

2025 FARMERS MARKET MANAGER WORKSHOP

Develop your farmers market skills and knowledge at one of our three 2025 Farmers Market Manager Workshops. The cost of the workshop is \$40 and includes lunch (no refunds).

Agenda

- 8:00 – Registration**
- 8:30 – Introductions**
- 8:45 – Investing in the Markets Future: Legacy Planning for Farmers Markets**
Jessica Thompson, Community Engagement Manager, Milwaukee Food Council
- 9:45 – Volunteers: Recruitment, Management and Retention**
Liz Analla, CVA, Volunteer Services Lead Coordinator, Children’s Wisconsin; Dena Radtke, Jackson Park Farmers Market
- 10:45 – Break**
- 11:00 – Farmers Market Manager Round Table Discussions**
- 11:30 – Lunch** (provided)
- 12:15 – Nutrition Incentives and Food Access in Wisconsin**
Kelly Hammond, Healthy Retail Specialist, UW-Madison Extension
- 1:15 – Keeping it Local: On Farm Inspections of Market Vendors**
Jamie Bugel, Manager, Dane County Farmers Market
- 2:15 – Break**
- 2:30 – Sorting Out Farmers Market Regulations**
Department of Agriculture, Trade and Consumer Protection
- 3:30 – Adjourn**

REGISTER NOW



Workshop Locations

Tuesday, February 25th - Oak Creek

Oak Creek Civic Center
Location Host: Emily Fons

ecfonsewisc.edu

Tuesday, March 4th - Oshkosh

UW-Madison Extension Winnebago County
Location Host: Katie Hassemer

katie.hassemer@wisc.edu

Thursday, March 6th - Madison

UW-Madison Extension Dane County
Location Host: Jenna Phillips

jenna.phillips@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/EXT25FMMW
Contact Lisa at 262-548-7775 or
lboyerewaukeshacounty.gov with registration questions.



Extension
UNIVERSITY OF WISCONSIN-MADISON

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.