

Farmers Market Manager Training Course

The number of farmers markets and direct market vendors in our state has increased! In 2004 the North Dakota Farmers Market and Growers Association (NDFMGA) identified only 10 farmers markets and limited vendors in the state. Today the association has over 50 farmers markets and nearly 400 vendors across the state.

North Dakota's farmers market managers have voiced a need for technical assistance and support to sustain and expand farmers markets to meet consumer demand in North Dakota.

Market managers are responsible for all aspects of market operations during the season, and are the main contact for customers, vendors, volunteers, health inspectors, police, city transportation, sponsors, media and more! Responsibilities include managing vendor relationships, coordinating setup and tear-down, promoting the market, operating the SNAP program, answering customer/vendor questions, and assisting with the market's special events.

DCB has developed an online course to assist North Dakota farmers market managers with operating a farmer's market in their community. This course provides ideas and ways to increase the customer and vendor base at the local farmers market.

Course has fourteen units with activities covering:

- Market planning and fundamentals
- Organizational management and communication,
- Planning community events,
- North Dakota Cottage Laws
- Using the Toolkit for Farmers Markets
- Managing customer relations
- Elements of marketing and promotions
- Food Safety practices

Course Fee: \$99.00

This course is developed by Dakota College at Bottineau. The course development was sponsored by USDA Rural Development and the North Dakota Farmers Market and Growers Association.



CALLING ALL NEW & CURRENT FARMERS MARKET MANAGERS! COURSE SCHOLARSHIP OF \$400 AVAILABLE UPON COMPLETION!

North Dakota Farmers Market and Growers Association (NDFMGA) is offering a Market Manager Training Scholarship for all current and new market managers who complete this course. Register by January 1, 2022 on the Dakota College at Bottineau Community Education page: www.dakotacollege.edu/explore-dcb/community-education Select the Market Manager Training Online Course from the drop-down box. In order to receive the stipend, you must be signed up for the course by January 1, 2022. You will have three months to complete the course from date of registration. Once you have completed the course, NDFMGA will award you a \$400 completion scholarship.

For more information please contact:
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