

Marketing Plans for Increased Profitability

Treasure Valley Farmers Market Workshop

February 27, 2010

Ada County Weed and Pest Building
975 E. Pine Ave, Meridian, ID 83642

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 Registration and Coffee
- 9:00 Welcome and Introductions
- 9:15 **Developing Relationships: The Role of the Market, Vendors, Customers, and Community**
Lacey Menasco, Idaho State Department of Agriculture
- 10:00 **Successful Marketing and Promotion on Any Budget**
John Drake, Drake Cooper Advertising Agency
- 10:45 Break
- 11:00 **Expanding Food Access and Attracting New Customers**
Accepting Food Stamps at the Market
Katie Painter, Idaho Office for Refugees
Senior Farmers Market Nutrition Program
Lacey Menasco, Idaho State Department of Agriculture
- 12:00 **Pick a Table, Pick a Topic!** Chat with local experts about various topics over lunch!
- 1:00 **Using Market Analysis to Find Your Competitive Niche**
Ariel Agenbroad, University of Idaho Canyon County Extension
- 2:00 Break
- 2:15 Break out sessions:
Manager Roundtables
Running the Show & Keeping the Peace: Operations, Integrity, Communication, and Conflict Management
Spreading the Word on a Shoestring: How to Leverage Relationships for Outreach & Promotion
Vendor Roundtables
Perfecting Your Mix: Season Extension and Product Diversification
See You Next Week! Customer Service Tips to Ensure Repeat Buyers
- 3:30 Group Recap and Evaluation
- 4:00 Adjourn

\$20.00 per person (\$15 for second person from the same business)
Lunch Provided



