

Growing Vibrant Farmers' Markets!

Monday, November 17, 2008

5:00 pm—8:30 pm



What is IDEA?

IDEA stands for the "Illinois Initiative for the Development of Entrepreneurs in Agriculture." It is designed to provide educational support and technical assistance to those in the agricultural sector who are interested in incorporating entrepreneurial strategies.

The Peoria Chapter of the Initiative for the Development for Entrepreneurs in Agriculture (IDEA) is hosting a workshop for farmers' market managers, community organizations, local governments, and others interested in the planning, sponsoring, and management of farmers' markets in Peoria, Woodford, Tazewell, Marshall, Putnam, Stark, and Bureau counties.

WORKSHOP AGENDA

Light Meal (will be provided)

Growing Trends & Importance of Locally Grown Foods

Debbie Hillman, *Coordinator-IL Local & Organic Food Task Force*
Co-Chair-Evanston Food Policy Council

Sustainable Agriculture & Small-Scale Food Production **Farmers' Perspectives**

Jody & Beth Osmund, *Cedar Valley Sustainable Farm, Ottawa, IL*
Brian & Anita Poeppel, *Broad Branch Farm Ltd., Wyoming, IL*
Leslie Cooperband, *Prairie Fruits Farm & Creamery LLC, Champaign, IL*

The Nuts & Bolts of Successful Farmers' Markets

Elaine Sebald, *Manager- Downtown Bloomington Farmers Market*

This workshop will be held at:

University of Illinois Extension—Peoria County
Glen Plaza (at the southeast corner of Sheridan & Glen)
4810 North Sheridan Road
Peoria, Illinois 61614

This workshop is made possible through the generous support of an Illinois Sustainable Agriculture Research & Education (SARE) Professional Development grant. Resource materials will be available to all workshop participants.

There is **no registration fee** for the workshop. **Reservations are required by Wednesday, November 12th**, please call Prairie Rivers RC&D at 309-364-3979 or email kim.stjohn@il.usda.gov to reserve your place!



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MORE ABOUT THE PRESENTATIONS AND PRESENTERS~

Growing Trends & Importance of Locally Grown Foods—Debbie Hillman will discuss the growing demand for locally grown food from both national and state level perspectives. Locally grown food provides many benefits including - consumer health, local economic development, food security, environmental stewardship, and a sense of community. She will provide highlights on the current efforts of Illinois Local & Organic Food Task Force, recently established by the Governor. Debbie is a member of several Food Policy Councils throughout Illinois and the Central Illinois Chapter of Buy Fresh, Buy Local. In addition, she is Coordinator of the Illinois Local & Organic Food Task Force and Co-Chair of the Evanston Food Policy Council.

Sustainable Agriculture & Small-Scale Food Production— A panel of farmers will share their viewpoints on the importance of sustainable agriculture for their life, livelihood, and land.

Jody and Beth Osmund started Cedar Valley Sustainable Farm north of Ottawa, Illinois six years ago on 31 acres of land purchased by Jody's grandfather sixty years ago. Their chemical-free farming operation includes meat, eggs, forage crops, and vegetable production. They market their products through a meat and vegetable Community Supported Agriculture (CSA) and the Ottawa and Logan Square (Chicago) Farmers' Markets. Sustainability is important to Cedar Valley Sustainable Farm; so important, it was part of their name before a seed was planted or an animal was purchased. Sustainability is integrally woven in farming practices, purchasing decisions, processing, product pricing, marketing channels, human resources, and succession planning for their business.

Anita and Brian Poeppel own and operate Broad Branch Farm Ltd, an 8-acre organic (not certified) vegetable and livestock farm east of Wyoming, Illinois on land where Anita grew up. Prior to moving to this farm in 2004, they lived and farmed in rural Woodstock, Illinois. Their farm provides chemical-free vegetables, herbs, chicken, and eggs to families in Stark and Peoria counties as well as Naperville, Illinois through their CSA. They have also marketed their products at the Naperville Farmers' Market since 1995. The goals of the farm are to produce healthy great tasting food with a positive effect on the environment, practice family friendly farming, and serve as an example that small scale agriculture can be both financially and personally rewarding.

Leslie Cooperband and her husband Wes Jarrell are the owners of Prairie Fruit Farm, & Creamery, LLC., a 7-acre farm outside of Champaign, Illinois. This farm is Illinois' first farmstead cheese making facility. They have a 50-head herd of Nubian and La Mancha goats raised on a forage-based diet of seasonal pastures and locally grown alfalfa. The farm also includes a four-acre orchard of fruit trees and berries. On the rich prairie soils of Central Illinois, they transformed the landscape from cash grain agriculture to diversified perennial fruit, goat pastures, hayfields, and prairie. They sell their products through farmers' markets in Urbana and Chicago and to restaurants and retail locations in central Illinois and Chicago.

The Nuts & Bolts of Successful Farmers' Markets—Elaine Sebald is the manager of the Downtown Bloomington Farmers' Market located on the historic Old Courthouse Square in Bloomington, Illinois. This market is a producer-only market that offers a wide array of farm products and locally processed foods, such as, fresh bakery goods. She will present ideas on developing and creating successful markets on the following topics —location, recruiting diverse vendors, marketing & advertising, risk management, creating an attractive image & brand, fee structures, working with local governments, and more. Elaine will share her many years of experience as market manager of a very successful market in central Illinois.