

Parks, Timothy

Subject: RE: farmers market ordinance proposal Q's

-----Original Message-----

From: akinast chorus.net [mailto:akinast@chorus.net]

Sent: Thursday, April 16, 2009 9:43 AM

To: Tucker, Matthew

Cc: Murphy, Brad; Clear, Mark; Rummel, Marsha; Waidelich, Michael; Parks, Timothy

Subject: Re: farmers market ordinance proposal Q's

Sorry Matt - I neglected to Reply All before when sending my reply to you.

P.S. Still I am unclear HOW the proposed ordinance would work in practice (conditional use permit or not? etc.) and hope to learn more.

P.P.S. Let me also add that I talked to a farmers market expert in Des Moines Iowa yesterday who said the 9 or so church parking lot markets there use the whole lot. Customers park on the street and volunteer crossing guards escort visitors across. These are weekday markets, the most successful at rush hour. So there will be traffic issues.

-Amy

Dear Mr. Tucker,

Thank you for your comments/answers. I anticipate more dialogue on this matter. Am relieved that Planning will review this Monday. I plan to attend that meeting. Have spoken briefly with my alder, Mark Clear and will try to reach the measure's sponsor Marsha Rummel before Monday's meeting. Also, I will make sure Health Dept. is aware.

From your comments, I wonder if the city is aware of the several indoor winter farmers markets that have been held in churches as fundraisers for farming relief and related causes. These were publicized in the newspaper this past year. From my experience, currently the need for residential area indoor winter farmers market space is just as important - if not more - than the need for residential area outdoor summer parking lot markets simply because commercial parking lot space is plentiful in the summer (if the owners cooperate), while indoor commercial space can be cost prohibitive and is more limited in the winter. Offering an incentive for commercial lots to be used for outdoor markets might be one policy way to encourage them. I guess I would speak with the mayor's office about that.

Sincerely,
Amy Kinast

Parks, Timothy

From: Tucker, Matthew
Sent: Wednesday, April 15, 2009 4:41 PM
To: 'akinast chorus.net'
Cc: Murphy, Brad; Clear, Mark; Rummel, Marsha; Waidelich, Michael; Parks, Timothy
Subject: RE: farmers market ordinance proposal Q's

Hi Amy- I will attempt to answer your questions by inserting comments into your message below. You will find my comments TYPED IN BLUE CAPS.

Matt Tucker

-----Original Message-----

From: akinast chorus.net [mailto:akinast@chorus.net]
 Sent: Thursday, April 09, 2009 11:05 AM
 To: Clear, Mark; Rummel, Marsha; Tucker, Matthew
 Subject: farmers market ordinance proposal Q's

Dear Alders Rummel and Clear and Mr. Matt Tucker:

This letter pertains to the proposed farmers market ordinance, Leg File # 13969, set for a public hearing before Plan Commission April 20, 2009.

My concern is that in correcting the East Side Market's temporary disadvantage, the city could be inadvertently opening avenues to undermine the strong tradition of locally owned and run markets featuring locally produced, grown, and raised goods.

But the spirit of the ordinance change appears positive. The East Side Farmers Market appears to temporarily need the security of an institutional parking lot handy for patrons, with a paved surface and access to indoor conveniences such as bathrooms.

Let me introduce myself. I am a Madison resident and business owner, a native Wisconsinite descended from Rock County settlement farmers and 19th Century Central European urban immigrants to Milwaukee. A UW-Madison grad who, from late 2006 to late 2008, was assistant manager at the Westside Community Market at Hill Farms in Madison. I founded Foodshed Markets LLC in 2008 to facilitate regional and sustainable food systems. I have studied the subject of farmers markets closely. An article I wrote touting six steps to a successful market (the early history of the Westside Community Market) is linked at my web site, www.foodshedmarkets.com. At this time I am not being paid to attend to this matter so I have not registered with the city as a lobbyist.

Here are specific questions/concerns:

1. CURRENT CODE, "FARMER"

Is the sale of produce, etc. in residential areas already unrestricted by the zoning code? THE ZONING CODE IS SOMETHING WE REFER TO AS A "PERMISSIVE CODE" WHERE IT DESCRIBES WHAT ONE MAY DO WITH THEIR PROPERTY, RATHER THAN ATTEMPT TO DESCRIBE WHAT WAN MAY NOT DO WITH THEIR PROPERTY. BECAUSE THE SALE OF PRODUCE IS NOT LISTED AS A PERMITTED USE IN THE RESIDENTIAL DISTRICTS, IT IS NOT ALLOWED.

