

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

MARKETING MOMENTUM: ATTRACTING NEW CUSTOMERS THROUGH SOCIAL MEDIA

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

WIC Q&A SESSION 5:00 – 6:00 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

PANEL DISCUSSION: STRATEGIES FOR BUILDING STRONG COMMUNITY PARTNERSHIPS

CLOSING REMARKS AND AWARDS 4:30 - 500 PM