



NEWS RELEASE

FOR MORE INFORMATION CONTACT:

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For Immediate Release

DUBUQUE AREA FARMERS' MARKET VENDOR CONFERENCE:

"MARKETING, MERCHANDISING, & FOOD SAFETY FOR FARMERS' MARKET VENDORS"

DUBUQUE, IA – Dubuque Main Street, in conjunction with the Iowa State University Extension Office, will host the second annual Dubuque Area Farmers' Market Vendor Conference on Saturday, February 25, from 12:30 – 4:00 p.m. at the Hotel Julien Dubuque in the River Room.

Vendors from any local farmers' markets are invited to attend, as well as anyone interested in becoming a vendor. Hosted by Dubuque Main Street, this meeting will be an excellent opportunity to learn from the experts. This conference is free of charge and open to the public.

Andy Larson, an Iowa State University Extension Specialist, will offer some excellent opportunities to maximize your sales, including: Signage & Appearance, Customer Service Tips, Differentiating Your Product Display, Eye-Popping Packaging, Pricing, and more.

Dr. Angela M. Laury, Assistant Professor of Food Safety at Iowa State University, will present a practical understanding of food safety practices that will benefit everyone from growers to producers. From Pre-Harvest and Post-Harvest Food Safety Training, to packaging jelly at home, this is a must attend session for anyone selling food to the public.

Farmers' market vendors who have questions that they would like addressed at the meeting can contact Dubuque Main Street at 563-588-4400 or office@dubuquemainstreet.org. The speakers will address many issues, and we want to hear what questions local vendors might ask. Together, we can all create a vibrant farmers' market community. For more information, please contact Dubuque Main Street board member and Farmers' Market committee chair, Tom Thompson, at tom@heritagetrailfarm.com or by calling (563) 543-4850.

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