



MID-ATLANTIC FARMERS MARKET CONFERENCE

Passport to Success

November 13-15, 2024 • Richmond, VA

Brought to you by
Virginia State University Cooperative Extension
and the Virginia Farmers Market Association



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Thank You TO OUR EXHIBITORS



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Wednesday, November 13 | Pre-Conference Workshops

10:00 am to 2:00 pm – First Aid, CPR and AED Certification

The First Aid/CPR/AED course incorporates the latest science and teaches students how to respond to emergencies. Students who successfully complete this course will receive a certificate valid for two years.

9:00 am to 5:00 pm – ServSafe Food Protection Manager Certification

The ServSafe Food Protection Manager Certification is a nationally accredited certification developed by the National Restaurant Association. It is widely recognized and accepted by health departments nationwide.

4:00 pm – 8:00 pm – Early Registration

DINNER ON YOUR OWN

Don't Forget to Stop By The Food Safety Expo!

THURSDAY 9AM-4PM, FRIDAY 10AM-12PM

Join our interactive Food Safety Exposition, where market managers and vendors can learn essential safety practices. Explore our demo market tents and dive into topics like labeling, temperature control, packaging, and the difference between cottage law and inspected products. Participants receive a stamp in their passport and a raffle ticket. Think you know food safety? Take our quiz and put your knowledge to the test!



Thursday, November 14 | General Conference Day 1

6:00 am – Conference Registration

8:00 am – 9:00 am | Welcome! Introductions and Session Review

Joseph W. Guthrie, *VDACS Commissioner*

Dr. Robert N. Corley III, *Dean and 1890 Extension Administrator of the College of Agriculture at Virginia State University*

Dr. Janine Parker Woods, *Associate Administrator, Virginia State University Cooperative Extension*

Dr. M. Omar Faison, *Associate Vice President for Research and Director of Sponsored Programs VSU and VAFMA Board President*

Dr. Theresa Nartea, *Associate Professor State Program Leader (Food) Integrated Marketing Program Director, Extension Specialist, Virginia State University Cooperative Extension*

9:00 am – 4:00 pm

Farmers Market Food Safety Tents: *Hands on practice for identifying food safety issues*

SNAP EBT Farmer's Market Sign-Up: *Get authorized to accept SNAP at your market!*

9:10 am – 10:05 am | I. Food Access Programs for Market Success

Elizabeth Borst, *Virginia Fresh Match*

Amy Crone, *Market Link*

Claudia Jackson, *Virginia Department of Social Services*

Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

Bill Jenkins, *USDA Food and Nutrition Service*

Matthew Wasikiewicz, *Farm Market Fresh*



10:25 am – 11:20 am | II. Concurrent Break-Out Sessions

Small Business Accounting Basics

Samantha Day, *Tatum Accounting*

“DIY” AI: Harnessing Artificial Intelligence Without Losing Your Personal Touch

Emilie Davis, *Magic Mirror Marketing*

Aligning Market Leadership Values with Community Partnerships

Sagdrina Brown Jalal, *SageD Collective*

Understanding the Farmers Market Promotion Program (FMPP) Grant Opportunity

Kim Hutchinson, *Executive Director, VAFMA*

LaTasha Thomas, *USDA AMS*

11:30 am – 12:25 pm | III. Concurrent Break-Out Sessions

Growing Community: Tips and Tools for Growing Your Community Market With Placemaking

Rebecca Adcock, *Patrick County Chamber of Commerce*

Sarah Wray, *Reynolds Homestead*

Modernization of Farm Market Fresh and Farmers Market Nutrition Programs

Sara Servin, *Farmers Market Nutrition Program Coordinator,
Maryland Department of Agriculture*

Matthew Wasikiewicz, *Farm Market Fresh Coordinator – Virginia*

Standard Operating Procedures for Success

Sheila Rhodes, *Owner, Small Batch Kitchen & PROVISIONal COO*

Navigating the Regulatory Requirements of Selling From Small Farm Production

Paul Boulden Jr., *Studley Farms*

12:35 pm – 1:40 pm | Lunch

The MARC Group

Sommer Alsaydali, *Vendor Acquisition and Partnership Development*

Alex Balabanowicz, *Senior Consultant*

The Virginia Department of Agriculture and Consumer Services (VDACS)

Virginia State Office of Rural Health

SCHEDULE & PROGRAM

1:50 pm – 2:50 pm | IV. Concurrent Break-Out Sessions

Going for the Gold: Market Manager Q and A

Karen Grisevich, Wes Surina & Sean Boyer, *GrowRVA, RVA Big Market & South of the James Market*

