



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

CINDY HYDE-SMITH
COMMISSIONER

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

April 6, 2012

What: Farmers Market Manager Workshop

When: 10:00 a.m. – 4:00 p.m., Thursday, May 10, 2012

**Where: Sparkman Auditorium -- Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive Jackson, MS**

MS Department of Agriculture Announces Upcoming Workshop for Mississippi Farmers Market Managers

The opportunity for farmers market managers, staff, volunteers, and board members to learn strategies for managing a farmers market more effectively and efficiently is being made available through a Farmers Market Manager Workshop on May 10th in Jackson, Mississippi. This workshop is funded by the Mississippi Department of Agriculture and Commerce (MDAC) in collaboration with the Mississippi State University Extension Service.

Through this workshop, participants will learn social media strategies and how to engage customers using social media to promote their farmers market. Participants will hear from other managers on how they have incorporated social media into their market's promotional efforts. Managers will learn the benefits of becoming a Certified Farmers Market through MDAC including how processed food vendors are now allowed to use home kitchens for processing. Officials with the Mississippi Department of Agriculture and Commerce and the Mississippi State Department of Health will be on hand to discuss permit requirements for vendors at all markets. Participants will have the opportunity to discuss the hot topic issues that have been on their minds with other managers during a Market Manager Roundtable.

The Farmers Market Manager Workshop will be held Thursday, May 10, 2012, at the Sparkman Auditorium of the Mississippi Agriculture and Forestry Museum located at 1150 Lakeland Drive 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. The registration fee to attend is \$15, which includes lunch. Pre-registration is required. The deadline to register is May 5. Pre-registration forms can be obtained by calling (601) 359-1159 or emailing jenniferw@mdac.ms.gov.

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