



NEWS RELEASE

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For Immediate Release

DUBUQUE COUNTY FARMERS' MARKET VENDOR CONFERENCE

HOSTED BY DUBUQUE MAIN STREET: "JUMP START YOUR SEASON!"

DUBUQUE, IA — Dubuque Eats Well and Dubuque Main Street will host "Jump Start Your Season!" a conference for Dubuque area farmers' market vendors, on Saturday, January 22 from 12:30 – 4:00 p.m. at the Five Flags Center in the Majestic Room. A panel of experts from Madison, Iowa City, and Davenport farmers' markets will explain what works for them and how Dubuque's farmers' market vendors can maximize sales to succeed in an ever-changing marketplace.

The following issues will be addressed, and more:

- How can I improve my bottom line by using "best practice" techniques and listening to my customers?
- What is considered "locally produced"?
- How are other farmers' markets funded and managed?
- Should pets be allowed at Dubuque area farmers' markets?
- Why do vendors need to have liability insurance?

Vendors from any local farmers' markets are invited to attend, as well as anyone interested in becoming a vendor. Hosted by Dubuque Eats Well (D.E.W.), in conjunction with 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.

Farmers' market vendors who have questions that they would like addressed at the meeting can contact Local Foods Coordinator Jenni Ostwinkle at 563-690-6063 or cmintjos@cityofdubuque.org. RSVPs are appreciated, but not required. The panel will address many issues, and we want to hear what questions local vendors might ask.

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D.E.W. represents a coalition of individuals and organizations working together to increase and improve the growing, processing, distribution, consumption, and waste management of sustainable, locally grown foods, in partnership with the organizers of the Dubuque Farmers' Market, the Winter, Fountain Park, North End, and Dubuque County Fairgrounds Farmers' Markets. For more information, please call Dubuque Main Street at 563-588-4400 or Jenni Ostwinkle, Local Foods Coordinator with the City of Dubuque, at 563-690-6063.

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