Sabrina Dooley, *Market Manager, Smithfield Farmers Market*

Melissa Nelson, *Market Manager, Downtown South Boston Farmers Market*

Tisha Sawyer, *former Market Manager, Hopewell Farmers Market*

Unlocking Food Security Through Farmers & Markets: A Data-Driven Exploration

Beth Austin, *Virginia Community Food Connections*

Elizabeth Borst, *Virginia Fresh Match*

Alistar Harris, *Shalom Farms*

Sam Hedges, *Virginia Fresh Match*

Connie Kenny, *LEAP*

From Stalls to Stability: The Truth Behind the Grind Q&A Session With a Panel of Entrepreneurs

Krystal Barnes, *Pawfect Sweets*

Amy Lu, *Crunch On Snacks*

Kyle Morse, *The Mayor*

Dre Sandoval, *Hunger Shop*

Kelly Shepherd, *What The Farm*

Brad Webber, *Top Knot Artisan Bakery*

Stephanie Wein, *Pinup Coffee*

The Possibility of Plastic Free Farmers Markets: A Discussion On How, Or If, We Get There

Jennifer Cole, *Clean Fairfax*

Elizabeth Moore, *Fairfax County Park Authority*

Mary West, *Mt. Olympus Berry Farm*



3:00 pm – 4:00 pm | V. Concurrent Break-Out Sessions

The Key to Powerful Marketing

Emilie Davis, *Magic Mirror Marketing*

Avoiding Common Legal Pitfalls for Farmers Markets

Wendy Chen, *Center for Agriculture and Food Systems at Vermont Law and Graduate School*

Food is Medicine

Maureen McNamara Best, *LEAP*

Meaghan Butler RD, CDCES, *Health Equity Director, VA Federation of Food Banks*

Dr. Meagan L. Graga, *The Kellyn Foundation*

Dr. Cliff Morris, *Morris Cardiovascular and Risk Reduction Center*

Eric J. Ruth, *The Kellyn Foundation*

Encouraging the Healthy Choice: How SNAP-Ed Supports Farmers and Farmers Markets in the Mid-Atlantic Region

Carmen Angel, *Washington DC Health Department*

Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

Dr. Amanda Gomes, *USDA Food and Nutrition Service*

Kristin McCartney, *West Virginia SNAP-Ed*

Jocelyn Tidwell, *Maryland SNAP-Ed*

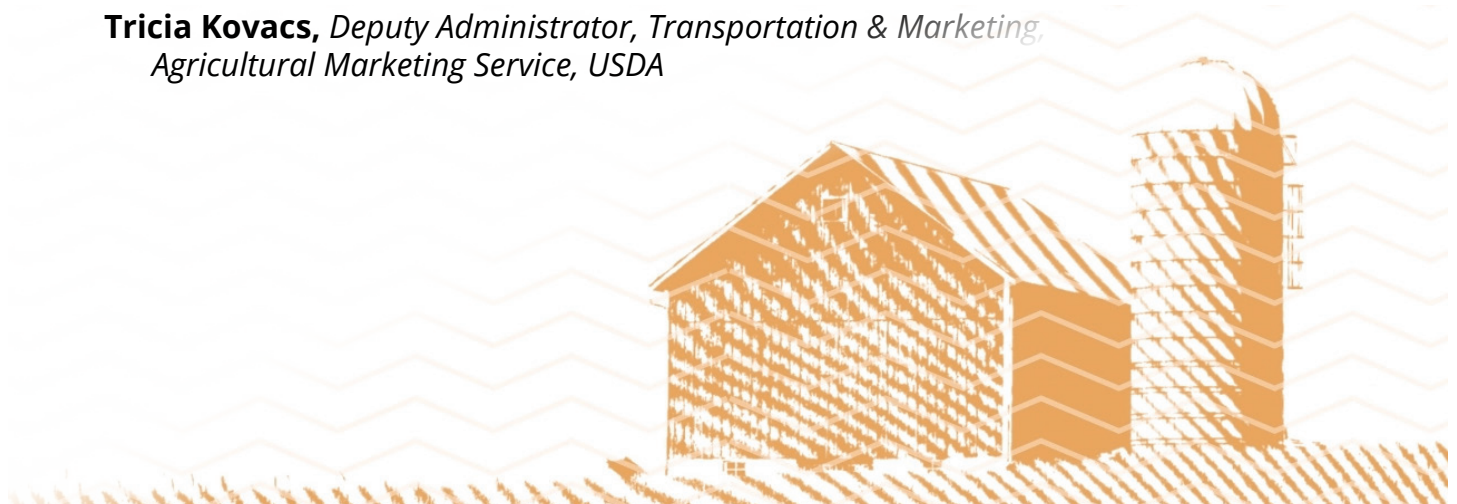
4:30 pm – 5:30 pm – Reception

Mingle with tradeshow exhibitors and fellow attendees at our networking social with appetizers and a cash bar.