If so can you point me to the language?

Local/state? Farmer vs. non-farmer? How is "farmer" defined? THE CURRENT ZONING ORDINANCE DOES NOT DEFINE A FARMER.

2. DEFINITION OF "FARMERS MARKET" THE DEFINITIONS SECTION OF THE ZONING ORDINANCE DOES NOT SPECIFICALLY DEFINE A "FARMERS MARKET."

Obviously, a market without real farmers is no farmers market. Did you consider defining "farmers market"? NO, THE ZONING AND LICENSING ORDINANCES RELATE TO WHAT THE CITY TYPICALLY CONSIDERS A FARMERS MARKET, WHERE PRODUCE AND GOODS ARE SOLD. THIS IS A CONTEMPORARY AND POPULAR ACTIVITY

4/16/2009

10

IN THE CITY, WHICH ONE WOULD EXPECT TO FLOURISH IN THE COMING YEARS. Have other cities defined it? I'M NOT SURE, NOR DO I BELIEVE ANYTHING THAT WE MAY LEARN COULD CHANGE THE LIKELY OUTCOME AND IMPACT OF THE ORDINANCE AT THIS TIME. The ordinance causes some confusion. A church bazaar, school fundraiser, craft sale, or fair is not the same as a farmers market. Madison has several highly successful markets currently and misuse of the term could devalue the reputation that hundreds locally have worked decades to build. A generally accepted industry standard is that no more than 20 percent of stalls at a farmers market may be non-food items.

(As many larger cities have sadly learned, numerous poorly run markets hurt farmers by spreading consumers too thin and hurt consumers by wasting their time or, worse, making them sick. Farmers markets are a serious trade sector with high citizen expectations, increasingly professional management, and myriad regulations to adhere to. The term should not be used lightly.)

"Wisconsin producer only" is a common feature of the larger Madison farmers markets and largely informs the understanding of Madison residents of the term farmers market. The economic multiplier effect is exaggerated with local ownership, management, and product. Did you consider including a local farm provision in the ordinance? THE DESCRIPTION OF A "VENDOR" STATES THAT THE GOODS AND PRODUCTS BE PRODUCED BY THE VENDOR. I SUPPOSE THAT WOULD MOST LIKELY IMPLY LOCAL PRODUCTION. For example, that only produce grown within X miles could be sold. An exception could be made for products that cannot be sourced locally or regionally. This is an important ingredient of successful producer-only markets because it helps market managers ensure that vendors are only selling what they grow because an inspector can more easily travel to farms within the mileage limit. It is a large part of the success of the Madison markets. Buying locally contributes to eco-friendliness. If these matters are priorities, then spell it out. I THINK THERE IS A WORKING GROUP OF PEOPLE INTERESTED IN URBAN AGRICULTURE THAT HAS BEEN MEETING SOMEWHAT REGULARLY. I THINK THEY ARE TRYING TO PUT TOGETHER SOME POLICY RECOMMENDATIONS THAT SOUND LIKE WHAT YOU DESCRIBE HERE.

If not, why not? ZONING ORDINANCES TYPICALLY DO NOT GO INTO DEPTH ABOUT BROADER POLICY-RELATED CONCEPTS, WITH THE EXCEPTION BEING THE GENERAL STATEMENT OF PURPOSE OF THE ENTIRE ORDINANCE. THESE CONCEPTS ARE BETTER SUITED IN THE PLANNING DOCUMENTS AND OTHER DOCUMENTS THAT DESCRIBE THE WAY PEOPLE IN THE CITY WANT TO ENCOURAGE POLICY-RELATED DECISIONS THAT MAY COME UP, OUTSIDE OF JUST THE ZONING ORDINANCE.

Vendor-grown food is a subset of prepared food under Madison ordinance. But realize that for farmers markets, it is usually the other way around: A farmers market produce vendor is typically said to be someone who sells food that is expressly NOT prepared, but is in its whole (often inedible) post-harvest state. A farmers market vendor of processed food (e.g. jams, kraut, meat) is typically someone who sells food, the majority of which they have grown, but that might have been processed ("prepared") by themselves or by someone else. By inexact use of the term "farmers market," illogical and confusing interpretations could arise. [See Madison code 9.13(6)(e), which defines a Food Vendor as someone who sells "personally prepared food for which that individual is regularly involved in all phases of both the production and the sale of the food...." Further, this portion of the Madison ordinance stipulates, "personally prepared food shall include the following: ... d. Food grown or raised by vendor."]

