



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

CINDY HYDE-SMITH
COMMISSIONER

PRESS RELEASE

**Contact: Paige Manning, Director of Marketing and Public Relations
(601) 359-1163
E-mail: paige@mdac.ms.gov**

**FOR IMMEDIATE RELEASE:
March 21, 2014**

What: Farmers Market Manager Workshop
When: 10:00 a.m. – 3:00 p.m., Wednesday, April 23, 2014
**Where: Sparkman Auditorium -- Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive Jackson, MS**

MDAC Announces Upcoming Workshop for 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 23, 2014, in Jackson, Mississippi. This workshop is funded by the Mississippi Department of Agriculture and Commerce in collaboration with the Mississippi State University Extension Service.

This workshop will allow participants to hear how the new Farm Bill may impact farmers markets, strategies for recruiting new vendors, how to increase promotional and marketing efforts through Mississippi Market Maker, and what's new in the world of social media. Managers will hear from a panel of experts to learn the benefits of becoming a Certified Farmers Market through the Mississippi Department of Agriculture and Commerce and permit requirements for items such as meat, dairy, eggs, and cottage foods. There will also be a manager panel in which managers can learn from each other's ideas and experiences in hopes of enhancing success of all markets in Mississippi.

The Farmers Market Manager Workshop will be held on Wednesday, April 23, 2014, 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 3:00 p.m. Sign-in will begin at 9:30 a.m. The registration fee to attend is \$15, which includes lunch and educational materials. Pre-registration is required. The deadline to register is April 17. Registration forms can be obtained by calling (601) 359-1196, emailing susan@mdac.ms.gov, or visiting the Alerts and Announcements section on www.mdac.ms.gov.

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