

**MISSISSIPPI FARMERS MARKET MANAGER WORKSHOP 2021
CAPACITY BUILDING FOR FARMERS MARKETS: PLANNING FOR SUCCESS
TENTATIVE AGENDA**

Day 1

April 6 9:00 a.m. - 12 Noon

9:00 a.m.- Introductions and Workshop Preview

9:15 a.m. - Introduce yourself, the market and tell the others one thing about your market.

9:30 a.m. - What Is Your Purpose (Matching Your Mission to Your Market Management and Messaging) Discussion
Darlene Wolnik; Training and Technical Assistance Director, Farmers Market Coalition (FMC)

BREAK

10:00 a.m. - Vendor Recruitment/Management (Identifying and Managing Anchor Vendors vs Creating Product Development)
Darlene Wolnik; Training and Technical Assistance Director, FMC

10:25 a.m. - Shopper Engagement: “Who is not at your market?” How do we reach them? (Audience Exercise)
Dalene Wolnik; Training and Technical Assistance Director, FMC

BREAK

11:00 a.m. – Networking Session: An opportunity for long time managers and new market managers to exchange. *Transforming Farmers Market Operations due to Covid protocols. What we learned and its impact on future operations.*

11:45 a.m. - Conclusion – Day 1 (MSU Extension Announcements and Preview Day 2)

Day 2

April 8 9:00 a.m. - 12 Noon

9:00 a.m.- Introductions and Housekeeping

9:15 a.m. - Producers Panel - *What farmers market vendors like about Farmers Markets, and what they wish farmers market managers knew.*

Jaclyn Rogers – Honestly Beef; Hattiesburg, Collins and Brandon Farmers Market

Ben Burkett – Indian Springs Cooperative; Hattiesburg, and Crescent City Farmers Markets

Gerri Ellis – Ellis Farms LLC, Jackson Farmers Market

Quinoa Soedsauer - Samsora Gardens, Oxford Farmers Market

10:15 a.m.- Community Engagement, the Oxford Community Market's efforts to build a stronger customer base.

Betsy Chapman; Manager, Oxford Community Farmers Market

BREAK

10:45 a.m.- Market Day Planning (risk issues, layout considerations and tips on managing risk)

Ben Feldman; Executive Director, Farmers Market Coalition

11:15 a.m. - "Is that allowed to be sold at the Farmers Market?"

Serena Johnson; Director, Food Protection Division, Mississippi State Department of Health

11:30 a.m. - Cottage Foods – What is taxable, what is exempt?

Charles Walley; Deputy Office Director, Mississippi Department of Revenue

11:45 a.m. - Retail Training & Support Opportunity for Farmers Markets

Vicki Burton & Robin Stricklin, Goodwill Industries of Mississippi

Food Safety and signage rules for farmers

Davis Edwards; Outreach Coordinator, MDAC Produce Safety Division

Certified Farmers Market Program

Donna West, MDAC Marketing Division

Overview of FMNP/EBT and other related programs

Purvie Green, MDAC FMNP Coordinator

CONCLUSION