3. AMEND THE SIGN CODE

Adequate and proper signage along busy thoroughfares can make or break a market. These signs are either erected day or they are permanent at the market's location, or both. Markets are seasonal, portable, and ephemeral, so signage is very important. If the city wishes to promote bona fide markets, then signage issues must be addressed. IT SOUNDS LIKE YOU ARE AWARE THAT THE SIGN CODE IS A DIFFERENT ISSUE. IF YOU ARE REFERRING TO SIGNS IN STREETS AND BOULEVARDS... THAT IS A NON-STARTER SINCE THESE ARE SIMPLY PROHIBITED. OTHERWISE, SIGNAGE, AND OTHER ADVERTISING MECHANISMS OR WAYS TO GET THE WORD OUT DO EXIST.

4. HEALTH DEPARTMENT INPUT

Was the city's health department consulted in drafting this ordinance? NOT THAT I AM AWARE OF, SINCE THIS CHANGE HAS NO IMPACT ABOVE/BEYOND THE WAY THE HEALTH DEPARTMENT RELATES TO FARMERS MARKETS CURRENTLY.

Health authorities are heavily involved in regulating farmers market vendors already. Madison has been lucky to have some well-managed markets, the larger ones located on state land. Good management contains complaints usually. Or complaints are directed to the health department or to DATCP.

5. URBAN GARDENING

All manner of pollution plagues the city, and city-grown produce quality could suffer. While the growing urban gardening

movement certainly could be nurtured by city policies, the city should be careful not to oversell urban gardening to the detriment of sustainable rural fresh market farms, organic farms, and certainly the populace's health should be a priority.

6. WHAT CHANGES?

What market activity is permissible now in residential areas? NONE. How would or should the rules differ with regard to indoor use of a church or community center versus use of its outdoor parking lot? I'M NOT SURE THEY SHOULD CHANGE, I AM NOT AWARE OF PROBLEMS OR CONFLICTS. Will the city continue to allow indoor, "church basement" farmers markets? I DO NOT THINK THEY ARE ALLOWED TODAY.

Should the rules be different for farmers markets and for craft sales? I'M NOT SURE THIS IS NECESSARY, I AM NOT AWARE OF ANY PROBLEMS OR CONFLICTS BETWEEN THE TWO ACTIVITIES.
Inside or out?

7. FOOD SAFETY REGULATION

Are you aware of stirrings on the federal level to regulate produce handling more closely? NO

Sincerely,

Amy Kinast
Foodshed Markets LLC
5018 Tomahawk Trail
Madison, WI 53705
(608) 231-1086
www.foodshedmarkets.com

7525 Tree Lane
Madison, WI, 53717
March 30, 2009

**PLAN COMMISSION &
CITY COUNCIL**

ALLOW FARMER'S Markets in our parks.

**Visiting in Italy, I found this experience delightful and am sure the
People in Madison would find it to be the same. PLEASE APPROVE**

Thank you

Ellen Blissenbach



Parks, Timothy

From: Rummel, Marsha
Sent: Friday, April 17, 2009 1:34 AM
To: akinast chorus.net
Cc: Tucker, Matthew; Clear, Mark; Murphy, Brad; Parks, Timothy
Subject: RE: farmers market ordinance proposal Q's

Amy,

Sorry I missed your call and I appreciate your keen interest. As Matt noted, many of the questions you raise are outside the scope of the zoning code.

As you know the impetus for this ordinance was to permit the East Side Farmers Market to operate in an area zoned R4 and instead of changing the permitted uses in the R4 to allow farmers markets, staff suggested creating a permitted use in parking lots of non residential uses which seemed like an elegant solution that could allow the sale of fresh produce and other locally made products in more locations. When a farmers market is proposed, the applicant will have to provide a site plan that would need to get Zoning staff and alder approval. I would assume the rules for food vending in parking lots in residential and commercial locations would be the same.

I am very interested in promoting our local food economy and food security. And while I understand your point about the healthiness of rural vs urban agriculture, many of my constituents are clamoring for more community gardens and opportunities for urban agriculture whether it is edible landscapes, victory gardens, local fresh produce grown for food pantries and school lunch programs, chickenkeeping, etc. Another goal I have is to advocate for a year round indoor public market that would address some of the concerns you raise.

