



FARMERS' MARKET FORUM

FARMERS' MARKET FEDERATION OF NEW YORK

VOLUME 16

Winter 2011

NUMBER 4

2012 Farmers Market Managers Training Conference

Keeping the Momentum Going

The Farmers Market Federation of New York announces its annual Farmers Market Managers Training Conference, *"Keeping the Momentum Going,"* scheduled for March 8-10, 2012. The conference will be hosted by the Saratoga Farmers Market Association and will be held at the Marriott Courtyard, Saratoga.

This annual conference builds on market managers' existing knowledge and offers valuable tools and information to help local markets and their vendors succeed and prosper. "The number of farmers markets has greatly increased across the state," explains Bob Buccieri, Board President. "More than ever, consumers are interested in connecting with food producers and buying local products, and this conference plays a vital role in assisting those markets to grow."

This year, the conference focuses on sharing. Each session sponsors a market manager or panel of managers discussing their approach to market issues. We'll be looking at issues such as innovative means to recruit farmers, working with boards of directors, ways to engage the community, directing the energy of your community to build market relationships, tips and tools for reaching your consumer base. The Friends of the Rochester Public Market will present the value of Friends organizations and how to organize a Friends group.

David Haight, representing the Saratoga Farmers Market Association and Jeff Clark, President of Saratoga Downtown Business Association will join Bob Buccieri,

President, Farmers Market Federation of NY, to open the meeting and welcome participants. A special market manager's team challenge assignment will kick off the three day event.

Expert presenters and panelists include market managers and organizers from across the state. "Markets not only achieve a mission of supporting local farmers, and providing a venue for consumers to purchase locally grown foods, they also serve as responsible community partners," says Diane Eggert, Executive Director, "These workshops will help market managers share and discover techniques to increase community involvement, and work toward long-term sustainability."

Market managers value networking as one of the most important outcomes of a conference. To facilitate greater networking and sharing, this year's conference will feature "team challenges". Attendees will be split into teams and provided a challenge consisting of an issue that many markets wrestle with. The teams will meet throughout the conference to come up with a strategy to resolve their assigned challenge and then share their findings at the end.

The conference will conclude with a workshop on working with the media. Lindsay Ott, of Lindsay Ott Communications will give an in depth presentation on building relationships with local media, and provide participants expert advice and assistance with their marketing materials.

Marketing for Profit: Tools for Success Webinar Series Launched

The Farmers Market Federation of NY and the NY Farm Viability Institute have partnered with USDA Northeast SARE to present a series of webinars on marketing, *“Marketing for Profits: Tools for Success”*. The series will include coverage of 5 categories of marketing concepts spanning three years: Self-Assessment, Market Assessment, Customer Assessment, Communications Assessment and Business Assessment. Each Assessment will be a series of 3 webinars. These webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm markets throughout the northeast.

As producers, farmers are well-equipped with the knowledge to produce quality farm products. They determine the best methods of farming, and the crop mix that will help them to achieve their production goals and revenue requirements. They understand and follow all statutory regulations impacting their operation, comply with labor law and file mounds of paperwork. But when it comes to marketing, many producers believe the Field of Dreams version of *“Build it and they will come”*. Marketing is a concept that must be learned to achieve maximum profits from chosen marketing channels, whether it is farmers markets, CSA’s, direct to restaurant sales, or another other venue.

Marketing encompasses a broad array of efforts all aimed at identifying your market and customers, satisfying your customers and maintaining your customers long term. It includes all marketing channel selections and business decisions, what to grow or produce and how it will be produced; ie. conventional, organic, bio-dynamic or some amalgam of these; how you choose to make products available, how product is presented to the public, how you present your business, advertising and promotions, signage, pricing strategy, and so on. Marketing is complex and is often the most misunderstood and least successful part of many farm businesses.

