



Colorado Farmers' Market Association 2010 Annual Meeting Agenda

Growing the Marketplace

March 5 & 6, 2010

Hosted by the Salida Farmers' Market
Salida, Colorado

Location: Salida Gateway Inn & Suites 1310 East US Hwy 50 Salida, Colorado 81201

Friday, March 5

5pm-10pm - Social Time (Optional) Contra Dance! Salida, CO

Saturday, March 6 Morning Session:

8:30am – Coffee and Check-in

9:00 – Opening Remarks - Karen Scopel, CFMA Board President

--Welcome to Salida – Seth Roberts

--Self Introductions

9:45 – CFMA Business

- Minutes from 2009 Meeting – Seth Roberts, CFMA Board Secretary Financial Report – John Ellis, CFMA Board Treasurer
- Board Activity Report – Karen Scopel

10:15 - CFMA Administrator's Report; strategic plan update/insurance – Cynthia Torres

10:45 - Break

11:00 - Colorado Department of Agriculture Update – Wendy White, Marketing Specialist - Department of Agriculture Markets Division

11:30 – How to Grow your Markets with Grant Support: CO Dept of Rural Development will talk about funding resources through the USDA's new program: Know Your Farmer Know Your Food

12:00 – Lunch

Afternoon Sessions:

1:00pm – Building Farmers Program -- Adrian Card, Boulder County Extension

1:45 – Overview of the USDA Agriculture Marketing Service Farmers Market Promotion Program Grant: Carmen Humphry – USDA AMS

- What is it?
- What does it fund?
- How do I apply
- Overview of application process
- Bring your project ideas for feedback

2:30 -- Break and 3 project support sessions: FMPP/Rural Development/Finding Farmers

3:30 – Open Topics Discussion: What Would You Like to Talk About?

4:30 – Adjourn

Support for CFMA Annual Meeting provided by a grant from the USDA Specialty Crops Grant administered through the CO Department of Agriculture.