



## **Annual Maryland Farmers' Market Conference**

**REGISTER NOW!**

**March 17, 2015 from 8:00am-4:00pm**

**\$30 per person**

Maryland Department of Agriculture  
50 Harry S. Truman Parkway, Annapolis, MD 21401



Come and learn all the best marketing tips for your Maryland farmers' market, the new and exciting opportunities for markets in Maryland, and current regulations in preparation for the 2015 season! We will have a range of speakers, as well as training & certification for farmers for the WIC FMNP/SFMNP & FVC Programs, Scale Certification, a locally sourced lunch, and opportunities for networking.

### **Agenda Includes:**

#### **8:00 am - Conference Registration & Scale Certification begins**

Scale Certification by the Weights & Measures Office: Bring your market scales!

For businesses that are registered with Maryland Department of Agriculture, and had their scales previously tested and approved, you need only to bring your certificate along with your scale. If you would like to renew your registration, we will accept payment that same day. New businesses that have not had their scales tested should contact the office of Weights & Measures at the Maryland Department of Agriculture ahead of time, to ensure your scales are legal for trade models. Call them at 410-841-5790. Once you have verified that your scales are legal for trade, you should bring them along with a check for scale payment the day of conference.

**9:00 am – Conference Begins:** Welcome by - Maryland Secretary of Agriculture Joseph Bartenfelder

**9:10 am – New Farmers Market Pricing Program:** Levi Geyer –*USDA Agricultural Marketing Service*

**9:25 am – New Farmers Market Nutrition Program Market Finder App:** Shelby Watson  
Hampton – *Maryland Department of Agriculture.*

**9:35 am – Running a Successful Winter Market:** Marc Rey – *Waverly Farmers Market*

**9:50 am – Niche Marketing - How to Attract New Customers:** Doug Hill – *Cabin Creek Heritage Farm* & John Maniscalco – *Chesapeake Greenhouse*

**10:30 am –Farmers Market Sign Program & Maryland's Best Program:** Mark Powell – *Maryland Department of Agriculture* & Stone Slade – *Maryland Department of Agriculture*

**10:45 am – Break**

**11:00 am - Marketing Tips for the Farmer & the Market Manager:** Ginger Myers – *University of Maryland Extension* & Katie Baker – *Crossroads Community Food Network.*

**12:00 pm - Networking Lunch**

**1:00 pm – Programs, Resources & Permits for Food Safety:** Amy Kovak – *Maryland Department of Agriculture* & Lisa Staley – *Department of Health & Mental Hygiene*

**2:00 pm - New & Emerging Market Opportunities:** Amy G. Crone – *Maryland Farmers Market Association* & Kevin Atticks – *Maryland Wineries Association*

**2:50 pm –Break**

**3:00 pm - FMNP/SFMNP/FVC Presentation & Training:** Shelby Watson – *Maryland Department of Agriculture* & Terri Buckler- *Maryland Department of Health & Mental Hygiene*

**4:00 pm - Closing Remarks & Conclusion**

**Register Online Here:** <https://mdamarketing.wufoo.com/forms/2015-md-farmers-market-conference/>

**MUST READ - Payment Instructions have CHANGED.** Space is limited to the first 90 people to register and send in payment. **Check payment MUST be sent in advance.** Payment at the door will not be accepted. **Make Check out to:** Maryland Department of Agriculture. **In Subject/Memo Line of Check: Write** "For MD Farmers Market Conference-30505/0899 and 150501/01". **Mail Check to:** Maryland Department of Agriculture P.O. Box 17304 Baltimore, MD 21297-1304. For questions please contact Shelby Watson Hampton via email at [Shelby.Watson@Maryland.gov](mailto:Shelby.Watson@Maryland.gov) or phone at 410-841-5776.