The Self-Assessment webinars will be held in January and February 2012. We invite all farm direct markets, Extension Educators and Farm Service providers to participate in the webinars. In addition, each webinar series will be available in a curriculum for Extension Educators and others to present in workshops with the farmers and marketers in their county/region. The webinar schedule is as follows:

Who Dat? Assessing Your Own Identity

Laura Biasillo, Cornell Cooperative Extension, Broome County

Steve Hadcock, Cornell Cooperative Extension, Columbia County

January 10, 10am – 11:30am OR

January 12, 7pm – 8:30pm

Who ELSE is Dat? Marketing Channels and Fellow Travelers

Matthew LaRoux, Cornell Cooperative Extension, Tompkins County

February 7, 10am – 11:30am OR

February 9, 7pm – 8:30pm

Where are We and Where do we Want to be?

Steve Holzbauer, Fingerlakes Fresh and CNY Bounty

February 21, 10am – 11:30am OR

February 23, 7pm – 8:30pm

To register for the webinars, email Diane Eggert at deggert@nyfarmersmarket.com.

For more information, detailed descriptions of the sessions or a full, 3 year curriculum, please contact Diane Eggert at deggert@nyfarmersmarket.com or David Grusenmeyer, dgrusenmeyer@nyfvi.org.



Evaluating Advertising Strategies for Fruits and Vegetables and the Implication for Obesity in the United States

Jura Liaukonyte, Bradley J. Rickard, and Harry M. Kaiser, Dyson School, Cornell University and
Timothy J. Richards Morrison School of Agribusiness, Arizona State University

Obesity has become a huge problem in the United States with over a quarter of the population categorized as obese. The average American has gained 16.3 pounds during the 21 years (1988-2008) which results in an average weight gain of 0.77 pounds annually. The U.S. obesity problem has been blamed on a host of factors such as relatively low prices per calorie for high fat and sweetened foods, insufficient exercise, substantial marketing campaigns by the fast food industry, and other environmental and economics factors. Another important factor is the trend in fruit and vegetable consumption, which has declined by 12.5% (fruit) and 7.6% (vegetables) on a per capita basis over the last 15 years.

One type of advertising that has been more common in Canada (*Go for 2&5*), Australia (*Fruit and Veggies—More Matters*), and the United Kingdom (*5 a Day*) than in the United States is “broad-based” advertising, which is designed to promote overall consumption of fruit and vegetables rather than specific commodities. The fruit and vegetable sector in the United States currently has a voluntary broad-based program that is significantly smaller than the *Go For 2&5* broad-based program used in Australia. The U.S. industry has discussed adopting a mandatory broad-based program that would be used in addition to the current commodity-specific programs. In 2009 advocates of a mandatory program proposed to assess first handlers of all fruits and vegetables an annual per-unit tax in order to raise \$30 million for broad-based advertising. However, the majority of growers did not want to adopt the proposed program and the policy failed after a plebiscite was conducted among all first handlers in 2009.

We recently conducted economic experiments to examine the efficacy of commodity-specific and broad-based advertising on increasing the demand for fruits and vegetables and reducing obesity. In our study, we measured the impact of broad-based advertising, commodity-specific (apple and potato, separately) advertising, and two hybrid programs that include broad-based and commodity-specific advertising across eight selected fruits and vegetables. We use experimental methods to elicit consumers’ willingness to pay for various fruits and vegetables subject to either broad-based or commodity-specific advertising. Willingness to pay estimates can be easily converted into changes in demand and we use these measures in our simulation. We simulate the potential effects of the fruit and vegetable promotion strategies on food consumption using an equilibrium displacement model developed by Okrent and Alston (2011). Our simulated changes in quantities of retail food products are translated into changes in daily and annual calories consumed using the average daily quantity of food and

energy intake in the 2005-06 National Health and Nutrition Examination Surveys.

Our results found strong support that broad-based advertising has a significantly higher effect than commodity-specific advertising on consumers’ willingness to pay (WTP) for fruits and vegetables. For example, WTP increased by 18.1%, 22.9% and 32.8% for the three treatments involving broad-based advertising, which were all statistically significant unlike that for commodity-specific advertising (see Table 1).

