

**Mohawk Valley Farmers Market Managers Alliance, Inc.**  
**“Growing Market Success in the Mohawk Valley”**  
**Tuesday, January 26, 2016**  
**Cornell Cooperative Extension of Oneida County**  
**121 Second Street, Oriskany, NY**

- 9am**                    **Registration and coffee**
- 9:15**                    **Welcome: Beth Irons, President, MVFMMA**
- 9:25**                    **Communicating the Market Values**  
*Jim Manning, Cornell Cooperative Extension, Farm Business Management Educator*  
Articulating the values that guide the management of your farmers' market can be part of your marketing communications and can attract customers to the market. It can also convey your expectations as the market organizer to vendors and can minimize potential conflicts.
- 10:15**                    **Market Management Etiquette**  
*Mark Leuthauser, Executive Director, Peace Maker Program*  
Every market has a “problem” vendor, one who is consistently at odds with the manager or fellow vendors. This session will help managers to understand an effective way to deal with problem vendors as well as get all vendors to willingly comply with the market rules.
- 11:00**                    **Engaging Community Support**  
*Representative of Empire State Development*  
What does a farmers market bring to the community? What can the market do to establish itself as a driver of economic development and gain support? This session will help managers understand how to build and maintain relationships at multiple levels within their home communities to elevate the credibility and importance of what they do.
- Noon**                    **Lunch break and networking**
- 1:00**                    **Engaging the Local Media**  
*Beth Irons, Manager, Oneida County Public Market*  
Getting the word out about your market and what your vendors offer is vital to market success. Local media can be an invaluable partner in raising and maintaining community awareness. Learn about ways to work with them for little or no cost, and let them help you be successful.

- 1:45**            **Using Buskers- Where are they, how do we attract them and how can we fund them?**  
*Evan Lowenstein, Communications/Special Events & Projects, Rochester Public Market*  
Music adds so much to the farmers market experience. Creating an atmosphere of relaxation, comfort and community. But finding performers, and funding the performances can be difficult. There are ways to bring music to your market for the benefit of everyone.
- 2:30**            **Coffee Break**
- 2:45**            **Kid's Zone: Engaging the Community's Youth**  
*Ash Fletcher, Yoga Freedom and Wholesome Living (speaker pending)*  
Whether we are reaching the community's youth through programs and activities at the market or encouraging their volunteerism, engaging youth brings a lifelong customer to the market and supporting local agriculture.
- 3:30**            **Wrap up**  
*Beth Irons, President, MVFMMA*  
Just a few words on the Mohawk Valley Farmers Market Managers Alliance and what this organization can do for the markets across the region. Membership opportunity.

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**Registration**

**Name(s):** \_\_\_\_\_  
\_\_\_\_\_

**Farm/Market:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Cost of workshop includes coffee, lunch and all workshop materials.**

# of people	Cost per person	Total Fee
	<b>\$20.00</b>	

Walk-in registrations welcome, with a \$5 surcharge.

Mail registrations, with payment to: Farmers Market Federation of NY  
117 Highbridge St., Suite U3  
Fayetteville, NY 13066