

INTRODUCING OUR 2024 WORKSHOP PANELISTS

WORKSHOP: FUNDRAISING & FRIENDRAISING

Jaime Berhanu / Portland Farmers Market & MFFM Development & Operations Coordinator

Jaime first started selling at farmers' markets in 2000 in Bellingham, Washington. She is now a former organic veggie farmer and tempeh maker, and lives in Bowdoinham with her husband, Andy and two amazing kids who are now both off at college. Jaime helped to start the SNAP Program at the Portland Farmers' Market in 2011, and continues to manage that program alongside her new role at MFFM as the Development and Operations Coordinator.

Favorite Vegetables: Garlic, lacinato kale, and all the lovely summer squashes!

Favorite aspect of Farmers' Markets: I deeply value the ability to work among all the amazing folks in Maine who are growing food, keeping farmers' markets thriving, and getting more Maine foods to households facing food insecurity.



Joanna McCormick

AVP of Agricultural Relations w/ Five County Credit Union

Joanna has been a valued member of the Five County Credit Union team since 2005. She has 15+ years of experience in consumer and commercial lending in addition to a wide range of business experience.

Favorite Veg: Green beans

Farmers' Markets: I love the vast diversity of vegetables and fruits that are available.



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Amy Sinclair / *Yarmouth Farmers Market Manager*

Amy has overseen the Yarmouth Farmers Market since 2016. Prior to that she was an Emmy-award winning broadcast journalist working for stations in Portland and Boston and has served as the Communications Director for several nonprofits. As a Master Gardener she helped launch both a community garden and a children's garden camp in her town. Amy is a self-employed communications professional.

Favorite Veg: Brussel Sprouts

Farmers' Markets: I love the circus aspect. We create a lively marketplace in a matter of minutes, sell what we can, and disappear a few hours later, with only a stray cabbage left behind to tell our story.



WORKSHOP: SCALING YOUR SMALL BUSINESS

Corinne Tompkins / *GM at Fork Food Lab*

Corinne is the General Manager at Fork Food Lab, Maine's only food business incubator. Corinne oversees daily operations and supports both staff and members. Prior to joining FFL, Corinne worked as a personal and executive raw food chef and launched a restaurant. She is committed to promoting sustainable economic growth for the future of Maine's food community and she loves helping food entrepreneurs start and grow their businesses.

Favorite Veg: Broccoli

Farmers' Markets: I love spending my money where it matters most.



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WORKSHOP: BUILD YOUR SOCIAL MEDIA VISIBILITY

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

Abbie is a Marketing Coach, Social Media Strategist, and Owner of *From The Nest* in Southern Maine. Her knack for storytelling has captivated and inspired hundreds of listeners at her social media workshops and speaking engagements around the country. Abbie is passionate about empowering others to bravely tell their stories by harnessing the power of social media. Outside of work, Abbie enjoys all things artistic and creative, gardening, spending time with her son, and taking advantage of Maine's many scenic destinations.

Favorite Veg: Broccoli

Farmers' Markets: I love the unique variety of items available as well as the craftsmanship and passion displayed in every product.



WORKSHOP: FREE PUBLICITY! - HOW TO GET MEDIA COVERAGE

Kelsey Kobik, Moderator / *Professional Farm Photographer & MFFM Communications Coordinator*

Kelsey is a professional farm photographer and service provider. Rooted in years of experience as a field crew worker, crop manager, and farmers' marketeer at Goranson Farm, her photography and marketing are specific and relevant to our Maine farm community. She publishes editorial farm, food, and gardening features in Down East, Edible Maine, and the Maine Farms Journal. Along with freelancing for farms and food businesses, she photographs for Johnny's Seeds, produces and manages marketing content for Goranson Farm, and after two years on the MFFM Board, joined the staff as in-house Communications last spring. Kelsey is passionate about class-awareness and employee visibility in Maine's farming scene. She lives in Freedom with her partner Danny and their backyard bakery, Vesper Bread.



