

# AK Farmers Market Organizers Conference, March 2-4, 2017

Major Sponsors: USDA FMPP GRANT  
& The Homer Farmers Market

	Thursday, March 2nd	Friday, March 3rd		Saturday, March 4th	
TIME	Main Hall/Alice's	Main Hall	Upstairs	Main Hall	Upstairs
7:30-8:00am		Check-IN/ Breakfast		Breakfast	
8:00-9:00am		<b>Breakfast and Welcome from Organizers &amp; AK Food Policy Council</b>		<b>Keynote Address: Data Collection for Farmers Markets</b>	
9:15-10:30am		<b>Happy Vendors, Happy Managers - Conflict Resolution</b> (Heidi Chay; Will O'Donnell)	<b>Creating a Comprehensive Market Policy</b> (Homer; Tanana Valley; Petersburg)	<b>Group Liability &amp; Hold Harmless Agreements</b> (Tanana Valley; HFM)	<b>Grants, Funding &amp; Loan Opportunities</b> (Rachel Lord, HFM; Danny Consestein; Katie, ARRC)
10:30-10:45am		Break		Break	
10:30am-12pm		<b>Telling Your Story- Media 101 (Advertising, Marketing, &amp; Social Media)</b>	Mary Smith, Edible Alaska; Kate Consenstein, Rising Tide Communications; Will O'Donnell, Washington State Farmers Market Association	<b>Creating a Governing Board &amp; Organization</b> (Lori Jenkins,HFM; Will O'Donnell)	<b>Local, Organic, Natural: What does it all Mean?</b> (Kodiak; Kathy Zeman; Kyra Wagner)
12:00-1:30pm		<b>Lunch Keynote: Alaska State Division of Agriculture Update</b>	Arthur Keyes, Director Alaska Division of Agriculture	<b>Lunch/ Closing Session - Moving Forward and Setting Statewide Goals</b>	Robbi Mixon; Heidi Chay; Kyra Wagner; Danny Consenstein
1:30-1:45pm	Check-in (if staying onsite)	Break		Check-out/ Social Events (Self Guided Fermentation Tour, Oysters, etc...)	
1:45-3pm	"	<b>WIC/SNAP/Senior Benefits &amp; FMC SNAP Equipment Program</b>	Erin Fahsholtz, State of Alaska Division of Public Assistance; Farmers Market Coalition		
3-3:15pm	"	Break			
3:30-4:30pm	"	<b>Volunteers and Staff: The Right Combination for Your Market</b> (Muldoon; Homer)	<b>Site Preparation- Temporary or Permanent, Considerations for Both</b> (Mt. View; Will O'Donnell)	<b>Producer Lecture: Best Marketing Practices for Markets</b> (Kathy Zeman)	<b>Location: Kachemak Community Center, 3:30-5pm</b>
4:30-4:45pm	"	Break			
4:45-6pm	"	<b>DEC Basics: Regulations, Permits, Cottage Foods, and FSMA</b>	Heidi Isernhagen & Melanie Hollon, Alaska DEC: Food Safety and Sanitation		
6-7:30pm	<b>Welcome Event/ Edible Alaska Spring Edition Launch Party - TIME: 5:00pm-7:15pm - Alice's Champagne Palace</b>	<b>Dinner Break: Networking &amp; Homemade Pizza Party</b>		LOCATION KEY:	
7:30-9pm	Movie Night! <b>SUSTAINABLE</b> (2016) farming/ food system documentary film	<b>"Fresh Perspectives" Market Successes... &amp; Failures (in Movie Theatre)</b>	Hosted by Kyra Wagner & Heidi Chay, Homer/Kenai Soil & Water Districts	<b>MAIN HALL - White/Grey</b>	<b>MOVIE THEATRE</b>
		Movie to Follow.... <b>Chicken People</b>		<b>UPSTAIRS</b>	<b>OFFSITE</b>