



# Farmers Market Preparedness Series – Session II: Market Day Prep for Farmers Market Success

April 20, 2022 · 6:00 – 7:30 pm

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •

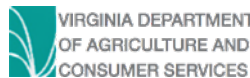
*Join us on Zoom*

Demand for healthy local food is increasing in the Commonwealth. Of course, the difficulty of getting your local produce to customers has increased too. VSU Small Farm Outreach Program is working with the Virginia Farmers Market Association (VAFMA) to share strategies and approaches to selling at farmers markets. This is a three-workshop series focused on social media marketing, basic market preparedness, and food safety.

Success at the farmers market starts well before you get to market. In the second webinar in the Farmers Market Preparedness series, we will focus on getting prepared for market day. We will cover what you need to do, bring, and what to plan for, to improve your sales at the market. You'll leave the webinar with a checklist to use throughout the season.

## REGISTER AT [EXT.VSU.EDU](https://ext.vsu.edu) CALENDAR OF EVENTS

For more information, contact Michael Carter Jr at (804) 691-0490 or [micarter@vsu.edu](mailto:micarter@vsu.edu).



Visit [ext.vsu.edu](https://ext.vsu.edu) for information on this and other upcoming events.



VSU COLLEGE OF AGRICULTURE  
@VSU\_AG

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and local governments. Its programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, military status, or any other basis protected by law.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please call (804) 524-3292 / TDD (800) 828-1120 during business hours of 8 am. and 5 p.m. to discuss accommodations five days prior to the event.