

**New Jersey Farmers Market Conference
Agenda**

**March 22, 2018
9:30am-3:00pm**

9:00-9:30 Registration

9:30am - Welcome

Chris Cirkus, Manager, West Windsor Community Farmers Market
Marissa Davis, Project Director, New Jersey Partnership for Healthy Kids-Trenton
Tom Beaver, Director, Divn of Marketing & Development, NJ Dept of Agriculture

10:00am - Farmers Tell All

Kyle Goedde, Farm Manager, Great Road Farm
Rich Norz, Owner/Farmer, Norz Hill Farm & Market
Jessica Isbrecht, Owner/Farmer, Green Duchess Farm
Moderated by: Tom Beaver, Director, Divn of Marketing & Development, NJ Dept of Agriculture

11:00am - World Café & Market Matchmaking/SNAP EBT Sign Up

Networking for market managers, farmers, non-profits, member organizations, state & federal agencies

11:45pm - Lunch/SNAP EBT Sign Up

12:30pm - Market Manager Round Table

Successes, challenges and best practices in managing New Jersey markets
Facilitated by: Chris Cirkus, Manager, West Windsor Community Farmers Market

1:30pm - Marketing Your Market

Craig Goodfriend, Board Member, West Windsor Community Farmers Market
Christine Fries, Agricultural Marketing Specialist, NJ Dept of Agriculture

2:00pm - Federal and State Food Assistance Program Discussion

Joni Garcia, Program Integrity Team Lead, USDA FNS
Larry Braasch, Assistant Division Director, NJ Divn of Family Development Office of SNAP/EBT-invited
Treemanisha Stewart, Manager, NJ Dept of Health FMNP & SFMNP
Jose Quann, Program Support Specialist II, NJ Dept of Health FMNP & SFMNP
Facilitated by: Joni Garcia, Program Integrity Team Lead, USDA FNS