

Show n' Tell Marketing Contest

Do you have a great marketing item? Bring it along for the best marketing item contest!

Event attendees will vote on their favorite marketing piece and the winner will be announced during lunch on March 4.

Winner will receive a prize and be mentioned as the Show n' Tell Marketing Contest winner in press releases.

Note: If your marketing piece is too large to bring with you, bring a picture of it and you can still be included in the contest!

Go to
<http://www.agri.ohio.gov/Directions.aspx>
for directions to ODA.

For more information, please contact
Melissa Hurtt at 800-297-2072 ext. 222 or
e-mail hurtt.8@osu.edu.

Ohio Dept. of Agriculture
8995 E. Main Street
Reynoldsburg, OH 43068

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This conference is brought to you by:



2011 Ohio Farmers' Markets Conference

OSU South Centers
Business Development Network
1864 Shyville Rd.
Piketon, OH 45661

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Farmers' Market Specialist
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at the Ohio Dept. of Agriculture
in Reynoldsburg, Ohio

Thursday, March 3, and
Friday, March 4, 2011

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Website: <http://ohiofarmersmarkets.osu.edu>



Conference Cost:

FMMN Members:	Non-Members:
Thursday (dinner included) & Friday \$60	Thursday (dinner included) & Friday \$75
Thursday Only (dinner included) \$ 40	Thursday Only (dinner included) \$ 50
Friday Only \$ 30	Friday Only \$ 40
Thursday Dinner Only \$ 15	Thursday Dinner Only \$ 20

To see a full description of FMMN membership benefits or to join FMMN, go to <http://fmmn.org>

Four easy ways to Register:

1. Mail Registration Information To:
Attn: Melissa Hurtt
OSU South Centers
1864 Shyville Road
Piketon, OH 45661-9749
2. Fax to: 740-289-4591
3. Call 800-297-2072 ext. 222
4. E-mail hurtt.8@osu.edu

Payments Options include:
Check or Credit Card

**Please Make Check Payable To:
The Ohio State University**

Information Needed for Registration

Number of Attendees

Name(s)

Organization(s)

Address(s)

City, State, Zip (s)

E-mail Address(s)

Phone Number(s)

Agenda

Thursday, March 3

8:30 – 9:00	Registration and Continental Breakfast
9:00 – 9:15	Welcome Christie Welch, OSU South Centers Donna Gilbride, ODA
9:15 – 10:00	Ohio Marketing Agreement Update Dr. Karl Kolb
10:00 – 10:15	Break
10:15 – 10:45	The Ohio Proud Passport Program Lori Panda, ODA
10:45 – 11:45	ODA Food Safety Regulations—Cottage foods, value added, etc. Terri Gearhart, Food Safety Supervisor
11:45 – 12:30	Farm Inspections-Getting to Know Farmers on their farm and what to look for Hal Kneen, OSU Extension
12:30 – 1:15	Lunch and Visit Displays <i>Breakout Sessions</i>
1:15 – 2:15	Food Safety for Market Managers Terri Gearhart, Food Safety Supervisor or Marketing for Vendors Eric Barrett and Hal Kneen
2:15 – 2:30	Break
2:30 – 3:30	Starting a Farmers' Market Christie Welch, OSU South Centers or Food Safety for Vendors/Producers Terri Gearhart, Food Safety Supervisor
3:30 – 4:30	ODA Resources for Ohio Farmers' Markets Donna Gilbride, ODA or Vendor Round Table Christie Welch, OSU South Centers (moderator)
4:30	Closing
4:30 – 5:30	Hotel Check-in and/or Networking
5:30 – 7:30	Dinner and FMMN Annual Meeting

Friday, March 4

8:30 – 9:00	Continental Breakfast and Networking
9:00 – 9:15	Welcome
9:15 – 10:15	Market Ready Julie Fox, OSU South Centers
10:15 – 10:30	Break—Final Chance to Vote in Marketing Contest <i>Breakout Sessions</i>
10:30 – 11:15	Recruiting Vendors for Farmers' Markets Managers Panel or Social Media Marketing Melissa Hurtt, OSU South Centers and Mayda Sanchez-Shingler, Frijolito Farm
11:15 – 12:15	EBT at Farmers' Markets Christian Thomas Overview and Market Manager Panel or Food Assistance Benefits—WIC, FMNP, FVV, SFMNP Robin Riedhour, Katie Donahoe, Shari Baker
12:15 – 1:00	Lunch Marketing Contest Winner Announcement <i>Group Sessions</i>
1:00 – 2:00	Understanding Insurance
2:00 – 3:00	Selling at Multiple Markets
3:00 – 3:45	Growing Your Business through Farmers' Markets
3:45 – 4:00	Break
4:00 – 4:30	Round Table discussion/feedback—where do we go from here? Q & A and Evaluations. Donna Gilbride, ODA and Christie Welch, OSU South Centers
4:30	Adjourn Christie Welch, OSU South Centers