

2024 TENNESSEE FARMERS MARKET VENDOR BOOTCAMP WEBINAR SERIES

Session Dates and Topics:

1. **March 21** - Choosing the Right Market For You
2. **March 25** - Head Turning, Sales Surging Merchandising Strategies for Your Farmers Market
3. **March 28** - Things to Consider When Setting Prices for Direct-to-Consumer Market Outlets
4. **April 1** - Regulatory Roundup: An Overview of Assorted Business & Product Regulations
5. **April 4** - Tennessee Department of Health Food Unit Bill and Food Sampling
6. **April 8** - Tennessee Food Manufacturing Regulations: Cottage Foods and More

Time:

All sessions will be held virtually from **11:30 AM - 12:30 PM Central Daylight Time (CDT)**.

Registration:

This webinar series is free to attend, but registration is required. Participants can **register online at tiny.utk.edu/FMbootcamp** or by scanning the **QR code**.



TAEP Credit:

To receive educational credit for the Tennessee Agricultural Enhancement Program (TAEP), please **attend 5 of the 6 sessions offered** to fulfill one special requirement credit in **only the following Producer Diversification sectors: Agritourism, Fruits and Vegetables, and Value-Added**.

Questions?

Contact Megan Bruch Leffew at mleffew@utk.edu for additional information.

