

Leverage the Strengths of Your Farmers Market

Topic and Development Conference for
Farmers Market Managers, Vendors, Volunteers, and Site Hosts



Wednesday, March 7

\$20 per person

Refreshments & lunch included

Registration 9:15 am | Program begins 10 am

Center for Regional Excellence, BOCES 1st Floor
Training Center

4039 Route 219, Salamanca, NY

RSVP by March 2 to Kimberly LaMendola

klamendola@southerntierwest.org

716-945-5301 x2211

Hosted by Southern Tier West Regional Farmers Market Network
in partnership with Farmers Market Federation of NY and Friends of the Rochester Public Market

Jump start success for your 2018 market season!
Attend a full day of learning and networking

- Planning for Safety & Crisis Response
- Data Collection at Your Market
- Strategic Response for Farmers Market Trends (panel discussion)
- Topics from the Floor (open discussion)
- Networking opportunities
- Presenters and topics with information you can immediately use at your market



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9:15	Registration Sign-in, light refreshments, networking Add your materials to the information sharing table
10:00	Welcome Overview of the day Quick introductions 'round the room Updates from Farmers Market Federation of NY and STW Regional Farmers Market Network/NYSAWG
10:20	Session 1 Planning for Safety and Crisis Response Diane Eggert, FMFNY and Christopher Baker, Cattaraugus County Emergency Services Farmers markets are gathering places for groups of people. With today's concerns about planning for the safety of groups of people, each market should conduct a risk assessment of potential hazards or exposure opportunities and develop a crisis response plan for all varieties of situations. Learn the elements of a good risk assessment, how to develop a crisis response plan, and the actions and roles that need to occur in the event of emergency or critical response situations.
11:30	Brief break
11:40	Session 2 Data Collection at Your Market Margaret O'Neill, Friends of the Rochester Public Market; Diane Eggert, FMFNY; Kimberly LaMendola It's the dreaded "D" word: data! We know that farmers markets are being leveraged by communities, organizations, private businesses, and government agencies for all the benefits markets produce. But good data at the market level are hard to find or collect. Learn how to assess various elements of your market's impacts by developing tools, questions, and activities that will produce data that can help you align your market with community leaders, funding sources, and help you make solid decision for your market's strategies.
12:45	Lunch provided Eat, network, browse the info table, get your fitness tracker steps in
1:15	Session 3 Strategic Responses for Farmers Market Trends – Panel Discussion Farmers markets contribute to a community's vitality and have flourished from the trends of increased demand for local food, improvement of community and personal health indicators, stronger connection to the farming sector, and marketing a community's sense of place. While demand for community farmers markets remains high, recent trends also indicate emerging shifts in customer market share/loyalty, spending priorities, desire for convenience packaging, and increased competition from more locations to purchase local food. This panel and audience discussion will identify some of the recent pressures experienced by farmers markets and various strategies and creative "work-arounds" to stabilize local markets and position for growth.
2:20	Brief break
2:30	Session 4 Open Discussion Topics from the Floor Ask away! This is the chance for everyone to ask those questions either nuts and bolts and broadly conceptual. Got a question about SNAP processing? Ask! Need to know how to tighten up your market regulations? Ask! Have a best practice to share? Tell! This will be a lightly moderated session to allow everyone a chance to ask or share and to assure that we keep all discussion collegial and respectful!
3:30	Wrap up and conclude