

2023 Online Virginia Farmers Market Conference

January 18, 2023; 9:30am – 2:30pm via Zoom

AGENDA

9:00 am – Participants may start joining via Zoom

9:30 am - 10:00 am

- **Welcome & Introductions** – M. Omar Faison, Ph.D.
President of Board of Directors, Virginia Farmers Market Association and Associate Professor, Biology, Associate Vice Provost, Research & Economic Development, Interim Dean, College of Graduate Studies, Virginia State University
- **VAFMA Updates** - Kim Hutchinson, Ph.D.
Executive Director, Virginia Farmers Market Association
- **Virginia Certified Farmers Market System** - Meredith Ledlie Johnson
VAFMA Program Director & Policy, Systems and Environmental Change Programming Manager, Family Nutrition Program (SNAP-Ed and EFNEP), Virginia Tech | Virginia Cooperative Extension
- **Virginia Farmers Market Shopper Research** - Omar Faison

10:00 am – 11:00 am - **Make Social Media Work for Your Market: Why It's So Important, and What to Be Focused on Right Now**, Shannon Loy of The Social Ginger

11:00 am - 11:15 am – Break

11:15 am – 12:00pm - **Marketing Conversations** –

Session Moderator - Justin McKenzie, City Market Manager, Charlottesville Parks & Recreation

- **Attracting Influencers to Your Market** -- Instagram influencer Elaine Digges @miss_elaine_neous – “Richmond’s small biz hype woman”
- **Using Live Video to Grow Your Market** -- Tyrone Cherry III, Social Entrepreneur, Petersburg League of Urban Growers (P.L.U.G.), Petersburg Oasis Youth Farm, River Street Market, and P.O.P Market.

12:00 pm – 12:45 pm – **Taking Better Market Photos & Videos: Consistency, Not Perfection**, Daniel James of Herd Ventures

12:45 pm – 1:00 pm - Break

1:00 pm - 2:00 pm - **Virginia Fresh Match and People Centered Outreach: Communicating incentive programs to engage new customers through food access**, Virginia Fresh Match Team

2:00 pm - 2:30 pm - **Market Managers Talk Food Access Marketing** - A breakout session on food access marketing tactics