

MFMA Conference Registration
January 25 – 26, 2013

Name _____

Address _____

E-mail _____

Phone _____

Name of market if representing a market

_____ I want to apply for a lodging scholarship

Names of additional persons attending:

Basic Conference Fees:

_____ x \$15 each = _____

_____ x \$10** each = _____

(Add \$10 per basic conference fee for registration after December 31.)

Jan. 25 Bus Tour _____ x \$15 each = _____

Jan 26 Bus Tour _____ x \$15 each = _____

Total enclosed: \$ _____

Basic conference fee includes Friday banquet, Saturday lunches, break snacks & workshops.

attending 1/24 free workshop "Food Safety: From Field to Market" _____

Mail to: MFMA, PO Box 1, Webb City, MO 64870

**MFMA Member discounts:

- Individual member - \$5 off one basic conference fee
- Family member - \$5 off each of up to two basic conference fees
- Market member - \$5 off each of up to three basic conference fees

Add \$10 per basic fee for registration after December 31.

When reserving your room at the Howard Johnson, be sure to ask for the MFMA conference rate of \$59 + tax. Reservation phone number: 1-800-756-7318.

Lodging scholarships – MFMA will underwrite \$50 of the cost of staying at the conference hotel for 30 market member representatives. Scholarships will be awarded on a first-come, first-serve basis to markets more 1 hour's drive from Springfield. If funding remains after January 10, rooms will be awarded to closer markets until the funding is expended.

Our thanks to the Greater Springfield Farmers Market and our generous conference sponsors:



Annual Conference

Growing Missouri's Farmers Markets into the Future

January 25 – 26, 2013
Springfield, Missouri

**2 Tours of market vendor sites
Workshops for
vendors & managers**

**Free Pre-Conference Workshop – 1/24
Food Safety: From Field to Market**

All activities take place at
The Howard Johnson
3333 S. Glenstone Blvd
Springfield, Missouri

*Organized & hosted by the
Greater Springfield Farmers Market*

Thursday, January 24 – 1 to 5 pm

Pre-Conference Workshop – Food Safety:
From Field to Market (no charge)

University of Missouri Extension and the
Green County Health Dept present a
comprehensive workshop on food safety on
the farm and at the market.

Friday, January 25 –

8 - am - Registration / Trade Show begin

9 am - Bus Tour departs from hotel –
Flintrock Bison Ranch, Murphy’s Orchard
cider operation, Golden City Meat, and
Wilson Farm. Lunch included. 4:15 return.

Manager/Board track:

2 – 4 pm –

- Growing Your Market into a Year Round Market
- Review on Social Media – Pros, Cons, and What Works Best
- How to Deal with the Economy Affecting Your Market

Free time to visit Trade Show

6 pm – Evening Banquet featuring locally
sourced foods. Entertainment by the original
Baldknobber Bob Mabe & the Kitchen Band.

Saturday, January 26 –

7:30 am - MFMA board meeting*

8 am – Registration for new arrivals

9 am – Bus Tour departs from hotel – tour
includes visits to a local high tunnel in winter
production, local market bakery and coffee
roasting operation. Return by noon.

Manager/Board track:

9 am to noon –

- Meat in Your Marketplace – Benefits and How to Do It
- Creating Special Events in Your Market and Making the Most of It
- Emphasizing Nutrition and Health Benefits at the Market and Beyond

Noon – Lunch

12:30 - 1:30 pm – MFMA Annual meeting
begins while we enjoy our meal.

Vendor Track:

1:30 – 4 pm –

- Hydroponics – Is it Right for You and Your Customers?
- Using Irrigation and Plastic Mulch to Increase Yields and Profits
- Working Efficiently with Small Scale Farm Equipment
- High Tunnels – Success Stories and Productive Examples

Manager/Board Track:

1:30 – 4 pm –

- Working with Local Chefs to Promote Your Market, Nutrition, and Increase Sales for Vendors
- Working with Your Vendors to Create Market Diversity

3 pm – Trade Show closes

4 pm - Conference adjourns

4:15 pm – MFMA board meeting*

*All board meetings are open to the
membership

MFMA Membership Application

(membership runs from January 1 through December 31)

_____ **Farmers Market - \$30.00**

_____ **Individual - \$10.00**

_____ **Family - \$15.00**

Please print clearly –

Name of Market or Business:

Contact person:

Mailing address

Phone Number: _____

E-mail:

Market member category:

Alternate voter _____

Alternative voter e-mail:

____ Send my newsletter by e-mail.

____ Please send me information on farmers
market general liability insurance

Mail to: MFMA, PO Box 1, Webb City, MO 64870