2020 Alaska Farmers Market Association
Virtual Conference
April 3 - 4, 2020

Major Sponsors

Art by Jessica Thornton Designs
Registration is required. Please take a moment and complete this form.

There is no registration fee, but donations are greatly appreciated.

Register in advance for the meeting here: https://tinyurl.com/2020AFMAregistration

After registering, you will receive a confirmation email containing information about joining the meeting.

Click Here for a helpful ZOOM User Guide
The Alaska Farmers Market Association is a nonprofit organization whose mission is to support and promote vibrant and sustainable farmers markets throughout Alaska.

Join us
Saturday Afternoon 12 - 1PM for our Annual Meeting

www.alaskafarmersmarkets.org
info@alaskafarmersmarkets.org
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Conference Partners

*The Food Research, Enterprise, and Sustainability Hub* •
*FRESH* of the North works to catalyze the modern food landscape of tomorrow by honoring the living traditions of yesterday and harnessing the innovative spirit of today’s Circumpolar North.

*Homer Soil & Water Conservation District* •
Mission: to provide education and leadership in the conservation and sustainable use of soil and water-related resources through cooperative programs that protect, restore and improve our environment.

*Kenai Soil & Water Conservation District* •
Nurturing sustainable agriculture on the Kenai Peninsula.

*Alaska Farmland Trust* •
The Alaska Farmland Trust envisions a future with thriving local food markets that will give Alaskans access to fresh, healthy food, and keep our farmers farming.
Special Guests

**COLLEEN DONOVAN**, Keynote Speaker  
Executive Director of the Washington State Farmers Market Association

Colleen has been spotted at Washington farmers markets since 1998 when she headed north from California’s Central Valley to attend graduate school at the University of Washington. By 2003, she landed in Ellensburg to run Pacific NW regional programs for Heifer International and started partnering with local nonprofits, King County, WSDA, WSU, and small farms dedicated to community-based, just food systems. By 2010, the people, passion, and ethics of farmers markets had drawn her in. Colleen has likely recruited you for two WSU statewide farmers market surveys, over 20 Rapid Market Assessments, projects with Latino farmers, creating shopper promotions, and building farmers market integrity. Colleen and Karen Kinney stockpile their favorite tips and tools in the “Washington Farmers Market Management Toolkit” among other publications.

**BEN FELDMAN**, Guest Presenter  
Executive Director for the national Farmers Market Coalition

Ben Feldman currently serves as the Executive Director for the national Farmers Market Coalition, where he previously worked as the Policy Director. Ben has spent his career in farmers markets. Prior to joining the Farmers Market Coalition, Ben worked at the Ecology Center where he helped found the California Alliance of Farmers’ Markets, served as vice-chair of the CDFA Farmers’ Market Advisory Committee, Administered the California Market Match Program, and championed policy to improve connect low-income shoppers and farmers at farmers’ market. Ben also worked for the Pacific Coast Farmers Market Association where he managed the first farmers market on a Kaiser Permanente campus.

Ben also has experience on the other side of the table, having sold produce and baked goods at farm stands and farmers markets. Ben is a graduate of the UCSC Center for Agroecology and Sustainable Food Systems program and holds a Masters Degree in Environmental Science from the University of California, Riverside.
CATT FIELDS WHITE, Guest Presenter
Director of San Diego Markets and Founder of Farmers Market Pros

Catt is the co-host of Tent Talk, the Farmers’ Market Podcast, and the Farmers Market Pros Community. At San Diego Markets, Catt and her team bring farmers to the city and more than 25,000 people to the table weekly by developing and managing multiple weekly, year-round farmers’ markets including San Diego County’s largest, the six-block Little Italy Mercato. A former restaurant owner, marketing manager and publisher, Catt writes and speaks about food, farms and business for regional and national publications and at conferences and events worldwide. Her dedication to local food systems is inspired and motivated by her nine grandchildren and her determination to preserve healthy food options for them and for coming generations.

CHRIS VAN LEEUWEN,
VICE PRESIDENT OF BUSINESS DEVELOPMENT

Chris Van Leeuwen started his insurance career in 1987 working as an independent agent with his family’s agency. Chris is a third-generation insurance professional and became the agency owner in 1994. In 2007, Chris sold the agency to a top 100 firm and focused his efforts on commercial lines accounts and specialty niche markets.

Chris left the independent agency system and joined Veracity Insurance Solutions in 2012. He is currently VP of Business Development and is involved with various aspects of management, sales, training, and carrier relations within the agency. Chris has also been instrumental in the development and implementation of several national program and Risk Purchasing Groups.

