



# STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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## **Workshops Offered to Farmers' Markets Participants Statewide**

Farmers' market vendors and managers across the state will have the opportunity to participate in one of several upcoming regional workshops. One-day workshops will be held in Nampa on February 4 and Idaho Falls on March 3. A two-day workshop will be held in Moscow on March 23-24 with one day focusing on agritourism. Agendas will vary by location, but will cover topics such as marketing, business development, legal structures, financial management, customer service, food safety, regulatory issues, market and vendor success stories, and plenty of networking opportunities. The cost is \$25 per person, with an early bird rate of \$20 per person which includes lunch and materials.

"In the past decade, the number of farmers' markets operating in Idaho has nearly tripled. We are eager to support these entrepreneurs and do what we can to help them be successful," says Lacey Menasco, Trade Specialist at the Idaho State Department of Agriculture. "This is our fourth year working with University of Idaho Extension to host these workshops. Participants of past workshops have said it's definitely a day well spent and of great value to their business."

If you are involved in direct marketing 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 (208) 332-8538 or [lacey.menasco@agri.idaho.gov](mailto:lacey.menasco@agri.idaho.gov). The workshops are a cooperative effort of the Idaho State Department of Agriculture, University of Idaho Extension, and local farmers' markets.

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