

Regional Farmers' Market Workshop

February 1, 2020

Iola, Kansas

Workshop Agenda

- 8:30 Registration opens
- 9:00 - 9:15 Welcome
- 9:15 - 9:50 Keynote — Tips on Marketing and Making a Profit; Extending Your Marketing Season
Karen Scott, Oakwood Farm, Granby, Missouri
- 9:50 - 10:05 Update on KDA's *From the Land of Kansas* Program and Specialty Crop Industry Support
Janelle Dobbins, Kansas Department of Agriculture
- 10:05 - 10:20 Produce Safety Update
Londa Nwadike, K-State Research and Extension
- 10:20 - 10:30 Break
- 10:30 - 11:30 Breakout 1
Double Up Food Bucks Program; Accepting EBT at Farmers' Markets
Donna Martin, Mid-America Regional Council; K-State Research and Extension
- Grower Panel — Growing in the winter, organic pest control methods, making the most of small acreage, grower innovations
Facilitated by Krista Harding, K-State Research and Extension; Panelists will include Karen Scott, Deb Mazankowski, and Duane Heck
- 11:30 - 12:30 Lunch (provided) — Market managers discuss market management issues
Facilitated by Kansas Department of Agriculture
- 12:30 - 1:30 Breakout 2
Marketing Tips — Setting up your stand, tips for vendors on increasing sales through social media
Robin Schallie, Allen County Farmers' Market
- 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.
- 1:30 - 1:45 Evaluations and door prizes
- 1:45 - 2:00 Travel to Parker's Greenhouse, 904 1100th Street, Iola
- 2:00 - 3:00 On-farm tour: Parker's Greenhouse
Calvin Parker
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