

Office of the Commissioner of Agriculture
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WEST VIRGINIA FARMERS MARKET ASSOCIATION TO HOLD TRAININGS

Charleston, WV - The West Virginia Farmers Market Association (WVFMA), in partnership with the West Virginia Food and Farm Coalition (WVFFC), announced they will host a series of trainings around the state. The events will focus on marketing strategies for farmers' markets and farm production. This is a continuation of the Appalachian Foodshed Gathering series.

"Like any other industry, agriculture requires continuing education. I am happy to see some of our partners providing opportunities like these," said Commissioner of Agriculture Kent Leonhardt. "I encourage our farmers' market participants to attend these trainings."

The first training will be held in Berkley Springs, on October 24th from 10:00 a.m. to 4:00 p.m. Two additional trainings are scheduled for Jane Lew, November 9th, at Jackson's Mill and for Greenbrier County, December 14th, at the West Virginia State Fairgrounds in Fairlea. Topics include access to capital and insurance, social media, statewide branding and marketing, product pricing and regulatory compliance.

All trainings are open to the public, but due to limited seating, participants must register in advance. For more information, visit the WVFMA Facebook page: <https://www.facebook.com/events/266246197228760/> or contact Erica Gallimore (304-412-6166, erica@wvfarmers.org).

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