



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE
SECRETARY OF AGRICULTURE

Horticulture and Farmers Markets

This unit lends direction, continuity, leadership, and administrative services and guidance to the Iowa horticulture industry. The focus is on assisting producers in marketing horticultural crops and generating new income, jobs, and opportunities.

Horticulture works with

Christmas tree growers	fruit and vegetable growers	Iowa State Horticultural Society
cut-flower producers	nut growers	Universities
grape growers	wineries	community colleges
plant nurseries	turf industries	state and federal agencies
floriculture producers		gardening organizations

Marketing functions

promotions	presentations	surveys	directories	signage programs
branding programs	viticulture areas	EBT	All Iowa Store	A Taste of Iowa

Resource Center

grower information packet	development manual	production information
statistical data	disaster assistance, grant writing	feasibility evaluation
diversified enterprises list	referrals for financial aid and disaster assistance	

Farmers' Markets

Organize and improve farmers' markets through:

workshops	improvement competition	signage programs
handbook	Individual market assistance	directory

Grown from 65 markets in 1985 to 180 markets in 2004

Formation of statewide association in 2001

Farmers Market Nutrition Program

Expands the awareness, use, and sales at farmers' markets by providing fresh fruits and vegetables to low-income women, infant, and children (WIC) and senior clients.

70,000 clients served

800 farmers certified

122 markets authorized

Grown from \$15,000 in 1987 to \$1.5 million in 2004

\$9 million in federal funds have been received to support the program