Tennessee Farmers Market Vendor Boot Camps

Join us for an all-day educational workshop designed for farmers market vendors.

About the Training

Sessions taught by Jared Bruhin, Hal Pepper and Mike Brown will include the following topics:

Merchandising Methods to Make Money
Learn how making a good first impression, designing an effective product display and creating signage that sells can increase sales and reduce costs.

Digital Marketing Trends
With 89% of American adults using the Internet, if you aren’t on the Web, you aren’t. Learn current trends in online marketing tools and strategies.

Business Planning Basics
It’s important to assess your current situation and consider your mission when setting and prioritizing goals. Take time to sharpen your business planning skills.

Food Product Cost and Pricing Tools
Calculate the cost of your food products so you can price them to make money.

Pick Tennessee Products and Food Safety
Learn the benefits of a marketing resource offered by the Tennessee Department of Agriculture as well as the importance of food safety when selling food products directly to your customers.

When and Where

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>March 3, 2020</td>
<td>Martin, TN</td>
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<td>March 4, 2020</td>
<td>Selmer, TN</td>
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<td>March 5, 2020</td>
<td>Centerville, TN</td>
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<td>March 17, 2020</td>
<td>Elizabethton, TN</td>
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<td>March 18, 2020</td>
<td>Livingston, TN</td>
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<td>March 19, 2020</td>
<td>Coalmont, TN</td>
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9:00 am – 3:30 pm local time. The same training will be conducted at each location. Check-in and networking will begin at 8:30 am local time.

Registration

Pre-registration is required five business days prior to the workshop. Register today as space is limited! There is no cost to register and lunch will be provided.

Register online now at: tiny.utk.edu/fmbootcamp2020

Questions?
Contact Hal Pepper at (931) 486-2777 or email hal.pepper@utk.edu.

Sponsors

Appreciation is expressed to USDA Rural Development, Tennessee Department of Agriculture and Tennessee Association of Farmers Markets for funding to support this program.

This workshop fulfills a Tennessee Agricultural Enhancement Program (TAEP) educational requirement in ONLY the following Producer Diversification sectors: Agritourism, Fruits & Vegetables and Value-Added. For additional information regarding educational programs for TAEP requirements, please contact Erica Alexander, TAEP Producer Diversification Coordinator at the Tennessee Department of Agriculture, 615-837-5324.

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development, University of Tennessee Institute of Agriculture, U. S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.

Real. Life. Solutions.”