



Grangeville Farmers' Market

**Local Produce, Crafts, Food, Art & Music
Saturday Mornings At Heritage Square
Reopening June 7th 2008, Rain or Shine**

Free Business Development Workshops

**Saturday, March 15th, All Day at The Gallery, 107 North St Grangeville
Please register for these free courses by Wednesday March 12th.**

Farmers' Market Food Safety, 8:30 - 10:30am

- * The basics of food safety and processing as well as the microbiology of food-borne pathogens.
- * Learn to self-evaluate your operation using Good Agriculture Practices material from Cornell.
- * Review existing food safety codes and find out more about anticipated changes in regulations.
- * Meet your local health district officials and experienced producers in your region.

Receive Your Health Department Food Handler Certification, 10:30 - Noon

Lunch, Noon- 1pm

The Gallery will provide a special lunch to participants for about \$7, or on your own.

Building Your Farmers' Market Business, 1pm - 3:30

- * Learn how to grow and promote your local market.
- * Get fresh ideas for market management.
- * Define your target customer and learn to draw their attention.
- * Learn how to design a customer catching booth.
- * Understand the importance of "telling your story" to your customers.
- * Explore the different opportunities for differentiation within your market.
- * Learn what it takes to be a member of Grangeville Farmers' Market.
- * Take home helpful resources on direct farm marketing.

Developing Your Specialty Foods Marketing Plan, 3:30pm - 5

- * Learn how to grow and promote your local market.
- * Navigate the complexities of pricing your product.
- * Receive a break-even spreadsheet that will walk you through your costs and help you see the profitability of your decisions.
- * Draft an action plan to make your goals a reality.
- * Take home valuable resources including a business plan workbook, a pricing worksheet, a break even Excel spreadsheet, a list of regional speciality food buyers and trade shows.

Contact Market Manager, Please Register by March 12th

Julie Graham-Worthington, **(208) 983 1569** or email julie@grangevillefarmersmarket.org