

2021 NYS FARMERS MARKET MANAGERS VIRTUAL CONFERENCE

Reimagining Markets for a Brand New World

DAY ONE

Monday, March 1st, 2021

- 9:00am 9:10am WELCOME TO THE 2021 NYS FARMERS MARKET MANAGERS FIRST VIRTUAL CONFERENCE**
Margaret O'Neill — President, Farmers Market Federation of NY
- 9:10am 10:30am LESSONS LEARNED THROUGH A PANDEMIC – WHAT PRACTICES HAVE MARKETS ADOPTED AND WHAT WILL WE KEEP FOR THE FUTURE?**
Jim Farr — Director, Rochester Public Market
Laura Crimmins — Manager, Kingston Farmers Market
- 10:30am 10:45am FATIGUE BREAK — ERGONOMIC TIPS TO SUPPORT STRESS-FREE VIEWING**
- 10:45am 12:00pm ONLINE FARMERS MARKETS — HOW DOES ONLINE PURCHASING SUPPORT OR DIMINISH THE FARMERS MARKET SHOPPING EXPERIENCE?**
Steve Ridler — Manager, Troy Waterfront Farmers Market
Ellen Pope — Executive Director, Otsego 2000
We will examine the pros and cons of multiple platforms and discuss different online models: online farmer, shop online market, or hybrid.
- 12:00pm 1:00pm VENDOR COMPLIANCE — KEEPING IT COPACETIC***
Kelly McBride — Assistant Supervisor, Rochester Public Market
Amy Willis — Manager, Broome County Regional Market
How do you enforce rules and compliance with your vendors and maintain good relationships at the same time? Topics covered: COVID-19, food safety and health regulations, producer-only, and general rules.
- 4:00pm 5:30pm NETWORKING SESSION: CONFERENCE ATTENDEES' "OPEN FORUM" WITH NYSDAM UPDATE**
Following an update from NYSDAM on Nourish NY and other food programs, we will open the discussion to welcome your thoughts, ideas, questions, and input on the issues we are facing in our markets. This is your opportunity to share your concerns and learn from one another on topics that relate to markets of all sizes from communities around our state.

DAY TWO

Tuesday, March 2nd, 2021

- 10:00am 11:30am MORNING NETWORKING SESSION: PIVOTING PROGRAMING DUE TO COVID**
This open session will explore the topic of what changes to programming/activities markets have made, how they were received, lessons learned, and planning for '21. Bring any examples/ideas/outcomes from your markets you would like to share!
- 11:30am 1:00pm MIDDAY BREAK**
- 1:00pm 2:15pm BUILDING OUR SNAP PROGRAMS — NOW AND FOR THE FUTURE**
Margaret O'Neill — President, Farmers Market Federation of NY
Mallory Burnham — Senior Nutritionist, Cornell Cooperative Extension, Oneida County
We will discuss effective outreach strategies, overcoming obstacles for customers, targeting promotion efforts, and helpful partnerships. Plus, we will discuss coupon programs — how they're funded, who benefits, and how to get the most out of participating.
- 2:15pm 3:45pm DE-ESCALATING CONTENTIOUS SITUATIONS AT MARKETS — SKILLS FOR RESOLVING CONFLICTS**
Will Nassau — Nassau Facilitation Services
Everyone has had that customer that won't follow the rules, whether it is to wear a face covering or not to bring their pet to market. By using examples and interactive exercises, attendees will learn to understand this kind of behavior and diffuse the conflict.
- 4:00pm 4:30pm VIRTUAL FARM TOUR, FEATURING KRIEMHILD DAIRY — BRUCE RIVINGTON**
Kriemhild Dairy is a small, farmer-owned business in the heart of Madison County that specializes in high-quality, full-fat, and cultured dairy foods with milk sourced from grass-based herds. Their slow-churned, grass-fed butter is sold at farmers markets throughout New York State. Bruce Rivington will give us a virtual tour of the operation and talk a bit about bringing his amazing butter to markets around New York State.

