

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

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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



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**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.

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