



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Workshop Offered to Southwestern Idaho Farmers Markets

A workshop for farmers market participants will be held at the Hampton Inn in Nampa, Idaho on Saturday, January 29, from 8:30 a.m.-4 p.m. Training will be offered in the areas of communicating through social media, developing logos and signage, designing attractive booths, providing excellent customer service, and understanding government regulations.

"I'm especially excited about the program we've put together for this workshop. We're covering everything from regulatory issues to designing professional looking logos and signs - and of course providing plenty of networking opportunities" says Lacey Menasco, Trade Specialist at the Idaho State Department of Agriculture. "There is absolutely something for everyone at this workshop."

Presenters include ES Drake (marketing firm from Boise), CoachAmerica, University of Idaho Extension, Southwest District Health Department, Idaho State Department of Agriculture, and market managers and vendors. All participants will have the opportunity to learn about new and alternative marketing opportunities and will leave the workshop with their very own Facebook page! The cost is \$25 per person, but those registering by January 18 get the Early Bird rate of \$20 per person which includes lunch and materials.

If you are involved in a farmers market in any capacity or are considering becoming involved in the future, you should plan to attend this valuable training. For more information contact Lacey Menasco at the Idaho State Department of Agriculture at (208)332-8538, or lacey.menasco@agri.idaho.gov. The workshop is a cooperative effort of the Idaho State Department of Agriculture, the University of Idaho Extension, and local farmers markets.

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