



# *Extending the Sales Season Beyond the Farmers Market*

Robin and Randy Kelly

Tracy Simmons

Jay Sleichter

Tracey Graham, Moderator

# Sharing by panelists:

- The history of your farmers market or business.
- How you/your market determined that year-round operation was viable?
- The frequency and location of winter market (Robin and Tracy).
- How the winter CSA/online market functions (Jay).
- Who shops your market and why.



# Questions for the Panel:

1. What partnerships or collaborations have been most helpful in the success of your winter marketing and what tips do you have for other market/growers?



# Questions for the Panel:

2. How do you promote your market / business within your community?



# Questions for the Panel:

3. What are the initial steps a market / grower should take when exploring an extended marketing season?

# Questions for the Panel:

From the audience!