

WHY YOU SHOULD ATTEND:

This half-day workshop will help you identify strategies to successful farmers' markets which include: understanding the WIC program, food safety, successful marketing strategies, rules and regulations. We hope you will leave the workshop with renewed energy and direction for operating or marketing products through your community's farmers' market.

PROGRAM

- 9:00 am Welcome
- 9:05 - 9:45 WIC Program
- 9:45 - 10:45 Food Safety
- Purdue Food Science Dept.
- IN State Dept. of Health
- 10:45 - 11:00 Break
- 11:00 - 11:45 Target Marketing Strategies
- 11:45 - 12:00 Survey Results of Indiana Farmers' Markets
- 12:00 noon Adjourn

*Purdue University is an equal access/
equal opportunity university*

Department of Agricultural Economics
Purdue University
403 W. State Street
West Lafayette, IN 47907-2056

Operating an Efficient Farmers' Market: An Advanced Level Workshop Hosted at Five Statewide Locations



Sponsored by:

Indiana Cooperative Development Center
Purdue University New Ventures Team and
Small Farms Teams
Department of Agricultural Economics
Purdue University



WORKSHOP DATES

All times will be 9:00 a.m. to 12:00 noon

Jan. 29 [Indiana Horticultural Congress \(IHC\)](#)
Adams Mark Hotel, Indianapolis Airport
Workshop attendance requires registration with
the IHC, see - www.inhortcongress.org

Feb. 9 [Knox County Fairgrounds](#)
11728 SR 67 E, Bicknell, IN 47512

March 2 [Bartholomew County Fairgrounds](#)
750 W Co. Rd. 200 S. Columbus, IN

March 23 [Tippecanoe County Fairgrounds](#)
1401 Teal Road, Lafayette, IN

April 20, [Allen County Extension Office](#)
4001 Crescent Avenue, Fort Wayne, IN

**An Entry Level Farmers' Market
Workshop will be offered**

March 16, 2007

**and broadcast via I.P. Video at Purdue
Extension office locations statewide.**

Feel free to contact us for more information!



Comments from previous workshop participants

“Overall this was a great workshop and I
would recommend it to anyone.”



“I enjoyed the panel
discussion and am
going home with
much food for
thought!”

“This was a valuable
workshop for learning
and networking.”

Registration Fee \$20

Registration fee includes all workshop
materials and snacks.

See Next Page for Registration Deadlines

Checks made payable to Purdue University

For more information contact:

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Or

Indiana Cooperative Development Center

Debbie Trocha, Email: dtrocha@icdc.coop

Chad Martin, Email: cmartin@icdc.coop

Phone: (317) 275-2247

REGISTRATION

To register, mail or fax form to:

Brenda Pearl
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I will attend the following location

- _____ **Jan. 29 Indiana Hort. Congress**
Requires special registration,
please call: 765-494-1296
- _____ **Feb. 9 Bicknell, IN**
(registration deadline Jan. 31)
- _____ **March 2 Columbus, IN**
(registration deadline Feb. 21)
- _____ **March 23 Lafayette, IN**
(registration deadline March 14)
- _____ **April 20 Fort Wayne, IN**
(registration deadline April 11)

Name _____

Address _____

City _____

State _____ Zip Code _____

Phone _____

E-mail _____

**I require auxiliary aids/services due to disability.
Contact me at the above address.**