



BEST PRACTICES AT FARMERS' MARKETS AND FARM PRODUCE STAND

Educational Workshop for Farmers' Market & Produce Stand Managers and Vendors

FARMERS' MARKETS HAVE BEEN GROWING IN POPULARITY OVER THE PAST DECADE, as consumers discover the benefits of buying farm-fresh food directly from small-scale, local growers. In Florida, more than 230 farmers' markets are currently operating, and that number continues to rise. However, increasing popularity has also raised food safety concerns for produce sold at farmers' markets.

This one-day workshop is intended to provide the farmers' market managers and vendors with the latest information on food safety issues, guidelines for food safety, and state regulatory requirements for cottage food products sold at farmers' markets. The workshop will also provide useful information on farmers' market consumer trends and marketing tools for Florida farmers' markets.

DATE

August 8, 2017

TIME

8:45 a.m. - 4:00 p.m.

LOCATION

UF/IFAS Extension Sarasota County
6700 Clark Rd, Sarasota, FL 34241

COST

\$40 | through July 31

\$50 from August 1

The sale ends on Aug 6, and is limited to the first 35 registrants.

ONLINE REGISTRATION

<https://uf-ifas-farmersmarket.eventbrite.com>

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AGENDA

August 8, 2017, 8:45 a.m. to 4:00 p.m.
UF/IFAS Sarasota County Extension Office, Sarasota, FL

8:45 a.m. Registration / Pre-quiz

Morning Session

9:00 a.m. Welcome and Introduction (Soo Ahn, UF/IFAS; Robert Kluson, Sarasota County)

9:10 a.m. Overview of Florida Farmers' Markets: Current Status and Future (Danielle Treadwell, UF/IFAS)

9:50 a.m. Food Safety Issues Associated with Farmers' Markets (Soo Ahn, UF/IFAS)

10:25 a.m. Break

10:40 a.m. Farmers' Market Food Safety 101 (Keith Schneider, UF/IFAS)

11:25 a.m. Multiple Payment Options for Farmers Markets / EBT/ SNAP (Mary Hathaway, FOG)

12:00 p.m. Catered lunch and networking

Afternoon Session

1:10 p.m. Millennials' Shopping Habits and Their Impacts on Farmers' Markets (Lindsey Brush, UF/IFAS)

1:30 p.m. Safety Guidelines for Growers and Vendors of Fresh Produce (Jose Perez, UF/IFAS)

2:05 p.m. Safety Guidelines for Consumers of Farmers' Markets and Produce Stands (Amy Simonne, UF/IFAS)

2:40 p.m. Break

2:55 p.m. Farmers Market Operation: How to Ensure Products Are in Compliance (FDACS – pre-recorded video)

3:20 p.m. Regulations for Farm Produce Stands (Robert Kluson, Sarasota County)

3:50 p.m. Post-quiz, Evaluation/Adjourn

For more information or questions, contact
Soo Ahn, Assistant Professor
UF/IFAS, Food Science & Human Nutrition Department
PO Box 110370, Gainesville, FL, 32611-0370
sahn82@ufl.edu · 352.294.3909 · Fax: 352.392.9467