

*Provided in partnership with Urbana Market at the Square, Illinois Stewardship Alliance, Morton Grove Farmers Market, Green City Market, Illinois Farmers Market Association, and University of Illinois Extension.*

This summer the Illinois Farmers Market Association will be offering a series of *free* midday Monday webinars for market managers, producers and others. Pre-registration is required. Sign up now at: <https://web.extension.illinois.edu/registration/?RegistrationID=14799>. The presentations are a quick 30 minutes plus time for questions and discussion.

# Monday, July 11, 2016 – 12:00 -1:00 pm

## Urbana’s Market at the Square – A Gleaning Program

**Presented by Natalie Kenny-Marquez, Urbana Market at the Square Market Manager**

Urbana’s Market at the Square has offered a “gleaning” program since 2009. Thousands of tons of produce have been donated by participating vendors over the years, benefiting local foodbanks and pantries, giving those in need greater access to local fruits and vegetables. Learn what gleaning is all about; How the Urbana program model operates; Understand how it’s changing and the deeper impact gleaning programs provide.

# Monday, July 18, 2016 – 12:00 -1:00 pm

## First Amendment Rights at Farmers Markets on Public Property

**Presented by Brad Moldofsky, Morton Grove Farmers’ Market Manager**

Like many farmers’ markets, Morton Grove holds a weekly event on taxpayer-funded land. Does this mean that any American citizen has unfettered rights to say anything they want anywhere in the market? The short answer is no. The long answer requires more question marks than periods. Although none of this seminar is to be construed as legal advice, it can start you thinking about what to discuss with your city council, corporate counsel, or outside attorneys when crafting protocol to deal with uninvited speakers who want to bring their religion, speech, press, assembly, and petitions to your customers. Learn what other markets doing to control their marketplaces; find out the pitfalls of limiting free speech; and a great opportunity to share your stories and exchange experiences with others on the call.

# Monday, July 25, 2016 – 12:00 -1:00 pm

## Local Flavors: From Farmers Market to Restaurant Table

**Presented by Molly Gleason, Illinois Stewardship Alliance Communications Director**

Businesses are Farmers Market customers too! Learn how to involve your local community restaurants in playing a larger role in supporting local farmers and buying locally. Learn how to approach restaurants with the idea of buying locally; discover how the Local Flavors series operates and what it takes to create a successful farm-to-table event; find out how to make the most out of grassroots advertising.

# Monday, August 1, 2016 – 12:00 -1:00 pm

## Programming Your Market

**Presented by Melissa Flynn, Executive Director, Green City Market**

Farmers markets can offer much more than just farm fresh produce and agricultural products. Have you considered adding educational, entertaining or instructional programming? This webinar will help you determine if adding a program is right for your market; understand the pros and cons of adding programming; and understanding program logistics.

# Monday, August 8, 2016 – 12:00 -1:00 pm

## Creating a Market Cookbook

**Presented by Dana Benigno, Food Strategist**

Thinking about creating a cookbook for your farmers’ market, farm or business? Join us as Dana Benigno shares her experience on the pros and cons of self-publishing verses seeking a publisher. She’ll relate what you need to do to secure a publisher, along with many other helpful insights. Cookbooks for farmers’ markets and businesses can be as simple as recipe cards or a fancy full color book. It can raise a little money while building community and marketing your farmers market or business.