



# 2024 MICHIGAN FARMERS MARKET CONFERENCE REGISTRATION AGENDA



## Monday, February 26

**REGISTRATION** 8:00 – 9:00 AM

**CONFERENCE WELCOME** 9:00 – 9:15 AM

**KEYNOTE: Telling the Story of Community-Centered Food** ⭐

9:15 – 10:15 AM

**MORNING BREAK** 10:15 – 10:30 AM

**BREAKOUT SESSIONS I** 10:30 AM – NOON ⭐

FARMERS MARKET LICENSING 101

INSURANCE ESSENTIALS FOR ADDRESSING LIABILITY AND INCREASING ACCESSIBILITY

PANEL DISCUSSION: STRATEGIES FOR BUILDING STRONG COMMUNITY PARTNERSHIPS

**LUNCH** NOON – 1:00 PM

**PLENARY: A CONVERSATION ABOUT FOOD SOVEREIGNTY AND RACIAL EQUITY** 1:00 – 2:30 PM ⭐

**AFTERNOON BREAK** 2:30 – 3:00 PM

**LIGHTNING ROUNDS** 3:00 – 3:45 PM

**ROUNDTABLE DISCUSSIONS** 3:45 – 4:45 PM

**CONFERENCE SOCIAL AND HAPPY HOUR** 6:00 – 8:00 PM

CONTINUED ON BACK

# Tuesday, February 27

**REGISTRATION** 8:00 – 9:00 AM

**ANNUAL MEETING** 9:00 – 11:00 AM

**MORNING BREAK** 11:00 – 11:15 AM

**NETWORKING AND CONSULTING** 11:15 AM – NOON

**LUNCH** NOON – 1:00 PM

**BREAKOUT SESSIONS II** 1:00 – 2:30 PM 

UNDERSTANDING THE BASICS OF MICHIGAN COTTAGE FOOD LAW

BUILDING A BETTER BUDGET: FUND DEVELOPMENT BASICS FOR COMMUNITY-DRIVEN MARKETPLACES

UNLOCKING THE POTENTIAL IN PRODUCE PRESCRIPTION PROGRAMS THROUGH COMMUNITY PARTNERSHIPS

**AFTERNOON BREAK** 2:30 - 3:00 PM

**BREAKOUT SESSIONS III** 3:00 – 4:30 PM 

COOKING DEMONSTRATION CONSIDERATIONS AND PROVIDING SAFE SAMPLES

APPLYING SKILLS FOR SUCCESSFUL FARMERS MARKET FOOD ASSISTANCE PROGRAMS

MARKETING MOMENTUM: ATTRACTING NEW CUSTOMERS THROUGH SOCIAL MEDIA

**CLOSING REMARKS AND AWARDS** 4:30 - 500 PM