



Oregon
Farmers
Markets
Association



2019 Annual Meeting Agenda

Afternoon Workshops

11:30 AM - Lunch and Check-in

12:15 PM - Workshop Session 1 *(Details on back)*

1:45 PM - Workshop Session 2 *(Details on back)*

Evening Program

3:00 PM - Check-in

4:00 PM - Welcome & Introductions

4:40 PM - OFMA Business Meeting

5:30 PM- Table Discussions - Round 1 *(Details on back)*

6:00 PM - Dinner

6:25 PM - Speaker: Daniel Westerveldt, Farmspread

6:55 PM - Partner Updates: ODA, FDNP, FMF

7:30 PM - Table Discussions – Round 2 *(Details on back)*

8:00 PM- Closing & Social Hour

This event was made possible by generous contributions from...

Major Sponsors: Bob's Red Mill, Farmspread & Beaverton Farmers Market

Supporting Sponsors: Oregon Food Bank, Friends of Family Farmers, Certified Naturally Grown, Rogue Brewery and Nehalem Bay Winery - We appreciate you!

Afternoon Workshop Session Details:

Session 1 – 12:15PM	Session 2 – 1:45 PM
<p><u>Main Room</u> Data Power: Learn how to collect and use data from your farmers markets to support your vendors, prove the economic impact of your market and utilize in funding requests. This will be a hands-on class with tools, templates and tips to take home.</p>	<p><u>Main Room</u> Lightning Round: Supporting Your Newest Vendors in Food Safety: A facilitated exchange with experts and service providers specifically focused on food safety at farmers markets for new and beginning vendors, and how market managers can support them. This dynamic look will include the perspectives of a market manager, farmer, OSU cottage foods expert, and a hot food vendor.</p>
<p><u>Side Room</u> Toward Greater Diversity, Equity and Inclusion at Your Farmers Markets: Farmers Markets are a hot bed for community connections, food access and local economic development. In this interactive session we will explore how Farmers Markets have contributed to harmful structures, as well as focus on ways we can move towards equity and create welcoming and supportive markets.</p>	<p><u>Side Room</u> Farmers Market Board Room: Learn from your peers and nerd out on organizational development in this facilitated share-out. We'll do some organizational self-assessment, as well as sharing farmers market organizational documents such as bylaws, federal nonprofit status applications, market policies, and more! We will have some to review, but please feel free to bring your own to share with this learning community.</p>

Table Discussion Topics

Round 1:

- **Fundraising & sponsorship ideas** – *Eileen White, The Dalles Farmers' Market*
- **Kid's activities at farmers markets** – *Rose Williams, St. Johns Farmers Market*
- **Eco-friendly market practices** – *Trudy Toliver, Farmers Market Fund*
- **Rural markets** – *Glenn Harden, Spencer Creek Community Growers' Market*
- **Staff & volunteer training** – *Molly Notarianni, Farmers Market Fund*
- **Insurance options** – *Rebecca Landis, Corvallis-Albany Farmers' Markets*

Round 2:

- **State funding for SNAP** – *Molly Notarianni, Farmers Market Fund*
- **Market collaborations with local gov./city** – *Rachael Ward, ACCESS*
- **Vendor relations** – *Amber Holland, Portland Farmers Market*
- **Recruiting vendors** – *Eileen White, The Dalles Farmers' Market*
- **Policies for Selling regulated products** – *Trudy Toliver, Farmers Market Fund*