

2017 Farmers Market Managers Conference
Creating Customer Friendly Markets
Binghamton, NY
November 7 – 9, 2017

Tuesday, November 7		
9am	Welcome by FMFNY President	
9:10 – 10:30	Changing Landscape of Acquiring Local Food Heidi Marie Mouillesseaux-Kunzman, Senior Extension Associate in Developmental Sociology at Cornell University With the growth of the local food movement comes a whole host of new and innovative means for consumers to access local food. Are they our competition or our opportunity to grow? Learn what these new methods are and how we can compete and how we collaborate to build a bigger, stronger local food movement that captures ALL means for consumers to access local.	
10:30 – 10:45	Coffee Break	
	Concurrent Session A	Concurrent Session B
10:45 – Noon	Making Markets Customer Friendly Jim Farr, Rochester Public Market Michelle Lipari, Cornell Cooperative Extension, Sullivan Markets sometimes need to reinvent themselves as their customer base grows and changes. Only by acknowledging that can we keep our markets customer friendly and our customers coming back.	What can Farmers do to Promote Themselves Jocelyn Bailey, Idea Kraft Farmers play an important role in building a customer base and a loyal following. Learn what farmers can do to promote themselves and grow their market sales.
Noon – 1:00	Lunch – sponsored by Bistro 163	
	Concurrent Session A	Concurrent Session B
1:00 – 2:15	Market Saturation – Encouraging Collaboration Jesse Knoth, SouthWedge Farmers Market Oversaturation of farmers markets is a problem in many parts of NY State. Too many markets splits the customer base, as well as the farmer base and makes it difficult for farmers to generate the level of sales they need to continue in markets. Learn how markets working cooperatively can overcome the issue of too many markets too close together.	Understanding how Farmers Price Products and Communicating that to Customers Steve Hadcock, Cornell Cooperative Extension, Capital Region Horticulture Team We've all heard it before – farmers markets are expensive. Maybe the problem with this common myth is that we are not helping our customers to understand how farmers set their prices and why. If we can effectively educate our customers, we can dispel this persistent myth.
2:15 – 2:30	Break	
2:30	Depart for tours: Heller Farms Farmhouse Brewery	
5:00	Farm to Table Dinner: Tapas Style	

Wednesday, November 8		
9 – 10:30	Understanding the Place of Markets in the Local Food System and Communicating that to our Customers TBA As market managers will understand the value that farmers markets bring to the community and to our farmers. But how do we articulate those benefits and create real talking points and how do we communicate that to our consumers?	
10:30 – 10:45	Coffee Break	
	Concurrent Session A	Concurrent Session B
10:45 – Noon	Consumer Trends for Farmers Markets Chris Wayne, GrowNYC Understanding how consumers shop and how they choose where they will shop will help us all to build our markets to reflect consumer needs.	Mapping Out Your Customer Base ** Megan Burley, Cornell Cooperative Extension, Erie Do you know the demographics of your market’s community and how this relates to food? This session will help us to identify who is in our target area, how their food choices are a reflection of the ethnicity, religion, and race. You’ll also learn where to find the information to help you relate food choices with your community’s makeup.
Noon – 1:00	Lunch – Sponsored by Lost Dog Cafe	
	Concurrent Session A	Concurrent Session B
1:00 – 2:15	Building Community Connections to Support a Farmers Market * * Evan Lowenstein, Rochester Public Market A market is not an island unto itself! Rather a successful market becomes an integral part of the community. Learn how the Rochester Public Market has grown into the community fabric of Rochester.	Understanding the Competition: Blue Apron Blue Apron, invited Melinda Meddaugh, Cornell Cooperative Extension Sullivan Learn the secrets to Blue Apron, how does it work, what is their customer appeal? If you understand your competition, you are much better armed to compete. We will be given a working knowledge on Blue Apron. Melinda will show how Sullivan county farmers markets have learned the Blue Apron lesson and applied it to their market model.
2:15 – 2:30	Break	
2:30	Depart for tours: Dutch Hill Creamery Harvest Ready	
6:30	Farm to Table Dinner	

** Participation in this session will earn one continuing education credit toward FMM Pro Certification renewal.

Thursday, November 9		
9 – 10:30	A Case Study in Collaboration: Building Market Success in Sullivan County Lindsey Ott Wilcox, CenterMost Marketing Melinda Meddaugh, Cornell Cooperative Extension, Sullivan	
10:30 – 10:45	Coffee Break	
	Concurrent Session A	Concurrent Session B
10:45 – Noon	<p>How do we Fund all of our Ideas – Amanda Root, Cornell Cooperative Extension Jefferson (grants) Jesse Knoth, SouthWedge Farmers Market (fundraiser) Katy Kondrat, Kingston Farmers Market (sponsorships) Most market managers have lots of ideas rolling around their minds on things to improve the market. But funding these ideas is usually the biggest obstacle. Learn ways that you can find the money to launch your ideas.</p>	<p>Make Your Market Chef Friendly – Noah Sheetz, Culinary Consulting and Education One way to help your farmers sales is to make your market chef friendly. Noah Sheetz, former chef for the NYS Governor’s Mansion loves to use local food and will share his experiences and knowledge of how you can attract chefs to your market and make it a rewarding experience for everyone.</p>
Noon – 1:15	Lunch – Sponsored by Strange Brew	
1:30	Depart for home	

Join us Monday, November 6, at 6pm for a pre-Conference Meet and Greet. We’ll be meeting at Cornell Cooperative Extension of Broome County for an evening of conversation and friendship.