I have a neighborhood meeting at 6:30 on Mnday but will come to Plan when I am done and hope I can participate in the discussion. You sound very knowledgeable and I look forward to talking to you more and perhaps finding some things to work on together. I'll have time to call you on Saturday, and I'll call Mark too.

Take care
Marsha

From: akinast chorus.net [akinast@chorus.net]
Sent: Thursday, April 16, 2009 10:35 AM
To: Tucker, Matthew
Cc: Murphy, Brad; Clear, Mark; Rummel, Marsha; Waidelich, Michael; Parks, Timothy
Subject: Re: farmers market ordinance proposal Q's

Matt,

Thank you for that info. Just want to point out Hilldale and Westgate are commercial shopping centers with lots of parking.

Q: How many churches and community centers would be affected by the proposed ordinance? Compared to how many total churches in city? (Are some already in zoning areas that permit a farmers market?)

In case I seem antagonistic to the idea of farmers markets in neighborhoods, I want to clarify that I am very pro-farmers market.

However, I want the city to do what is best for everyone - farmers included! Farmers generally do not have a voice at City Hall. I also know that issues with markets are complex and potentially serious (liability for one) and would not want us entering lightly into this.

A farmers market is a business that bills itself as family friendly.

Think of other businesses that market to children and you will notice the bar is pretty high in terms of standards and oversight.

-Amy Kinast

On 4/16/09, Tucker, Matthew <MTucker@cityofmadison.com> wrote:

> Amy- These operations will be approvable administratively. The land use approval will involve a modification to the site plan to represent locations of vendors, like how we handled the other markets at Hill farms and Westgate. In some cases, if a property carries a conditional use from an earlier project, the owner may need to obtain approval for a minor alteration to the Conditional use, which most likely also will be approved administratively.

>

>

> Matt Tucker

>

Amy Kinast
5018 Tomahawk Trl
Madison, WI 53705
(608) 231-1086
www.foodshedmarkets.com

April 20, 2009

Comments before Madison Plan Commission on proposed zoning change to allow farmers markets in certain residential areas. Leg File #13969. Agenda item #10.

Commissioners,

Good afternoon. Thank you for this opportunity. My name is Amy Kinast. I live in Madison. My goal is to facilitate regional, sustainable food systems through my business, Foodshed Markets.

I have worked at Madison farmers markets both selling produce and as an assistant manager.

I *would* say I am a farmers market expert, **BUT** I am not from out of town. Instead, I *will* say I have experience with farmers markets and want to share a few lessons I learned:

Lesson #1

Farmers markets are business, *serious* business. This is commerce. Farmers work hard and deserve good markets.

Lesson #2

Buying local or regional is very empowering and creates an economic multiplier effect.

Why not stipulate that market management be local? If Walmart wanted to manage a farmers market here, we should not allow it.

Vendors, too, should be primarily local or regional. Go ahead and invite the odd shrimp or peach vendor from the South, but know that Madisonians expect Wisconsin vendors.

Lesson #3

A successful market is a well-managed market. There is a misconception that markets "just happen." Farmers "just show up." For the WCM, I worked part-time, year-round with only slight gaps. Many of the farmers spent years honing skills in both growing and direct marketing.

A well-run farmers market would have a limited number of food carts serving prepared meals. Food carts feed customers and vendors; they also usurp money from produce sales

and create odors that interfere with produce shopping and general enjoyment of the market.

Good markets also feature a minimum of 15 vendors. This is the critical mass for customers to feel comfortable buying.

Lesson #4

A well-run farmers market does provide a measure of food security: Farmers show up regularly with plenty to sell, while time-pressed customers flock knowing they can rely on freshness, quality and supply.

Also, the USDA gives the states money for farmers market vouchers for WIC recipients and for Seniors. Last I checked, a market must have **three full-time local farmers** to accept these special vouchers. Public health staff administer the program.

In conclusion, I want to urge the city to prepare for success – that includes, crowds, traffic, noise (some of it pleasant, like musicians, some of it annoying, like slamming car doors or yipping dogs), smells, petty theft, etc. Farmers markets are commerce and attract all kinds of people and customers. If you want to bring farmers markets into residential areas, then make a commitment to have well-run farmers markets.



The Westside Community Market, Madison, Wis., found a home in the parking lot of the Wisconsin Department of Transportation state office building. (WCM Photo)

Creating a Niche in a Plethora of Farmers Markets

Westside Community Market vendors find satisfaction in their move from a mall-run farmers market.

