



2024 WORKSHOP TOPICS

Session 1 9:15 am - 10:15 am

FUNDRAISING & FRIENDRAISING

Jaime Berhanu, *Portland Farmers Market Low-income Access Program Coordinator & MFFM Development & Operations Coordinator*

Joanna McCormick, *AVP of Agricultural Relations w/ Five County Credit Union*

Amy Sinclair, *Yarmouth Farmers' Market Manager*

Expand your network of sponsors and community allies! This is a great time of year to attract and engage business sponsors and connect with nonprofit partners to strengthen your market. Our panelists will share practical tips, strategies, timelines, and success stories to help you start growing your support network this season.

SCALING YOUR SMALL BUSINESS

Corinne Tompkins, *GM at Fork Food Lab*

Other Panelists TBA

Are you experimenting with value-added products to increase revenue and reduce waste at your farm? Or maybe you're a home based food-maker who is ready to take your business from side-hustle to main dish? Learn more about shared kitchen spaces from the General Manager at Fork Food Lab and FFL alumni. Discover how an incubator can help you grow your business. This workshop is also helpful to anyone with state licensing/certification, insurance, and other food business questions.

BUILD YOUR SOCIAL MEDIA VISIBILITY

Abbie McGilvery, *Social Media Strategist & Owner of From The Nest*

Did you resolve to improve your social media game in 2024? In this workshop, we will touch on topics you need to consider when planning your social media strategy. We'll discuss how to use social media more effectively to build visibility for your business, how to focus your marketing efforts, and which simple tools you can use to make everything more manageable. You will walk away with knowledge about which social media channels will be most effective for your business, an understanding of what to prioritize and which steps to take next to build your social media visibility, and worksheets and resources you can use to begin to build your social media strategy.

Session 2 10:30 am - 11:30 am

FREE PUBLICITY! - How to get your business or market in the news

Mary Pols, *Former Food Journalist, Writer, Author, Media Relations*

Laura McClandish, *Former Journalist & MFFM Board Member*

Amy Sinclair, *Former Journalist & Yarmouth Farmers' Market Manager*

MODERATOR: Kelsey Kobik, *Farm Photographer & Social Media Strategist*

Demystifying the media - Reporters need content and you've got a great story to share about your farm, food business or market. Our panelists will discuss how to craft a winning story pitch and connect with reporters. You'll also hear from business owners and market organizers who have cracked the code and earned media coverage. Workshop participants go home with a current list of media contacts and a template for writing a press release.

LOW INCOME FOOD ACCESS 101

Emily Grassie, *MFFM's SNAP Program Coordinator*

Jaime Berhanu, *Portland Farmers Market Low-income Access Program Coordinator & MFFM Development & Operations Coordinator*

Lucie Nolden, *MFFM's Regional Support Coordinator & former info booth staff at Bar Harbor's Eden Farmers' Market*

Ana Pedre, *Vendor Manager for the WIC Program at the Maine CDC*

Carla Salerno, *Vendor & Data Specialist for the WIC Program at the Maine CDC*

Many markets in Maine are founded with a vision to bring healthy food to all community members. Learn from MFFM staff about the programs available to help your market attract and serve shoppers with low-incomes. You'll hear about the evolving landscape for Maine Harvest Bucks, WIC, and Senior Farmshare at farmers' markets, and how your markets can get involved in offering these programs.

MARKET MODELS FOR GOVERNANCE, OPERATIONS & GROWTH

Ben Whatley, *Owner of Whatley Farm & MFFM Board Member*

Amber Lambke, *Owner of Maine Grains, Founding Director of the non-profit Maine Grain Alliance and the Kneading Conference*

Michelle Gill, *Market Manager at Kittery Community Market*

Lori Gibson, *Former Market Manager at Kittery Community Market*

Jamie Pacheco & Julia St. Clair, *staff at Brunswick Topsham Land Trust and Organizers of the BTLT Farmers' Market at Crystal Spring Farm*

MODERATOR: Ben Whatley, *Farmer at Whatley Farm, Vendor at Brunswick Farmers' Market, BTLT Farmers' Market, and Brunswick Winter Market*

What's your market structure: Vendor-run, nonprofit-run, corporate-run or some mixed model? Let's hear from 3 farmers' markets with 3 different models in their underlying structure. Join this lively discussion as our panelists share the successes and strengths of their market models, as well as their weaknesses. We think you'll leave with new ideas for how your markets can operate in more effective ways.

Lunch & Roundtable Discussions 11:30 am - 1:30 pm

Buffet style lunch featuring locally-sourced foods followed by group discussions.

Session 3 1:45 pm - 2:45 pm

CONFLICT MANAGEMENT

Jimmy DiBiasi, *MFFM Executive Director*

Lorelei Cimen*o*, *Owner of Rainbow Farm, Vendor at multiple midcoast/downeast markets*

Clifton Page, *Market President of Bar Harbor Eden's Farmers' Market*

Farmers Markets are mostly happy places, but they are not without conflict. You don't have to let a vendor challenge, a pushy outside stakeholder, or a curmudgeonly customer ruin your day. In this workshop, we'll share resources and tips for conflict management, stories from the trenches and a few case studies. Bring your conflicts and questions. We love a good problem!

MARKET SUCCESS STORIES - How 3 Markets attracted more customers

Julia St. Clair, *Agricultural Programs Coordinator at Brunswick Topsham Land Trust overseeing Farmers' Market at Crystal Spring Farm.*

Michelle Gill, *Kittery Community Market Manager*

Sherie Blumenthal, *Lewiston Farmers' Market Manager & MFFM Board Member*

Are you hoping to draw more customers to your market community this year? We'll hear from 3 market organizers who introduced new programs and marketing strategies that engaged more visitors at their Markets. Take their ideas and make them your own.

WIC AT YOUR MARKET

Ana Pedre, *Vendor Manager for the WIC Program at the Maine CDC*

Carla Salerno, *Vendor & Data Specialist for the WIC Program at the Maine CDC*

Want to accept WIC at your farmers' market or farm stand? Take this 1-hour WIC training and get all the info you need to start selling to customers using WIC. Help welcome more families to your markets!

The Special Supplemental Nutrition Program for Women, Infants, and Children - better known as the WIC program - serves to safeguard the health of low-income pregnant, postpartum, and breastfeeding women, infants, and children up to age 5 who are at nutritional risk. Families that enroll in WIC receive funds that can only be spent on

certain food items. Farmers are eligible to accept these funds along with Farmers Market Nutrition Program funds that WIC families receive.

Wrap Up 3:00 pm - 3:30 pm