



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

CINDY HYDE-SMITH  
COMMISSIONER

## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE:**

**March 13, 2013**

**What: Farmers Market Manager Workshop**  
**When: 10:00 a.m. – 4:00 p.m., Thursday, April 4, 2013**  
**Where: Sparkman Auditorium -- Mississippi Agriculture and Forestry  
Museum, 1150 Lakeland Drive Jackson, MS**

### **MDAC 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 April 4, 2013, in Jackson, Mississippi. The Mississippi Department of Agriculture and Commerce is offering the workshop in collaboration with the Mississippi State University Extension Service.

This workshop provides a networking opportunity for managers and others involved with farmers markets across the state. During the workshop, managers will be given tips on presentation techniques and arranging visually appealing product displays. Proper food safety and handling techniques at the market will also be taught as well as how to increase promotional and marketing efforts through Mississippi Market Maker, Mississippi Food Searcher, and social media. Managers will learn about the benefits of becoming a Certified Farmers Market through the Mississippi Department of Agriculture and Commerce, resources available to markets and their vendors, and food permit requirements.

The Farmers Market Manager Workshop will be held Thursday, April 4, 2013, 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 April 1, 2013. Pre-registration forms can be obtained by calling (601) 359-1196 or emailing [susan@mdac.ms.gov](mailto:susan@mdac.ms.gov).

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