Chris’ interests outside the insurance industry include international travel, cycling, fishing, cooking, and spending time with the family.
SARAH DYLAN JENSEN, Guest Presenter
Farmers Market Manager + Social Media Maven

Sarah studied Fashion Design at the Fashion Institute for Design & Merchandising in Southern California. She immediately jumped into the design industry at Eddie Bauer followed by Tommy Bahama, Zumiez, Kische and Brooks Sports. After 10+ years in the industry, she decided it was time to move towards smaller, more localized focus, and away from all of the drama & politics that office jobs - even in fashion design - can bring. Sarah created Mockingjay Press with the dream of bringing desire back to small-town shopping. In this social media business, she helps bring awareness and insight to supporting small, local shops & businesses. Through curated connections in the community, she became the Snohomish Farmers Market Manager in 2015. As market manager, Sarah curates an engaging vendor mix working with local artisans, creators and farmers. Sarah handles the social media & graphic advertising for her (now 3) farmers markets, along with her growing client list in & around the greater Snohomish area. Sarah has been a featured speaker at the 2019 WSFMA conference as well as the 2018 Women in Business Conference.

KATHY ZEMAN, Guest Speaker
Executive Director, Minnesota Farmers Market Association

Kathy started working with MFMA in September 2012. She is also the owner of Simple Harvest Farm Organics in Nerstrand, Minnesota and is an occasional vendor at Riverwalk Market Fair in Northfield. Kathy first became aware of MFMA in 2009, when she was part of the effort to create Riverwalk Market Fair and attended a MFMA conference in Owatonna where she was impressed by the speakers and resources offered at that event. Kathy has spent most of her career in agriculture and brings those connections to MFMA, which has helped MFMA build strong collaborations with diverse groups and has paved the way for successful public policy efforts. Kathy’s favorite vegetable is any green leafy vegetable....but by far her favorite all-time food is milk.
You’ll notice we have a completely packed schedule with no breaks. This was necessary in order to condense to just one track/one ZOOM room. You are encouraged to take breaks whenever you feel like it. Just be sure to come back!

FRIDAY • April 3, 2020

Friday 8-8:40am

**Morning Yoga with Amy Pettit**
Amy Pettit, Alaska Farmland Trust
All are welcome to bend, stretch and BREATHE deeply to start our morning. No yoga experience needed, bring a mat or large towel. Connect. Laugh.

Friday 8:45-9am

**Technology Introduction**
Rachael Miller, APU/FRESH
Get a quick demo on how to use ZOOM throughout the conference!

Friday 9:00-9:15am

**AFMA Welcome & Legislative Greetings**
Robbi Mixon, Brad St. Pierre, AFMA Board Members
**AFMA Board welcomes everyone to the 3rd Alaska Farmers Market Conference!** We may be joined by special legislative guests.

Friday 9:15-9:30am

**Alaska Grown and Division of Agriculture Update**
Amanda Swanson, Division of Agriculture
An update on Alaska Grown and programs offered through the Division of Agriculture. Amanda will also provide a current update on the plan for the future of the Division. Topics will include the Alaska Grown program, licensing agreements, and grant opportunities.
Friday 9:30-10am

**What’s the Difference: how to educate consumers about why buying direct is important**
Catt Fields White, Farmers Market Pros
As a market manager, educating the public is both a responsibility and an opportunity. When shoppers know better, they do better. Consider your market and its promotional platforms one big classroom and help the public understand the far reaching benefits that occur when they buy direct from farmers. We’ll help with specific messaging.

Friday 10am -12pm

**Farmers Market Intensive**
Catt Fields White, Farmers Market Pros (w/ Brad St. Pierre)
New market managers and experienced managers looking for a refresher and new ideas will benefit from this tune-up session. We’ll discuss site suitability and layouts, applications and vendor curating, permits and promotion, with plenty of time for Q&A.

Friday 12pm-1pm

**State of Markets Nationwide & COVID-19: Lessons from Washington, Minnesota, and Beyond**
Ben Feldman (Farmers Market Coalition), Kathy Zeman (Minnesota FM Association), Colleen Donovan (Washington State FM Association) Catt Fields-White (InTents)
The role of farmers market managers has grown as our society has become increasingly complex. This presentation will explore national trends and emerging issues within the farmers market field. We will explore challenges, workshop specific examples and identify resources.