6:00 pm – 10:00 pm | Dinner

Transforming Food Systems From the Ground Up

Tricia Kovacs, *Deputy Administrator, Transportation & Marketing, Agricultural Marketing Service, USDA*



Friday, November 15 | General Conference Day 2

8:30 am – 9:45 am | Welcome & Keynote

Welcome: Dr. Janine Parker Woods, *Associate Administrator, Virginia State Cooperative Extension*

Speaker Introduction: Kim Hutchinson, *Executive Director, VAFMA*

Keynote | Truth & Dare: Speak Up For Farmers Markets

Catt Fields White, *Founder and Lead Consultant of Farmers Market Pros*

10:00 am – 12:00 pm | Ongoing

Farmers Market Food Safety Tents: *Hands on practice for identifying food safety issues*

SNAP EBT Farmer's Market Sign-Up: *Get authorized to accept SNAP at your market!*

10:05 am – 11:05 am – VII. Concurrent Break-Out Sessions

Managing Common Legal Risks for Farmers Markets

Wendy Chen, *Center for Agriculture and Food Systems at Vermont Law and Graduate School*

Conflict Resolution and Leadership Styles in Farmers Market Management

Sagdrina Brown Jalal, *SageD Collective*

The Big Bite – Vendor Marketing Essentials

Barb Lamb, *Big Spoon Co.*

Cultivating Cooperation — Using Vendor Visits as a Tool for Market Managers

Isaac Campbell, *Salem Farmers Market*



11:10 am – 12:05 pm | VIII. Concurrent Break-Out Sessions

Federal Grants and Getting True Costs Back

Ben Feldman and Debbie Beyea, *Co-Founders, Indirect Rates Consulting*

Survey Says ... Using Survey Data to Make Decisions

Dr. Omar Faison, *Virginia State University*

Phil Easley, *Mary Jo's Flowers*

Deborah Edwards, *Director, Blacksburg Farmers Market*

Tracy Frey, *Market Manager, Williamsburg Farmers Market*

Brian Moyer, *Extension Program Specialist with Penn State Extension*

Bridging the Language Gap: Ensuring Equitable Access to SNAP Matching Programs at Farmers Markets

