



Farmers Market Managers Conference
Holiday Valley Resort, Ellicottville
November 14 – 17, 2016
Building Capacity of Farmers Markets

Tuesday, November 15, 2016

Time	Concurrent Session: Emerging Markets Room: Moonshadow	Concurrent Session: Experienced Managers Room: Explorer and Maple Leaf
9:00	Welcome from the Federation Co-Presidents	
9:15	Sharing the Community Benefits of Farmers Markets Kim LaMendola, Southern Tier West Regional Planning & Development Learning the language to speak with government officials to transfer the knowledge of the benefits of farmers markets and building relationships	
10:30	Coffee Break	
11:00	Market Manager Compensation Christina Breen, Jamestown Farmers Market Jennifer Jennings, Schenectady Greenmarket Phyllis Couture, Southern Tier Farmers Markets Volunteer managers are often the way a new market starts, but how can the market gear up to begin paying a manager? What's the best way to handle an employee and what are the legalities involved? Learn the pros and cons of each method of market manager compensation.	Succession Planning for Market Manager Transition Diane Eggert, Farmers Market Federation of NY How should we be prepared for the time our market manager is ready to move on? We want to ensure the stability of the market, yet move forward with a new manager. What do we do?
12:00	Lunch- featuring local foods of the Southern Tier West Region	
1:00	Tour of the Eden Valley Coop/WNY Food Hub Eden Valley Growers, established in 1956, is a 10-member vegetable farm cooperative. The co-op is one of the region's largest marketing and distributive entities of local produce serving institutions, retail grocers and roadside markets. In 2014, Eden Valley Growers was selected to own and operate the WNY Food Hub, leveraging the co-op's existing infrastructure, market channels, and distributive network to aid smaller local growers to enter the wholesale market channel.	

4:00	<p align="center">Working with the Media: Interview Training</p> <p>Patricia Burgio, Director of Communications, Lancaster Central School District</p> <p>What you say, how you say it and when you say it can have a significant impact on the outcome of your media interview. This will be an interactive session where we will first learn the skills, then break into groups to practice.</p>
5:30	Break
6:00	<p align="center">Annual Market Managers Banquet</p> <p align="center">Experiences & Excerpts from <u>“Farm Hands: Hard work and hard lessons from Western New York fields”</u></p> <p align="center">Tom Rivers, Author</p>



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Wednesday, November 16, 2016

Time	Concurrent Session: Emerging Markets Room: Moonshadow	Concurrent Session: Experienced Managers Room: Explorer and Maple Leaf
9:00	Managing Vendor Diversity Jennifer Jennings, Schenectady Greenmarket Penelope Jewell, Bolton’s Landing Farmers Market Managers plan their vendor diversity to ensure each vendor is able to earn enough to sustain their business, yet provide enough choices for consumers. How many produce vendors can your market support? Or meat vendors? How does a manager maintain the right balance? Learn from these successful farmers market managers	
10:30	Coffee Break	
11:00	Finding Support for Your Market Margaret Bruegel, Fredonia Farmers Market Susan Avery, Southern Tier West Regional Farmers Market Network Laura Biasillo, Cornell Cooperative Extension Jacqueline Boyer, NYS Dept of Agriculture and Markets Galena Ojiem, Farmers Market Federation of NY Whether it is to administer market program such as EBT, assist with market logistics or help with fundraising, a market relies on volunteers and community support. But where is that help hiding? How do I reach out and get them to participate and support the market.	SNAP Best Practices Margaret O’Neill, Friends of the Rochester Public Market Amanda Root, Eat Smart NY Jesse Knoth, SouthWedge Farmers Market (Invited) Why are some markets successful at bringing in large numbers of SNAP customers while other markets struggle? Hear from managers, and those they work with to build SNAP success at their markets, will help you bring your SNAP customer base to the next level.
12:30	Lunch- featuring local foods of the Southern Tier West Region	
1:30	Sharing Federation Resources Galena Ojiem, Program Administrator, Farmers Market Federation of NY Now that the Federation is celebrating its 17 th year, it has acquired a full catalog of resources. This session will identify those resources and how you can access them.	

