

Professional Farmers Market Manager Training Program

Growing Market Opportunities

March 4-6, 2010

Thursday, March 4, 2010

- 8:00am** **Registration begins, coffee available**
- 9:00am** **Welcome:**
Jim Farr, President, Farmers Market Federation
Diane Smith, Mayor, Seneca Falls
- 9:30am** **Visioning Session**
Burke Keegan, Tompkins County
New York farmers markets have a very unique spirit and perspective and together we will look at the opportunities and challenges that face farmers markets as we forge ahead in planning their futures. This visioning session is your time to share ideas and experiences, setting the tone for the rest of our time together.
- 10:30 am** **Business Planning for Farmers Markets**
Chris Harmon, Southwedge Farmers Market
Robert Boyd, Southwedge Planning Committee
An introduction to business planning – the research involved and the elements of business planning for developing new markets and season expansion of existing markets.
- Noon** **Lunch** – local foods of the Finger Lakes region
Farmers Market Federation of NY Annual Meeting
- 2:00pm** **Ten Good Reasons You Need an Active Board of Directors**
Burke Keegan, Tompkins County
Board meetings should not be one more chore that you need to organize. An active, educated Board of Directors can open doors, connect with the community and elevate the status of your farmers market in the community. This fast-



- paced hour will give you some good ideas of how to recruit and train an active Board and what kinds of tasks are appropriate for them to tackle.
- 3:30pm** **Coffee Break**
- 3:45pm** **Promoting Your Market Through Online Social Networking**
Jim Sinicropi, Fingerlakes1.com
Is social marketing in your future? Learn how to make this new and exciting form of communication work for you. Hear the success stories and learn from the mistakes of others.
- 5:00pm** **Regional networking round tables**
Regional farmers market networks are being developed around the state to share common issues, learn from one another or share in management duties, such as EBT administration. This is an opportunity for new and emerging networks to come together to discuss the benefits of a regional network to the individual markets and the benefits of the Federation to all.
- 6:30pm** **“It’s a Wonderful Evening” in Seneca Falls**
Sponsored by the Village of Seneca Falls and the Seneca Falls Local Development Corporation. Buses will provide continuous loop transportation from the hotel to the village of Seneca Falls where you can enjoy a wine and cheese reception at the Visitors Center, browse the museums open specially for our benefit, shop the local stores and enjoy dinner on your own in the historic village of Seneca Falls, the inspiration for the movie “It’s a Wonderful Life”.

Professional Farmers Market Manager Training Program

Growing Market Opportunities

March 4-6, 2010

Friday, March 5, 2010

unique audience during the week, and funding and partnership opportunities that may be available to you.

- 8:00am** **Registration, Coffee Available**
- 8:30am** **Considerations for Market Locations**
Possible speaker: Fidele Delgado, USDA AMS
A look at site selection considerations and national trends for both seasonal and year round markets. This session will also look at potential sources of funding and partnerships to secure market sites. If you are considering relocating, opening a new market or expanding your season through the winter, this session will give you plenty to think about.
- 9:45am** **Winter Markets: A growing trend in New York**
Miriam Haas, Community Markets
Chris Harmon, Southwedge Farmers Market
Judson Reid, Cornell Cooperative Extension
A discussion of models of winter markets that have proven successful. Judson will talk about his work with farmers on season extension production and helping farmers prepare for winter market participation.
- 11:00am** **Spotlight on our Markets**
Market managers share their experiences, successes and stories from the past season. Sign up for a 5 minute spotlight.
- Noon** **Lunch** – Local foods of the Finger Lakes region
- 1:30pm** **Weekday Markets – Strategies for Success**
Bob Buccieri, Seneca Falls Local Development Corporations, Seneca Falls Farmers Market
Patti Paine Battley, Cornell Cooperative Extension, Seneca County
Everyone wants a Saturday market, but a weekday market can be just as successful. Bob and Patti will talk about how to approach vendors for a weekday market, effective marketing and communication techniques, capturing a

- 3:00pm** **Coffee Break**
- 3:15pm** **New Ways to Engage the Community**
Reaching new audiences for your market can be both fun and challenging. The panel will talk about new ways they have engaged their audience bringing new customers to the market.
Amy Degus : Farmers Market Passport
James Woods Health Fair
Michael Hurwitz and
Liz Carollo: Farmers Market Bingo
- 4:30pm** **Conclusion**
Dinner on your own

Haylor, Freyer & Coon, Inc.
Insurance Specialists since 1928

Vendor Insurance Coverage

Terry Antos

315-453-2169

tantos@haylor.com

www.haylor.com

Professional Farmers Market Manager Training Program

Growing Market Opportunities

March 4-6, 2010

Saturday, March 6, 2010

Finger Lakes Farm Tour

Buses to leave the hotel parking lot promptly at 8:30AM.

Stop 1: Muranda Cheese House

Host: Tom Murray and family

The Murray's are known for the genetic superiority of their registered Holsteins. The quality of the milk is what makes their handcrafted cheeses unique in texture and flavor. You've tasted their cheese in the quiches during the conference lunch. Now you experience the cheesemaking process.

Stop 2: Red Jacket Orchards

Host: Brian Nicholson

The Nicholson family is known for their innovative and diversified fruit operation in Geneva and farm stands throughout New York's Greenmarket system. Brian will tour us through the farm's production facilities, their new processing facility and their farm stand. He'll also talk about the farm's operation in NYC, how they make it work from Central NY and their efforts to help other farmers make Greenmarket a workable option.

Stop 3: Montezuma Winery

Hosts: George and Bill Martin

Located in the fruit belt, the Martin family opened Montezuma Winery in 2001 using the fruits of the region to create award winning wines. The honey produced in their apiary is used to create an array of tantalizing meads and Bee Vodka. This stop will feature their tasting room, an opportunity to purchase some of their fabulous wines to take home, as well as the chance to relax in their winery over a box lunch.

Stop 4: Hoover Farms

Host: Nelson Hoover

Season extension vegetable production will be featured at Hoover Farms. Nelson and his family have built a number of high tunnels where they grow winter greens and tomatoes. Nelson, and Extension Educator Judson Reid,

will talk about the advantages of season extension production and how it can impact our farmers markets.

Returning to the hotel at 4:00pm

Conference Sponsors

Harris Seed

Michael Wells
355 Paul Rd.
Rochester, NY 14624
mwells@harriseseeds.com
www.harriseseeds.com

Managemymarket.com

Kathleen O'Malley
1831 SE 7th Ave.
Portland, OR 97225

Muranda Cheese House

Tom Murray
3075 Rt. 96
Waterloo, NY 13165
315-539-1103
Nan4@aol.com

Premier Marketing

Rick Dosedlo
PO Box 540
6 Rockwood Drive
Manchester, ME 04351
207-622-6767
207-623-2380 (fax)
rickyd@pmginc.biz
www.pmginc.biz

**Professional Farmers Market Manager Training Program
Growing Market Opportunities
March 4-6, 2010**

Hotel Information

Holiday Inn Waterloo/Seneca Falls

2468 NYS Route 414
Waterloo, NY 13165-0149
315-539-5011

Room Rate: \$75 per night Please use the booking code for the Farmers Market Federation of NY – “FMF” – when making your reservations to receive this special conference rate.

Reservations must be made by February 11, 2010 to guarantee room rate.

Directions:

To Holiday Inn:

Take the NYS Thruway to Exit 41 Waterloo. Follow Rt. 414 South for 3.5 miles. The Holiday will be located on the right hand side just north of the Route 5 interchange.