

# 2024 Farmers Market Short Course

## Friday mornings in March from 11 am to Noon

This Short Course is free but registration is required at <https://www.waukeshacounty.gov/UWEX/HORT/FM/fmmsc>



MARCH 1	MARCH 8	MARCH 15	MARCH 22
<b>Grant Opportunities for Farmers Markets</b>	<b>Learn about Wisconsin's Food Finance Institute (FFI)</b>	<b>Results of 2022 Farmers' Market Survey</b>	<b>Strategic Volunteer Engagement</b>
<b>Wren Almitra</b> , Grant Advisor, Michael Fields Agricultural Institute	<b>Andy Larson</b> , Farm Outreach Specialist, Food Finance Institute	<b>Kristin Krokowski</b> , Commercial Horticulture Educator, UW Madison Extension Waukesha County	<b>Adriana Humbert</b> , Downtown Promotions Manager, Wisconsin Economic Development Corporation
Learn about the free services for Midwestern farmers, agricultural entrepreneurs and institutions offered by Michael Fields Agricultural Institute. MFAI's Advisors can help you apply to grant, loan, and cost-share programs of state or federal sources. These can be programs of any federal or state agency, not just the USDA, as well as private sources.	The Food Finance Institute supports a collaborative network and partners with training, resources, tools and coaching, fulfilling its mission of making sophisticated financial technical assistance available to every growing food, beverage and value-added agriculture enterprise. Learn more about the resources and services they provide.	In 2022 a statewide survey of Wisconsin farmers market collected data from over 100 markets. Learn about the survey results and how you market compares to the others in the state.	Volunteers are an essential element of all kinds of events, including farmer's markets. Understanding how to identify and define volunteer roles, recruit and retain volunteers, and recognize, engage and communicate effectively with your volunteer network to help make your market more sustainable and vibrant.