

VAFM  
Agenda  
January 23, 2011

**Executive Business**

Board positions revisited

**Regular Meeting**

1. Winter Market
  - a. Update
  - b. Advertising for upcoming ones?
  - c. Letter in the Equalizer
2. FMPP
  - a. 509 submissions to FMPP, 70 funded!
  - b. Market Educator
  - c. Keep Saturday Market?
  - d. Grow Smart Series
    - i. February 19 *What to Grow and When*  
Special attention paid to what grows well and what can sell
    - ii. March 19 *Food Safety and Post-Harvest Handling*  
How to handle, store, prepare foods safely for the market – attention is paid to current legislation
    - April 16 *Marketing at the Market*  
Easy steps to encourage customers through local marketing
  - e. Our first financial report is due January 31 - could you or John provide the board with an update of the money requested.
  - f. Start preparing a second request for expenses from January so we can get people paid, pay for advertising etc.
  - g. We are 3 months into the grant; our first progress report is due at the end of March. Grant guidelines suggest we provide numbers and variety of vendors, number of EBT sales, progress on education, advertising efforts, progress on community kitchens and other things like the wellness challenge.
3. Other?
4. Next meeting