



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Farmers Market Workshop Scheduled in North Idaho

A workshop for North Idaho farmers market vendors and managers will be at the Holiday Inn in Ponderay, Idaho Saturday, November 6, from 8:30am-4:00pm. The workshop will provide training for markets in the areas of marketing, promotion and business planning.

The number of farmers markets in Idaho has grown from 24 in 2006 to 55 in 2010. With the number and size of markets growing and more customers visiting farmers markets every season, there is much potential to be captured. "We are excited to offer this training opportunity for farmers market managers and vendors. The networking at these events is always invaluable, as is the information provided on the presentations," says Lacey Menasco, Trade Specialist at the Idaho State Department of Agriculture. "By learning new ways to enhance their marketing and business planning skills, markets and vendors can increase sales and meet the growing consumer demand for local products."

Anyone involved in a farmers market in any capacity or considering becoming involved in the future, should plan to attend this valuable training. The cost is \$20 per person which includes lunch and materials if registered by October 27th. The cost is \$25 per person after October 27th.

The workshop is a cooperative effort between the Idaho State Department of Agriculture and University of Idaho Cooperative Extension. For more information contact Lacey Menasco at the Idaho State Department of Agriculture at (208)332-8538, or lacey.menasco@agri.idaho.gov.

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