Text and Photos by Amy Kinast

Into my pot of soup goes a large, oval red onion. The fibrous dappled-purple skin gave off a smoky, resinous aroma. Cured in an old Wisconsin tobacco shed? Maybe.

A large, smooth, coppery onion did not make the cut this time. It could have passed for a farmers market onion – the nearby grocery from where it came is locally owned, respected, and working hard these days to stock local produce. But with my soup's split peas and barley from a nearby natural foods store, I want at least one ingredient that comes directly from the farmer – the red onion I bought at a farmers market.

A new market begins

Five days a week during the outdoor season (roughly May to October), at least one outdoor farmers market is held in Madison. The three-year-old, outdoor Westside Community Market (WCM) seasonal farmers market is one of many within the city.

Most of WCM's 60-plus vendors for the season sell at multiple markets throughout the week, and many of them sell personally at the huge 36-year-old Dane County Farmers Market (DCFM) because owner presence is required.

This was one of the few rules the WCM loosened when its founders adopted the time-tested DCFM rules almost wholesale. A few changes were to be expected, however, as the DCFM is the nation's largest producer-only farmers market and the WCM is about fourth its size.

The WCM was launched in July 2005 by a scrappy group that included longtime vendors from an established mall-owned market only one block away. The mall-run market was being severely downsized to make way for parking structures and condos. The jilted vendors needed a new home and found one – a state-owned employee parking lot that sat empty on weekends and was a block away from the mall's location.

After an initial refusal for a permit, vendor political pressure resulted in the state issuing the WCM a permit to use the lot. Luckily, the DCFM holds a similar permit for state-owned land downtown, so many of the DCFM's practices could be adopted by the new WCM.

Neighbors and the broader community applauded the new vendor-run, producer-only WCM. Customers came, and they bought. More came every week, turning the WCM into a thriving Saturday market.

In just three short years, the producers of the Westside Community Market went from jilted to jubilant. So, how did this bright group of farmers and bakers (later including nursery growers, beekeepers and confectioners) put together a new successful market?

Step by step, here's what worked:

Step 1: Gather a network

It helps to have a uniting cause. For folks in the WCM's neighborhood, locally owned and run trumped absentee ownership. Foodies, longtime and newer farmers, artisan producers and bakers, local activists, and others all contributed passion and skills.

Five people initially pledged \$500 each in seed money, which was never used because vendor fees soon flowed in. They drew up bylaws and rules, incorporated with an attorney's volunteer help, and scheduled monthly board meetings. Local media ran stories about the "rebel" market and several initial volunteers started spreading the word.

One-stop shopping was the mantra when rounding out the grower roster, and the core group was careful not to flood the WCM with one type of crop or product. They knew and respected certain vendors from attending other markets, asked around and searched the web. Eventually,



Mike Noltner sets up Primrose Community Farm's market stand. The Middleton, Wis., farm grows more than 60 different vegetables for farmers markets, CSA and several Madison restaurants.



A red-vested volunteer from the local food pantry picks up a bag of produce donated by Sai Y. Vang.

they found two wonderful cheese vendors at an area cheese festival. The group also looked for growers who could fill customer requests for more certified organic produce.

Step 2: Secure space for place

"Goodwill overcame the obstacles," according to the former Madison mayor who helped the DCFM gain use of the State Capitol grounds. For the WCM, the same principle held, as the spacious, well-drained state-owned parking lot that sat empty weekends captured imaginations. An initial rebuff from the Capitol Police did not stop most state and local officials from being highly supportive, and many are now regular WCM customers.

The Market's state-issued permit strictly limits activities on the property. The permit excludes garish commercialism, which allows shoppers to focus on their purchases.

The state of Wisconsin has now begun the process of redeveloping the area, including the Market's location. Fortunately, preliminary plans call for inclusion of market space in the redeveloped site.

Step 3: Know your customers

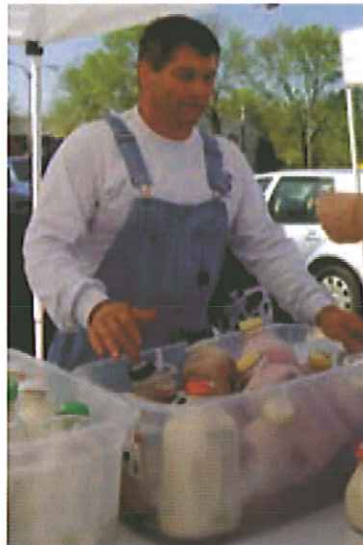
WCM founders knew they had established buyers in the surrounding neighborhoods because they had nurtured those vendor-customer relationships over decades of selling at the mall-run farmers market and at the DCFM. The founders also



A young lady has a question for volunteers at the market's Information Tent.