Ahoo Salem, *Blue Ridge Literacy*

From Field to Fan: Turn Your Passion into Powerful Marketing Tools

Kathryn Tuttle, *Founder, KT Advisors*

12:10 pm – 1:45 pm | Lunch

Certified Market System

Farmers Market University

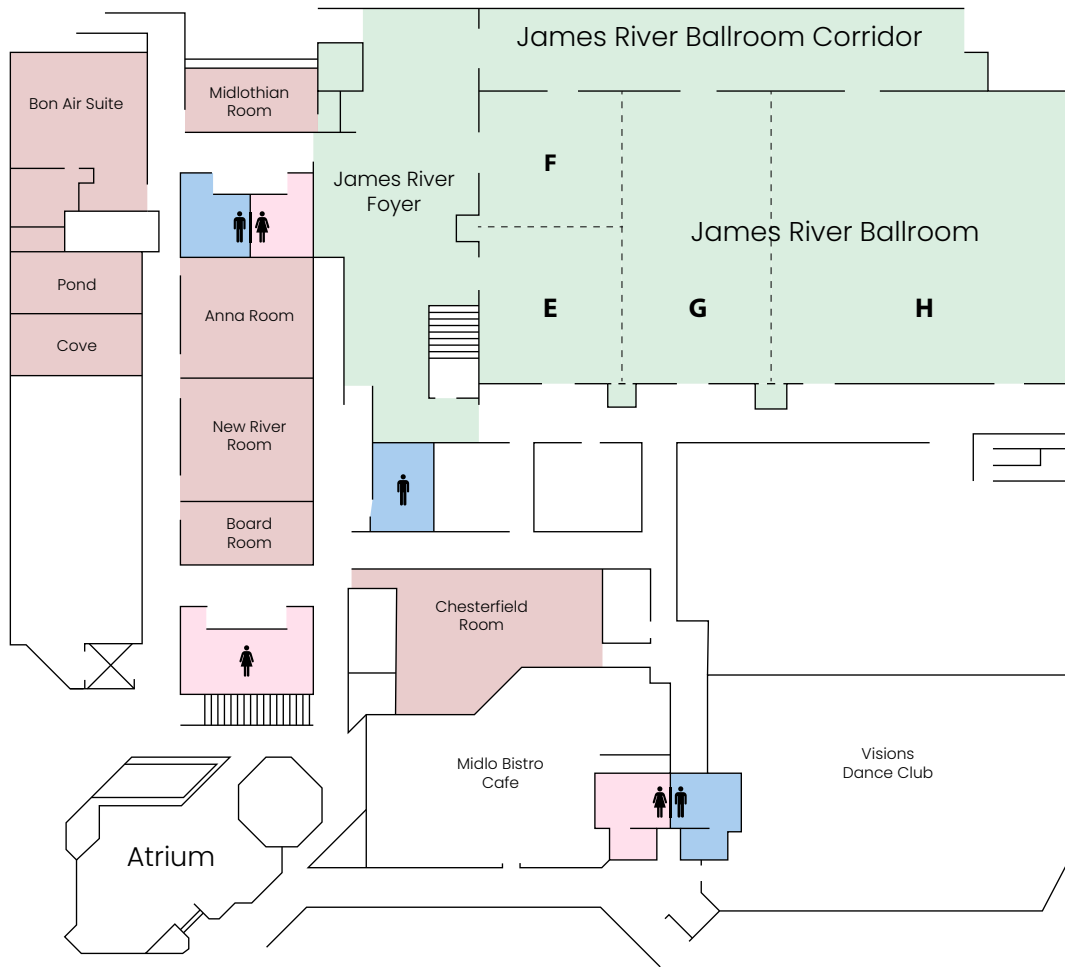
Wrap and Close

Dr. Janine Parker Woods, *Associate Administrator,
Virginia State University Cooperative Extension*

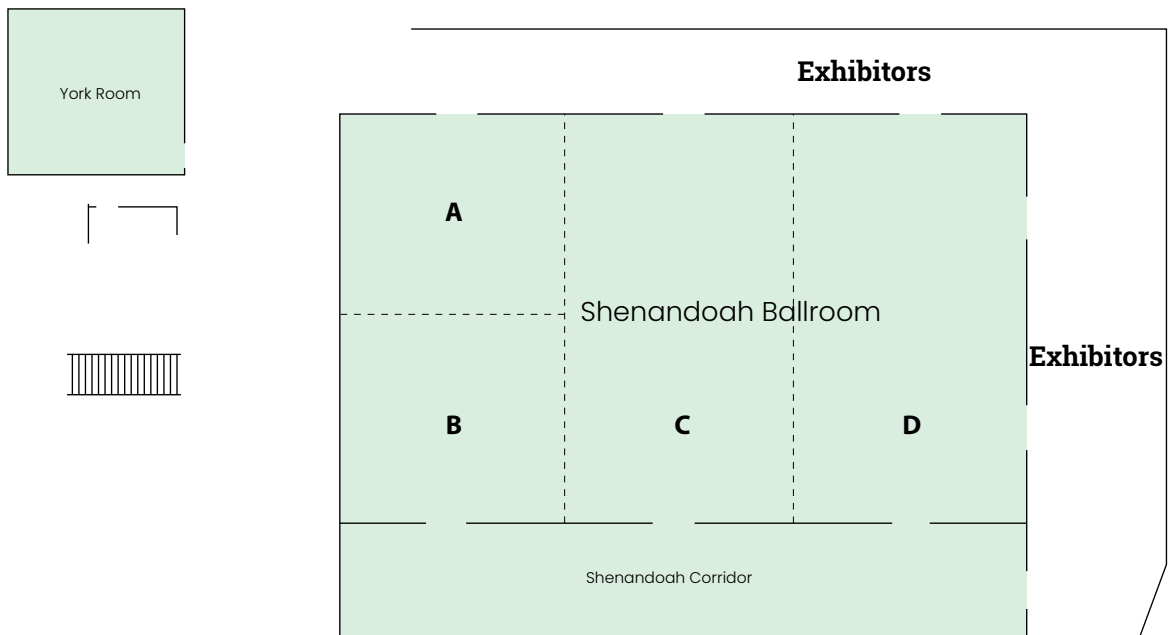
Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

2:00 pm – 5:00 pm – Networking and Regional Meetings

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Lower Level



Upper Level