These results are consistent with the findings of a very successful broad-based advertising program field experiment implemented over a three-year (2002-2005) period in Australia, which suggests that both industry stakeholders and government health agencies should carefully consider adopting a broad-based promotional strategy.

Our research provides the first piece of empirical evidence about the broad-based advertising effects relative to commodity-specific. While our research has some limitations, it is an important starting point in a significant industry debate in the U.S.



Broad-based advertising has the capacity to increase demand for fruits and vegetables, and it also has the capacity to decrease caloric consumption and obesity. We find that a successful broad-based advertising campaign for fruits and vegetables, either alone or as a hybrid with commodity-specific campaigns, may reduce average annual caloric intake per person by approximately 1,800 kcal (Table 1). This calculation takes into account the direct effects of advertising on demand and prices for fruit and vegetables, as well as the indirect effects of changes in demand for all other products as a result of the demand and price effects. Although this reduction may appear small, it is a substantial part of annual weight gain (0.77 pounds per year) that average American

has experienced. Such a strategy could be used as one component of an overall program to reduce obesity and the serious health risks associated with it. Therefore, based on the results of our study, an increase in broad-based advertising may lead to benefits for producers of fruits and vegetables and consumers more generally.

TABLE 1. Simulated Effects of Promotional Activities on Consumption and Weight

Food categories	Promotional Activity			
	Broad-based	Broad-Based+Apples	Broad-Based+Potatoes	Average
	increase in WTP			
	18.1%	32.8%	22.9%	24.6%
<i>Simulated Percentage Change in Quantities Consumed:</i>				
Cereals and bakery	-2.07	-3.74	-2.61	-2.81
Red meats	-3.69	-6.69	-4.67	-5.02
Poultry and eggs	2.40	4.35	3.04	3.26
Fish and seafood	6.20	11.23	7.84	8.42
Dairy	2.74	4.96	3.46	3.72
Fruits and vegetables	11.48	20.80	14.52	15.60
Other foods	1.45	2.62	1.83	1.97
Nonalcoholic beverages	-1.23	-2.23	-1.55	-1.67
Food Away from Home	-2.23	-4.03	-2.82	-3.02
Alcoholic beverages	0.90	1.63	1.14	1.23
<i>Annual Impacts on Per Capita Caloric Consumption and Weight:</i>				
Consumption (kcal)	-1,328.78	-2,407.96	-1,681.17	-1,805.97
Weight (lbs)	-0.84	-0.69	-0.48	-0.52
Weight (%)	-0.47	-0.85	-0.59	-0.64

Note: Average weight of an adult individual in 2005-2006 National Health and Nutrition Examination Survey was 178.5 lbs. The calculation assumes additional 3,500 kcal would add one pound to weight

“Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. *Please cite or acknowledge when using this material.* Past articles are available at <http://marketingpwt.aem.cornell.edu/publications.html>



Handbook for Natural Beekeeping

This new booklet is for beekeepers who want to manage their hives naturally and support the optimum health of their honey bees without synthetic treatments. The handbook covers all aspects of beekeeping, from apiary location to foundation to management of pests and diseases - in 40 colorful pages (5.5" x 8.5"). Organized clearly by topic, the contents are based on the Apiary Standards of Certified Naturally Grown and include the list of allowed and prohibited substances for CNG beekeeping, as well as some definitions and techniques.

Order online at www.naturallygrown.org/store, or send a check to CNG, 540 President St, Third Floor, Brooklyn, NY 11215.



\$5 plus @2 shipping



Certification that supports local farmer networks: Certified Naturally Grown

By Hannah Ramer

The phenomenal growth of farmers markets and CSAs in recent years demonstrates increasing consumer demand for knowledge about where their food comes from and how it is grown. It's common for farmers to hear questions about the use of pesticides, hormones or antibiotics. Some farmers choose organic certification to simplify communications, while others opt instead for longer conversations at the market.

