



Farmer's
Market

2024 MANAGER WORKSHOP

Develop your farmers market skills and knowledge at one of our three 2024 Farmers Market Manager Workshops. The cost of the workshop is \$40 and includes lunch (no refunds).

Agenda*

REGISTER NOW



- 8:00 - Registration
- 8:30 - Introductions
- 8:45 - **Data Makes the Difference**; Dawn Carillo, Manager, Oak Creek Farmers Market & Winter Market
- 9:30 - **Group Discussion** - Market Manager's Data Use Experience
- 10:00 - **Common Legal Issues for Farmers Markets**; Jeff Glazer, Clinical Associate Professor, UW Madison Law
- 11:00 - **Market Manager Round Table Discussion #1**
- 11:45 - **Farmers Market Nutrition Program 2024 Updates**; Allie Valitchka, Wisconsin Department of Health
- 12:00 - Lunch
- 12:45 - **WI Farmers Market Survey Results**; Kristin Krokowski, UW Madison Extension
- 1:00 - **Identifying Suspect Food Safety in Home-Made Foods**; Christina Ward, Master Food Preserver SE Wisconsin
- 1:45 - **Nutrition Incentive Update**; Kelly Hammond, Healthy Retail Specialist, Extension Portage County
- 2:30 - Break
- 2:45 - **Market Manager Round Table Discussion #2**
- 3:30 - Adjourn / Hang out

* Order of agenda may vary based on location.

Workshop Locations

Monday, February 26th - Waupaca

Waupaca County Courthouse
Location Host: Katie Hassemmer
katie.hassemmer@wisc.edu

Monday, March 18th - Portage

Columbia County Courthouse
Location Host: Jenna Phillips
jenna.phillips@wisc.edu

Wednesday, March 20th - West Allis

Greenfield Park Pavilion
Location Host: Emily Fons
ecfons@wisc.edu

Contact location host for workshop questions. In the event of poor weather, the workshop may be moved to a virtual format.



This is supported by the USDA
National Institute of Food and
Agriculture Farmers Market
Promotion Program.

Register online at bit.ly/EXT24FMMW
Contact Lisa at 262-548-7775 or
lboyerewaukeshacounty.gov with registration questions.



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