Eric Johnson, of Jordandal Farms, Argyle, Wis., offers grass fed and finished beef, pasture poultry, Icelandic sheep, pork and garden produce.



Nick Kirch, of Blue Marble Family Farm, Barneveld, Wis., brings a variety of dairy products to the market.

took into account that Madison has a multitude of well-read and well-traveled consumers – traits that happily correspond to farmers market patronage.

Accessibility and efficiency soon differentiated the WCM from the larger DCFM downtown. In the WCM's location, parking is easy and free, and there are no construction projects or tight walkways that lead to stressful pushing of strollers and walkers.

Step 4: Set up communications

The WCM uses an email management program for both internal and external

electronic communication. However, there are some customers and some vendors who do not have email, and some vendors require an English speaking contact. So, the WCM publishes at least three one-sheet vendor newsletters during the season and distributes them at the Market to every vendor.

The WCM uses the following communications hardware and software: Apple iMac desktop computer, manager's cell phone, digital camera, battery powered weather radio, Internet access, Dreamweaver software for web site construction, and free Mailman list serve software.

Each day of the market, customers have the opportunity to "opt in" to WCM's private email list. Pre-printed ticket pads, pencils and a wooden box with a drop slot are kept at the Information Tent for this purpose. Volunteers show folks where to check "Sign



Manager Vivian Green, shown checking stalls before the Westside Community Market begins, is also an apple vendor at the market.



Among the many examples of fresh produce available at Westside Community Market are Happy Valley's peppers (A) and organic beets (B), Blue Moon Community Farm's beans (C) and Paa Vang's bitter melon (D).

Me Up!" if they wish to start receiving the e-newsletters.

The Sign Me Up! tickets also double as entry forms for the weekly prize drawing, where five winners each week win a \$5 gift certificate redeemable with any vendor. The organizers found this method easier and more flexible than gathering product donations from vendors.

Winners get a call mid-week and collect their winnings at the Market as a volunteer shouts, "We have a winner!" People love it.

The e-newsletter, sent every Thursday in season, is formatted in barebones Rich Text (no photos), to reach the largest audience. It is professionally written, closely edited, and contains product and vendor news, recipes, and Market events. Future plans call for a service upgrade so photos can be included.

Step 5: Brand the market

Early on, the WCM Board of Directors called on a skilled graphic artist to design its logo, which then was printed on several large sign banners by a local shop. The signs are placed by the lot's entrances each Market day, and have helped to differentiate the WCM from the nearby mall-run market. The logo goes on everything from stationery to the web site and is prominent at the information tent in the Market's center.

The web site (www.westsidecommunitymarket.org) plays an important role in keeping the WCM brand on peoples' minds, especially during winter. With archived e-newsletters, vendor links and lists, an extensive photo gallery and map/directions, the website provides insight into the Market and helps shoppers plan their trip.

Step 6: Build community

Because the WCM's state permit restricts its ability to include a coffee vendor, the WCM gives away high quality coffee to customers and vendors. The Market purchased

several large, insulated coffee carafes and fills them with locally made coffee, all coordinated by one baker. The free hot coffee, which lasts until approximately 11 a.m., transforms the information tent into a welcoming way station where volunteers greet customers and tell them about the e-newsletter sign up and free weekly prize drawing. Free cold water is also available.

Vendors are treated not only to the free coffee, but the bakery also donates mini pastries to them, as well as to the volunteers, musicians, and those at the educational table (state-issued permit required) – a welcome touch after a hectic early morning. To keep everyone comfortable, the WCM rents a porta-potty because the adjacent state office building is locked on Saturday.

Westside Community Market has been one of Madison's many farmers markets for three years. During that time, dramatic changes in local buying and eating habits have taken place, and the market has benefited from those changes.

Long-term, the hope is that by keeping money in the local economy, these producers and customers together can keep food on plates, money in producers' pockets, rich soil in the fields, clean water in the wells – and something local in every pot. ❖

~Amy Kinast was assistant manager of Westside Community Market from 2006 through 2008. She now owns Foodshed Markets, a regional food systems marketing, management, and consulting company. www.foodshedmarkets.com.

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