

# 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](mailto:ecfonsewisc.edu)

### Tuesday, March 4th – Oshkosh

UW-Madison Extension Winnebago County  
Location Host: Katie Hassemer

[katie.hassemer@wisc.edu](mailto:katie.hassemer@wisc.edu)

### Thursday, March 6th – Madison

UW-Madison Extension Dane County  
Location Host: Jenna Phillips

[jenna.phillips@wisc.edu](mailto: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](https://bit.ly/EXT25FMMW)  
Register online at [bit.ly/EXT25FMMW](https://bit.ly/EXT25FMMW)  
Ibayerwaukesha.com or call 262-591-7775 for questions.  
Ibayerwaukesha.com with registration questions.



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