DAY THREE

Wednesday, March 3rd, 2021

- 9:00am 10:15am UNDER NEW MANAGEMENT: RENOVATING YOUR MARKET WHEN CHANGE IS NEEDED**
Chereese Jervis-Hill — Manager, Peekskill Farmers Market
Deb Wagoner — Manager, Belmont Farmers Market
When a new manager takes over, how do you transform a market that is underperforming? Promoting and strategies for rebuilding. Plus, the importance of revisiting your market's business plan.

* Participation in these sessions will earn one continuing education credit for each session toward the FMM Pro Certification requirements.

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10:15am 10:30am **FATIGUE BREAK — CHAIR AND STANDING EXERCISES TO INCREASE CIRCULATION AND REBOOT ENERGY**

10:30am 11:45am **UNDOING RACISM AT OUR FARMERS MARKETS**

Taisy Conk — Program Director, Community Food Action, New Settlement Apts

Iyeshima Harris — Project Director, East New York Farms

This interactive workshop will provide a space to discuss how race and racism affect farmers markets staff, customers, and vendors. The facilitators and participants will share challenges, practices, and successes in building more than just and equitable markets.

11:45am 1:00pm **DEALING WITH VENDOR AND FARMER SQUABBLES***

Beth Irons — Manager, Oneida County Public Market

Amanda Vitale — Manager, Syracuse Regional Market

Jealousy, business practice differences, and more... How should a manager handle disagreements between vendors; keeping squabbles from impacting the full market?

1:00pm 3:00pm **LUNCH / AFTERNOON BREAK**

3:00pm 4:30pm **NETWORKING SESSION: RAMPING UP FUNDRAISING — RECOVERING FROM FINANCIAL LOSSES DURING COVID**

We hope to frame a discussion around how Markets have been impacted by loss of income due to the pandemic, re-budgeting and ideas for seeking new sources of funding. We know that sharing ideas with one another always helps us come away with new learning. Together, Market Manager minds can move mountains!

DAY FOUR

Thursday, March 4th, 2021

1:30pm 2:15pm **ADA REQUIREMENTS AND FARMERS MARKETS***

Stephanie Woodward — Attorney and Disability Rights Advocate, Disability Details

1 in 4 Americans lives with a disability. Who are they, understanding the needs of the disabled community, and how to improve market access and the market experience — plus, ADA rights, regulations, and specific requirements regarding service animals and more.

2:15pm 2:30pm **FATIGUE BREAK — BREATHING TECHNIQUES FOR MINDFULNESS AND METABOLISM**

2:30pm 3:45pm **KEY STRATEGIES FOR SUCCESSFUL MARKETING: CREATING YOUR MARKETING PLAN**

Lindsay Ott Wilcox — Centermost Marketing

Marketing your market is important to success, but often a misunderstood concept. Lindsay will help us develop a marketing plan that will reach your target audience and grow your customer base. Participants will come away with a comprehensive marketing plan and marketing checklist to help you keep on track with your marketing efforts.

3:45pm 5:00pm **BUILDING YOUR DATABASE OF MARKET KNOWLEDGE — COLLECTING THE DATA***

Darlene Wolnik — Training and Technical Assistance Director, Farmers Market Coalition

Do you know your market numbers? Do you run programs at your market but are unsure of the impact you are making? Darlene Wolnik from Farmers Market Coalition will help us understand the value of collecting data, analyzing our market numbers, and using the results to help us grow our markets and share our story.

5:00pm 6:30pm **VIRTUAL HAPPY HOUR HOSTED BY ROHRBACH'S BREWERY AND THE ROCHESTER PUBLIC MARKET**

Jim Farr of Rochester Public Market will facilitate a virtual happy hour featuring John Urlaub, owner of Rohrbach Brewing Company in Rochester, NY. Bring your own local beer or wine to the virtual happy hour, and join us as we learn about brewing in New York State, and celebrate NY agriculture, farmers markets, and the completion of a difficult yet successful market season. Following a brief presentation by John Urlaub, the discussion will go where participants lead!

END OF PROGRAM — LOOKING FORWARD TO CONFERENCING WITH YOU ALL IN PERSON IN 2022!

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