WHY YOU SHOULD ATTEND:
This half-day workshop will help you identify strategies to successful farmers’ markets which include: understanding the WIC program, food safety, successful marketing strategies, rules and regulations. We hope you will leave the workshop with renewed energy and direction for operating or marketing products through your community’s farmers’ market.

PROGRAM
9:00 am Welcome
9:05 - 9:45 WIC Program
9:45 - 10:45 Food Safety
- Purdue Food Science Dept.
- IN State Dept. of Health
10:45 - 11:00 Break
11:00 - 11:45 Target Marketing Strategies
11:45 - 12:00 Survey Results of Indiana Farmers’ Markets
12:00 noon Adjourn
Comments from previous workshop participants

“I enjoyed the panel discussion and am going home with much food for thought!”

“This was a valuable workshop for learning and networking.”

Registration Fee $20
Registration fee includes all workshop materials and snacks.

See Next Page for Registration Deadlines
Checks made payable to Purdue University

For more information contact:
Jennifer Dennis
Department of Agricultural Economics
E-mail: jhdenis@purdue.edu
Phone: (765) 494-9812

Or
Debbie Trocha, Email: dtrocha@icdc.coop
Chad Martin, Email: cmartin@icdc.coop
Phone: (317) 275-2247

I will attend the following location

____ Jan. 29 Indiana Hort. Congress
Requires special registration, please call: 765-494-1296

____ Feb. 9 Bicknell, IN
(registration deadline Jan. 31)

____ March 2 Columbus, IN
(registration deadline Feb. 21)

____ March 23 Lafayette, IN
(registration deadline March 14)

____ April 20 Fort Wayne, IN
(registration deadline April 11)

REGISTRATION
To register, mail or fax form to:
Brenda Pearl
Purdue University
Department of Agricultural Economics
403 W. State Street
West. Lafayette, IN 47907-2056
Fax: (765) 494-9176
Phone: (765) 494-4191
E-mail: pearlb@purdue.edu

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State _______ Zip Code ___________
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