



# **FALL WORKSHOP**

## **FARMERS MARKET SUCCESS STORIES**

**NOVEMBER 8, 2016**  
**URBANA, ILLINOIS**

Lake House in Crystal Lake Park  
206 W. Park Street, Urbana, IL 61801

### **REGISTRATION:**

**REGISTER ONLINE NOW AT <http://ilfarmersmarkets.org>**

Your full registration includes all sessions, materials and tour. The IFMA member rate is only \$40 and \$60 for non-members, with 5 student scholarships.

There is a maximum of 50 attendees.

### **PARKING:**

Free and located just outside of the lake house.

**THIS WORKSHOP QUALIFIES FOR MMCP PROFESSIONAL DEVELOPMENT HOURS!**

## 8-9 AM: REGISTRATION, NETWORKING AND PANDAMONIUM DONUTS & COFFEE

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## 9-9:15 AM: WELCOME & OPENING REMARKS

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### 9:15-10 AM: FINDING EMINENCE FARM: SOCIAL MEDIA AND MARKETING SUCCESS PRESENTED BY AUDRA WYANT

Learn how owners Chris and Audra Wyant have shared their story of their micro farm through blogging, website development and social media. Learn how building their brand and sharing their story has impacted their sales and increased their customer base.

*Learning Objectives: This session will demonstrate ways to strengthen customer relationships, the importance of a website in a social media world, and the importance of product transparency.*

*Chris and Audra Wyant started Finding Eminence Farm in March 2015. Chris is a high school English teacher with an extensive agricultural background and Audra is a graphic designer and photographer. The Wyants grow vegetables to sell from their on-farm stand and cut flowers are grown for their flower CSA and arranged for weddings.*

*Audra Wyant – Owner– Finding Eminence Farm - [hello@findingeminence.com](mailto:hello@findingeminence.com) - [www.findingeminence.com](http://www.findingeminence.com)*

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### 10:15-11 AM: COTTAGE FOOD SUCCESS STORY WITH PANDAMONIUM DONUTS: PRESENTED BY JAMES KYUNG

Learn how owner James Kyung has moved from his home kitchen to a commercial kitchen space and into a booming food truck making regular appearances at Urbana's Market at the Square and throughout the University of Illinois campus and surrounding communities.

*Learning Objectives: This session will discuss cottage food operations, how to graduate to a commercial kitchen, working with public health departments and building a brand to create a following.*

*What began in their home kitchen back in 2013 to feed their own doughnut cravings, Pandamonium Doughnuts is now an artisan doughnut shop and one of the few entirely-made-from-scratch doughnut bakeries in Illinois. The doughnuts are scratch made daily during the very early morning hours using their own unique recipes and techniques and utilizing high-quality, fresh ingredients including local and organic ingredients whenever possible.*

*James Kyung – Owner– Pandamonium Donuts - [pandamoniumdoughnuts@gmail.com](mailto:pandamoniumdoughnuts@gmail.com) - [www.pandamoniumdoughnuts.com](http://www.pandamoniumdoughnuts.com)*

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## 11:15 AM - 12:15 PM: BOXED LUNCHEAS AND NETWORKING

Enjoy boxed lunches prepared by Piato Cafe and Organic Nanny Service and network with your peers through small roundtable discussions. Topics will include marketing, balancing product mix, farmers market manager certificate program and other hot farmers market topics with Q & A and sharing time with marketing vendors and managers.

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## 12:30-2:30 PM: TOUR OF UNIVERSITY OF ILLINOIS CAMPUS & COLLEGE OF ACES LED BY THE COLLEGE OF ACES

An optional tour of the UIUC Campus led by an undergraduate recruiter from the College of ACES. Learn the history of the Morrow Plots, visit the Sustainable Student Farm, and learn about the research coming out of Crop Sciences, Animal Sciences Lab, and much more. Transportation to the tour is on your own but please let Natalie Kenny Marquez know if you need assistance with transportation by emailing [nmkennymarquez@urbanaininois.us](mailto:nmkennymarquez@urbanaininois.us).



# THIS WORKSHOP QUALIFIES FOR MMCP PROFESSIONAL DEVELOPMENT HOURS!

The Michigan Farmers Market Association (MIFMA) in cooperation with the Illinois Farmers Market Association (IFMA) have designed continuing education opportunities for individuals who have successfully completed the Market Manager Certificate Program (MMCP) and would like to further pursue leadership skills and professional development in topics essential to market management. Continuing education will be tracked as Professional Development Hours earned through sessions approved by MIFMA and IFMA, including this workshop.

*Are you interested in completing the Market Manager Certificate Program? If so, please visit <http://mifma.org/continuing>. Check out the photos to the left of our inaugural 2016 class!*



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Hello Promo is excited to partner with IFMA to provide branded merchandise that promotes markets, farmers and companies within this community. Whether you are looking for items branded with the IFMA logo or are looking to co-brand with your organizations logo and information, we're here to help.

Make sure to visit [www.ifmastore.hello-promo.com](http://www.ifmastore.hello-promo.com) to purchase items for the upcoming market season!

[ifmastore.hello-promo.com](http://ifmastore.hello-promo.com)  
866-864-2602  
[staylor@hello-promo.com](mailto:staylor@hello-promo.com)

