

Growing ND

FROM WITHIN

October 2025



A special invitation to the North Dakota Local Foods Conference

Mark your calendar for Oct. 16-18, 2025 and join us at the Chieftain Conference Center in Carrington, ND, for this year's North Dakota Local Foods Conference.

Many opportunities to learn, connect, and grow:

- Two inspiring keynote speakers
- A variety of engaging educational sessions
- Practical insights to help you strengthen and improve your market
- Networking time with fellow participants who share your passion for local foods

Registration is quick and easy. Fill out the form and mail it in, or register online using the QR code or link in the newsletter registration form. Don't forget to reserve your hotel room early at the Chieftain Conference Center by calling (701) 652-3131. We can't wait to see you there for an energizing and unforgettable conference experience!

Is this your first year attending the conference?

Have you ever thought about attending the North Dakota Local Foods Conference but haven't made it yet? This is your chance. If 2025 will be your very first time joining us, you could have your conference fees reimbursed—just by answering "Yes" to the "First-Time Attendee" question on the registration form.

Only 25 lucky first-timers will receive this special opportunity — so don't wait.

Election of Directors

Each year, NDFMGA members have the opportunity to elect four board members to help guide our growing association. With more than 800 members across North Dakota, this is your chance to make an impact. North Dakota is divided into four regions—Northwest, Southwest, Northeast, and Southeast—and

we're looking for passionate voices from each area to help lead the way.

What's involved in serving on the board?

- Only 3 to 4 board meetings a year and yes, we Zoom.
- Promoting farmers markets in your region (minimal time commitment and it is fun and interesting!)
- Optional participation on a committee that matches your interests



Keith Knudson
Executive Director

If you're interested in supporting local foods, connecting with fellow market leaders, and helping shape the future of farmers markets in North Dakota, this is your chance to get involved. Contact Keith Knudson at ndfmgga@outlook.com or 701-871-7304.

We would like to acknowledge our sponsors:

We are deeply thankful for the generous support of our sponsors, who play such an important role in making our annual conference and year-round efforts possible. Their commitment helps strengthen farmers markets, local foods, and communities across North Dakota. These valued partners are truly our "Friends of the Market," and we couldn't do it without them.

A special thanks to our sponsors:

- StrengthenND
- North Dakota Department of Agriculture
- FARRMS
- NDSARE
- North Dakota Rural Electric Cooperative Foundation
- North Dakota Farm Bureau

Conference speakers

Keynote

Dr. Brian Krolczyk



Brian's expertise is the integration of personal resilience and leadership effectiveness, with more than 25 years of executive coaching experience.

For over a decade, Brian was a senior assessor in the Executive Solutions Group, Global Assessment Operations at Development Dimensions International (DDI), Inc., a global leader in the science and practice of business leadership. He has interviewed and assessed more than 800 executives from the Fortune 500, spanning every major industry and continent.

He is the principal and co-founder of [RYP Global, LLC](#), Resilience Coaching for Professionals.

Nourish North Dakota: Growing opportunity together

Ellen and Chris will introduce a regional food hub initiative aimed at opening doors for local food producers and communities to connect and benefit from expanded markets and shared resources.

Chris Gessele



Chris Gessele serves as a Co-op Development Specialist on the Rural Development Services team at the North Dakota Association of Rural Electric Cooperatives (NDAREC) in Mandan, ND.

A member of the team since 2023, Chris's areas of focus include partnering with rural communities across the state to improve food access and sustain quality of life in rural North Dakota. Chris has a professional background in corporate communications and newspaper journalism, and lives in Bismarck with his wife and three children.

Ellen Huber

Ellen Huber joined the N.D. Association of Rural Electric Cooperatives in 2024 as rural development director. The NDAREC's work in rural development stems from a core cooperative principle, "concern for community."



In partnership with broadband cooperatives in the state, the rural development services mission is to elevate the quality of life in communities across the state by empowering grassroots initiatives with connections to expertise and resources.

Ellen is a certified economic developer with the International Economic Development Council, former president of the Economic Development Association of North Dakota, and past business development and communications director with the City of Mandan, with other experiences rich in agriculture.

The ABCs of Market

From small town to city, we'll examine the planning, people, and local resources that yield strong markets and foster a true sense of community. It begins with one key visionary, and it evolves through constant reevaluation to respond to shifting trends.

Keynote Vance Corum



Vance grew up primarily in upstate New York and Vermont. After graduating from St. Lawrence University with a Bachelor's in Sociology, he hitch-hiked to Colorado and worked on a vegetable farm, in a cannery, and at a Hunt's sugar beet factory. He moved on to Los Angeles, where he did community organizing before he was asked to develop the first farmers' market in Southern California. A 1-year commitment led to a lifetime

passion of building farmers' markets and helping farmers and other producers to create stable, sustainable income, allowing them to pursue their dreams and remain in rural communities. He has been instrumental in building state and regional conferences and helped found the North American Farmers Direct Marketing Conference, coordinating it several times, including speakers, a trade show, and a 3-day tour.

