

# Providing Excellence in the Market Place

## Eastern Idaho Farmers Market Workshop

**March 6, 2010**

**Newberry Building  
160 North Main Street, Pocatello, ID**

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, Refreshments, and Resources**
- 9:00 **Introductions**
- 9:30 **Marketing the Market!**  
Lacey Menasco - Idaho State Department of Agriculture, Market Development Division
- 10:45 **Understanding Health District Regulations**  
Carolee Cooper – Health District
- 11:30 **Evaluating Your Market's Needs - Rapid Market Assessment**  
Jessica McAleese – LadyBird Farms
- 12:00 **Pick-a-Table, Pick-a-Topic! Networking Lunch**
- 1:00 **Manager Roundtables**
- Running the Show & Keeping the Peace: Operations, Communication, and Conflict Management
  - Spreading the Word on a Shoestring: How to Leverage Relationships for Outreach & Promotion
  - Refining the Regs: Why Market Rules are Important
- Vendor Roundtables**
- See You Next Week!: Marketing and Customer Service Tips to Ensure Repeat Buyers
  - Perfecting Your Mix: Season Extension and Product Diversification
- 2:30 **Weights and Measures**  
Idaho State Department of Agriculture, Department of Weights and Measures
- 3:00 **Expanding Food Access and Reaching New Customers**  
**Accepting Food Stamps at the Market and Senior Farmers Market Nutrition Program**  
Lacey Menasco – Idaho State Department of Agriculture, Market Development Division
- 3:45 **Recap** (Grants, Upcoming workshops in the area, Evaluation)
- 4:15 **Adjourn**

Managers - bring a "Vendor Packet" (including rules, vendor applications, handouts, etc) to share with other markets.  
Vendors - bring pictures of your booth to share and get feedback.

**\$20.00 per person (\$15 for second person from the same business) Lunch Provided.**  
**Registration Deadline February 26th.**



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## Registration Form

Participant Name: \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Name of Market(s) you are involved with: \_\_\_\_\_

Your Role at the Market:  Manager  Board Member  Vendor  Other

Please provide the names of every person from your company who will be participating?

1st Participant: \_\_\_\_\_ \$20.00

2nd Participant: \_\_\_\_\_ \$15.00

3rd Participant: \_\_\_\_\_ \$15.00

4th Participant: \_\_\_\_\_ \$15.00

Seniors/Student\* \_\_\_\_\_ \$15.00

Seniors/Student\* \_\_\_\_\_ \$15.00

TOTAL COST ..... \_\_\_\_\_

Please note any food restrictions (vegetarian/vegan, allergies, etc. ) \_\_\_\_\_

Return the form and check to: **OR**  
**Idaho State Department of Agriculture**  
attn: Lacey Menasco  
2270 Old Penitentiary Rd  
Boise, Id 83712

Submit form by Fax and pay at the door:  
**Fax # (208) 334-2879**



For more information contact Lacey Menasco at  
(208) 332-8538 or lacey.menasco@agri.idaho.gov.  
See you there!

**Registration Deadline is February 26th.**

\* A Senior is an individual 60 years of age or older and a student is an individual currently enrolled in school or an accredited academic program. This rate applies even if "1st Participant"