

MICHIGAN FARMERS MARKET CONFERENCE CONFERENCE AT A GLANCE

Tuesday, March 5, 2019

8:00 - 9:00 a.m.	Registration, <i>Atrium</i>
9:00 - 9:30 a.m.	Conference Welcome, <i>Auditorium</i>
9:30 - 10:30 a.m.	Keynote Session, <i>Auditorium</i>
10:30 - 10:45 a.m.	Morning Break, <i>Atrium</i>
10:45 a.m. - 12:00 p.m.	Breakout Sessions I <ul style="list-style-type: none">• <i>Food Safety at Farmers Markets: MDARD Licensing and Regulations</i>• <i>Positioning Your Farmers Market as a Community Asset</i>• <i>Beyond the Basics: Elevate your Market's Social Media and Online Video Presence</i>
12:00 - 1:00 p.m.	Lunch, <i>Conservatory</i>
1:00 - 1:30 p.m.	Market Manager Mentorship Program Meet & Greet
1:30 - 3:00 p.m.	Lightning Round
3:00 - 3:15 p.m.	Posters and Exhibitors, <i>Atrium</i>
3:15 - 4:30 p.m.	Afternoon Break, <i>Atrium</i>
4:30 - 6:00 p.m.	Plenary, <i>Auditorium</i>
6:00 - 8:00 p.m.	Happy Hour, <i>Ellison Brewery + Spirits, East Lansing</i> <i>4903 Dawn Avenue, East Lansing, MI 48823</i>

Wednesday, March 6, 2019

8:00 - 9:00 a.m.	Registration, <i>Atrium</i>
9:00 - 10:00 a.m.	MIFMA Annual Meeting, <i>Auditorium</i>
10:00 - 10:15 a.m.	Morning Break, <i>Atrium</i>
10:15 - 11:45 a.m.	Roundtables, <i>Conservatory</i>
11:45 a.m. - 12:00 p.m.	Morning Break, <i>Atrium</i>
12:00 - 1:00 p.m.	Lunch, <i>Conservatory</i>
1:00 - 2:15 p.m.	MIFMA Racial Equity Committee Meeting
2:15 - 2:30 p.m.	Breakout Sessions II <ul style="list-style-type: none">• <i>Advancing Your Farmers Market through Advocacy</i>• <i>Celebrating the Wins and Opportunities in the 2018 Farm Bill</i>• <i>Food Safety at Farmers Markets: MDARD Licensing and Regulations</i>
2:30 - 3:45 p.m.	Afternoon Break, <i>Atrium</i>
3:45 - 4:30 p.m.	Breakout Sessions III <ul style="list-style-type: none">• <i>Double Up Food Bucks</i>• <i>Boosting Your Reach through New Market Programs</i>• <i>Surviving a Market Crisis with an Effective Communications Plan</i>
4:30 - 5:00 p.m.	Closing Remarks and Awards, <i>Auditorium</i>