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Mary Pols / Writer, Author, Former Food Journalist & Media Relations Professional

Longtime journalist Mary Pols was for five years the writer for the Maine Sunday Telegram's Source section, where she wrote about sustainability, food systems in Maine and climate change and learned more about her home state than she ever knew before. Today she writes Down East's Room With a View column and works in media relations at Bates College.

Favorite Veg: Artichokes

Farmers' Markets: The sense of community is almost tied with the gorgeous produce, plants and proteins.



Laura McCandlish / Former Journalist & MFFM Board Member

Laura is a farmers' market enthusiast and bridge-builder between her Bowdoin College community and the rest of Brunswick and beyond. A journalist who championed local farms and food in Oregon and Maine, Laura is a conduit who dabbles in PR, a "bespoke agent" who has sold a book and some houses. She loves to pitch and promote and enjoys helping friends and clients navigate Maine's media landscape.

Favorite Veg: Fresh celery with greens attached and during the winter, celeriac

Farmers' Markets: Seeing friends, neighbors and friendly vendors at our Brunswick markets...and not knowing what I'll cook until I see what seasonal items are left at the end of market...I'm a procrastinator so often there at the 11th hour before market closing.



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Emily Grassie / MFFM's Nutrition Incentive Coordinator

As MFFM's SNAP Program Coordinator, Emily works on a variety of projects, focusing on the many forms low income access programs can take at FMs. As SPC, Emily administers the Maine Harvest Bucks program to 80+ farmers' markets and farm stand locations throughout the state and oversees regional outreach in support of the program as well as database management and general farmers' market consultation. Emily has been serving the Maine farmers' market community with pride since 2015.

Favorite Veg: Green onions

Farmers' Markets: They're the highlight reel of all my favorite things: food, people & outside!



Lucy Nolden / MFFM Regional Support Coordinator, Former Info Booth Manager at Bar Harbor's Eden Farmers' Market

Since moving to Maine in 2018 for college, Lucie has lived in a lot of places, and with each move, has discovered a new farmers' market to love. From selling meat and vegetables as a farming apprentice at Skowhegan, to supporting the Bar Harbor Eden Farmers' Market in setting up their Food Access Booth. As an AmeriCorp VISTA member in Hancock County, Lucie discovered a passion for grant writing, development, and on-the-ground organizing, and is excited to bring her passion for farmers' markets to her role as Regional Support Coordinator for MFFM building capacity for improved food access in the Midcoast area.

Favorite Veg: Eggplant, cabbage, and garlic

Farmers Markets: I love how farmers' markets have the potential to reinvigorate traditional, sustainable food economies with improved equity and access for all.



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Carla Salerno / *WIC Vendor & Data Specialist*

Carla Salerno is currently the Vendor & Data Specialist for the WIC Program at the Maine Center for Disease Control & Prevention, a division of the Maine Department of Health and Human Services. Carla's role is to onboard new vendors and farmers and to provide ongoing training and support, along with the reauthorizations of current ones. She conducts yearly monitoring visits for vendors & farmers and provides support to compliance officers.

Favorite Veg: Peas, cooked or fresh

Farmers' Markets: I love interacting with folks, especially seniors, and the little ones. Deciding on a purchase is always exciting. There are so many lovely choices.



Ana Pedre / *WIC Program Vendor Manager*

Ana is currently the Vendor Manager for the WIC Program at the Maine CDC, a division of the Maine Department of Health and Human Services. She is a proud graduate of the University of Maine at Augusta. Her role is to develop policies and procedures for vendors, farmers, and local WIC agencies regarding food delivery and food instrument accountability that are then implemented. She ensures program area integrity by performing file audits, reviewing redemption information, and monitoring stores to ensure vendors are compliant with state policies and procedures.

Favorite Veg: Rainbow Chard

Farmers' Markets: I love learning about new vegetables and recipes.



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WORKSHOP: MARKET MODELS FOR GOVERNANCE, OPERATIONS & GROWTH

Ben Whatley / Owner of Whatley Farm & MFFM Board Member

Ben is an organic vegetable farmer at Whatley Farm in Topsham, who vends year-round at all three Brunswick farmers markets. On the board of MFFM and as a volunteer with his local markets, he focuses on food-access programs.

