



STATE OF CONNECTICUT  
DEPARTMENT OF AGRICULTURE

Marketing Bureau

December 9, 2009



To: Market Masters & Farmers/Vendors  
From: Connecticut Department of Agriculture  
Re: 2010 Farmers' Market Meeting in conjunction with City Seed's Market Management Seminar

The Connecticut Department of Agriculture, Marketing Bureau will present the 2010 Farmers' Market Meeting on January 29<sup>th</sup>, 2010, from 9:30 a.m. to 3 p.m. at the Middlesex County Extension Office. All market masters, farmers, and vendors are invited to attend. Breakfast and lunch will be served. At this meeting the following topics will be covered:

**Connecticut Farmers' Market & WIC/Senior Farmers' Market Nutrition Program (FMNP) Updates**

*Presented by CT Dept. of Agriculture*

**NEW! Cash Value Voucher (CVV) Program**

An introduction to the CVV program. This brand new program will be run separately from the WIC/Senior FMNP. This is a *voluntary* program for farmers markets and will not affect the current WIC/Senior FMNP. WIC clients can now use these vouchers @ other authorized locations and farmers' markets. More info will be available at the meeting, as well as training for those interested. Please see the informational handout included.

*Presented by the CT Dept. of Public Health & CT Dept. of Ag.*

**Market Management Workshops**

Two sessions covering the following topics:

- Regulations and Food Assistance Benefits - *WIC, Food Stamps, food sampling, insurance*
- Marketing – *Different kinds and the how to*
- Creating a Market and its Structure – *Determining Feasibility, Guidelines, Governance*
- Volunteers and staffing market management – *Recruiting, Paying & Staying encouraged*

*Presented by City Seed*

Please RSVP. Questions can be directed to:

Richard Macsuga (860) 713-2544 [Richard.Macsuga@ct.gov](mailto:Richard.Macsuga@ct.gov)

or

Mark Zotti (860) 713-2538 [Mark.Zotti@ct.gov](mailto:Mark.Zotti@ct.gov)

*Directions on reverse side*

165 Capitol Avenue, Hartford, CT 06106  
Phone: 860-713-2503 Fax: 860-713-2516  
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**Directions:**

Middlesex County Extension Office:  
1066 Saybrook Road  
Haddam, Connecticut 06438  
(860) 345-4511

**From the North:**

Take interstate 91 to exit 22S, Route 9 South, pass through Middletown. Take to Exit 10. Follow the ramp to the first light and turn right onto Route 154 (South). The office is 5.7 miles south on the left just past the post office.

**From the South:**

Take interstate 95 to exit 69, Route 9 North. Take to Exit 7, Route 82 extension. Follow the route 82 extension to the 'T' (flashing light) and turn left onto Route 154 North. The office is 2.9 miles on the right.

**From the East:**

Take Route 82 West across the Haddam swing bridge. Take a right at the 'T' onto Route 154 North. The office is 2.5 miles on the right.