

**Minnesota Farmers' Market Association Annual Conference  
 Minnesota Cottage Foods Producers Annual Conference  
 Kathy Zeman /// [kzeman@mfma.org](mailto:kzeman@mfma.org) /// (507) 664-9446  
 River's Edge Convention Center /// St. Cloud MN**

Thursday, January 17

**OPENING SESSION (In conjunction with the Upper Midwest Fruit and Vegetable Growers Annual Conference)**

- Breakfast 8 a.m.
- Welcome & Announcements
- Kickoff: "Creating Your Market in Social Media," Shannon Berns, Du Nord Consulting
- Trade Show
- Keynote: "A Rapidly Changing Climate: Threat – and Opportunity," Paul Douglas, Weather Nation
- Lunch & Trade Show 12 Noon

Session	Farmers' Markets - I	Farmers' Markets - II
	<b>Room Host: Emily Lund</b>	<b>Room Host: Karen Wingard</b>
1-130	MFMA Welcome & Grant Reports: <i>Presenters: Bill Boutang, Kathy Zeman, MFMA</i>	
135-205	<b>Starting Fresh: Checklist to Start Your Market</b> <i>Presenter: David Kotsonas, St. Paul Growers Association; Tiffany Tripp, Faribault Winter Farmers' Market; Jennifer Kath, Medford Farmers' Market</i>  Tips to start a farmers' market. Collaborating with community members. Lessons learned from a farmers' market manager.	<b>Trouble at the Market: Resolving Conflict</b> <i>Presenters: Karen Wingard, Elk River Farmers' Market; Diane Dunham, Mankato Farmers' Market</i>  Join the discussion on best practices to solving conflict at your market: from vendor issues to free speech to setting boundaries for your market, and more.
205-235	<b>Food Access at Markets: SNAP EBT, Market Bucks</b> <i>Presenters: Rachel Holmes, Hunger Solutions MN; David Nicholson, North Node Consulting</i>  Information about Market Bucks, overview of past year of program - updates for 2019.  Technical assistance offered for SNAP EBT at MN farmers' markets in 2019.	<b>Strategies to Increase Customers at Your Market</b> <i>Presenters: Corrine Bonnema, Luverne Farmers' Market; Kirsten Bansen Weigle, Maple Grove Farmers' Market</i>  PoP Clubs Are Awesome: It is possible to ask organizations in your community to help. The children bring the parents or grandparents, which means more shoppers, more word of mouth advertising. Kirsten will provide an overview of promotional strategies used by the Maple Grove Farmers' Market including web presence, social media, and customer loyalty rewards program.
235-305	<b>MFMA Annual Meeting, Legislative Update</b> <i>Presenters: Board, Staff</i>	

310-410	<p><b>Farmers' Market Metrics Project</b>  <i>Presenters: Hikaru Peterson, Joe Nowak, University of Minnesota Extension</i></p> <p>The Farmers' Market Metrics Project has been collecting standardized metrics from markets across the Twin Cities metro region since 2016. The Project completed the 2018 season with 53 markets participating. We'll discuss how metrics are gathered, what they tell us, and how they can be useful to markets.</p>	<p><b>Blazing Trails through the Jungle of Food Regulations</b>  <i>Presenters: Jane Jewett, Minnesota Institute for Sustainable Agriculture; Brett Olson, Renewing the Countryside</i></p> <p>The food regulatory landscape in Minnesota is complex. Learn how federal, state, and local laws and agencies interact in the realm of food licensing. Understand the basics of food regulation to ensure food safety. Gain insight on how to navigate the system and how to access help if you get stuck.</p>
410-445	<p><b>Displays That Sell Products</b>  <i>Presenter: Margo Hanson-Pierre, Clover Bee Farm</i></p> <p>Balance, color, and design all play into how the customer views your product. The attractiveness of a display captures an audience's eye and imagination. Learn how you can do it too!</p>	<p><b>Experienced Market Managers Tips &amp; Tricks</b>  <i>Presenters: David Kotsonas, St. Paul Growers Association; Susan Draves, Lake City Market on the Lake</i></p> <p>Panel discussion with the audience, as experienced managers share tips and tricks they've learned over time.</p>
445-730	Social: Cocktail Reception and Hors d'oeuvres	Social: Cocktail Reception and Hors d'oeuvres