Vance has led seminars on market development, solicited new farmers at major events like the Tulare Farm Equipment Show, captured new customers with mini farmers' markets at county fairs, developed farm tours for market managers, and conducted consumer research at farmers' markets in the U.S. and Central America.

He has shared his perspective at conferences in 20+ states as well as Canada, Cuba, and India. He is the co-author of *The New Farmers' Market* in 2001, which he updated in a second edition in 2016.

Keynote #2 Vance Corum

65 Tips and techniques to captivate customers and make your sales sizzle

From color, curves, and canopies to pricing details and abundant displays, we'll take a ride across the nation and world to learn what successful marketers do, so now it's time for you to revise your goals and expectations.

Produce safety in practice: From field to market

From harvest to market, every step in the produce journey plays a role in protecting food safety.

This session will explore how Good Agricultural Practices (GAPs) and the requirements of the Produce Safety

(Continued on page 5)



2025 Local Foods Conference

October 16 – 18 2025



Day and Time	Activity
Thursday Oct. 16	
5 to 8 PM	Registration
6 to 8 PM	Dinner/Workshop/Social - Cultivating Your Why: Discover the Heart of our Farm with FARRMS
Friday Oct. 17	
8 to 8:45 AM	Registration
8:45 to 9 AM	Opening Remarks
9 to 10:30 AM	Dr. Brian Krolczyk – Friday Keynote
10:30 to 10:45 AM	Break
10:45 to 11:45 AM	Nourish North Dakota: Growing Opportunity Together Chris Gessele and Ellen Huber
11:45 to 12:45 PM	Lunch and Visiting – Farm to School Video (Jenna Nieters)
12:45 to 1:35 PM	Status of ND Farmers Markets – Marvin Baker
1:40 to 2:40 PM	Jaden Deckert
2:40 to 3:00 PM	Networking
3 to 4 PM	65 Tips and Techniques to Captivate Customers and Make Your Sales Sizzle – Vance Corum
4 to 7 PM	Farmers Market (Parking Lot) and Book Signing
7 to 8 PM	Socializing time
Saturday Oct. 18	
7:30 AM to 8:30 AM	Carrington Research Station – Mike Ostlie Ins and Outs of Tree Fruit Production in North Dakota
8 to 8:45 AM	Registration
8:45 to 9 AM	Welcome and Introductions
9 to 10:30 AM	Vance Corum – Keynote Speaker: “The ABCs of Market Resilience: Actively Building Community ”
10:30 AM to 10:45 Am	Book signing and break
10:45 to 11:45 AM	Produce Safety in Practice: From Harvest to Market – Jenna Nieters
11:45 to 1 PM	Lunch – Annual Meeting and Silent Auction results
1 PM to 1:50 PM	Smart Marketing Strategies That Create Big Impact – Dawn Rognerud
2 PM to 2:15 PM	Break
2:15 PM to 3:30 PM	Food Preservation, canning Freezing, root cellars (panel Sue Balcom, Bonnie Munsch, Apryl Mawby and Diane Schmidt)
3:30 PM	Conference Closing Remarks



The North Dakota Farmers Market and Growers Association, Inc.

North Dakota Farmers Market and Growers Association

October 16 - 18, 2025 Conference Registration

Chieftain Conference Center

60 4th Ave S, Carrington, ND 58421

For room reservations at the Chieftain in Carrington, ND call (701) 652-3131 and indicate it is for the North Dakota Farmers Market Conference. Call soon as block of rooms will fill early!

Please register for this conference by October 8, 2025

Conference Fees for Members \$80 (Non-members & Registration at the door is \$100/person).
Full admission (includes two days of conference sessions and meals except the Thursday evening social)

First Time Attendee? Y/N _____ Twenty-five first-time North Dakota attendees will get their conference fee reimbursed when attending the conference!

\$80 members- full admission (\$100 non-members)	X _____ individuals	\$ _____
\$45.00 Attend one day - either Friday or Saturday	X _____ Individuals	\$ _____
Students Admission (including social) \$25 per student	X _____ Students	\$ _____
	Total	\$ _____

Names on Badges _____

Dietary request or special accommodations _____

Contact Information

Contact name _____

Business Name _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

Please enclose Payment with your form (registrations are non-refundable) Mail Check to: NDFMGA.

Send by October 8, 2025, to: NDFMGA; 10191 Lake Road; Bottineau, North Dakota 58318

Please call (701) 871-7304 with any questions. Or email: NDFMGA@outlook.com

Sign up online at: <https://www.ndfarmersmarkets.org/conference> or use this QR Code

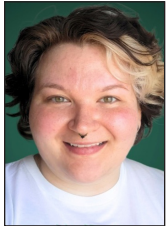


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Rule come together in day-to-day farm operations.