Friday 1:00pm

**DOOR PRIZE DRAWING**
Meghan Geary, AFMA

Friday 1-1:30pm

**Boost Sales & Social Impact with Benefit Programs: Accepting SNAP at the Farmers Market – USDA Free Equipment Program**
Amy Crone, Market Link
MarketLink is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) that assists farmers and farmers markets to accept SNAP and electronic payments. Founded in 2013 in partnership with the United States Department of Agriculture, MarketLink has helped more than
3,000 farmers and markets accept electronic payments—including more than $20M in SNAP sales. Learn what you need to do to begin accepting SNAP, what equipment you can receive, as well as hear about the training and resources that are available to you.

Friday 1:30-2pm

**Boost Sales & Social Impact with Benefit Programs:**
*An overview of FMNP and SFMNP (WIC/Senior Nutrition)*
Erin Fahsholtz, S/FMNP Coordinator
Come learn about ways that markets and farmers can encourage new and existing customers to redeem their public assistance benefits at your location. We’ll discuss creative ways to encourage more produce purchases and answer questions!

Friday 2-2:45pm

**Local Food as Medicine**
Winona Benson, Nourished Health Coaching Services
This talk will explore how farmers markets can partner with health professionals to promote whole foods.

Friday 2:45-4:15pm

**Social Media 101**
Sarah Dylan Jensen, Farmers Market Manager + Social Media Maven
Just like our markets, a social media strategy isn’t one-size-fits-all. And how do we fit doing social media in among the 1,000 other to-do items on a Market Manager’s task list? (Hello, Honeybucket disasters and wind storms galore...) In this beyond-basics session, we’ll tackle skills to help you navigate the wonderful world of Facebook and how to integrate it into your farmers market planning strategy. We’ll touch on various platforms to get your market at the top of customers’ minds without losing your own. You’ll take away some new ideas on how to manage the chaos of social media technology so you can focus on what really matters – bringing produce to the people!

Friday 4:15

**DOOR PRIZE DRAWING**
Meghan Geary, AFMA

Friday 4:15-5:15pm

**CBD & Cannabis Coverage For Your Business**
Chris Martin and Troy Smith, Veracity Insurance Solutions, LLC
Learn about how to navigate CBD and Cannabis as it relates to insurance within the Farmer’s Market space. Veracity Insurance is one of the top leaders in providing insurance coverage for the CBD & Cannabis industry. Come listen to Chris Martin, a CBD business owner, an underwriter & Broker speak candidly about these important topics and get your questions answered.
Saturday • April 4, 2020

Saturday 8-8:40am

**Morning Yoga**
Amy Pettit, AK Farmland Trust
All are welcome to bend, stretch and BREATHE deeply to start our morning. No yoga experience needed, bring a mat or large towel. Connect. Laugh.

Saturday 9-9:15am

**Welcome from AFMA & Legislative Greetings**
Robbi Mixon, Brad St. Pierre, AFMA Board Members

*AFMA Board welcomes everyone to the 3rd Alaska Farmers Market Conference!* We may be joined by special legislative guests.

Saturday 9:15-10am

**Keynote Address: Building the Future of Farmers Markets Together**
Colleen Donovan, Washington State Farmers Market Association
This talk will highlight the importance of collaboration among farmers markets, vendors, and partners, who work together to stay independent, while providing communities with fresh locally grown food. **Call to action:** Get involved, be supportive of association, markets, strategic partners.

Saturday 10-10:30am

**Grow North Farm & Mountain View Farmers Market**
Nick Bachman, Anchorage Land Trust & Keenan Plate, Refugee Agriculture Partnership Program Coordinator
This session will explore the intersections of food, health, equity, and access. Panelists will present on programs that link food and

Saturday 10:30-11am

**Farmers Working Together**
Greg Meyer, Kenai Peninsual Food Bank
Hear about all the ways that Kenai Peninsula Food Bank and local farmers team up to feed the hungry, reduce food waste, provide cooking and nutrition education and grow a food-focused farmers market.
Saturday 11-11:30am
**Seed Distribution to Combat Food Insecurity**
Grace Johnston
This session will be an opportunity for the farming community to participate in real-world problem solving for distributing seeds and growing instructions to food insecure people around our state. This will consist of seed identification by region, discuss the logistics of getting seeds to the food bank and other topics as time allows.

Saturday 11:30am-12pm
**FDA Produce Safety Rule- Lessons Learned from First Year of Farm Inspections**
“Dena Cologgi Environmental Health Laboratory Alaska Department of Environmental Conservation”
All 50 states started FSMA Produce Safety Rule inspections in 2019. Lessons learned and comments from producers will be shared, as well as the most common areas for education and improvement related to on-farm food safety. In addition, Dr. Coburn will provide updated information about the Produce Safety Rule, such as pending regulations for water testing and on-going research on biological soil amendments of animal origin and factors that affect water quality.

