

# Farmers' Market/Direct-to-Consumer Virtual Workshop

## January 31-February 4, 2022

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### Workshop Agenda

#### Monday, January 31 Noon to 1pm

- *Food Safety* - Adam Inman and Autumn Schuck, Food Safety and Lodging, KDA
- *Kansas Value Added Food Lab* - Karen Blakeslee, KSRE

#### Tuesday, February 1 Noon to 1pm

- *A Sales Tax Guide for Farmers Markets in Kansas* – Lisa Leikam Jones, Kansas Department of Revenue
- *Packaging and How to Care for your Scales* – Loren Minnich, Weights and Measures, KDA

#### Wednesday, February 2 Noon to 1pm

- *Meat & Poultry* - Jeremy Schooler, Krista Moore, Mike Fink, Mike Pierce, Meat and Poultry, KDA
- *Kansas Value Added Meat Lab* - Dr. Liz Boyle, KSRE

#### Thursday, February 3 Noon to 1pm

- *Supplemental Nutrition Assistance Program* - Whitney Butler, MarketLink
- *Double Up Food Bucks: A Healthy Food Incentive Program offered at Kansas Farmers Markets and Farm Stands* – Erin Bishop, KSRE/ Donna Martin, Mid-America Regional Council

#### Friday, February 4 8:30am to 1pm

- 8:30-8:45am *Welcome*
- 8:45-9:15am *Marketing for Markets and Vendors* – Lexi Wright, Back Pocket Social Media
- 9:15-10:15am *Best Practices for Business Success (including pricing, displays, consumer interaction hints)* - Brian Coppom, Colorado Dept of Ag
- 10:15-10:45am *How to Identify Common Legal Risks Farmers' Markets Face and Best Practices for Managing Them* - Emily Spiegel, Vermont Law School
- **Break 10:45 to 10:55am**
- 10:55 -11:15am *From the Land of Kansas and K-State Research & Extension resources*
- 11:15 – 12:15pm *Vegetable Production Resources / Q&A session* - Rebecca McMahon and Zac Hoppenstedt, KSRE; Tom Buller, KRC
- 12:15 -1:00pm *Kansas Senior Farmers' Market Nutrition Program* – Courtney Koenig, KDHE