**Friday, January 18, 2019**

Session	Cottage Foods Producers - I	Cottage Foods Producers - II
730-800	Breakfast	Breakfast
	<b>Room Host: Susan Draves</b>	<b>Room Host: Sandy Dietz</b>
805-935	<p><b>Welcome: MFMA, MDA, UME, CFPs</b>  <i>Presenters: Kathy Zeman, Carrie Rigdon, Suzanne Driessen, Kathy Brandt, Karen Peterson, Shelley Erickson</i></p> <p><b>Keynote: "From Home to Wholesale"</b>  <i>Kim Olson, Grandma's Gourmets, Albert Lea</i></p> <p>Learn from Kim's journey from canning in her home kitchen to producing award-winning products in her wholesale, direct and catering markets.</p>	
935-1000	Break – Trade Show	Break – Trade Show
1005-1110	<p><b>Understanding Minnesota Tax Laws Relating to Niche Markets</b>  <i>Presenters: Mark Krause, MN Dept. of Revenue; Chad Hardy, MN Dept. of Revenue</i></p>	<p><b>Social Media 101</b>  <i>Presenters: Emily Lund, Neighborhood Roots; Jenna Yeakle, Midtown Farmers' Market</i></p>

Session	Cottage Foods Producers - I	Cottage Foods Producers - II
	<p>This session will help you understand Minnesota tax laws relating to Niche Markets (farmers' markets, craft fairs, flea markets, etc.) We'll be discussing sales taxes and individual income tax deductions for sole proprietors.</p>	<p>This is a workshop for ALL levels of experience with social media. With tailored sessions for a range of experiences, you'll learn how collaborative marketing can extend your reach and how to build upon your brand, expand your network, and target messages for meaningful content. You will take away short-term actions to assist your long-term goals.</p>
<p>1115-1200</p>	<p><b>Q &amp; A with the MDA on the CFL</b>  <i>Presenter: Carrie Rigdon, MDA</i></p> <p>Here's your chance to ask MDA your questions on the cottage food law! Answers to frequently asked questions about the Cottage Foods Law, including registration, allowed foods, sales locations, training requirements, and more.</p>	<p><b>Social Media Advanced</b>  <i>Presenters: Emily Lund, Neighborhood Roots; Jenna Yeakle, Midtown Farmers' Market</i></p> <p>This is a workshop for ALL levels of experience with social media. With tailored sessions for a range of experiences, you'll learn how collaborative marketing can extend your reach and how to build upon your brand, expand your network, and target messages for meaningful content. You will take away short-term actions to assist your long-term goals.</p>
<p>1210-115</p>	<p><b>Lunch &amp; Tradeshow</b></p>	<p><b>Lunch &amp; Tradeshow</b></p>
<p>115-145</p>	<p><b>Legislative Update – MFMA</b>  <i>Presenter: Kathy Zeman, MFMA</i></p> <p>Learn about the bills MFMA is presenting this year and why it's important food entrepreneurs and farmers' markets are involved in legislation that impacts their businesses.</p>	
<p>150-220</p>	<p><b>Testing Your Foods for pH, water activity, sugar solids for jam and jelly.</b>  <i>Presenters: Suzanne Driessen, Kathy Brandt, University of Minnesota Extension</i></p> <p>Bring a cottage food product to test the acidity level, moisture content and/or sugar solids. The unofficial results will give you an idea if your product meets the non-potentially hazardous requirements under the cottage food law.</p>	<p><b>Individual consultations on licensing issues</b>  <i>Sign up for 1-on-1 consultation with licensing experts to get your questions answered.</i></p>
<p>225-255</p>	<p><b>General and Product Liability Insurance Policies – What Do They Really Cover?</b>  <i>Presenter: Stephen Carpenter, Farmers' Legal Action Group</i></p> <p>What are the main legal liability risks for direct marketing farmers? A look at the</p>	<p><b>Demo: Decorating Cookies</b>  <i>Presenter: Karen Peterson</i></p> <p>What is Royal Icing? Thin royal icing to a flood consistency. Attendees will learn how to flood a sugar cookie using the same type of consistency</p>

