



## UTAH'S OWN VIRTUAL WORKSHOP

# FARMERS MARKET TIPS FOR MARKET MANAGERS AND VENDORS

Join Utah's Own and the Utah Farmers Market Network for a public virtual workshop designed to help our local farmers' markets thrive this summer! Whether you are a market manager looking to improve operations and attendance or a vendor aiming to boost sales, this session is for you.

Jaclyn Pace, Director of the Utah Farmers Market Network, will be hosting a breakout session discussing how to

- Build a strong, welcoming community at your market.
- Leverage the network and its resources — don't go it alone.
- Prioritize visibility and marketing to drive shopper traffic.

Emily Ashby, Utah's Own Program Manager, will be hosting a breakout session discussing how to

- Utilize social media to draw shoppers to your booth.
- Create an engaging booth to increase sales.

Join us and take home actionable strategies to make this market season your most successful one yet!

Who: All Farmers Market Managers and Vendors

When: May 19 from 12-1 PM

12-12:15 PM Welcome & sharing of general information

12:15-12:45 PM Breakout (Managers & Vendors)

12:45-1 PM Combined Q&A

# Utah's Own™

Utah Department of  
Agriculture and Food

**LEARN SIMPLE WAYS  
TO INCREASE  
FARMERS MARKET  
SUCCESS!**

When: Tuesday  
May 19 12-1 PM

Where: Google  
Meet [LINK HERE.](#)



**Department of  
Agriculture and Food**

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