

New England Farmers' Market Managers Seminar at the Harvest New England Agricultural Marketing Conference and Trade Show

Boosting Your Market: Charting a Path for the Future

Wednesday, March 8, 2017 8:00 am – 4:30 pm, Sturbridge Host Hotel, Sturbridge, MA

For program updates and to register and pay by credit card, go to www.harvestnewengland.org/events.
To pay by check, download the registration form [here](#) - Early Registration by February 7th is \$75; After February 7th, \$100

- 7:00 am – 8:00 am: Registration and Coffee
- 8:00 am – 9:30 am: Attend the Conference Keynote: **Are you in Marketing? Isn't Everyone?**
Speaker: Craig Ostbo, Managing Partner, Koopman Ostbo, Portland, OR
Craig Ostbo challenges the perception that just because the title on your business card doesn't say "Marketing" that doesn't mean you are not in marketing – especially in today's digital world.
- 9:30 am – 10:00 am: Break
- 10:00 am – 10:15 am: Welcome
- 10:15 am – 11:15 am: **Farmers Market Loyalty Programs – Do They Work?**
Moderator: Jeff Cole, Executive Director, Mass Farmers Markets, Waltham, MA
Speakers: Devon Whitney-Deal, Local Hero Program Manager, Community Involved in Sustaining Agriculture, South Deerfield, MA; Clara Moore, Program Coordinator, Low Income Access Program, Portland Farmers Market, Portland, ME
CISA (Community Involved In Sustaining Agriculture) has tested multiple loyalty tools, including punch cards, special events, and communication tools, with eleven farmers markets in Western, MA to determine how they impact customer satisfaction, customer count, and overall enthusiasm about shopping at farmers markets. You'll also hear from the Portland Maine Farmers Market about their Friends of the Market Program. This presentation will share findings on the impact loyalty tools have on markets and customers' shopping habits.
- 11:15 am – 12:15 pm: **50 Ways to Love Your Customers (and Keep Them Coming Back!)**
Facilitator: Lynda Brushett, Cooperative Development Institute, Barrington, NH
Speakers: Krysti Battistelli, Market Manager, Seacoast Growers Association, NH; Jeff Cole, Executive Director, Mass Farmers Markets, Waltham, MA; Clara Moore, Program Coordinator, Low Income Access Program, Portland Farmers Market, Portland, ME
Using social media and other market promotions to maintain and increase customers. Come prepared to share your best ideas!
- 12:15 pm – 1:15 pm: **Locally Grown Lunch**
- 1:15 pm – 2:15 pm: **Getting your Legal Structure Organized**
Moderator: Annie Lemelin, Regional Coordinator of Legal Food Hub, Conservation Law Foundation, Boston, MA
Speaker: Craig Todaro, Partner, Goodwin Procter, Boston, MA
Farmers markets continue to grow in the number and popularity while presenting unique legal questions and concerns. Learn about or refresh your memory about the pros and cons of various business legal structures for farmers markets. Special attention will be given to LLCs and non-profits. The presentation will also include a brief discussion on trademarks.
- 2:15 pm – 3:30 pm: **Building and Solidifying Relationships that Sustain Markets Over Time**
Facilitator: Leigh Hallett, Executive Director, Maine Federation of Farmers Markets, Pittsfield, ME

Beyond the Handshake

Speaker: Hanne Tierney, Chair, Portland Farmers' Market Association and Manager, Downtown Waterville Farmers' Market, Waterville, ME

Good relationships solve problems before they start and facilitate better solutions if they start. Why creating formal agreements, documentation and leases are worth the time and effort.

Moving On – Market Manager Succession Planning

Speakers: Gene Boylan, Milton Farmers Market, Milton, MA; Suzanne Johannet, Belmont Farmers Market, Belmont, MA; Niki Lankowski, Grow Food Northampton, Northampton, MA
How to prepare your market now for new management in the future and ensure market stability in transition.

In the Community: Summer Meals Programs at Farmers Markets

Speakers: Simca Horwitz, Eastern Massachusetts Director, Massachusetts Farm to School Project, Easthampton, MA; Leran Minc, Child Nutrition Outreach Programs, Project Bread, Boston, MA

Feed kids, increase customers and enhance your community.

3:30 pm – 4:30 pm:

Market Manager Exchange

Facilitator: Nada Haddad, Field Specialist, Food and Agriculture, University of New Hampshire Cooperative Extension, Brentwood, NH

Facilitated discussion of topics of interest to attendees.

4:30 pm – 6:30 pm:

Attend the conference trade show. Reception in trade show starting at 5:00 pm

The SNAP Resource Workshop at the Harvest New England Agricultural Marketing Conference and Trade Show

Drop in Hours: Wednesday, March 8th, 9:00 am - 5:00 pm and Thursday, March 9th, 7:30 am - 3:00 pm

A drop-in information session where you can get your farm, farm stand or farmers market authorized for SNAP (formerly food stamps) and receive your USDA FNS number the very same day! USDA staff will be on site to walk you through the process and assist with your application. Find out about wireless equipment options to process SNAP payments (as well as credit/debit) and learn about other resources available. If you intend on getting an FNS (SNAP) number, bring copies of the following documents which will be attached to your application:

1. Picture ID (driver's license or passport)
2. Social Security Card (or other official document with your name and SSN)
3. Copy of voided check for bank account you will use to deposit funds.

For non-profit 501(c)(3) Only: Farmers markets operated/sponsored by a non-profit are the ONLY applicants that are not required to submit verification of Social Security number for corporate officers/board members. **Documentation Required:**

- a. Copy of the IRS Determination Letter stating the organization is a 501(c)(3). A (c)(4) and (c)(6) will not be accepted.
- b. Letter from the sponsoring agency stating that they are sponsoring the farmers market and who they have appointed as their legal representative to operate the farmers market.
- c. The application must be signed by a corporate officer or a board member.

For Government Owned/Operated Farmers Markets Only: Documentation Required:

- a. Copy of the City/Town IRS EIN/TIN Tax Exempt Letter.
- b. City/Town Official must sign the Application Certification Page.
- c. No personal information is required or needed.

The Harvest New England Agricultural Marketing Conference and Trade show is brought to you by Harvest New England and the six New England State Departments of Agriculture. **Farmers Market Manager Workshop Planning Committee:** Lynda Brushett, Cooperative Development Institute; Jeff Cole, Mass Farmers Markets; Devon Whitney-Deal, CISA; Nada Haddad, UNH Cooperative Extension; Leigh Hallett, Federation of Maine Farmers Markets; David Webber, Massachusetts Department of Agricultural Resources.