

“Selling at Farmers Markets” Workshop

May 7, 2009 10:00 a.m. – 4:00 p.m.
Mississippi Agriculture and Forestry Museum, Jackson, Mississippi

**Are you looking for ways to market and sell your crops?
Are you interested in selling direct to consumers and receiving retail prices?
Do you participate in or manage your local farmers market?**

You are invited to an upcoming workshop designed for growers selling at farmers markets and managers and staff involved in operating farmers markets. Don Wambles, Director of the Alabama Farmers Market Authority and President of the Farmers Market Coalition, will be the feature speaker. In the past ten years, Don has led the development of over 87 new farmers markets in Alabama. Through this network of market facilities, more than 1,544 small family farmers have benefited. He and his son have been vendors at farmers markets, so he speaks from experience. Don offers sound advice and an approachable demeanor.

During this workshop you will learn:

- ◆ How to sell directly to the consumer while receiving retail prices through farmers markets
- ◆ Things to consider when establishing a Farmers Market
- ◆ Strategies markets use to increase sales
- ◆ Strategies farmers use to increase sales
- ◆ Get practical advice on how much to bring to the market, how to set up your display, make your booth attract customers, pricing your produce, and how to handle customers
- ◆ Strategies for establishing and maintaining a successful market

The workshop will be held in the Ethnic Heritage Center at the Mississippi Agriculture and Forestry Museum located at 1150 Lakeland Drive in Jackson, Mississippi, on Thursday, May 7, 2009, from 10:00 a.m. – 4:00 p.m. There is no charge to attend the workshop, and lunch will be provided. Check-in will begin at 9:30 a.m. with the program beginning at 10:00 a.m.

If you plan to attend, please complete and return the attached registration form by April 30. Seating is limited. For more information about this workshop, contact: Paige Manning, 601-359-1163, paige@mdac.state.ms.us, or Dr. John Braswell, 601-403-8939, braswell@ext.msstate.edu. For additional registration forms visit www.mdac.state.ms.us or www.msfruitandveg.com.

Directions:

Directions - The meeting will be held at the Ethnic Heritage Building at the Mississippi Agriculture and Forestry Museum located at 1150 Lakeland Drive. Take Interstate 55 to the Lakeland Drive Exit. Turn east onto Lakeland Drive. Pass the main entrance into the Ag Museum and go to the next traffic signal. Turn north into the parking lot of Smith-Wills and drive towards the Sports Hall of Fame Building. Look for the blue sign that indicates the Museum Entrance. Walk across the wooden bridge, and the Ethnic Building is directly on your left.



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The workshop is funded and sponsored by the Mississippi Department of Agriculture and Commerce, Mississippi State University Extension, Mississippi Farmers Market, and Mississippi Fruit and Vegetable Growers Association.

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Ethnic Heritage Center at the Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive, Jackson, Mississippi

Registration Form

Registrants:

Name _____

Name _____

Farm Name _____

Farmers Market _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

Please return by: April 30, 2009

By mail to: Paige Manning
Mississippi Department of Agriculture and Commerce
P.O. Box 1609
Jackson, MS 39215

By email to: paige@mdac.state.ms.us

By FAX to: 601-354-6001

For additional information contact:

- Paige Manning, MDAC
601-359-1163, paige@mdac.state.ms.us
- John Braswell, MSU Extension Service
601-403-8939, braswell@ext.msstate.edu

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