

2026 Farmers Market Short Course

The first four Mondays in March from Noon to 1 pm

This Short Course is free but registration is required at

<https://waukesha.extension.wisc.edu/horticulture/farmers-market/short-course/>



Extension

UNIVERSITY OF WISCONSIN-MADISON



MARCH 2

Get Your Food Safety Questions Answered

Nicole Abbot, Department of Agriculture Trade and Consumer Protection

Learn more about food safety and licensing at the farmers market and get a chance to ask a state food inspector your questions.

MARCH 9

SNAP at the Farmers Market in 2026

Kelly Hammond, Healthy Retail State Specialist, UW-Madison Division of Extension

We will cover SNAP changes in 2026, best practices for supporting SNAP at your farmers market, applying for SNAP Authorization, nutrition Incentives and the launch of Double Up Food Bucks WI, and what is a SNAP Waiver and Equal Treatment Provision.

MARCH 16

Communicating Effectively with Plain Language for Farmers Market Managers

Mia Ljung, Community Development Educator, UW-Madison Division of Extension

Learn how to convey your message clearly and reduce confusion by learning easy ways to communicate effectively with you vendors.

MARCH 23

Marketwurks

Chris Quinlan, CEO and Founder, Marketwurks

Looking for a way to keep your market organized? Do you want to know more about farmer market platforms and what they can do for you. Take a walkthrough of the Marketwurks platform with CEO and Founder Chris Quinlan.