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	usual insurance policies that are available, and what they cover, and a quick look at other strategies for limiting liability -- such as forming an LLC or other legal entity.	from outline to flooding. Types of bags to pipe royal icing, i.e. tipless bags, bags with tips, etc
300-330	<p><b>LLC? LLP? Sole Proprietor? 317A? Best Business Structures for Markets or Producers</b>  <i>Presenter: Rachel Armstrong, Farm Commons</i></p> <p>Learn which business structure is right for your operation. We'll get into the legal distinctions as well as practical decision-making factors that farmers, markets, and food businesses consider when making this decision. Walk away with a clear idea of what might be right for you.</p>	<p><b>Demo: Buttercream Flowers</b>  <i>Presenter: Dawn Olson-Wallerus</i></p> <p>Attendees will learn basic buttercream flowers like roses and daisies to decorate cakes or cupcakes with. If time, I will even show Russian tip flowers.</p>
335-405	<p><b>Best Practices for Cottage Foods Producers</b>  <i>Presenters: Karen Peterson, Dawn Olson-Wallerus</i></p> <p>Learn from successful cottage foods producers, as they share their lessons learned and tips to be successful.</p>	<p><b>Demo: Canning - Tips and Tricks</b>  <i>Presenter: Maureen Widmer</i></p> <p>Methods of canning approved under the CFL, potential hazards or mishaps that may occur, avoiding common mistakes.</p>

**SPEAKER BIOS**

Rachel Armstrong, Duluth, [rachel@farmcommons.org](mailto:rachel@farmcommons.org), (608) 616-5319

Rachel Armstrong’s passion for farming goes way back to the days when she proudly proclaimed that she wanted to be a farmer when she grew up. Rachel has lived out that dream in many ways, from working on farms to managing a community garden, starting a catering company that featured local foods and running a nonprofit local foods consulting program. Although she never dreamed of becoming an attorney, when Rachel realized how keenly the farming community needed quality legal information, she felt compelled. Now, Rachel loves resolving the business legal issues that hinder farmers from achieving their goals.

Corrine Bonnema, Luverne, [flowergb@iw.net](mailto:flowergb@iw.net), (507) 920-3802

Corrine and husband George owned and operated Luverne Flowers and Greenhouses for 38 years. The opportunity to sell and retire happened in 2012. We had participated in the Luverne Farmers' Market since 1995, with fruit, and fruit pies. Now George had more time to garden and we added vegetables to our farmers market selections. Attending the MN Farmers' Market Association meetings we learned about the happenings at markets across the state and have tried to implement them into our market. Everything we have learned has been very helpful.

Kathy Brandt, Marshall, [brand030@umn.edu](mailto:brand030@umn.edu), (507) 337-2820

Kathy Brandt is an Extension Food Safety Educator with University of Minnesota Extension at the Regional Office, Marshall. She has a Bachelor of Science degree from the University of Minnesota and a Master of Education degree from the University of Minnesota, Duluth. She enjoys developing and teaching food safety programs for many audiences including cottage food entrepreneurs, food service industry and consumers.

Stephen Carpenter, St. Paul, [scarpenter@flaginc.org](mailto:scarpenter@flaginc.org), (651) 223-5400

Stephen Carpenter is Deputy Director and Senior Staff Attorney at Farmers' Legal Action Group, Inc. (FLAG), a nonprofit law firm that works on behalf of family farmers. Stephen is a graduate of Drury College in Springfield, Missouri, and of Stanford Law School. At FLAG, Stephen's work has centered on discrimination in agricultural lending, debtor-creditor issues, disaster assistance, federal farm programs, sustainable agriculture and direct marketing, and the problems of farmers contracting for livestock production. Stephen has conducted frequent FLAG trainings for farmers, advocates, and attorneys and has spoken to farmers and their advocates in more than thirty states. He has authored and edited several FLAG materials and publications, and several other publications.

Jesse Davis, Bovey, [jdavis@mfma.org](mailto:jdavis@mfma.org), (218) 259-9675

Jesse is the Director of Member Services for MFMA. He is also actively involved in the Grand Rapids Farmers' Market, serving on their Board as Publicity Director, manager of the Mighty Matching Dollar incentive program for SNAP purchases and as the market's premier garlic vendor. Jesse and his husband Warren live on the family farmstead; their farm business is Trout Lake Garlic.

