

Farmers' Market Training Workshop Helps Growers Prepare For A New Season

SYRACUSE, N.Y.—The 2000 farmers' market season is rapidly approaching.

Market managers, market committees, and market boards are gearing up all across New York State to make plans to make the 2000 season a success.

They're looking to make a more pleasant shopping experience for their customers by offering more sellers, more products, and more events. For the farmers, they're trying to bring in larger numbers of customers to increase the sales of each seller at their markets.

The Farmers' Market Federation of New York is offering a farmers' market planning workshop to help all those managers, committees and boards prepare for the new season. This workshop, "Preparing for a New Season," will be March 21 at the Corning Intown Promotions Office, Corning, N.Y., and is open to anyone interested in helping to make the

2000 farmers' market season a success.

Speakers will cover a wide range of topics, Janet Nelson, extension associate from Cornell University, will discuss the Farmers' Market Nutrition Program. This program, through the NYS Department of Agriculture and Markets and the WIC program, offers \$20 to WIC recipients to spend at farmers' markets through the course of the season. It's an excellent program to introduce young mothers and their children to farmers' markets and help them to raise their nutritional well being by eating healthy, fresh fruits and vegetables. It's also an opportunity for farmers and market managers to educate these mothers about New York State agriculture and the bounty of products that are raised right here in the state and offered at over 200 farmers' markets across the state.

Recruiting new farmers is a constant struggle for many

of the farmers' markets in New York. Andre Goncarovs, from the Ithaca's Farmers' Market, will be sharing a program that he helped to develop to recruit new farm enterprises to the Ithaca Farmers' Market. The program, called the easy entry program, has been successfully used in Ithaca for several years and has brought many new farmers into their market.

Most of the state's farmers markets do not have budgets large enough to do much traditional advertising; radio, television or print ads. But free publicity can be found if you know where to look. John Ehrenreich, city editor for the Corning Leader, will be speaking on the use of press releases as a means of promoting farmers' markets. He'll help market managers understand how to make use of this valuable tool. He'll also discuss ways markets can "court" the press to get the maximum amount of cov-

erage possible. His tips and insights come straight from years experience at being an editor for a daily newspaper.

Monika Roth, a Cornell Cooperative extension educator with the South Central New York Area Ag Program, will be sharing her expertise on keeping track of a market's performance. She will be talking about what kinds of information managers need to collect, including customer demographics, sales records, attendance records, etc. All of the records she will be discussing are important for farmers' markets to be able to document the market's economic impact, apply for grants, determine what the customers and vendors needs are, and for tracking year to year growth.

Finally, a consumer panel will present what they see as an ideal farmers' market, in-

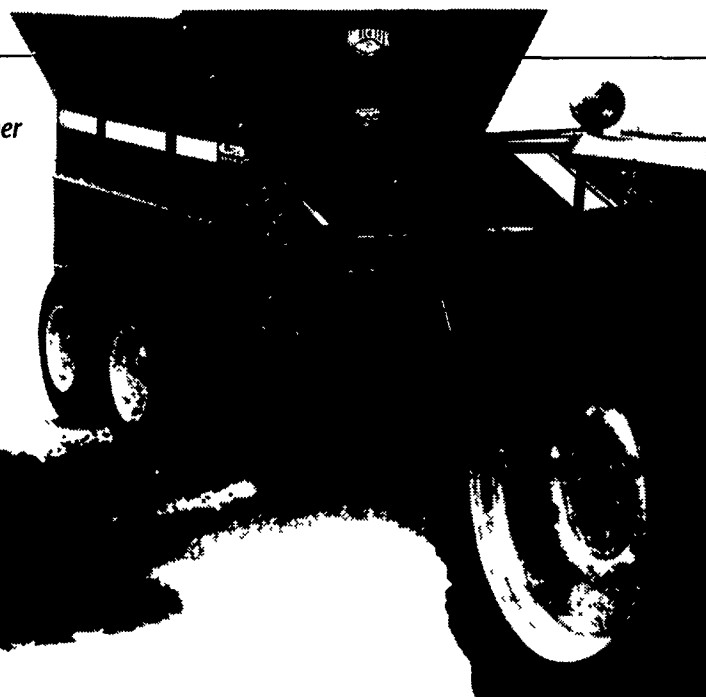
cluding what the market must offer in terms of amenities for customers, the product diversity they are interested in, and the optimum location and operating times for a market. They'll also discuss what attracts them to one seller's booth over another. Is it the display techniques, the customer service, the product offered or a combination of several factors? They'll be frank with their opinions and be available to answer questions from the audience. Everyone will be able to learn something from the panel presentation.

Registration is \$15 per person and includes all presentations, handout materials, and lunch. Reservations are requested. Call the Farmers' Market Federation office for more information and reservations, (315) 475-1101.

