



What's
Happening
in 2008?
...mark your
calendars!

Moving Farmers Markets Forward

DESIGNING HEALTHY LIVABLE COMMUNITIES CONFERENCE

Successful, Sustainable Farmers Markets: What Does it Take?

Training Session, Friday, May 30, 2008

8:30 AM – 1:00 PM

This workshop, conducted by farmers market sponsors, managers and educators, is for people who want to consider, collaborate with, support and/or enhance a farmers market in their community.

Drawing from experiences in Michigan and elsewhere, session facilitators will combine short presentations, small group discussion and individual work to assist participants in developing a sound basis for developing or enhancing a successful, sustainable farmers market “back home.”

The workshop is organized by members and leaders of the Michigan Farmers Market Association, www.farmersmarkets.msu.edu.

PARTICIPANTS WILL:

Become aware of ways in which farmers markets can benefit consumers, farmers, communities

Understand how different purposes or missions result in different types of farmers markets

Understand steps involved in developing and operating a farmers market

Identify individuals and organizations as potential partners and supporters

Consider special issues associated with farmers markets that successfully serve low-income areas

Learn ways to conduct market feasibility studies

Compare farmers market organizational structures and how each accomplishes critical farmers market functions

Learn ways to recruit farmers and/or grow new farmers

Understand steps to create market bylaws/rules, secure a market manager, develop an initial budget, and establish market records

Learn sources of assistance for farmers markets and consider ways to sustain market over time

Visit our Web site for registration and detailed information:

www.farmersmarkets.msu.edu