There is a third option that has gained popularity among small-scale farmers: Certified Naturally Grown. It serves a particular niche of sustainable local farms that sometimes find the National Organic Program certification process isn't a good fit for their operation. The Certified Naturally Grown (CNG) designation is available to farmers and beekeepers with a commitment to farming without the use of synthetic inputs, hormones, antibiotics, genetically modified organisms, or chemically treated seeds – just like organic farmers. The program is different in that it relies on peer-inspections and has a streamlined application process, typically completed online, that publicly documents the producer's practices. Each accepted member has a profile on the CNG website, where their certification documents are available for public viewing.

Like dozens of programs worldwide, Certified Naturally Grown uses a certification model called a Participatory Guarantee System whereby annual on-farm inspections are typically conducted by other nearby farmers. Peer inspectors are most familiar with the pest and disease challenges faced by farmers in their area, so they are uniquely qualified to observe and note whether their neighbors are sticking to the standards. They're also in a good position to make suggestions on how to deal with these challenges or anticipate them before they arise. Furthermore, farmer-inspectors often leave an inspection with new ideas or information that can make a difference on their own farm. These opportunities for knowledge exchange bolster the local farming community.

Certified Naturally Grown seeks to support small-scale sustainable farms through the grassroots farmer networks facilitated by peer-inspections. Farming is incredibly knowledge-intensive and farmers are an



How to Organize a Potluck and Farm Tour for your Local Farmers Network

In the beginning it's important to allow time for relationships to develop between producers. Potlucks and farm tour are often a good place to start. Once familiarity and trust have been established, networks are more resilient and able to take on bigger collaborations. Here a few quick tips for a successful beginning:

➤ Choose the time of day and time of year when farmers are likely to be able to make it. At twilight, and early or late in the season works well

➤ Before the event, send announcements early and reminders at least twice. Phone calls are very helpful. Ask folks to RSVP or sign up to bring a dish. If people commit in some way, they are more likely to actually come.

➤ Consider having a theme for the farm tour. What is unique or interesting about the host-farm? What would be useful to other farmers? Encourage the host to point out the biggest challenges they've faced: you can learn as much or more from what's been a problem on a farm as you can from what's going well.

➤ Get feedback from the attendees and use it to start planning the next one!

For more information on local farmer networks, visit www.naturallygrown.org/networks

innovative bunch. Sharing these innovations through networks helps each farmer avoid reinventing the wheel on their own. Having a network to exchange knowledge and ideas can be rewarding on a personal level and economically. When farmers can access a

collective knowledge base and that learning is put into practice it translates into higher yields, more efficient systems, and a better bottom-line. Networks often lead to collaborations with direct financial benefits as well, such as ordering supplies in bulk or pooling products to supply a large account. In a profession that can be

isolating, they provide an important sense of community. Whatever a farm’s certification status, having access to a local farmers network is invaluable. Find a network near you, or register your network, at www.naturallygrown.org/networks

Getting Certified: Deciding What’s Right for You and Your Farm Business

Choosing whether or not to become certified and which certification program to use depends on a number of factors, including where you sell, how much, and what your produce. Some producers choose to be both CNG and Certified Organic. The table below outlines some of the important differences.

<i>Certified Naturally Grown</i>	<i>Certified Organic</i>
<ul style="list-style-type: none"> • Designed for small-scale farms selling locally, typically through farmers markets, CSAs, farm stands, and/or to local restaurants and food co-ops • Relies on farmer-to-farmer inspections • Does not certify processed foods • Offers apiary certification for beekeepers selling honey 	<ul style="list-style-type: none"> • A good choice for larger operations interested in wholesale or export accounts. Smaller operations can also participate • Relies on 3rd party inspections • Available for processed foods • Typically not available for honey producers



Food Safety Curriculum Now Available

Each year, thousands of people report illness from food borne pathogens. Many of these are caused by critical breakdowns in processing, preparing and preparing food products for sale to consumers. While farmers remain conscientious about their role in maintaining food safety, a new set of guidelines for farmers, and other direct marketers of food products have been developed and will be presented to Cooperative Extension educators throughout the state.