E-Mail Lists

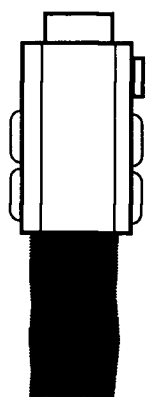
The following lists were taken from Dr. Richard Snyder, Mississippi State University newsletter "Vegetable Press"

list name	listserv	topic
bee-L	listserv@listserv.net	beekeeping and bee biology
gardens	listserv@ukcc.binet	general gardening
HydroList	hydro.requests@lists.best.com	hydroponics
newerops	listserv@vm.cc.purdue.edu	new or specialty crops
veg prod	major.domo@rc.usda.gov	vegetable production
agric-L	listserv@listserv.net	general agriculture
chile-L	listserv@tamvml.tamu.edu	chile pepper
sustag-L	listserv@listserv.net	sustainable agriculture
trickle-L	listserv@unl.edu	trickle irrigation



The Millcreek Row Mulcher lets you apply mulch 3 times faster.

Apply compost and organic mulch to any row crop automatically



YOUR CHOICE

Millcreek Row Mulchers also let you drop spread in the center of rows.

From tree fruit to vegetable beds, from bramble crops to vineyards, organic mulch and compost can reduce chemical input for weed suppression, retain soil moisture, and improve soil fertility by adding organic matter to sandy and clay soils.

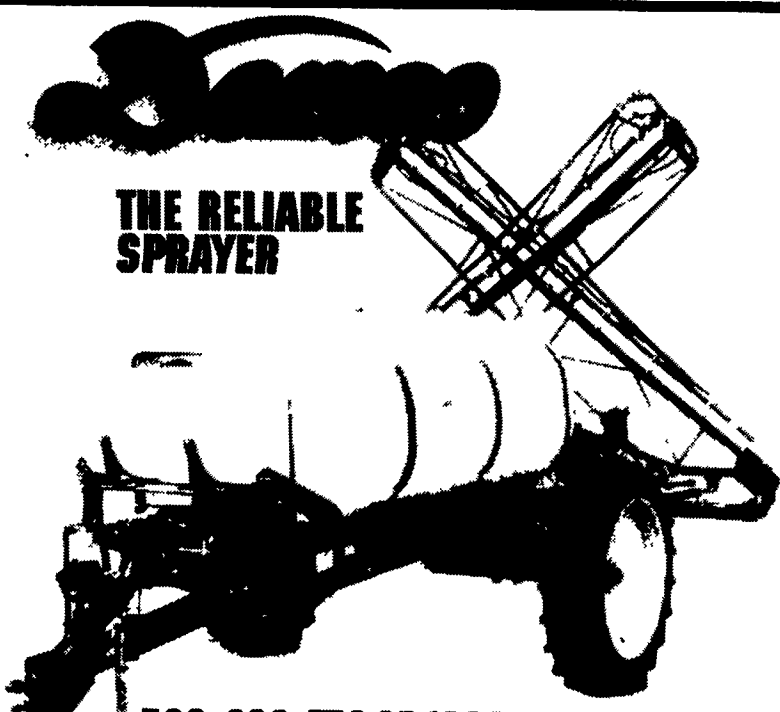
Now Millcreek eliminates the costly labor needed for organic mulch and compost application. The remarkable new Millcreek Row Mulcher works with all types of organic material, and even lets you adjust the depth and width of the mulch rows from 12" to 120" wide, from 1/2" to 6" deep.

Starting under \$6500, no other machine compares when it comes to capabilities, versatility, and cost effectiveness. Rugged construction. Six sizes, from 3.4 to 20 cubic yard capacity. Custom designs. Call today for a free color brochure, or to discuss your specific needs.



Bird-in-Hand, PA 17505

1-800-311-1323
www.millcreekmfg.com



THE RELIABLE SPRAYER

500, 600, 750 OR 1000 GALLON FIELD SPRAYERS

- Elliptical polyethylene tank with baffle and deep sump
- Jet agitation for thorough mixing and chemical suspension
- Adjustable wheel spacing
- Large front mounted step platform and safety rail for easy filling
- 2 1/2 gallon safety clean water tank
- 45', 50' or 60' hydraulic X-Fold Boom
- Choose Demco piston (ground driven) or centrifugal (belt or hydraulic) pump

Wholesale Distributor

HAMILTON EQUIPMENT, Inc.
567 South Reading Road, Ephrata, Pa. 17522
717-733-7951

AUTHORIZED DEALERS

MARYLAND	
Whiteford - Deer Creek Equipment.....	410-452-5252
PENNSYLVANIA	
Altoona - Hines Equipment.....	814-742-8171
Carlisle - Gutshall's, Inc.....	717-249-2313
Cresson - Hines Equipment.....	814-886-4183
Easton - Forks Equipment.....	610-252-8828
Fairmount City - Miller's Equipment.....	814-764-5159
Honesdale - Marshall Machinery.....	570-729-7117
Honeybrook - Dependable Motor Co.....	610-273-3131
Johnstown - Hines Equipment.....	814-262-0137
Lebanon - Umberger's of Fontana.....	717-867-5161
Lititz - Binkley & Hurst Bros.....	717-626-4705
Lynnport - Kermit K Kistler, Inc.....	610-298-2011
Marion Center - Allegheny Farm Service.....	724-397-2660
Oley - Pikeville Equipment.....	610-987-6277
Oxford - Deer Creek Equipment.....	610-932-8858
Turbotville - Ag Resources.....	570-649-5161
Washington - Bull International.....	724-222-0450
Williamsburg - Longnecker's, Inc.....	814-793-3731