

Regional Farmers' Market Workshop

February 21, 2020

KSU Olathe, 22201 W Innovation Dr., Olathe, Kansas

Workshop Agenda

- 8:30 Registration opens
- 9:00 - 9:15 Welcome
- 9:15 - 9:50 Keynote — Tips on Marketing and Making a Profit (budgeting, determining break-even points, liability issues)
Jay Schleicter, Jay's Jellies, Produce and More, Clay Center
- 10:00 - 10:50 Breakout 1
Grower Panel — Growing in the winter, organic pest control, making the most of small acreage
Facilitated by Cary Rivard, K-State Research and Extension; Panelists will include Jay Schleicter, Alicia Ellingsworth, and Mark Gawron
- Marketing tips — How to set up your stand, tips for vendors on increasing sales through social media, selling to more SNAP users
Robin Schallie, Allen County Farmers' Market
- 10:50 - 11:05 Break
- 11:05 - 12:00 Breakout 2
Regulations for Meat, Poultry, Eggs, Processed/Prepared Foods at Kansas Farmers' Markets
Mike Pierce, Carly Tyler, and Adam Inman, Kansas Department of Agriculture
- Regulations for Selling in Missouri Farmers' Markets
Rachel Heimericks, Missouri Department of Agriculture; Londa Nwadike, University of Missouri Extension
- Ag Intel for Diversifying Farms
Alice Roach, University of Missouri
- 12:00 - 12:45 Lunch (provided) — Market managers discuss market management issues
Facilitated by Kansas Department of Agriculture
- 12:45 - 1:15 Update on KDA's *From the Land of Kansas* program; specialty crop industry support; produce safety; Seasonal and Simple app
Janelle Dobbins, Carly Tyler, and Adam Inman, Kansas Department of Agriculture; Londa Nwadike, K-State Research and Extension
- Update on Missouri Department of Agriculture support of farmers' market vendors; produce safety; and Seasonal and Simple app
Rachel Heimericks, Missouri Department of Agriculture; Londa Nwadike, University of Missouri Extension

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1:15 - 1:55

Breakout 3

Ag Intel for Diversifying Farms

Alice Roach, University of Missouri

Double Up Food Bucks Program; Accepting EBT at Farmers' Markets

Donna Martin, Mid-America Regional Council; Lana Dominguez, Cultivate KC

2:00 - 2:55

Breakout 4

Kansas Senior Farmers Market Nutrition Program Certified Farmer Training

Emily Carpenter, Kansas Department of Health and Environment

*Note: An interactive training session for the Kansas Senior Farmers Market Nutrition Program/Farmers Market Nutrition Program is required for all new farmers who wish to participate in the SFMNP/FMNP. Interactive training may occur online or during an interactive training (such as those hosted during these Farmers' Market Workshops). Returning farmers may complete their training and annual agreement online or at an in-person training. All farmers must submit an annual agreement to KDHE. Visit www.kdheks.gov/sfmnp.

Missouri Senior Farmers Market Nutrition Program Certified Farmer Training

Rachel Heimericks, Missouri Department of Agriculture

Morel Mushroom identification certification session

Pam Paulsen, K-State Research and Extension

2:55 - 3:00

Evaluations