WHY YOU SHOULD ATTEND:
This one-day workshop will help you understand keys to successful farmers’ markets including: effective marketing strategies, rules and regulations for safe food handling, and agencies which oversee Indiana’s farmers’ markets. We hope you will leave the workshop with renewed energy and direction for starting a farmers’ market in your community.

PROGRAM
9:00 am         Welcome
9:05-10:15     Beginner’s Overview:  
                 A Check List of Roles
10:15-11:00   Market Master Panel
11:00-12:00   Rules and Regulations:  
                 - Results from a survey of 
                 Indiana Farmers’ Markets
12:00-1:15     Lunch
1:15 –2:30     Panel of Indiana Agencies:  
                 - Indiana State Dept. of Health 
                 - Board of Animal Health 
                 - Women Infants and Children 
                 (WIC) Farmers’ Market 
                 Nutrition Program
2:30 pm         SAFE RIDE HOME

Purdue University is an equal access/equal opportunity university

Starting a Farmers’ Market in Your Area:  
An Entry Level Workshop
March 16, 2007
I.P. Video Locations
Broadcast Statewide

Sponsored by:
Indiana Cooperative Development Center
Purdue University New Ventures Team and 
Small Farms Teams
Department of Agricultural Economics
Purdue University
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 ~ $25
Registration fee includes all workshop materials, snacks and lunch.

Registration Deadline is March 5, 2007
Checks made payable to Purdue University

Feel free to contact us for more information!

I.P. VIDEO LOCATIONS
Pfendler Hall, Purdue University, W. Lafayette, IN
LaGrange County Extension Office, LaGrange, IN
Knox County Extension Office, Vincennes, IN

~ Additional Locations to be Determined ~

Please contact your local Purdue Extension Office to inquire about receiving an I.P. Video connection at your local Purdue Extension Office.

Advanced Level Farmers’ Market Workshops will be offered at the following locations statewide:

Jan. 29, Indiana Horticultural Congress, Indianapolis
Feb. 9, Knox County Fairgrounds, Bicknell
March 2, Bartholomew County Fairgrounds, Columbus
March 23, Tippecanoe County Fairgrounds, Lafayette
April 20, Allen County Extension Office - Fort Wayne

Feel free to contact us for more information!

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

I will attend the following location

_____ West Lafayette, IN
_____ LaGrange, IN
_____ Vincennes, IN
_____ 
_____ 
_____ 

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

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

I require auxiliary aids/services due to disability. Contact me at the above address.