Susan Draves, Lake City, [sdarves@umn.edu](mailto:sdarves@umn.edu), (507) 421-2221

Susan, a resident of Lake City, Minnesota, is currently employed by the University of MN Extension as the South East Regional Coordinator of the SNAP-Education program. She has over 30 years of experience in local foods and agriculture. She has worked as a food co-op produce coordinator, and farmer. In addition to vending at farmers' markets, she has also managed them, implemented SNAP and Market Bucks programs at several markets throughout Southern Minnesota, and has experience in policy work as it relates to food access issues.

Suzanne Driessen, St. Cloud, [driessen@umn.edu](mailto:driessen@umn.edu), (320) 203-6057

Suzanne Driessen, is a University of Minnesota Extension food safety educator with over 20 years of experience. Suzanne develops and teaches food safety programs for consumers and the food industry. Her most recent efforts include the Safe Food Product Sampling for Farmers' Markets and Community Events and Food Safety for Cottage Food Producers courses.

Diane Dunham, St. Peter, [ddenise58@msn.com](mailto:ddenise58@msn.com), (507) 382-9337

President Mankato Farmers' Market - Currently run a bakery business called Market Bakery. Retired Horticulture Instructor and was previously a produce/flower/perennial plant farmer

Shelley Erickson, Big Lake, [shelleyerickson@yahoo.com](mailto:shelleyerickson@yahoo.com), (612) 385-1356

Founding member of the MN Cottage Food Producers. Sweet Eats by Shelley is the name of my business located in Big Lake. Also, an Admin for the two Facebook pages: MN Cottage Food Law and MN Registered Cottage Food Producers Group.

Margaret Hanson-Pierre, Shafer, [marghanson@gmail.com](mailto:marghanson@gmail.com), (612) 702-2208

My partner Andrew and I bought our farm in 2018, after farming in various internships for 2-4 years and renting land for 3 years. We love farming and our business is diversified through CSA, wholesale, and 1 Farmers' Market. In the winter Andrew drives School bus and I, currently, am a reading tutor.

Chad Hardy, St. Paul, [chad.hardy@state.mn.us](mailto:chad.hardy@state.mn.us), (651) 556-6622

Chad Hardy works for the Minnesota Department of Revenue as a Revenue Tax Specialist, Intermediate. He has a Bachelor of Arts degree in Accounting and Business Management from the College of St. Scholastica in Duluth. Prior to joining the Sales and Use Tax Division at the Minnesota Department of Revenue, Chad worked as a bank examiner for the Minnesota Department of Commerce, and in both the public and private accounting fields. He

teaches the following classes: Basic Sales and Use Tax, Basic Sales and Use Tax Webinar, Sales and Use Tax for Manufacturers.

Rachel Holmes, Minneapolis, [rholmes@hungersolutions.org](mailto:rholmes@hungersolutions.org), (952) 465-9035  
Special Projects Coordinator at Hunger Solutions Minnesota, runs the Market Bucks program.

Jane Jewett, Palisade, [jewet006@umn.edu](mailto:jewet006@umn.edu), (218) 670-0066  
Jane Grimsbo Jewett is Associate Director of the Minnesota Institute for Sustainable Agriculture; co-coordinator of the Local Food Advisory Committee; and co-chair of the Food Innovation Team. She has worked on issues around food regulations and local food systems since 2007. She also farms near Palisade, MN and is a meat vendor at the Grand Rapids, MN farmers' market.

Jennifer Kath, Medford, [jennifermkath@gmail.com](mailto:jennifermkath@gmail.com), (507) 475-1832  
Kath currently work as a Registered Dietitian at a small hospital in Southern Minnesota. She started the Medford Farmers' Market In 2017 and in 2018 opened The North Market in Owatonna, MN.

David Kotsonas, Richfield, [davidkotsonas@gmail.com](mailto:davidkotsonas@gmail.com), (651) 261-7104  
David is in his second year as Manager of the St. Paul Growers Association, striving to build an inclusive marketplace welcoming to all people. Prior to joining the St. Paul Market, he managed the Rochester Downtown Farmers Market for 6 years. David also serves as vice chair on the Mayo Clinic's BioBank Community Advisory Board, as board member for the MFMA, and has performed as an independent contractor/consultant for the USDA and other small agricultural organizations. He's had a varied employment history from working as a School Garden Program Manager to a touring musician. He owned an independent record store, and has held a mix of positions in retail management, and events marketing.