The Good Agricultural Practices (GAPs) program has provided clear cut guidelines for farmers to follow in production and post-harvest handling to minimize the risk for contamination. Farmers following these guidelines will have a safe product to bring to market. But there are no standards or guidelines concerning retailing venues where farmers sell their products direct based on sound science, compliance with current food safety regulations and ease of farmer implementation and intended to enhance the quality of local agriculture as well as consumer awareness and safety.

to consumers. How do we maintain environments that enhance the safety of the foods being sold?

The Farmers Market Federation of NY and Cornell Cooperative Extension of Jefferson County received a Federal State Marketing Improvement Program (FSMIP) grant from USDA AMS to develop a set of guidelines for farmers and farmers market managers to follow to ensure that foods being sold in various farm direct marketing outlets will be protected from potential contamination and be safe for consumers. The guidelines present recommended actions to take to minimize the risks of contamination in the retail setting. Looking at such factors as product, display, animals in the marketplace, vendor hygiene, consumer contamination and other factors, the guidelines will help farmers recognize the potential risks and provide recommendations to minimize those risks. They are

To assist farmers in utilizing the guidelines, the project team has developed a full curriculum for Cornell Cooperative Extension Educators and other farm service providers to use in local workshops to train farmers and

market managers in assessing the risks in their retail operations and adopting guidelines that will minimize those risks. The curriculum covers farmers markets, Community Supported Agriculture (CSA), on-farm markets, agritourism, direct delivery and crisis communications. The curriculum can be found at the Farmers Market Federation of NY website, www.nyfarmersmarket.com. There is no fee for download and no restrictions on who may download, only that you provide a name and email address to allow the project team to follow up.

Farmers are encouraged to contact their county Cornell Cooperative Extension office. Ask when they will be offering the “Food Safety at Direct Marketing Venues” workshops and encourage them to participate in the train the trainer webinars. The workshops will help you keep your customers safe and your farm secure.

For more information, contact Amanda Rae Root at arr27@cornell.edu or Diane Eggert at deggert@nyfarmersmarket.com



Board of Directors

Metro Region:

John Ameroso
Cornell Cooperative Extension, NYC
212-340-2946
jma20@cornell.edu

Janelle Nicol
East New York Farmers Market
Janelle@eastnewyorkfarms.org

Northern Region:

Dolores DeSalvo, Cornell Cooperative Extension
315-376-5270
Dbd6@cornell.edu

Secretary

Bernadette Logazar
Cornell Cooperative Extension
518-483-7403 ext. 312
Bel7@cornell.edu

Central Region:

Laura Biasillo, Cornell Cooperative Extension
607-584-5007
LW257@cornell.edu

President

Robert Buccieri
315-568-6894
rbuccieri@senecafalls.com

Eastern Region:

Krys Cail
607-273-2865
Krys.cail@gmail.com

Steve Feeney
Schenectady Farmers Market
518-386-2225
Steve.feeney@schenectadycounty.com

Western Region:

Phyllis Couture, Belmont Farmers Market
716-942-3710
cpcouture@hotmail.com

Robert Hadad, Cornell Cooperative Extension
585-739-4065
Rgh26@cornell.edu

At Large, Treasurer

James Farr, Rochester Public Market
585-428-6907
farj@cityofrochester.com

At Large, Vice President

Gail Goeblicher, Oswego Farmers Market
joshcat@verizon.net

At Large

Jane Hodge, Just Food NYC
212-645-9880 ext. 228
jane@justfood.org

Executive Director

Diane Eggert
315-637-4690
deggert@nyfarmersmarket.com

Farmers Market Federation of NY
www.nyfarmersmarket.com

Follow us on facebook
www.facebook.com/FMFNY



Join us at the State Capitol in Albany to urge state leaders to:

- ✓ Strengthen the farm and food economy
- ✓ Protect farmland and the environment
- ✓ Increase access to nutritious food grown in New York

*Bus transportation roundtrip from
New York City to Albany is available.*

www.farmland.org/newyork

*Join the movement at
[facebook.com/americanfarmlandtrustny](https://www.facebook.com/americanfarmlandtrustny)
and on Twitter #nofarmsnofood*



