



Utah Farmers Market Network Forum (*in conjunction with the Utah Food and Farm Conference*)

January 14, 2022

10:20 am to 5:15 pm

Cedar City Farmers Market Tours

January 15, 2022

9:50 am – 11 am

All events take place at the Heritage Center, 105 North 100 East, Cedar City, UT, 84720, unless otherwise indicated.

To learn about the entire Utah Food and Farm conference, [click here.](#)

7:45 am - 8:30 am - Early Morning Yoga

8:30 am -Registration

9 am - 10:10 am - ***Welcome and Gather Keynote*** by Bob Quinn, author of *Grain by Grain: A Quest to Revive Ancient Wheat, Rural Jobs, and Healthy Food*

10:20 am - 11:20 am: ***Welcoming and Inclusive Market Panel*** – Hear from a panel of 2021 DEI (Diversity, Equity, and Inclusion) Community of Practice participants about their experience of increasing the inclusivity of farmers markets

11:30 - 12:30 pm: ***Marketing, Branding and Vendor Recruitment for Farmers Markets***, Tamra Annette, Utah's Own Program, Utah Department of Agriculture and Food

12:30 pm - 1:30 pm: Lunch

1:35 pm - 2:40 pm: Red Acre Keynote: ***Making It Happen in Utah***, Abigail's Oven, Heritage Family Gardens (both Utah farmers market vendors!) share their stories of success

2:50 pm - 3:50 pm: Concurrent Workshops

1. ***Supporting your market's SNAP program with Double Up Food Bucks and Create Better Health*** – Hannah Martin, Utah Dept. of Health and Create Better Health, Utah State University – Both the Double Up Food Bucks Program and USU's Create Better Health program can greatly support farmers markets that accept SNAP. Even if your market doesn't take SNAP yet, you can learn about these programs that can greatly benefit your SNAP program and your market.
2. ***Utilizing Utah State Laws to Build and Grow your Market***, Symbria Patterson, Red Acre Farm, Marc Roberts, former Utah State legislator – There are many laws in place that food-based market vendors can benefit from and in turn, be more likely to participate at your market. This session will be especially relevant and useful for small and beginning farmers markets.
3. ***Deep Dive into DEI***, Jaclyn Pace, Utah State University – If you liked the Welcoming and Inclusive Market panel, join the deep dive to learn more about DEI concepts and how they might apply to your market. This is also a chance to ask other questions that didn't get answered during the panel presentation.
4. ***Market Succession: Is your market ready for the next big leadership transition?*** (tentative) Over 40% of Utah's farmers markets have changed market managers over the past 3 years. Have you thought about a succession plan for your market? This is a peer-to-peer discussion to uncover the gaps in succession planning and to brainstorm what steps can be taken to ensure a seamless transition from manager to manager.

3:55 pm - 4:55 pm: ***Strengthening the Utah Farmers Market Network Roundtable Discussions*** – Lend your voice in a series of discussions on moving the Utah Farmers Market Network forward in 2022.

4:55 pm - 5:15 pm: Closing, last-minute networking, fill out surveys

8:00 am - Statewide Farmers Market opens at Utah Food and Farm Conference [at Cedar City Festival Hall and the Heritage Center Theater Lobby - 105 North 100 East, Cedar City, UT, 84720]. We suggest you peruse the market offerings, enjoy a breakfast from a farmers market vendor!

9:40 am - Meet near the doors at the entrance of the statewide farmers market

9:50 am - Walk/Carpool over to the Festival City Farmers Market, (at 45 W Center St., the Festival City Farmers Market starts at 10 am.)

10:am - 10:15 am - Brief introduction and tour by Christy Johnson, Festival City Farmers Market manager

10:30 am - walk back to your car or carpool to the Cedar Saturday Market (at the IFA at 905 S.Main St., Cedar City)

10:45 am - 11:00am - Brief introduction and tour by Nancy Dalton, Cedar Saturday Market manager