Mark Krause, St. Paul, [mark.krause@state.mn.us](mailto:mark.krause@state.mn.us), (651) 556-6622  
Mark Krause is the Tax Professional Outreach Coordinator in the Income Tax & Withholding Division and is responsible for administering the paid preparer outreach program within the Minnesota Department of Revenue and providing income tax and employment tax education. Mark started his career with the Department in 2016 as a field auditor in the Special Taxes division. Mark has a bachelor's degree in Business Management and an associate degree in Accounting. He has 26 years of experience in individual income taxes.

Emily Lund, Minneapolis, [emily@neighborhoodrootsmn.org](mailto:emily@neighborhoodrootsmn.org), (612) 207-7893  
After studying histories and philosophies of American agriculture, Emily worked for food related nonprofits across the Twin Cities for a decade before joining Neighborhood Roots as their Executive Director in late 2017. Managing three farmers' markets in South Minneapolis gives her plenty of opportunities to strengthen her skills in nonprofit management, community organizing and social media marketing.

David Nicholson, Minneapolis, [david@n-node.com](mailto:david@n-node.com), (612) 387-7905  
Working at the intersection of public health, food, and agriculture, North Node Consulting is dedicated to making the benefits of local foods available to all. Its principal and founder, David Nicholson, is the co-creator of the Market Bucks SNAP matching incentive program, which he helped design and launch in 2010. He continues to champion food access initiatives like EBT and PoP at farmers markets through advocacy and by providing technical assistance to various units of public health, farmers market organizers, and other market supporters. He moderates Farmers' Market Coffee and Call, a once monthly, peer-to-peer networking call sponsored by MDH and focused on building a strong network of farmers markets doing good around the state. He has been a farmers' market board member, manager, and vendor.

Joe Nowak, St. Paul, [nowak129@umn.edu](mailto:nowak129@umn.edu), (612) 624-3400

Joseph Nowak, originally from Maine, is PhD student in Natural Resources Sciences and Management at the University of Minnesota. He is the graduate research assistant for the Farmers Market Metrics Project.

Brett Olson, Zumbro Falls, [brett@rtcinfo.org](mailto:brett@rtcinfo.org), (507) 993-6931

Brett Olson is co-founder and the Creative Director at Renewing the Countryside. He works on community and local foods system development and designs and manages Green Routes. Before joining Renewing the Countryside he worked as an art director for fifteen years, starting as a designer at a small design firm in Minneapolis, and then opening his own advertising and marketing studio. As one of the founders, Brett has been involved in much of the development, planning and organizing of Renewing the Countryside since it's beginning.

Kim Olson, Albert Lea, [grandmas.gourmets@gmail.com](mailto:grandmas.gourmets@gmail.com), (507) 202-3299

Kim Olson's path to her Grandma's Gourmets company began back in 1977 - making jam and showing it at her county fair. Most of her recipes started with "Grandma's recipe" and then Kim made them her own. She sold from her home kitchen under the old "Pickle Bill" and now has her own warehouse and sells direct, caters, and wholesales her many products. Her canned products have won the Good Food Awards, the Scovie Award, and was just awarded the Innovative Local Sourcing Award at FEAST! Local Foods Marketplace 2018.

Dawn Olson-Wallerus, Maple Grove, [sugarandspicecustomcakery@gmail.com](mailto:sugarandspicecustomcakery@gmail.com), (612) 618-7824

Dawn is Owner & Executive Pastry Chef of Sugar and Spice Custom Cakery. She has 20 years' experience in the industry, from working at local bakeries, gourmet custom cake shops, to production facility grocery store to freelancing. She is a graduate from the Minneapolis Art Institute International Culinary School with Summa cum Laude in the Baking & Pastry Certification program. In addition to her CFP she holds an additional Food Manager Safety Certification License. Sugar and Spice Custom Cakery, has been opened since March 2017. She specializes in fondant work, hand painting and hand sculpting of sugar pieces. A lot of her creations for toppers end up being keepsakes that the clients get to keep forever. All of her products are 100% made from scratch and she prides herself in using made from scratch flavorings (instead of extracts) whenever possible.