Favorite Veg: Whatever is abundant and needs to be eaten up on any given day, but especially spinach.

Farmers' Markets: They have introduced me to so many more people than I could have met any other way.



Amber Lambke / Founding Director of the Maine Grain Alliance and the Kneading Conference

Formerly a speech language pathologist, Amber Lambke shifted gears to respond to a community need for grain processing infrastructure and is the co-founder and CEO of Maine Grains, Inc., carried by specialty food stores and used by bakeries, breweries and chefs throughout the Northeast. She is also the founding director of the non-profit Maine Grain Alliance and its flagship event, the Kneading Conference. A creative problem solver, mother of two, weekend baker, and driving force behind Maine's sustainable foods movement, Amber has worked with local businesses, state and national leaders and her community to successfully bring the cultivation and processing of grains back to the northeast.

Favorite Veg: Lacinato Kale

Farmers' Markets: They're a "third place".



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Jamie Pacheco / BTLT Director of Agricultural Programs & Strategic Partnerships

Jamie (she/her) joined the Brunswick TopshamLand Trust in the spring of 2018 as a contractor, shifting into her current role responsible for overseeing the Land Trust's community and agricultural programs and events. Prior to this she worked in various agricultural roles as well as co-owned and managed a restaurant that integrated hands-on learning programs for children. She serves on the boards of Tedford Housing, Growing to Give, and Bath's Development Corp. Alongside these responsibilities she works for the Merrymeeting Food Council, and she and her husband own Flight Deck Brewing. Jamie lives in Bath with her family.



Julia St. Clair / Agricultural Programs Coordinator at Brunswick Topsham Land Trust overseeing Farmers' Market at Crystal Spring Farm (bio below)

Michelle Gill / Kittery Community Market Manager (bio below)

WORKSHOP: CONFLICT MANAGEMENT

Jimmy DiBiasi / MFFM Executive Director

As MFFM's Executive Director, Jimmy has overseen the growth of the Maine Harvest Bucks Program and worked to create and strengthen programs that benefit both farmers' market vendors and customers around the state. Prior to joining MFFM, he worked as an educator with AmeriCorps and as a volunteer organizer for a major social services nonprofit in Portland, Oregon. Jimmy is pleased to welcome all of you to the 2024 MFFM Conference!

Favorite Veg: Hakurei turnip

Farmers Markets: It's my job to love them! I love the way that they connect people and build community resilience.



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Lorelei Cimeno / *Owner of Rainbow Farm, Blue Hill Farmers Market Manager*

Lorelei owns and operates Rainbow Farm in Orland, with her husband Noah Cimeno. Rainbow Farm is a diversified farm that raises pastured poultry and Scottish Highland cattle, and grows MOFGA certified organic fruits and vegetables. Rainbow Farm participates in the Blue Hill Farmers' Market, where Lorelei is the market manager. With the help of several community partners, Lorelei implemented SNAP acceptance and MHB to the Blue Hill Farmers' Market. Rainbow Farm is also a member of the Bar Harbor Eden and Northeast Harbor Farmers' Markets.

Favorite Veg: Garlic scapes

Farmers' Markets: I love my farmers' market friends, both the vendors and our customers.



Clifton Page / *Board President, Mount Desert Island Farmers Markets & small business owner*

My partner, Lucy Benjamin, and I run Lucy's Granola/Blue Hill Foods LLC, making granolas, trail mixes, toffee products and baking mixes. Farmers Markets in Mid-Coast and Downeast Maine have been the route to our success, introducing our products to a wide range of customers and retailers from across America. I have been on the board of a number of local organizations, including the Blue Hill Public Library, Colloquy Downeast, the East Blue Hill Village Improvement Association and the Mount Desert Island Farmers Markets, where I currently serve as President.

Favorite Veg: Celeriac: It's an ugly root with a wonderful earthy taste.

Farmers' Markets: Community. The Bar Harbor market has a wonderful collection of passionate vendors and loyal customers. While it's hard work, the market becomes almost a party every Sunday morning as we catch up, check out what's for sale and trade with one another.



