

Farmers' Markets 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 Dinner	\$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 Dinner**

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

Saturday, February 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

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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

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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.

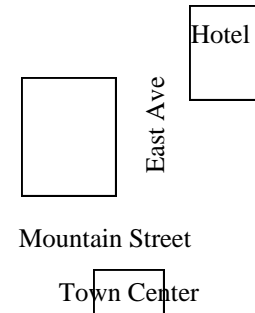
Saturday's programs will appeal to farmers' market vendors as well as management. Topics include: vendor success stories, market promotion, recruiting vendors, and more.

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



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