

2025 Farmers Market Short Course

Wednesdays in March from 11 am to Noon

This Short Course is free but registration is required at <https://waukesha.extension.wisc.edu/horticulture/farmers-market/short-course/>



MARCH 5

Boost Your Booth

Amy Meadows, Principal,
Windows Matters

When "Show and Tell" becomes "Show and SELL" - that's the power of Visual Merchandising and strategic product presentation. Is your booth inviting? Shoppable? Does it communicate your "brand" and the quality level of your products? In this presentation, we'll explore ways to elevate your booth's appearance while increasing your sales. Win, win!

MARCH 12

Driving Foot Traffic Using Location Based Marketing

Brittany Longenbach,
Senior Account Executive,
GroundTruth

In this session, we'll discuss how to leverage real world audience behaviors (Farmers Market Visitors, Whole Foods Visitors, Yoga Studio Visitors, etc.) into marketing that drives foot traffic to your Farmers Market events. We'll discuss omnichannel approaches and best practices to reach qualified customers with precision and frequency.

MARCH 19

The Taste It Tent Project

Market Managers, Dawn Carrillo (Oak Creek), Kerry Hoey (Brown Deer), Ruth Weill (Riverwest), Dena Radtke (Jackson Park)

The Taste It Tent is a market hub for sampling local seasonal produce and agricultural products that brings shoppers and volunteers together to share information and recipes while boosting sales for vendors. Learn what you need to get going including essential items, budget considerations, and how to staff and promote your Taste It Tent.

MARCH 26

Using Data to Effectively Promote Your Farmers Market

Bret Shaw, Professor,
Division of Extension &
Department of Life
Sciences Communication,
UW-Madison

This presentation will focus on how farmer market managers can use data from customer surveys and readily available social media analytics to inform more effective outreach. Case studies for how this data can be used to inform outreach will be shared with a focus on how you can adapt these strategies to benefit your own market.