

CFMA Annual Conference 2021

Friday, March 5th and Saturday, March 6th

Conference held virtually on Zoom
Most sessions will be recorded and shared

Friday, March 5th

8:45 - 9am Zoom room open, informal networking time (please join by 8:50 to address technical issues as needed)

9am Welcome and Housekeeping, Intro to Board Members and staff

9:15 - 9:40am Breakout groups to meet other farmers market managers - Intros, Questions, Icebreaker

9:40 - 9:55am Report back to main session from breakout groups

10 - 11:15am Keynote Speaker: Catt Fields White, Farmers Market Pros and TentTalk, *"Not Back to Normal, Forward to Better"*

11:15am Blue Federal Credit Union - Celebration & check presentation

11:30am - 12:30pm Lunch break - Blue FCU Zoom Room - Visit them and be entered to win a gift box of Colorado food

12:30 - 12:45pm Movement break - re-energize for afternoon with Sarah Naomi Jones

12:45 - 2:45pm Models and steps to promote equity at Colorado's Farmers Markets - Panel presentations and breakout room discussions, facilitated by Patti Iwasaki

- **Rebel Marketplace:** James Grevious
- **East Denver Food Hub:** Roberto Meza
- **Greeley Farmers Market:** Andrea Haring, City of Greeley and Olga Gonzalez, Weld County and Cooking Matters
- **Montrose Farmers Market:** Julie King

2:45 - 3:30pm Live virtual concert with Jon Romero y Amanecer

Our farmers market community has been without live music for the past year, and we wanted to offer you all some live music to enjoy as part of our conference.

Zoom rooms open for informal networking

Saturday, March 6th

8:45 - 9am Zoom rooms open - informal networking (please join by 8:50 to address technical issues as needed)

9am - 10:30am CFMA 2021 Annual Meeting and Board Elections - for current 2021 CFMA members only

- Brief overview of election details (clarification on who can cast a vote), membership reminder
- Board update; Nominations for board positions (three at-large seats up for election this year)
- CFMA 2020 and looking ahead to 2021: Resilience and looking forward (Rosalind May)
- CFMA financial report (Erika Moats, CFMA Board treasurer)
- Board candidates speak
- Other items for the membership to discuss and vote on
- Elections open (through 2:30pm)

10:30 - 10:45am Break - Zoom rooms open for informal networking

10:45 - 11:45am Workshops in breakout rooms:

- Mo' Betta Green Marketplace
- Markets as Incubators Panel with
 - **Margaret and Dick Barkey:** Four Seasons Market
 - **Nicole Jarman:** S. Pearl St. Market
 - **Melanie McKinney-Gonzalez:** Durango Farmers Market

11:45am - 12:45pm Lunch

12:45 - 1pm Movement break

1 - 2:30pm Game plan for 2021 farmers markets, breakout rooms and large group: What will support you best? & Presenting results from poll

2:30 - 2:45pm Closing, Thank You, Evaluations

Conference Sessions Scheduled on Other Dates

We want to offer as many conference sessions as in other years, without asking for everyone to sit for eight hours straight for the conference.

- 3/2/21 - Legislative update with Amy Nelms of Nourish Colorado
- 3/11/21 - Marketing Listening Session with B Nash of CFMA
- Double-Up Food Bucks training with Nourish Colorado, for all Double-Up markets
- Insurance update, Q & A, Cottage Foods update, Q & A
- Farm and market tours (pre-recorded, to be available for viewing at your convenience)

CFMA would like to thank Blue Federal Credit Union for their sponsorship of our Annual Conference and ongoing partnership.

