



BEST PRACTICES AT FARMERS' MARKETS

Improving Food Safety and Market Growth

Educational Workshop for Farmers' Market Managers and Vendors

APRIL 10, 2017
9:00AM - 4:00PM

FARMERS' MARKETS HAVE BEEN GROWING IN POPULARITY OVER THE PAST DECADE, as consumers discover the benefits of buying farm-fresh food directly from small-scale, local growers. In Florida, more than 230 farmers' markets are currently operating, and that number continues to rise. However, increasing popularity has also raised food safety concerns for produce sold at farmers' markets.

This one-day workshop is intended to provide the farmers' market managers and vendors with the latest information on food safety issues, guidelines for food safety, and state regulatory requirements for cottage food products sold at farmers' markets. The workshop will also provide useful information on farmers' market consumer trends and marketing tools for Florida farmers' markets.

LOCATION

Power Plant Business Incubator
2nd Floor Training Room
405 SE Osceola Ave., Ocala, FL 34471

COST

\$40 | through March 31st | **\$50** from April 1st
Please register early, as course size will be limited to the first 40 registrants due to the room capacity.

ONLINE REGISTRATION

<https://uf-ifas-farmersmarket.eventbrite.com>



This workshop is co-sponsored by Ocala/ Marion County Chamber & Economic Partnership

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AGENDA

April 10, 2017, 9:00 am to 4:00 pm
Power Plant Business Incubator, Ocala, FL

8:45 am Registration

Morning Session

9:00 am Welcome and Introduction (Soo Ahn, UF/IFAS; Ryan Lilly, Ocala/Marion County CEP)

9:10 am Overview of Florida Farmers' Markets: Current Status and Future
(Danielle Treadwell, UF/IFAS)

9:50 am Farmers' Markets: What Matters Most to the Customers? (Marilyn Swisher, UF/IFAS)

10:20 am Break

10:35 am Multiple Payment Options for Farmers Markets / EBT/ SNAP (Mary Hathaway, FOG)

11:20 am Food Safety Issues Associated with Farmers' Markets (Soo Ahn, UF/IFAS)

12:00 pm Catered lunch and networking

Afternoon Session

1:00 pm Farmers' Market Food Safety 101 (Keith Schneider, UF/IFAS)

1:45 pm Safety Guidelines for Growers and Vendors of Farmers' Markets (Jose Perez, UF/IFAS)

2:20 pm Break

2:30 pm Safety Guidelines for Consumers of Farmers' Markets (Amy Simonne, UF/IFAS)

3:00 pm Farmers Market Operation: How to Ensure Products Are in Compliance (FDACS – pre-recorded video)

3:30 pm Open Discussion, Question and Answer session

3:45 pm Evaluation/Adjourn

For more information or questions, contact
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