

Bloomington Community Farmers' Market

Notice of Meeting

Monday, October 20, 2014 5:30 pm

**Parks Conference Room, Suite 250
(812) 349-3738, veldmanm@bloomington.in.gov**

AGENDA

1. Call to Order
2. Approval of Minutes
3. Public Comment
4. New Business
 - Taste of Bloomington Set Up
5. Old Business
 - Consider Changes to the Value Added Food Rules
 - Consider Changes to the Home Based Vendor Rules
6. Adjournment

**Bloomington Community Farmers' Market
Advisory Council**

Monday, October 20, 2014
5:30 pm

Parks Conference Room

Advisory Council Members Present

Bobbi Boos, Bruce McCallister, Kathy Aiken, Carmen Siering, Rachel Rosolina, Leslie Burns, Janice Lilly, and Christina Jones

Market/City Staff

Marcia Veldman, Katie Lay, and Robin Hobson

1. Call to Order

Janice Lilly called the meeting to order (Bruce arrived a few minutes into the meeting).

2. Approval of Minutes

The September 2014 minutes were approved.

3. Public Comment

No public comment.

4. New Business

A. Taste of Bloomington Set-up

Kathy brought the concerns of Dan Weber regarding Taste of Bloomington. He felt like the access to Market lot on that day was limited and that sales suffer due to that. Marcia pointed out that the site was designed specifically with Taste in mind and that later, the site was identified as an ideal Market site. The relationship between the Market and the Taste has gotten smoother over the years and seems to be satisfying the needs of both sides and the event will not shift in the foreseeable future. Marcia noted staff will be able to monitor the entrances/access to the Market on Taste day more closely to ensure good customer access.

5. Old Business

A. Changes to the Value Added Food Rules

Marcia submitted a proposed draft to the group of the new VAF rules, representing a different format from past years. The rules were re-worked in 2012, but there was an oversight in the consideration of additives to meats and dairy products. The new layout treats each category of food items separately. Bobbi pointed out that in Section C, "Grade A Milk...", it says, "The Vendor must have grown, bred or raised some of the animals...", and stated she felt that, as worded, it might allow for a vendor to start with some animals, but then get more that have not been grown, bred or raised and start producing from them for Market. Marcia provided the perspective that once you have milking animals in production that there is a significant commitment underway and the addition of animals to the milking herd is permissible. A proposal was made that a vendor must have at least

some of the number of animals in their possession for at least 12 months that can produce the amount of milk equivalent to the amount of product sold at Market. The group discussed the rules in the dairy and meat sections and advised they should also reflect that the final product may contain 20% of non-milk and non-meat ingredients, respectively. This phrasing would allow, for example, fruit to be added to yogurt that was not grown by the vendor and curing compounds and flavoring to meats.

B. Changes to the Home Based Vendor Rules

Marcia reported to the group that, after staff discussion of the Gossman's request to alter the HBV rules to allow for the sale of their hickory syrup product, which is mostly cane sugar, there was not a compelling enough argument to change the HBV concept. The amount of value of the hickory syrup does not represent a great value to the Market and the proposed changes would set a precedent for additional products that are not closely aligned with the Market mission. The Gossmans could possibly sell this product at the Holiday Market, or as a Prepared Food. Bruce motioned to leave the rules the same and the motion was seconded and passed.

C. End of the Year Meeting

The end of the year meeting of the FMAC is scheduled for December 8 and typically includes a more in-depth discussion of the season and broader issues around future policy of the Market. Marcia was checking with the group to make sure this is still the desire of the present council. It was agreed to hold the meeting in the Community Room at Bloomingfoods on the near west side on that date.

5. Adjournment

Minutes submitted by Robin Hobson