greensboro, N.C.

Visit [www.csrees.usda.gov/nea/ag\\_systems/in\\_focus/smallfarms\\_if\\_conferences\\_fourth.html](http://www.csrees.usda.gov/nea/ag_systems/in_focus/smallfarms_if_conferences_fourth.html) for details.

Contact Tiffany Slade at 336-334-7734, [sladet@ncat.edu](mailto:sladet@ncat.edu).

### Oct. 28-31, Washington, DC

Great Markets, Great Cities 6th International Public Markets Conference presented by Project for Public Spaces and supported by the Ford Foundation and WK Kellogg Foundation. Register at: [www.pps.org](http://www.pps.org). Conference fee: \$550/delegate.

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Fee includes tours to markets in Washington and Baltimore, interactive workshop and breakout sessions, international market exhibits, and the 2005 Great Public Market Awards Reception.

Contact: Isla Meynell at [isla@pps.org](mailto:isla@pps.org) or 212-620-5660.

### Nov. 4-5, New Hampshire Farmers' Market Coalition Regional Workshop,

Thompson Hall, University of New Hampshire, Durham, N.H. Co-sponsored by the New Hampshire Farmers' Market Association, UNH Cooperative Extension, New Hampshire Farm to Restaurant Association and the UNH Office of Sustainability Programs. Topics include the EBT program, liability insurance

and risk management, national policy initiatives and research, communication and media tool chest, and an open session for participants to raise local issues.

Contact: Ed Maltby or Nora Owens at [fmc@nafdma.com](mailto:fmc@nafdma.com) or 413-529-0386 ext. 14. Visit [www.nafdma.com/FMC](http://www.nafdma.com/FMC).

### Dec. 8, Michigan

**Farmers' Market Coalition Regional Workshop** at the Great Lakes Fruit, Vegetable and Farmers' Market Expo, Grand Rapids, Mich. Co-sponsored by Cooperative Extension, Sustainable Food and Farming Systems, Michigan State University. Topics include EBT, state association development, setting up a new market, identifying and recruiting farmers to participate.

Contact: Ed Maltby or Nora Owens at [fmc@nafdma.com](mailto:fmc@nafdma.com) or 413-529-0386 ext. 14. Visit [www.nafdma.com/FMC](http://www.nafdma.com/FMC).

### Jan. 13-14, 2006, Texas

**North American Farmers' Direct Marketing Conference and Trade Show**, Hyatt Regency, Austin, Texas. In addition to educational sessions, outstanding speakers and a diverse trade show, the conference offers a three-day pre-conference bus tour, a day of workshops, and a two-day post-conference bus tour. The entire convention runs from Jan. 9 to Jan. 16.

For information, visit the Web site at [www.nafdma.com](http://www.nafdma.com), e-mail [info@nafdma.com](mailto:info@nafdma.com), or call 413-529-0386. Registration begins Oct. 1. Early registration discount ends Dec. 6.