

## Join us for farmers' market workshops...



Local direct marketing provides growers with a lucrative opportunity to sell directly to consumers at retail prices. Farmers'

markets are growing in popularity and in number, as consumers are becoming more health conscious and aware of the benefits of buying fresh, locally grown produce.

Recently, Missouri has seen an increase of farmers' markets—more than 140 markets around the state. These markets are poised to be successful local markets, but more growers are needed to supply a variety of products to satisfy the consumer demand.

The workshops are sponsored by the Missouri Department of Agriculture. Go online to find more about the upcoming workshops [www.mda.mo.gov](http://www.mda.mo.gov).

**To register:** Contact the MDA at 573-751-4339 or go online to: [www.mofarmersmarket.blogspot.com](http://www.mofarmersmarket.blogspot.com)

## Missouri Farmers' Market Workshop Locations

Nov. 21: Finding the Salesman in You  
Hannibal, MO Quality Inn & Suites

Dec. 4: Finding the Salesman in You  
St. Joseph, MO Buchanan Cty Ext. Office

Dec. 11: Growing for a Farmers' Market  
Fredericktown, MO Eagles Lodge

Jan. 20: Food Safety, On the Farm and At the Market  
Columbia, MO Courtyard by Marriott

Jan. 27: Finding the Salesman in You  
Blue Springs, MO Courtyard by Marriott

Feb. 10: Food Safety, On the Farm and At the Market  
St. Peters, MO St. Charles Cty Ext. Office

March 6: Growing for a Farmers' Market  
Springfield, MO Springfield Library Center



## Missouri Farmers' Market Workshop

Missouri Department of Agriculture  
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## Missouri Farmers' Market Workshop

2008-2009



*Growing Missouri's  
Farmers' Market  
Industry...  
One grower at  
a time!*

## Growing To Sell at a Farmers' Market

### Locations

*Dec. 11: Fredericktown, MO*

*March 6: Springfield, MO*

9:00 – 9:45 AM Registration and Scale Certification and Egg Licensing by Weights & Measures, Missouri Dept. of Agriculture

9:45 – 10:00 AM Welcome  
Lane McConnell, MDA

10:00 – 10:30 AM Understanding Missouri State Laws and Regulations for Farmers' Markets

10:30 – 11:15 AM Weed Management in Your Operation

11:30 – 12:15 PM Warm and Cool Season Crops for Direct Marketing

12:15 – 1:00 PM Lunch

1:00 – 1:45 PM Succession Planting: Getting the Most You Can

1:45 – 2:30 PM Tricks of the Direct Marketer

2:30 – 2:50 PM Break

2:50 – 3:30 PM Marketing the Marketer: The Beginning Stages of Your Marketing Plan

3:30 – 4:15 PM Reducing Pest and Disease in Your Operation

## Direct Marketing: Finding the Salesman in You

### Locations

*Nov. 21: Hannibal, MO*

*Dec. 4: St. Joe, MO*

*Jan. 27: Blue Springs, MO*

9:00 – 9:45 AM Registration and Scale Certification and Egg Licensing by Weights & Measures, Missouri Dept. of Agriculture

9:45 – 10:00 AM Welcome  
Lane McConnell, MDA

10:00 – 10:45 AM Creative Promotional Materials for Market

10:45 – 11:15 AM Getting the Basics Covered: Are You Ready for Market Day

11:15 – Noon Know Your Customers: Verbal and Non-Verbal Communications

Noon – 12:45 Lunch

12:45 – 1:30 PM Making Your Vendor Stall Standout: Setting Yourself Apart from the Rest

1:30 – 2:15 PM Making the Sale: Learning to Be a True Salesperson

2:15–2:30 PM Break

2:30 – 3:15 PM Getting Top Dollar for What You Sell at a Farmers' Market

3:15 – 3:30 PM Closing and Evaluation

## Food Safety: On Farm and At the Market

### Locations

*Jan. 20: Columbia, MO*

*Feb. 10: St. Peters, MO*

9:00 – 9:45 AM Registration and Scale Certification and Egg Licensing by Weights & Measures, Missouri Dept. of Agriculture

9:45 – 10:00 AM Welcome  
Lane McConnell, MDA

10:00 – 10:45 AM Importance of Food Safety: Update on Recent Outbreaks Associated with Fresh Produce

10:45 – 11:15 AM Food Safety Concerns in the Field: Field Preparation & Planting: Manure Usage & Crop Cultural Guidelines

11:15 – Noon Irrigation Methods and Associated Issues

Noon – 12:45 Lunch

12:45 – 1:15 PM Food Safety from Field to Market

1:15 – 1:45 PM State Regulations for Selling at Farmers' Markets

1:45 – 2PM Wrap-Up, Evaluation and Presentation of Certificates by MDA Representative