

WHY YOU SHOULD ATTEND:

This one-day workshop will help you understand keys to successful farmers' markets including: effective marketing strategies, rules and regulations for safe food handling, and agencies which oversee Indiana's farmers' markets. We hope you will leave the workshop with renewed energy and direction for starting a farmers' market in your community.

PROGRAM

- 9:00 am Welcome
- 9:05-10:15 Beginner's Overview:
A Check List of Roles
- 10:15-11:00 Market Master Panel
- 11:00-12:00 Rules and Regulations:
- Results from a survey of
Indiana Farmers' Markets
- 12:00-1:15 Lunch
- 1:15 -2:30 Panel of Indiana Agencies:
- Indiana State Dept. of Health
- Board of Animal Health
- Women Infants and Children
(WIC) Farmers' Market
Nutrition Program
- 2:30 pm SAFE RIDE HOME

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

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

Starting a Farmers' Market in Your Area: *An Entry Level Workshop*

March 16, 2007

I.P. Video Locations Broadcast Statewide



Sponsored by:

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

Purdue Extension
Knowledge to Go
1-888-EXT-INFO



I.P. VIDEO LOCATIONS

*Pfendler Hall, Purdue University, W. Lafayette, IN
LaGrange County Extension Office, LaGrange, IN
Clinton County Extension Office, Frankfort, IN
Hendricks County Extension Office, Danville, IN
Knox County Extension Office, Vincennes, IN
Vanderburgh Co. Extension Office, Evansville, IN*

~ Additional Locations to be Determined ~

*Please contact your local Purdue Extension Office
to inquire about receiving an I.P. Video connection
at your local Purdue Extension Office.*



Advanced Level Farmers' Market Workshops will be offered at the following locations statewide:

Jan. 29, Indiana Horticultural Congress, Indianapolis

Feb. 9, Knox County Fairgrounds, Bicknell

March 2, Bartholomew County Fairgrounds, Columbus

March 23, Tippecanoe County Fairgrounds, Lafayette

April 20, Allen County Extension Office - Fort Wayne

Feel free to contact us for more information!

Updated: Feb. 21, 2007

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

To register, mail or fax form to:

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

Fax: (765) 494-9176
Phone: (765) 494-4191
E-mail: pearlb@purdue.edu

I will attend the following location

_____ West Lafayette, IN

_____ LaGrange, IN

_____ Frankfort, IN

_____ Danville, IN

_____ Vincennes, IN

_____ Evansville, IN

Name _____

Address _____

City _____

State _____ Zip Code _____

Phone _____

E-mail _____

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

Registration Fee ~ \$25

Registration fee includes all workshop materials, snacks and lunch.

**Registration Deadline is
March 5, 2007**

Checks made payable to Purdue University

For more information contact:

Jennifer Dennis

Department of Agricultural Economics

E-mail: jhdennis@purdue.edu

Phone: (765) 494-9812

Or

Indiana Cooperative Development Center

Debbie Trocha, Email: dtrocha@icdc.coop

Chad Martin, Email: cmartin@icdc.coop

Phone: (317) 275-2247