NYS Farmers Market Manager Training Program
Keeping the Momentum Going
Marriott Courtyard, Saratoga
March 8-10 , 2012

Thursday, March 8

8:00am **Registration begins, coffee and continental breakfast available**

8:45am **Welcome:**

Bob Buccieri, President, Farmers Market Federation of NY
David Haight, representing the Saratoga Farmers Market Association
Jeff Clark, President, Saratoga Downtown Business Assn., invited
Welcome and introduction to the Market Manager's Team Challenge: instructions and assignments

9:15 am **Engaging the market community**

Innovative programs that serve the community
Ann Jordan, Lancaster Farmers Market, Ball Canning Program
Monica Kurjewski, Troy Waterfront Farmers Market, Walk with a Doc Campaign
Michael Hurwitz, Greenmarket: recycling and composting programs

10:30am **Market Manager's Team Challenge**

We learn through experience, and there is no better resource than our members sharing experience gained from managing their markets. This year, the Framers Market Federation of New York introduces an opportunity for members to share their experience with one another surrounding critical market issues and current events. It is an opportunity to share your insight, knowledge and maybe even weaknesses among a group of peers as you work as a team to craft answers, suggest approaches, and design strategies for our markets to consider in addressing a specific market challenge/issue. Whether you're operating in Batavia or Brooklyn, bring your ideas, frustrations, successes and enthusiasm to Saratoga and share the collective wisdom and experiences of our markets.

Noon

Lunch – local foods of the Saratoga region
Farmers Market Federation of NY Annual Meeting –

A membership meeting that includes news of the Federation activities, election of board members discussions of the issues and concerns of market managers around the state.

1:30pm **The Dynamics of Working with Market Boards of Directors**

Suzanne Carreker Voigt, Saratoga Farmers Market
Cathy Koken, Ithaca Farmers Market
Cheryl Paff, Rhinebeck Farmers Market
Everything from contracting with managers to defining roles and working with the many personalities that comprise a board of directors

3:30pm **Coffee Break**

3:45pm **Friends of the Market: a Resource that benefits everyone**

Margaret O'Neill, Friends of the Rochester Public Market
Friends can play a varied role in a farmers market and can be organized in many ways. Learn from currently operating Friends organizations on how they came together, how they are structured and the critical role they play for their markets.

4:30pm **Market Manager's Team Challenge**

Teams gather to continue work on their individual team challenges

6:00pm **Wine and cheese reception in the Hospitality Suite - Sponsored by Saratoga Farmers Market**

NYS Farmers Market Manager Training Program
Keeping the Momentum Going
Marriott Courtyard, Saratoga
March 8-10 , 2012

Friday, March 9

8:00am **Registration, Coffee and continental breakfast available**

8:30am **Finding farmers in a crowded field**
The panelists will share their strategies for recruiting new farmers to their markets.
Miriam Haas, Community Markets
TBA

9:15am **Directing the energy of the community**
Harnessing the energy of the community to benefit the market, its vendors and ultimately the consumers, is a skill and an asset
Betty Cooney, Graham Avenue Farmers Market: Rooftop Gardening Project
Delta Kinney, Monday Neighborhood Farmers Market, Watertown; Partnership with JRC, a handicapped worker program
Leah Annastas, Delmar Farmers Market: Market Sponsorship Program

10:15am **Food Safety Guidelines for Farmers Markets**
Diane Eggert

11:15am **Market Managers Team Challenge**

Noon **Lunch** – Local foods of the Saratoga region

1:00pm **Reaching your consumers: tools and tips**
Joan Hildebrand, Rochester Public Market
Monika Roth, CCE South Central NY Ag Team
Janelle Nicol, East New York Farmers Market

2:00pm **Putting market evaluations and customer surveys to work**
Margaret O’Neill, Friends of the Rochester Public Market

3:00pm **Coffee Break**

3:15pm **Market Manager’s Team Challenge - Reports**

4:45pm **Conclusion**

Dinner on your own.
Enjoy Saratoga!

