

## Farmers' Market as a Community Collaboration Conference and Annual Meeting of the Arkansas Farmers' Market Association

February 6-7, 2009  
Fayetteville, AR

Please send a separate registration form for each person along with the registration fee to:

Farmers' Market Conference  
Attn: Shelly Walters  
Fayetteville Visitors Bureau  
21 S. Block Ave.  
Fayetteville, AR 72701

### RETURN BY FRIDAY, JANUARY 16th

Checks should be made out to Agri Development Center

Registration	\$20	_____
Registration (after 1/16)	\$30	_____
Friday Night Banquet	\$20	_____

Total \_\_\_\_\_

Attending:  
 Friday     Saturday     Both

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Organization: \_\_\_\_\_

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

### Friday February 6, 2009

12:30-1:00 p.m. Registration

1:00-1:15 p.m. Welcome and overview

- Program MC Jim McGuire, AFMA vice president
- Curt Rom, UA Horticulture Dept.
- Jean Jones, AFMA president

1:15-2:15 p.m. Maintaining and Growing a Small Market: Importance of community support, building collaboration

- Facilitator Jim Lukens, SSAWG
- Bea Arline, Hot Springs; Jean Jones, Texarkana; Doug Walton, Muskogee, OK

2:15-3:15 p.m. Sales Tax, Market and Board Liability

- Facilitator Tim Ellison
- Marne Coit, National Ag. Law Center  
Larry Froelich, Fayetteville attorney

3:15-3:45 p.m. Break

3:45-4:45 p.m. Farmers' Market Management: Selection, Relationships, Responsibilities of Boards and Managers

- Facilitator Heather Quinney
- Mark Cain, Fayetteville; Bob Young, Jonesboro; Chuck Crimmins, Perryville; Richard Klerk, Wynne and AFMA

4:30-5:30 p.m. Market Evaluation: Why is market evaluation important? Mystery Shopper and other tools for evaluation

- Darlene Wolnik, Market Umbrella, New Orleans

7:00-9:00 p.m. **Local Foods Banquet**

- Remarks from chefs and growers
- Curt Rom, Growing Food and Growing Culture

### Saturday, December 7, 2009

8-9 a.m. Registration

9-9:10 a.m. Welcome and overview

- Program MC Jim McGuire, AFMA
- Curt Rom, UA Horticulture Dept.
- Jean Jones, AFMA president

9:10-9:55 a.m. Vendor success story: Selling at a Market

- Peggy Maringer, Giraffe Gardens, Fayetteville Farmers' Market

9:55-10:40 a.m. Market promotion and customer outreach: Events, community collaborations

- Facilitator Janet Bachmann
- Shannon Jeffery, Little Rock River Market; Heather Quinney, Eureka Springs Farmers' Market; Daniel Hintz, Bentonville Community Harvest Initiative

10:40-11 a.m. Break

11-12 noon AFMA Business meeting. Jean Jones presiding

12 noon-1 p.m. Lunch

- Facilitator Heather Friedrich
- Recognize food growers and markets represented.

1:00-1:50 p.m. Recruiting, welcoming, and retaining vendors

- Eileen Nichols, Webb City, MO

1:50-2:40 p.m. Electronic tools to expand our farmers' markets

- Facilitator Jody Hardin, Certified Arkansas Farmers Market and panel

2:40-3:10 p.m. Break

3:10-4:00 p.m. Planning production for a full season, full table, and lots of variety

- Patrice Gros, Foundation Farm, Eureka Springs & Fayetteville Farmers' Markets

4:00 p.m. Adjourn

## Farmers' Market as a Community Collaboration Conference and Annual Meeting of the Arkansas Farmers' Market Association

February 6-7, 2009  
Fayetteville, AR

### Sponsors



This conference is funded in part by a grant from the USDA Agricultural Marketing Service.

## AFMA Membership Dues

Don't Forget!! You must be a current member of the Arkansas Farmers' Market Association to have voting privileges at the annual meeting. Please contact::

Richard Klerk  
Cross County Farmers Market  
705 E. Union Street  
Wynne, AR 72396  
870-238-5745  
raklerk@uaex.edu



"Serving Arkansas' Local Markets"  
Founded in 2005

## Deadlines

Early Bird Registration Deadline

Friday, January 16, 2009

Hotel Reservation Deadline

Friday, January 16, 2009

## Contacts

Questions about Conference:  
Heather Friedrich  
479 575 2798  
316 PTSC  
Fayetteville, AR 72701  
heatherf@uark.edu

For Registration:  
Shelly Walters  
Fayetteville Visitors Bureau  
479 521 5776  
swalters@experiencefayetteville.com

## Farmers' Markets as a Community Collaboration Conference and Annual Meeting of the Arkansas Farmers' Market Association

Feb 6-7, 2009 in Fayetteville, AR

Friday's schedule offers programs of interest to market managers and board members including: maintaining and growing a small market; sales tax, insurance and other legal issues, farmers' market board development and market evaluation.

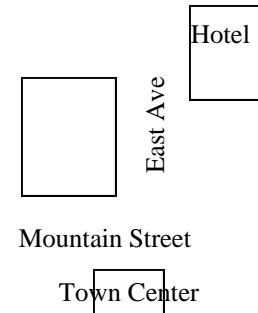
Saturday's programs will appeal to farmers' market vendors as well as management. Topics include: vendor success stories, market promotion, recruiting vendors, and more.

The AFMA business meeting will take place at 11:00 am on Saturday. Join us Friday night for a Local Foods Banquet 7:00 - 9:00 pm.

Conference registration fee is \$20 until Jan 16, 2009 goes up to \$30 after Jan 16.



This event will take place at the Cosmopolitan Hotel and Fayetteville Town Center on Fayetteville Downtown Square.



### Cosmopolitan Hotel

70 North East Ave.  
Fayetteville, AR 72701  
479 442 5555 or 866 384 4087

Please make your hotel reservations by:  
Friday January 16th  
Be sure to ask for the Farmers' Market rate of \$89!!

THE COSMOPOLITAN



## Farmers' Market as a Community Collaboration Conference and Annual Meeting of the Arkansas Farmers' Market Association



February 6-7, 2009  
Fayetteville, AR