

The Idaho State Department of Agriculture, University of Idaho Extension Service, and the College of Southern Idaho proudly present:

# Marketing Plans for Increased Profitability Magic Valley Farmers Market Workshop

## March 27, 2010

College of Southern Idaho, Evergreen Building, Room A-05  
Twin Falls, Idaho

Every **manager, board member, and VENDOR** should plan to attend this one-day training. The agenda is full of hot topics that are relevant to every market. Be prepared with questions to ask and ideas to share!

### AGENDA

- 8:30 **Check-in, Networking and Coffee**
- 9:00 **Group Introductions**
- 9:15 **Leveraging Your Relationships - How to Build and Promote Your Market**  
Lacey Menasco, Idaho State Department of Agriculture  
Virginia Hutchins – Working with the Media  
Diane Stevens, Twin Falls Farmers Market – Developing Community Relationships  
Kaz Thea, Ketchum/Hailey Farmers Markets – A Market's Story of Application!
- 10:15 Break
- 10:30 **Understanding Health District Regulations**  
Melody Bowyer - South Central Public Health District
- 11:15 **Protecting Your Assets - Agricultural Food Safety**  
Jo Ann Robbins, Jerome County Extension
- 12:00 **Pick-a-Table, Pick-a-Topic!** Enjoy a hosted lunch time discussion of your choice!
- 1:15 **Putting Your Best Foot Forward: The best of Booth Design and Customer Service**  
Lacey Menasco, Idaho State Department of Agriculture
- 2:15 Break
- 2:30 **The Bottom Line – Budgeting for Profit**  
Wilson Gray, University of Idaho
- 3:00 **Expanding Food Access to Attract New Customers  
Adapting for Food Stamps and EBT**  
Katie Painter, Idaho Office for Refugees
- Senior Farmers Market Nutrition Program**  
Lacey Menasco, Idaho State Department of Agriculture
- 3:45 **Evaluation and Recap**
- 4:00 **Adjourn**

**\$20.00 per person (\$15 for second person from the same business)**  
**Lunch Provided**  
**Registration Deadline is March 19th.**