Saturday 12-12:30pm
**Alaska Farmers Market Association Annual Meeting**
Robbi Mixon, Brad St. Pierre, Amy Pettit
Join us for our second ever annual meeting. Hear about what the Alaska Farmers Market Association has accomplished and where we’re heading!

Saturday 12:30-1pm
**Meet Me At the Market: Two Years of Data Collection Statewide**
Meghan Geary and Amber Pell, AFMA Interns
Farmers markets are booming across the state of Alaska, seeing growth in visitors, sales, and vendors. Join Meghan and Amber, interns at the Alaska Farmers Market Association, to learn about how farmers markets have been thriving the last two years and our vision for continued growth in 2020.

Saturday 1-2pm
**MEAT! at the Market**
Panel Moderator Amy Pettit, Alaska Farmland Trust; Richelle Plummer, Mat Su Farm Co-Op; Marissa Wilson, Alaska Marine Conservation Council
Learn the ins & outs, dos and don’ts of selling Alaska Grown & Harvested Meats at the Farmers Market. We’ll hear from experienced vendors, new enthusiasts and a few of the rule makers about how to successfully distribute our favorite proteins.
Saturday 2:00pm
**DOOR PRIZE DRAWING**
Meghan Geary, AFMA

Saturday 2:30pm
**Top tips to elevate your Farmers Market Presence and Increase sales**
Misty VanderWeele, All Dahlia’ed Up Flower Farm
Good marketing helps you stand out in the sea of other vendors and potential customers. Marketing is key to higher sales because it increases your brand visibility, helps you to create authority and credibility and one of the best parts, in my opinion, builds a relationship with our customers that keeps them coming back every week. Sometimes it all comes down to presentation that a customer buys from you instead of the vendor next to you. It’s amazing what a simple, hopefully, “matching,” tablecloth can do.

Saturday 2:30-3pm
**Using specialty tools to increase efficiency and revenue on a market garden**
Emily Garrity, Twitter Creek Gardens
Efficiency is the KEY to being successful in the market gardening industry. Emily will share what she’s been learning with the new tools purchased through her 2019 Specialty Crop Block Grant.

Saturday 3-3:45pm
**Why Vendor Liability Insurance Matters For Your Business**
Chris Van Leeuwen and Troy Smith, Veracity Insurance Solutions, LLC
Come learn from insurance industry veteran, Chris Van Leeuwen, about the risks that Farmers Market Managers face and how to avoid common exposures to potential lawsuits. Come listen to Chris speak candidly about these important topics and get your questions answered.

Saturday 3:45-4:15pm
**Stress and Conflict Management: Surviving the Season and Beyond**
Heidi Chay, Kenai Soil & Water Conservation District
As if farmers market season weren’t already stressful enough! In this interactive session, former family mediator and current local food advocate, Heidi Chay, takes a look at the positive side of stress and conflict and offers a few tips and tools you can use at home, at the market and all points in between.
Saturday 4:15
**Final DOOR PRIZE DRAWING - rafting trip for 2!**
Meghan Geary, AFMA

Saturday 4:15-6pm
**Resiliency, Together.**
**Opportunities for Collaborations for Farmers Markets, Farmers, Food Hubs, Business, and Educational Organizations Around Alaska**
Facilitated by Jodie Anderson, Matanuska Experiment Farm and Extension Center, Director

Let’s talk about how we are going to work together to get through this upcoming growing season. Resources, ideas, support, collaborations - this brainstorming opportunity will be open to all who want to work together to succeed in a potentially crazy market and growing season!!
Planning Committee

Amy Petit,
Alaska Farmland Trust

Amber Pell,
AFMA

Brad St. Pierre,
AFMA, Tanana Valley Farmers Market

Barabara Landi,
AFMA board member, South Anchorage Farmers Market

Colin Peacock,
Southeast Alaska Watershed Coalition, Salt & Soil Marketplace

Elaine Howell,
AFMA board member, Soldotna Saturday Farmers Market

Elizabeth Hodges,
University of Alaska Anchorage, FRESH of the North

Heidi Chay,
Kenai Soil & Water Conservation District

Kyra Wagner,
Homer Soil & Water Conservation District

Meghan Geary,
AFMA

Rachael Miller,
Alaska Pacific University, FRESH of the North

Robbi Mixon,
AFMA, Homer Farmers Market, Cook Inletkeeper

Thank you so much for being part of Alaska’s vibrant farmers market community.  We are in this together!