Hospitality Suite
opens at 7pm



Haylor, Freyer & Coon, Inc.

Providing all the insurance
coverage you need
specialized packages for
Farmers Market Vendors

315-451-1500
haylor.com

**NYS Farmers Market Manager Training Program
Keeping the Momentum Going
Marriott Courtyard, Saratoga
March 8-10 , 2012**

**Pre-Conference Meet & Greet, Sponsored by the Saratoga Farmers Market Association
Wednesday, March 7, 7pm
Hospitality Suite**

This year the Saratoga Farmers Market Association will host a meet and greet in the conference Hospitality Suite for all those who arrive early for the conference. Attendees are invited to showcase their market by bringing foods from their market to share. Beverages will be provided.

**Saturday, March 10, 2012
9am - Noon**

Getting The Word Out – A panel of local media and communications experts will discuss and review how to get the most out of your paid advertising and “free” PR efforts. They will discuss the advantages and shortcomings of TV, Radio, print and internet and propose ways to improve awareness and attendance for your market. Bring your press releases and ads with you for expert advice and assistance.
Panel members to be announced.

Hotel Information

Saratoga Marriott Courtyard
11 Excelsior Avenue
Saratoga Springs, NY 12866

Cost: \$99 per night, single or double. Rooms **must** be booked by February 8 to receive the conference room rate.
To reserve your room, call 1-866-210-9325 and specify the group name: Farmers Market Federation.

Directions to the Marriott Courtyard:

Take I 87 North to exit 15. Make a left off the exit. Make a left onto Rock St and a left onto Excelsior Ave.

Travel by Train:

Saratoga has a train station and a free shuttle to the hotel. If you plan to come in by train, please let us know in advance when you will arrive. We will make arrangements to have the shuttle pick you up.

Special thank you to all our sponsors:

Saratoga Farmers Market Association
Premier Marketing
Farm Family Insurance
Harris Seeds

Haylor, Freyer & Coon, Inc.
New York Farm Bureau
Managemymarket.com
FIS Government Solutions

Keeping the Momentum Going
March 8-10, 2012
Saratoga, NY

Name(s): _____
 Market Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Daytime Phone: _____ Fax: _____
 Email Address: _____

Conference Hours:

Thursday, March 8, 2012	Workshops	8:00am – 6:00pm
Friday, March 9, 2012	Workshops	8:00am – 4:45pm
Saturday, March 10, 2012	Working with the Media	9:00am – noon

Registration: Conference registration includes full workshops, lunches, the *Wine and Cheese Reception* and the Saturday workshop, *Working with the Media*. The registration packet will include materials for all workshops. The *Working with the Media* session has limited seating and will be on a first-come, first-served basis to the first 48 people to check this option below.

	Members**	All Others	# People	Total
Full Conference	\$225.00 per person	\$250.00 per person	_____	\$ _____
One Day	\$120.00 per person	\$145.00 per person	_____	\$ _____

** Farmers Market Federation Members and Cornell Cooperative Extension Educators only

For planning purposes, for one day registration only please indicate # people attending on:
Thurs, Mar. 8 _____ Fri, Mar 9 _____

I will be attending the Saturday session *Working with the Media*: _____
(NOTE: Space is limited and will be assigned on a first-come, first-served basis.)

Extra Meal Tickets (non-registrants only):
 Lunch \$25.00 _____ # people Day: _____ Total \$ _____

Membership:

Market Membership	1-10 vendors.....	\$100.00	
	11-24 vendors.....	\$150.00	
	25-99 vendors.....	\$200.00	
	100+ vendors.....	\$300.00	Total \$ _____

Farmer/Vendor Membership..... \$ 25.00 Total \$ _____

Optional: I would like to include a donation to Farmers Market Federation of NY
 (Tax deductible) Total \$ _____

Total Enclosed \$ _____

Confirmations will be sent by email only. Deadline for cancellations with refund is February 24, 2012.

Mail registrations, with payment to: Farmers Market Federation of NY
 117 Highbridge St., Suite U3
 Fayetteville, NY 13066

Thank you!