



#### The Ohio State University Extension Vegetable Crops

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# Fourth Annual Farmers' Market Conference Returns March 11-12, 2013

The Ohio Farmers' Market Conference is returning on Monday, March 11 and Tuesday, March 12 and will be held at the Nationwide and Ohio Farm Bureau 4-H Center on The Ohio State University's main campus. The focus for this year's conference is to celebrate Ohio's diverse markets and keeping it fresh. The conference will be filled with information and education relevant to advancing today's farmers' market managers and vendors/producers in Ohio.

The agenda is packed with practical information to assist Ohio producers and market managers to better their businesses. New for 2013, there will be topics such as disaster preparedness, speaking with the media, adding value, and building your customer base. There will be group sessions as well as breakout sessions that will focus on managers, vendors, or new markets. In addition to the informative presentations, there will be ample opportunity for networking with farmers' market managers and vendors throughout the state with experience in both large and small markets.

"As with programs we have offered in the past, one of the greatest benefits is networking with others who are passionate about farmers' markets and local foods," said Christie Welch, Farmers' Market Specialist with the Ohio State University South Centers. Comments received from past participants on conference evaluations include:

"Great conference! I particularly enjoyed being able to talk and share ideas with other market managers."

"This was a terrific, info-filled conference ...even for someone doing a market for a while. Thank you!"

Registration will cost \$95 for both days as a member of the Farmers' Market Management Network (FMMN) and \$120 as a non-member. Details on becoming a FMMN member can be found online at <a href="http://fmmn.org">http://fmmn.org</a>.

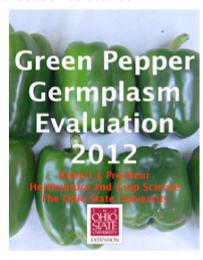
The conference is being offered by The Ohio State University South Centers, part of The Ohio State University College of Food, Agricultural, and Environmental Sciences. Major sponsors for this conference include the Easton Farmers' Market and ZenGenius. Additional sponsors include Ohio Farm Bureau Federation and World Pay.

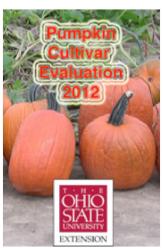
For more information and to reserve your seat, please contact Melissa Carter by e-mail

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Now available are the 2012 Green Pepper Germplasm Evaluation of 9 varieties for yield and quality as well as the 2012 Pumpkin Cultivar Evaluation of 23 varieties for yield, marketability and disease resistance.

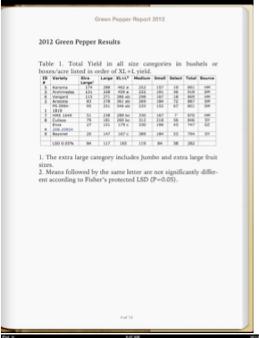


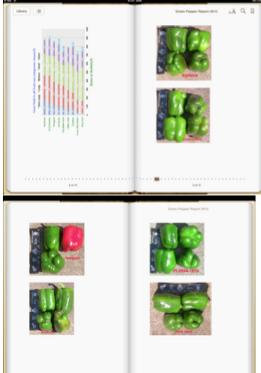


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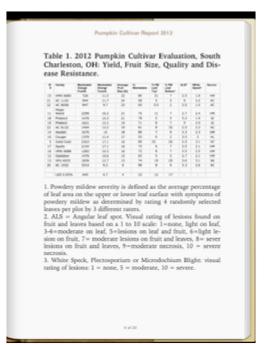


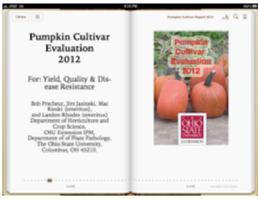
### What the reports look like:



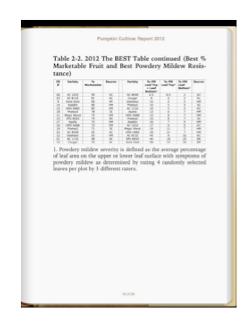


All images are actual iPad images.









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## Where to get these eBooks:

The Green Pepper Germplasm Evaluation 2012, and Pumpkin Cultivar Evaluation, 2012 are available for download from the VegNet home page <a href="http://vegnet.osu.edu">http://vegnet.osu.edu</a>
Look down the left column, after the video menu under 2012 Vegetable Research Reports. They are the 4<sup>th</sup> and 5<sup>th</sup> listing. Please note the file size.