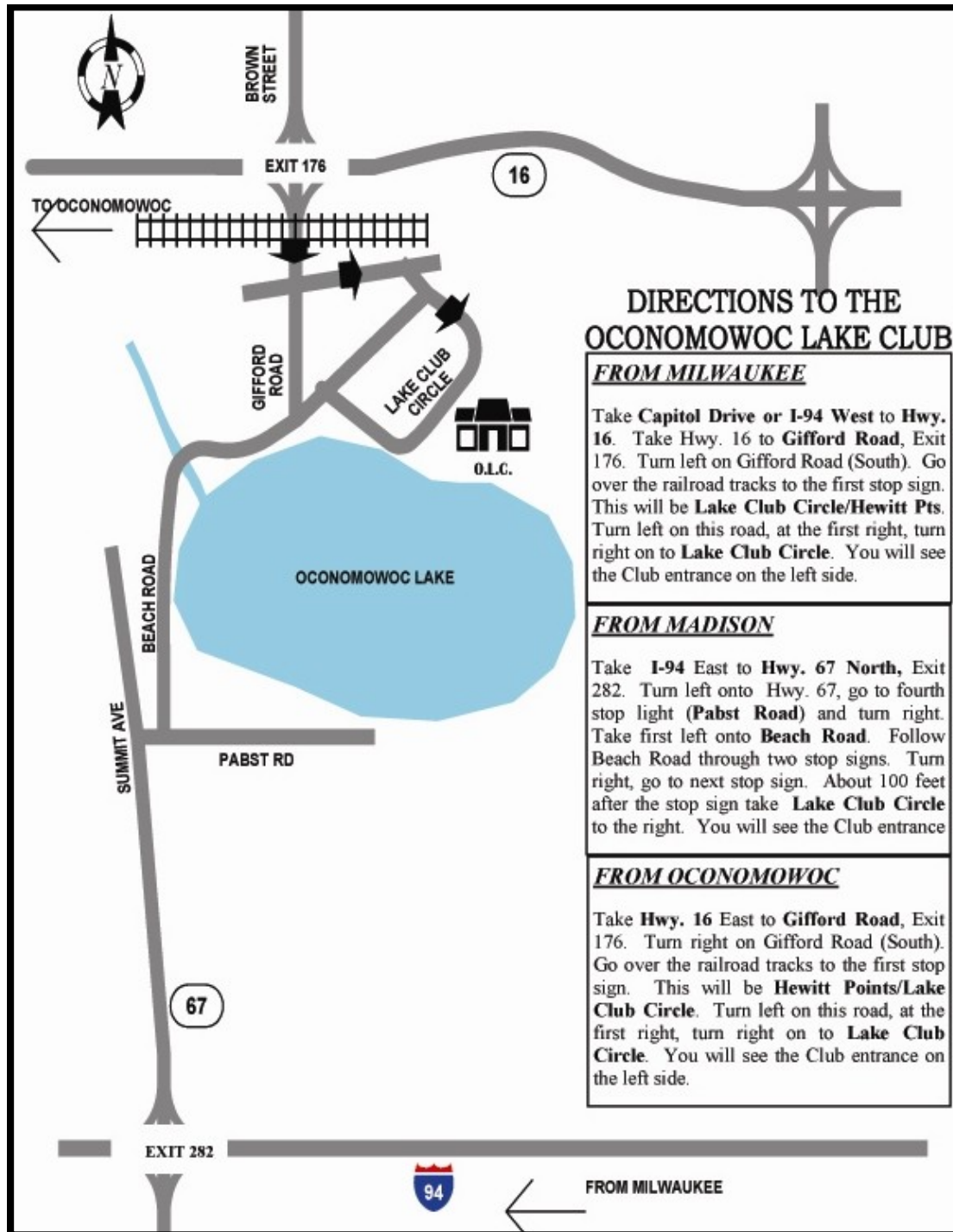


Oconomowoc Lake Club: 4668 Lake Club Circle, Oconomowoc, WI



Farmers Market Workshop

This workshop will focus primarily on how to promote your farm business to increase sales at the farmers' market.



**Saturday
February 6, 2010
Oconomowoc Lake Club
Oconomowoc, WI
8:30 am — 3:00 pm**



Farmers' Market Workshop Agenda

8:30 Registration

9:00 Increasing Sales and Improving Business. Looking at Your Farmers' Market Display Through the Eye of the Consumer. Terry Gaoutte

10:00 Increasing Sales and Improving Business:. Looking at Your Farmers' Market Display Through the Eye of the Producer, Don Bub, MoonStar Farm

10:30 Break

10:45 Developing Promotional Materials Don Stanley from UW Madison CALS will talk about how to successfully gain repeat customers with the use of promotional materials such as brochures, business cards and more.

11:45 USDA Programs. Tom Oasen with Farm Service Agency will discuss Farm Programs that could benefit local farmers.

12:00 Lunch (Chef Jack will provide a locally sourced lunch for participants)

1:00 Presenting Yourself to Customers: The morning presentations focused on your display at the farmers' market. This session is designed to talk about how vendors present themselves to the public and skills the could be developed to help earn more money at the market. Tricia Bross, Luna Circle Farm

1:45 Designing a Website for Your Business: This session will focus on how to get your farm more recognition by developing a website. Topics to be addressed include costs of maintaining a website, how to do it yourself as well as hire a web designer and more. Jay Gilhoi, Gilhoi Designs.

3:00 Closing Remarks/Adjourn

For More Information:

Kristin Krokowski, Waukesha County UW Extension
262-548-7768 or kristin.krokowski@ces.uwex.edu

Peg Reedy, Walworth County UW Extension
262-741-4961 or peg.reedy@ces.uwex.edu

Rose Skora, Racine & Kenosha Counties UW Extension
262-857-1948 or rose.skora@ces.uwex.edu

To insure equal access, please make requests for reasonable accommodations as soon as possible prior to the scheduled program, service or activity. If you need this material in another format please contact Kristin or Rose.

The University of Wisconsin-Extension provides equal opportunity in employment and programming, including Title IX & ADA requirement.



Registration Form

Name: _____

Name: _____

Market/Farm: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Cost Per Person:	Total Attending	Total Cost
Early Registration Adult: \$25/person or \$40/2 people		
Youth (18 and under): \$10		
Late Registration (postmarked after February 1st or at the door) Adults: \$30/person or \$50/2 people		
Youth (18 and under): \$15		
Total Enclosed		

Would you like a vegetarian lunch?
_____ Yes _____ No

Make Checks Payable to:

Kenosha County UW-Extension

Mail to:
Kenosha County UW-Extension
Farmers Market Workshop
PO Box 550
Bristol, WI 53104