<p>2:15</p>	<p>Assisting Farmers to Succeed at Your Market Beth Irons, Oneida County Public Market</p> <p>As a manager you want to see all farmers in your market succeed, but some just don't seem to catch on. What kinds of things can you share with your farmers to help them reach more customers and sell more product?</p>	<p>Understanding the Science of Pricing Steve Hadcock, Cornell Cooperative Extension, Capital Area Ag & Hort Team</p> <p>Farmers who sell their products directly to consumers are sometimes challenged in setting competitive prices. During the summer of 2016, a Cornell Cooperative Extension collected price data at various farmer's markets and then summarized it each week. The summarized data was disseminated in through electronic newsletters in Eastern and Northern NY. Learn how this has helped farmers in the capital region and how you can replicate the information in your own area.</p>
<p>3:15</p>	<p>Break and prepare for departure to tours</p>	
<p>4:00</p>	<p>Option 1: Tour of Ellicottville Brewing Company</p> <p>Ellicottville Brewing Company, known locally as EBC, was well ahead of NYS's craft beer movement. Founder, Peter Kreinheder, was on a ski trip with his father-in-law in 1993. At that time finding a brewery was like searching for unicorns, but somehow he stumbled upon one in Colorado. He was struck by the beauty of the shiny copper and stainless steel vessels, the smell of boiling wort wafting through the crisp winter air, the ambiance and life that those vessels and that brewery brought to the pub and community. He decided to take his experience in retail, and eye for design, and put it to work building a brewery in his local ski town of Ellicottville. Several expansions later, EBC is a destination brewery offering exceptional beers and a full brewpub dining experience.</p> <p>Ellicottville Brewing Company tour is sponsored by NYSAWG (New York Sustainable Agriculture Working Group)</p> <p>Option 2: Blue Hill Farm & White Cow Dairy</p> <p>Blue Hill Farm is home to White Cow Dairy and the dairy's farmstead kitchen. The cows at Blue Hill Farm are pampered and graze on a diet of lush grasses, flowers, and weeds in a sublime setting in the rolling hills of Cattaraugus County. The luscious milk produced by the farm's cows is rich with complex flavors that create the signature taste and style of White Cow Dairy's original and unique products. We will meet the well-loved and respected cows and then step into the dairy's commercial kitchen, just several feet from the cow stable. There we will learn about the many unique and original recipe products produced at White Cow Dairy and talk with co-owner Patrick Lango about his passion for small, sustainable, symbiotic, and authentic farming, small-scale food production principles, and consumer-direct marketing advantages. We will sample several of the small-batch, handmade products such as custards, yogurts, and tonics made with the farmstead's milk and other ingredients such as handmade tonics, syrups, tinctures, and bitters. Nearly all</p>	

	<p>the ingredients used to make White Cow Dairy's products come no farther than a stone's throw away from the farm. Dress with appropriate footwear for a farm visit.</p> <p>Blue Hill Farm & White Cow Dairy tour is sponsored by NYSAWG (New York Sustainable Agriculture Working Group)</p>
6:00	Dinner on your own in Ellicottville

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Time	Concurrent Session: Emerging Markets Room: Moonshadow	Concurrent Session: Experienced Managers Room: Explorer and Maple Leaf
9:00	Food Preparation: What managers and farmers should know Shannon Prozeller, NYS Food Venture Center Do you have vendors with a recipe they want to take to market? Or maybe you have potential vendors approaching you who want to launch a specialty food business? This presentation, given by the Northeast Center for Food Entrepreneurship (NCEF), will provide market managers with a grounding in food business basics, and knowledge of the critical issues vendors should consider before starting a food processing business. An overview will be given of all the resources available through NCEF, including how to get a scheduled process for a recipe idea, technical assistance available and the process for taking a food idea to market.	
11:00	Coffee Break	
11:15	Food Preparation: What managers and farmers should know - Continued Shannon Prozeller, NYS Food Venture Center	
12:30	Lunch- featuring local foods of the Southern Tier West Region	
1:30	Tour of Canticle Farm Canticle Farm, a Community Supported Agriculture farm, celebrates its 16 th year of providing the community with Certified Naturally Grown vegetables produced on nearly 20 acres of fertile land adjacent to the Allegheny River. Canticle Farm, founded by the Franciscan Sisters of Allegany, is a nonprofit farm guided by its mission to practice Earth-Friendly habits, be a steward of the land, and to connect all people to each other, the community, and the land. Canticle Farm is the perfect outdoor educational classroom to share its symbiotic farming practices with other farmers, gardeners, educators, community members and of course, children! The CSA farm has demonstrated resiliency in its business model by adding retail sales channels in addition to its Community Supported Agriculture Share sales. Canticle Farm is an anchor vendor at the local farmers market, establishing effective cross promotion between its CSA customers and retail customers. The farm annually donates at least 20% of its summer harvest to 12 food pantries to assure food security to at-risk households.	
3:00	Have a safe trip home	

Join Us for a Pre-Conference Reception

Join the Farmers Market Federation of NY on Monday, November 14 as we host a pre-conference reception in the lobby of the Holiday Valley Inn.

The reception will be our launch into 3 days of workshops, tours and networking opportunities. Hors d' Oeuvres and a cash bar will be open from 4pm – 6pm to welcome everyone to the Annual Farmers Market Managers Conference.

The Pre-Conference Reception is sponsored by NYSAWG.



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