Participants will gain practical insight into field practices, wash-and-pack procedures, and record-keeping approaches that support compliance while helping ensure safe, high-quality produce reaches customers.

Jenna Nieters



Jenna brings extensive experience in local food systems, having held a variety of roles dedicated to advancing sustainable food practices. As the Local Foods Coordinator for Bismarck Parks and Recreation, she led

initiatives including Bismarck Public Schools' Farm to School program, Bismarck Community Gardens, BisMarket Farmers Market, and the Bismarck Community Orchard.

Currently, Jenna serves as the board secretary of the North Dakota Local Food Development Alliance (NDLFDA) and works as the Local Foods Marketing Specialist at the North Dakota

Department of Agriculture, where she advocates for the growth and promotion of statewide initiatives such as Farm to School, Food Safety Modernization Act, Local Foods, and Hunger Free Gardens.

Ann Olson



Ann Olson brings six years of direct farmers market vendor experience to the Local Foods Coordinator position. A native of Des Lacs, ND, Ann and her husband are raising their kids and produce business on her fourth-

generation farm. Besides market farming, Ann is a large animal veterinarian, aspiring baker, and antique tractor show enthusiast. She is passionate about the local foods movement and assisting growers in growing their business to bring high-quality products to local consumers.

Smart marketing strategies that create big impact

Small market teams often juggle many roles. Discover how AI can make

marketing more efficient, from strategy and content creation to promotion and post-event analysis. Gain practical ways to save time, reach more customers on social media, and keep your community engaged with tools that work for any size team.

Dawn Rognerud



Dawn Rognerud combines creativity and entrepreneurial spirit, holding a B.S. in Graphic Design and a B.S. in Entrepreneurship from the University of North Dakota. For eight years,

she ran a small market garden business with her husband, growing it from the ground up and turning a passion for local food into a thriving venture.

As President of Town Square Farmers Market, a 501(c)(3) nonprofit, Dawn leads the market's operations and marketing, helping the community connect with local growers and flavors.

Dawn Rognerud, tsfarmersmarket@gmail.com, 701-215-6110.

Unique vendor opportunity with Vance Corum

The North Dakota Ag Dept. and the North Dakota Farmers Market and Growers Association are looking for vendors to join the 2025 Local Foods Conference Farmers Market. The market will take place from 4-7 p.m. Friday, Oct. 17 at the Chieftain Conference Center in Carrington, ND. Registration is free for NDFMGA members, and non-members can participate for a small \$10 fee (applied toward membership if desired)

This market is a new event at this year's 2025 Local Foods Conference, which also features workshops, panels, and networking opportunities for farmers, producers, and food businesses across North Dakota. Visit our Local Foods Conference page to register for the full conference and view the schedule.

Why you should be a vendor:

- **Connect:** Network with other vendors and local food supporters in a fun, community-focused environment.
- **Showcase your local goods:** From value-added foods and baked goods to seasonal items and unique creations, this is your chance to shine.

- **Get expert coaching:** Vance Corum, author of The New Farmers Market Handbook, will offer hands-on tips and real-time feedback to help you boost sales and marketing.

Event details:

- **Set-up:** 3 p.m. (ready by 3:45 p.m.)
- **Bring:** Tables, chairs, tents, displays
- **Limited spots:** Only 20–25 vendor spaces available. Register by October 8
- **Bonus:** Small-group session 7–8 pm with Vance sharing strategies to grow your market success

Secure your spot now: Register for the Conference Market today using the QR code on page 6.

If you have any questions, feel free to contact:

JENNA NIETERS

Local Foods Marketing Specialist
ND Department of Agriculture
P: 701.328.2659
<https://www.ndda.nd.gov>



CHANGE SERVICE REQUESTED

**NORTH DAKOTA FARMER MARKET
AND GROWERS ASSOCIATION**
10191 Lake Road
Bottineau, North Dakota 58318

2025 CONFERENCE ISSUE

Oct. 16-18, 2025 • Chieftain Inn, Carrington, ND

Building Resilience in a Vibrant Ecosystem

RESERVE YOUR ROOM TODAY BY CALLING the Chieftain Inn, 60 Fourth Ave. S (Highway 281), 701-652-3131
Be sure to mention the North Dakota Farmers Market Conference.

Special Opportunity

**Cultivating Your Why:
Discover the Heart of Your Farm**

Thursday, Oct. 16, 2025, 6 – 8 p.m.



In partnership with the NDFMGA Local Foods Conference, we will host the second session of Nourishing Our Roots: Farmer Leadership for Conservation & Community. This engaging, hands-on session is all about digging deep into what truly drives you as a farmer. You'll explore the values and principles that shape your work and learn how to clearly express what makes your farm unique.

Use QR Code to check for
conference updates or
[www.ndfarmersmarkets.org/
conference](http://www.ndfarmersmarkets.org/conference)



It's not too late