



**Mass Farmers Markets
2024 Farmers Market Conference:
Farmers Markets Connect**

**March 14, 2024
Nevins Hall Framingham MA**

Conference Program

Conference Steering Committee

Rachel Frazee, Lynn Farmers Market

Rick Grudzinski, Mass Farmers Markets

Edith Murnane, Mass Farmers Markets

Bill Sell, Framingham Farmers Market

Stephanie Venizelos, Watertown Farmers Market

David Webber, Massachusetts Department of Agricultural Resources

Conference Sponsors

Thank you to our sponsors, whose generous support has made this event possible.



FARM CREDIT EAST



Catering by

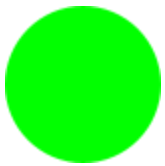


NÜSSLI 118°



Find Your People

To help you connect with people from markets run by similar types of organizations, we've added a color-coded sticker to the name badges.



Independent Farmers Market



City or Town Run



Multi-Service Organization / Main Streets / BID



Partner Organizations

SCHEDULE

8:15 am - 9:00 am	Registration and Light Breakfast
9:00 am - 9:15 am	Welcome and Opening Remarks
9:15 am - 9:55 am	Roundtables: Things I Wish I Knew When I Started
10:00 am - 11:15 am	Building Stakeholder Relationships
11:15 am - 11:30 am	BREAK
11:30 am - 12:45 pm	Rooting Your Market in Community
12:45 pm - 1:30 pm	LUNCH
1:30 pm - 2:40 pm	Working With City Hall
2:45 pm - 4:00 pm	Policies and Procedures
4:00 pm - 4:30 pm	Wrap-Up: Keep Connecting
4:30 pm	Conference Ends, Informal Networking Continues

Session Descriptions

9:00am - 9:15am **Welcome and Opening Remarks**

Edith Murnane, Executive Director, Mass Farmers Markets

Ashley Randle, Commissioner, Massachusetts Department of Agricultural Resources

Charlie Sisitsky, Mayor, City of Framingham

9:15am - 9:55am **Roundtables: Things I Wish I Knew When I Started**

Moderator: Edith Murnane, Executive Director, Mass Farmers Markets

Get to know your fellow conference goers in a small-group format as you share the things you wish you knew when you got involved in the farmers market world. Each table will share to the whole group.

10:00am - 11:15am **Building Stakeholder Relationships**

Moderator: Becca Miller, Policy Director, Mass Food System Collaborative

Rachel Frazee, Community Programs Manager, The Food Project (Lynn Farmers Market)

Jen Krassler, Market Manager, Easthampton Farmers Market and South Hadley Farmers Market

Rob May, Director of Planning and Urban Development, City of Brockton

Your farmers market is an important part of your community. How do you build relationships with others who can support and advocate for your market? We'll discuss how to engage with government, funders, community groups, residents and others to support your market and the food system as a whole.

11:30am - 12:45pm **Rooting Your Market in Community**

Moderator: Norris Guscott, Equity Policy Network Manager, Mass Food System Collaborative

Lauren Kloos and Roger Trahan, Market Managers, Franklin Farmers Market

Vickey Siggers, Food Access Manager, Mattapan Food and Fitness Coalition (Mattapan Square Farmers Market)

Jess Vecchia, Executive Director, Roots Rising (Pittsfield Farmers Market)

What does it mean for a market to be part of its community? We'll hear from market managers who have built extensive programming with and for their market's community. How do you create welcoming, inclusive markets? What is the impact your market has on its community?

1:30pm - 2:40pm Working With City Hall

Moderator: Steve Mitchell, Board, Ashland Farmers Markets

Mark Cullings, Board President, Hingham Farmers Market

Jeff Friedman, Board President, Needham Farmers Market

Cheryl Sbarra, JD, Executive Director, Massachusetts Association of Health Boards

A market's relationship with its town or city is fundamental. Markets must work with their local officials on issues from health to zoning to traffic and parking. Markets are also important partners in helping their community achieve goals like economic development and food access. We'll discuss how markets can have productive relationships with their local officials to further their and their community's missions.

2:45pm - 4:00pm Policies and Procedures

Moderator: Edith Murnane, Executive Director, Mass Farmers Markets

Steve Marcelin, Event Manager, Roslindale Farmers Market

Lihlani Nelson, Deputy Director at the Center for Agriculture and Food Systems at Vermont Law and Graduate School

Jessi Rubin, Market Manager, Brighton Farmers Market

Leslie Wilcott-Henrie, Board President, Lexington Farmers Market

A well-developed set of policies and procedures is essential to minimize risks and ensure your market runs smoothly. We'll discuss what market policies should include, and how to develop them. We'll also talk about how to uphold rules and manage conflicts in a manner that's true to your market.

4:00pm - 4:30pm Wrap-Up: Keep Connecting

We hope you got a lot of great ideas and inspiration about the relationships at the heart of farmers markets. We'll talk about some of the ways you can keep connecting with each other and partner organizations. And we'll hear from you - share in 60 seconds the best idea from your market experience, or what you're excited to implement next season!