Hikaru Peterson, St. Paul, [hhp@umn.edu](mailto:hhp@umn.edu), (612) 625-7728

Hikaru Peterson is professor of food marketing and consumer economics in the Department of Applied Economics at the University of Minnesota. Her training is in market analysis, and she works on issues related to food, as it is produced on the farm and travels through the system. She is the principle investigator for the Twin Cities Metro Farmers' Market Metrics Project.

Karen Peterson, Blooming Prairie, [karen.peterson80@gmail.com](mailto:karen.peterson80@gmail.com), (507) 340-0171

My cottage food business is called Confections by Karen, where I specialize in gourmet cakes, cookies, cupcakes, macarons, and lefse just to name a few. I've been heavily involved in Cottage Food since before the law passed and I am happy to continue to be a part of the progress. In my free time I am a substitute teacher in our Blooming Prairie School District and I also run a non-profit Backpack Program which helps feed kids in need on the weekends during the school year. Also, an Admin for the two Facebook pages: MN Cottage Food Law and MN Registered Cottage Food Producers Group.

Carrie Rigdon, St. Paul, [carrie.rigdon@state.mn.us](mailto:carrie.rigdon@state.mn.us), (651) 201-6453

Carrie Rigdon is the Interim Assistant Director of the Food and Feed Safety Division at the Minnesota Department of Agriculture. She has worked for the MDA since 2009 in a variety of roles including leading the Rapid Response Team in food and feed-related outbreaks and contamination investigations, supervising outreach and education efforts, and assisting with answering cottage food and food licensing questions. She earned her MPH in Epidemiology from San Diego State University and her PhD in Environmental Health from the University of Minnesota.

Tiffany Tripp, Faribault, [tatrippmn@gmail.com](mailto:tatrippmn@gmail.com), (507) 491-8188

In 2016, in our second year of farming at Graise Farm, we needed an outlet to sell eggs in the winter and I imagined that other producers would like to sell their products year-round too. With that in mind, I started the Faribault Winter Farmers' Market initially as a pop-up market. Held at the historic Paradise Center for the Arts, the market has grown from 7 vendors to over 20 vendors today and runs 10 Saturdays from November to April; includes live music; and is a destination community event in Southern Minnesota focused around local food, farm-based products, and art.

Kirsten Weigle, Maple Grove, [kbansenweigle@maplegrovern.gov](mailto:kbansenweigle@maplegrovern.gov), (763) 494-5824

Kirsten Bansen Weigle has managed the Maple Grove Farmers' Market for 11 seasons. The market features up to 50 vendors, offering vendor-grown and vendor-made food and consumable items. The Thursday afternoon event draws about 40,000 customers annually to outdoor and indoor markets.

Maureen L. Widmer, Le Sueur, [reeneey26@yahoo.com](mailto:reeneey26@yahoo.com), (612) 756-1484

A lifelong gardener, self-taught canner with over 20 years' experience. I am entering my 3rd year selling under the Cottage Food Law, offering uniquely flavored jams, jellies, pickled items as well as fresh produce, herbs, and flower arrangements from our hobby farm gardens. We raise beef cattle, heritage pigs, and laying hens. We share our now empty nest with our 11-year old Golden Retriever, Henry.

Karen Wingard, Elk River, [kwingard@ElkRiverMN.gov](mailto:kwingard@ElkRiverMN.gov), (763) 218-2662

Karen has been the director of the Elk River Farmers' Market for the past 3 years and has enjoyed every part of it. She really enjoys the relationships that are made and the connections with the community. Karen joined the MFMA board of directors in 2016 and was elected Secretary in 2017.

Jenna Yeakle, Minneapolis, [manager@midtownfarmersmarket.org](mailto:manager@midtownfarmersmarket.org), (218) 310-5322

The mission of the Midtown Farmers' Market is to create a vibrant forum in South Minneapolis that connects community residents and nearby rural food producers in a mutually beneficial economic and cultural exchange. We envision a community-based food system that assures equitable access to healthy, locally produced food, supports reinvestment in the community, and provides for the long-term viability of our foodshed. We place value on community, equitable access, local, small scale, cooperation and collaboration.

Kathy Zeman, Nerstrand, [kzeman@mfma.org](mailto:kzeman@mfma.org), (507) 664-9446

Zeman is the Executive Director, Minnesota Farmers' Market Association and owner of Simple Harvest Farm, an organic pastured livestock operation.