

2005 New England

Farmers' Market Coalition Workshop

Cole Hall, University of New Hampshire, Durham, NH.

Skills building workshop on Friday November 4th from 3:00 to 7:00 pm and a full workshop day on Saturday, November 5th from 7:30 am to 5:00 pm.

The workshop is presented by NAFDMA's Farmers' Market Coalition in partnership with the New Hampshire Farmers' Market Association, UNH Cooperative Extension, UNH Office of Sustainability Programs, New Hampshire Farm to Restaurant Association and USDA Agricultural Marketing Service.

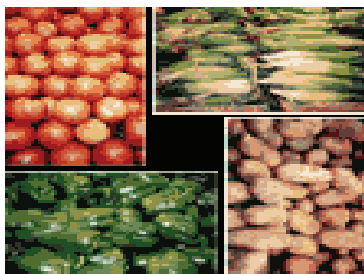
Registration cost is \$45 for all or part of the two days, which includes lunch and breakfast on Saturday and 1 year's NAFDMA/FMC membership valued at \$35. Dinner on Friday is an extra \$15.

Directions to UNH campus are available at: www.unh.edu/welcome/visitingunh.html

Accommodation: Hotel New Hampshire, 2 Main Street, Durham, NH 03824. Tel: 603-868-1234 www.hotelnewhampshire.net.

The hotel is just ¼ of a mile from Cole Hall and has a discounted rate of \$79.00 a night for workshop attendees.

For more hotels: www.farmersmarketcoalition.com.



30 Keets Rd
Deerfield, MA 01342

NAFDMA Farmers' Market Coalition



**New England
Farmers' Market Coalition
Workshop**

November 4th & 5th 2005

Cole Hall

University of New Hampshire
Durham, NH.



NAFDMA Farmers' Market Coalition

30 Keets Rd

Deerfield, MA 01342

Tel: 413-772-0444

Website: <http://www.nafdma.com/FMC/>

Friday November 4th

Skills Building For Vendors and Managers

2:00 pm Registration for the whole or any part of the two days - \$45 to include breakfast and lunch on Saturday, and a 1 year NAFDMA/FMC membership valued at \$35. Add \$15 for dinner on Friday.

3:00 Better Signage and Displays for Market Success

Nada Haddad, Extension Educator, Agricultural Resources, UNH Cooperative Extension, Rockingham County.

4:00 Food Safety and HAACP for a Safer Market Place:

Catherine Violette, Extension Professor and Extension Specialist, Food and Nutrition, UNH Cooperative Extension, and **Nada Haddad**, UNH Cooperative Extension.

5:00 Good Ideas Need To Be Backed Up With Good Plans: Planning for a business involves understanding the different legal structures, learning how to keep financial records, learning how to budget and project finances, and understanding how to market to gain customers.—**David Brooks** - East Central Regional Manager, Micro Credit-NH, will take you through the essentials of planning for success.

7:00 pm Dinner served at Cole Hall - “The Vermont Country Buffet”

Networking and socializing after dinner.



Saturday November 5th 2005

7:30 – Registration—\$45 to include breakfast and lunch, and a 1 year NAFDMA/FMC membership, valued at \$35. Continental breakfast will be available during registration.

9:00- Jack Potter, President of the NHFMA will open the meeting and introduce the NH Commissioner of Ag, **Steve Taylor**, and former Undersecretary for Agriculture, **Gus Schumacher**.

9:30 - Introduction to the Farmers’ Market Coalition, with an overview of the state of the farmers’ market industry plus a report on the FMC policy summit held in Washington, DC.

10:00—11:20 Concurrent Workshops:

A. Risk Management and Liability Insurance – **Jeff Cole**, Executive Director of the Federation of Massachusetts Farmers’ Markets.

B. Board Governance – **Nancy Bellow**, Director, Center for Business and Community Development SUNY Oswego, NY.

11:30—1:00 Concurrent Workshops:

A. EBT – **Helen Costello**, Food Security Coordinator and active in NH Farmers’ Markets.

B. The Next Generation: Markets as Anchors for Local Food Systems; People are talking more and more about the importance of local food systems. Chris will explore the role farmers’ markets can play as an economic multiplier and how communities and farmers can benefit from the growth of farmers’ markets. **Chris Heitmann**, Project for Public Spaces, New York, New York.

1:00 to 2:00 Lunch – “Make Your Own” Salad Buffet

2:00 –3:25 pm - Concurrent Workshops:

A. Strategic Planning for Successful Markets – **Nancy Bellow**, Director, Center for Business and Community Development SUNY Oswego, NY.

B. Show Me the Money! A successful farmers’ market is a profitable one for farmers and vendors, and is a regular shopping experience for consumers. Explore strategies for targeting customers, recruiting vendors and financing the operating needs of a farmers’ market. Learn how to craft marketing messages, create financial partnerships and find funding sources. - **Lynda Brushett**, Cooperative Development Institute, Barrington, NH.

3:30 National Policy Issues that impact Farmers’ Markets, and an analysis of the **Farmers’ Market Survey:** **Gus Schumacher** and **Matthew Kurlanski** of the Farmers Market Project. This session will have an update on the survey and highlight any upcoming issues that will affect farmers’ markets.

4:30 Strong State Associations: How strong associations work with federal, state and local agencies to increase the effectiveness of markets. This panel will include **Jack Potter**, **Jeff Cole**, and will be moderated by **Gus Schumacher**.

5:00 Next Steps and Closing Remarks: Jack Potter, and Ed Maltby and Nora Owens, FMC Coordinators.



To Register for the Workshop please fill out the form below:

Name: _____

Organization: _____

Address: _____

State: _____ Zip Code: _____

Tel: _____ Email: _____

Friday dinner: Yes No (If YES add \$15)

Please send completed form and check for \$45 to:

NAFDMA/FMC

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