

Michigan Farmers Market Association  
Market Manager Certificate Program

Webinar Series

Mondays and Wednesdays from 6:00 – 7:30 p.m. EST unless otherwise noted

<i>Date</i>	<i>Topic</i>	<i>Learning Objective</i>
<i>Monday, January 22</i>	<b>Avoiding Market Downfalls &amp; Planning for Success</b>  Featured Speakers: <i>TBA</i>	Understand common reasons why markets fail to thrive and know the steps your market can take to be prepared for growth and transitions in leadership
<i>Wednesday, January 24</i>	<b>Collecting &amp; Sharing Farmers Market Data</b>  Featured Speakers: <i>TBA</i>	Be able to determine critical records needed for market management and how to collect that information for easy analysis
<i>Monday, January 29</i>	<b>Earning &amp; Managing Financial Support for Your Market</b>  Featured Speakers: <i>TBA</i>	Become familiar with financial recordkeeping and accountability practices specifically related to farmers markets  Know simple strategies for writing successful grant proposals  Understand ways to earn financial support for your market including through vendor fees, fundraising, and sponsorships

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Wednesday, January  
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**Managing Risk at the Farmers Market**

Featured Speakers: *TBA*

Understand the steps you can take to recognize and evaluate risks and to be prepared for emergency situations

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Monday, February 5

**State Specific Licensing, Regulations & Food Assistance Programs**

Michigan:  
6-7:30 p.m. EST

Featured Speakers for Michigan: *TBA*

Be aware of state licensing requirements and regulations that farmers markets and vendors must follow

Be aware of the food assistance programs that farmers markets can participate in and the process for participation

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Wednesday,  
February 7

**Developing & Using an Annual Marketing Plan**

Featured Speakers: *TBA*

Understand how to develop an annual marketing plan that will allow you to market to vendors, customers and community partners

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Monday, February 12

**Planning for Events & Entertainment**

Featured Speakers: *TBA*

Know how to plan for events and entertainment, including special licenses required for some promotions