



DEPARTMENT OF AGRICULTURE AND COMMERCE  
LESTER SPELL, JR., D.V.M.  
COMMISSIONER

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE:**

**April 17, 2009**

**What:** *Selling at Farmers Markets Workshop*

**When:** 10:00 am – 4:00 pm, Thursday, May 7, 2009

**Where:** Ethnic Heritage Building  
Mississippi Agriculture and Forestry Museum, Jackson, MS

### Upcoming Workshop Will Help Mississippi Growers Boost Profits

Farmers markets are growing in number and popularity nationwide as consumers are becoming more health conscience and aware of the benefits of buying fresh, locally grown produce. The number of markets in Mississippi has increased to 54, and additional markets are being developed throughout the state each year. Farmers markets provide farmers with lucrative opportunities to sell produce directly to consumers at retail prices and give the consumer a place to buy fresh, locally grown, nutritious food. According to the USDA, sales at farmers markets have increased substantially over the past several years.

The Mississippi Department of Agriculture and Commerce, along with the Mississippi Farmers Market, Mississippi State University Extension Service, and the Mississippi Fruit and Vegetable Growers Association, is sponsoring a *Selling at Farmers Markets Workshop* which is designed for potential and current fruit and vegetable growers and farmers' market managers. This workshop will inform fruit and vegetable growers how to boost their profits by selling produce directly to the consumer through local markets. Don Wambles, Director of the Alabama Farmers Market Authority and President of the National Farmers Market Coalition, will be the featured speaker. During this workshop, Mr. Wambles will discuss tactics to successfully market produce to consumers at farmers markets and strategies that make a farmers market successful and vibrant.

*Selling at Farmers Markets* will be held Thursday, May 7, at the Ethnic Heritage Building at the Mississippi Agriculture and Forestry Museum in Jackson. The workshop will begin at 10:00 a.m. and conclude by 4:00 p.m. Sign-in will begin at 9:30 a.m. There is no charge to attend the workshop. Pre-registration is required, and seating is limited. The deadline to register is April 30. Pre-registration forms can be found on the following websites: <http://www.mdac.state.ms.us> and <http://www.msfruitandveg.com>. For additional information or to obtain a registration form, contact Paige Manning at (601) 359-1163 or [paige@mdac.state.ms.us](mailto:paige@mdac.state.ms.us), or John Braswell, (601) 403-8939 or [braswell@ext.msstate.edu](mailto:braswell@ext.msstate.edu).

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# **“Selling at Farmers Markets” Workshop**

**May 7, 2009 10:00 a.m. – 4:00 p.m.**

**Mississippi Agriculture and Forestry Museum, Jackson, Mississippi**

**Are you looking for ways to market and sell your crops?  
Are you interested in selling direct to consumers and receiving retail prices?  
Do you participate in or manage your local farmers market?**

You are invited to an upcoming workshop designed for growers selling at farmers markets and managers and staff involved in operating farmers markets. Don Wambles, Director of the Alabama Farmers Market Authority and President of the Farmers Market Coalition, will be the feature speaker. In the past ten years, Don has led the development of over 87 new farmers markets in Alabama. Through this network of market facilities, more than 1,544 small family farmers have benefited. He and his son have been vendors at farmers markets, so he speaks from experience. Don offers sound advice and an approachable demeanor.

During this workshop you will learn:

- ◆ How to sell directly to the consumer while receiving retail prices through farmers markets
- ◆ Things to consider when establishing a Farmers Market
- ◆ Strategies markets use to increase sales
- ◆ Strategies farmers use to increase sales
- ◆ Get practical advice on how much to bring to the market, how to set up your display, make your booth attract customers, pricing your produce, and how to handle customers
- ◆ Strategies for establishing and maintaining a successful market

The workshop will be held in the Ethnic Heritage Center at the Mississippi Agriculture and Forestry Museum located at 1150 Lakeland Drive in Jackson, Mississippi, on Thursday, May 7, 2009, from 10:00 a.m. – 4:00 p.m. There is no charge to attend the workshop, and lunch will be provided. Check-in will begin at 9:30 a.m. with the program beginning at 10:00 a.m.

If you plan to attend, please complete and return the attached registration form by April 30. Seating is limited. For more information about this workshop, contact: Paige Manning, 601-359-1163, [paige@mdac.state.ms.us](mailto:paige@mdac.state.ms.us), or Dr. John Braswell, 601-403-8939, [braswell@ext.msstate.edu](mailto:braswell@ext.msstate.edu). For additional registration forms visit [www.mdac.state.ms.us](http://www.mdac.state.ms.us) or [www.msfruitandveg.com](http://www.msfruitandveg.com).

## **Directions:**

Directions - The meeting will be held at the Ethnic Heritage Building at the Mississippi Agriculture and Forestry Museum located at 1150 Lakeland Drive. Take Interstate 55 to the Lakeland Drive Exit. Turn east onto Lakeland Drive. Pass the main entrance into the Ag Museum and go to the next traffic signal. Turn north into the parking lot of Smith-Wills and drive towards the Sports Hall of Fame Building. Look for the blue sign that indicates the Museum Entrance. Walk across the wooden bridge, and the Ethnic Building is directly on your left.



**Mississippi State**  
UNIVERSITY



*The workshop is funded and sponsored by the Mississippi Department of Agriculture and Commerce, Mississippi State University Extension, Mississippi Farmers Market, and Mississippi Fruit and Vegetable Growers Association.*

# “Selling at Farmers Markets” Workshop

10:00 a.m. – 4:00 p.m.

May 7, 2009

Ethnic Heritage Center at the Mississippi Agriculture and Forestry Museum  
1150 Lakeland Drive, Jackson, Mississippi

## Registration Form

Registrants:

Name \_\_\_\_\_

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

Farmers Market \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

**Please return by: April 30, 2009**

By mail to: Paige Manning  
Mississippi Department of Agriculture and Commerce  
P.O. Box 1609  
Jackson, MS 39215

By email to: [paige@mdac.state.ms.us](mailto:paige@mdac.state.ms.us)

By FAX to: 601-354-6001

### For additional information contact:

- Paige Manning, MDAC  
601-359-1163, [paige@mdac.state.ms.us](mailto:paige@mdac.state.ms.us)
- John Braswell, MSU Extension Service  
601-403-8939, [braswell@ext.msstate.edu](mailto:braswell@ext.msstate.edu)

This program is sponsored by Mississippi Department of Agriculture and Commerce, Mississippi State University Extension Service, Mississippi Farmers Market, and Mississippi Fruit and Vegetable Growers Association.