



North FL 2019 Farm to Folks Crop Up



When & Where	Wednesday, September 18th, 10:00am - 4:00pm UF/IFAS Leon County Extension, 615 Paul Russell Road Tallahassee, FL 32301	What	A free one-day event to gather North and Northwest Florida farmers, farmers market managers, produce stand operators, and food access professionals to engage, inspire and network
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FAB 2019 NORTH FLORIDA FARM TO FOLKS CROP UP SCHEDULE

9:30 Registration

Sign in, pick up your materials for the day and help yourself to locally roasted coffee. Feel free to leave thoughts or questions on the topic suggestion board!

10:00 Welcome and Orientation

Who we are and why we are here? We'll share Crop Up objectives and event logistics, and build the container for the day.

10:15 Oh SNAP! The why and how of SNAP/EBT acceptance at your market.

Accepting SNAP/EBT (formerly known as food stamps) can increase vendor sales while making a positive impact on your community. Learn the steps to becoming SNAP authorized, equipment options and best practices for running a SNAP program at your market.

11:15 Community Partnerships: Finding Mutual Benefits

Join state agency partners to connect and brainstorm ways to work together to develop mutually beneficial partnerships. Participating agencies include UF/FNP, Feeding Florida, FDACS Fresh From Florida and Food Recovery Program, WIC FMNP, and the Florida Farmers Market Association. Learn about programs & resources available in your community!

12:15 Social Media Best Practices: Crafting a Successful Digital Interaction

Katie Delaney, FAB Program Manager and former North FL farmers market manager, discusses the do's and don'ts of marketing in the age of social media.

12:45 Networking Lunch

Let's Eat! Take this opportunity to share resources and talk with your neighbors!

1:30 Thinking Outside the Farmers Market: Connecting Shoppers to Fresh, Local Produce

Join experts from across North FL as they introduce innovative food access models:
Farm to Community Senior CSA - Catherine Hart, FNP
Online Farmers Markets - Karen Goodlett, Red Hills Small Farm Alliance

2:40 Produce on the Table

A chance to elicit and share the expertise within the group, share innovations at your farm or market, and discuss the unique opportunities and challenges of the region.

3:15 Agricultural Resilience and Natural Disasters

Special Projects Director Katie Reeves introduces the work of Feeding Florida in response to natural disasters, and provides guidance on registering with the Farm Service Agency and filing a claim.

3:45 Bringing it All Together

What have we learned? What action can we take? Let's continue to support each other in our work!

4:30 Tour of Liberty Farms, a local farm-to-table enterprise (Optional)