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WORKSHOP: MARKET SUCCESS STORIES

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

Julia joined the Brunswick Topsham Land Trust in May 2021 as the Agricultural Programs Coordinator overseeing the Tom Settlemire Community Garden and the Saturday Farmers' Market at Crystal Spring Farm. Julia has lived and worked on farms across New England and been involved in community gardens in Bar Harbor, Portland, and South Portland. When she's not gardening, cooking, or talking about food, Julia can be found swimming in the ocean, bowling, or making photographs. She lives in South Portland with her partner and her two cats (and hopes to someday have chickens)!

Favorite veg: Red cabbage

Farmers' Markets: The community! And getting young folks excited about being at the Farmers' Market and eating local food!

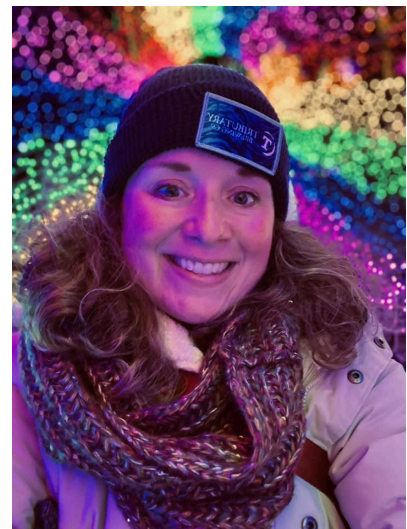


Michelle Gill / *Kittery Community Market Manager*

In 2024, I'll be embarking on my fourth season as the manager of the Kittery Community Market. Additionally, I engage in social media marketing for several restaurants, which entails substantial event planning. I'm also a handmade jewelry vendor and participate in several events on the Seacoast.

Favorite Veg: Zucchini

Farmers' market: I love getting to play a supportive role in the growth and success of local small businesses and farms and getting to witness their progress and prosperity.



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Sherie Blumenthal / *Lewiston Farmers Market Manager & MFFM Board Member*

Sherie Blumenthal is a steadfast advocate for equitable food systems, land justice, and community building. She is a lover of local food and the Lewiston Farmers' Market which found a special place in her heart more than 15 years ago when she began supporting market operations and development. She feels incredibly privileged to work alongside her fellow LFMA Board Managers and long-time vendors to grow a market where people can nourish their bodies with good food and their hearts and minds through community. Sherie is the Community Programs Manager at St. Mary's Nutrition Center, serves on the Board of Land In Common Land Trust, and on the board for MFFM. She lives in Lewiston with her husband, two children, and their ever expanding wild garden.

Favorite Veg: Garlic

Farmers' Markets: They are a beautiful way to connect people with one another, their community, and the people and food that nourish them.



WORKSHOP: 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*

ROUNDTABLE DISCUSSION LEADERS

Carolyn Snell / *Snell Family Farm & Portland Market Steering Committee*

Carolyn is the Chair of the Portland Farmers' Market Association and a fourth-generation farmer at Snell Family Farm, which she runs with her parents John and Ramona Snell. Carolyn also runs Carolyn Snell Designs, a flower farm and floral design studio. Snell Family Farm grows cut flowers, fruits, vegetables, seedlings and perennials for sale at their farm stand and at the Portland Farmers' Markets on Wednesdays and Saturdays.



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Favorite Veg: Romanesco

Farmers' Markets: I love getting to know the folks who eat the food we grow, and I love dazzling people with local seasonal flowers.

Emily Selinger / Owner *Emily's Oysters & oversees Portland Market Social Media*

Emily is the founder, owner, and farmer behind Emily's Oysters, a small-scale oyster farm off the shores of South Freeport in Casco Bay. Emily has years of professional experience working on the water in a variety of capacities from sterning on lobster boats to captaining sailing vessels, but being a member of Maine's growing sustainable aquaculture community, which Emily's Oysters has been a part of since 2017, is where she has really found her passion. Today, Emily's Oysters has made it a central focus of the business to make oysters more accessible and affordable to Mainers by selling direct-to-consumer through local farmer's markets.

Favorite Veg: Tomato

Farmers' Markets: It's a great place to introduce people to oysters for the first time - both as a food item but also to aquaculture more broadly.

