



*The Heart
of the
Community*

Business Development Skills for Farmers' Market Vendors

Farmers' Markets of Nova Scotia (FMNS) is launching its newest program! This customized training has been developed specifically for small business owners and entrepreneurs who sell at Nova Scotia farmers' markets and wish to deepen their professional business skills.

Topics will include: Customer Service Excellence; Financial Management and Money Matters; Marketing Fundamentals; Relationship Marketing; Growing your Business; Advertising and Promotions; Smart Social Media; Product Innovation; Planning and Goal-Setting; Strategic and Business Plans; Time Management; Record-Keeping; Communication Skills; Team Building; Merchandising; and helpful ideas on how your market business can be a tool for values-based living in other areas of your life.

This 40-hour free training program will take place at the Rendez-vous de la Baie centre in Clare. Dates are October 7, 14, 21, November 4, 25, and December 9. Each of these six Sunday sessions will run from 9 am - 4:30 pm. Cost is free to vendors at FMNS member markets and space is limited to 14 vendors. Participants are responsible for their own travel and lunch. (The café at the centre will be open for those who wish to purchase lunch.) A catered morning snack will be provided by FMNS. Upon completion of this training, participants will receive official certification from the Department of Labour and Advanced Education. This program is offered in English.

Spaces will fill quickly! For further details and to register, contact Keltie Butler, FMNS Coordinator, at 902-425-9776 or via email at FMNS@farmersmarketsnovascotia.ca



About the Instructor: Michelle Summer Fike is a farmers' market manager, trainer, researcher, and long-time vendor through her business Pumpkin Moon Farm, which she has run for 20 years. In addition to managing the Kentville Farmers Market, Michelle also facilitates the Farmers' Market Manager Training Program for FMNS, and was a founding Board member of Farmers' Markets Canada. Michelle is integrally involved in the local food, seed and organic farming communities in Nova Scotia and is the president of Seeds of Diversity Canada. She holds a master's degree in environmental studies and has a background in community development.

Comments from participants in the Farmers' Market Manager Training Program:

"Michelle is an excellent trainer. She covered a lot of dense material quickly and was approachable, knowledgeable, passionate, very diplomatic, funny, just great. Couldn't ask for a better facilitator!"

"The materials provided are well chosen and will become a resource I return to again and again."

"The instructor was exceptional. Her style was clear and she was approachable. She connected wonderfully with us."

"Good speaker, listener, teacher. Great at bringing examples, asking great questions. Well versed in the subject material. Wonderful at setting the tone for the training, great pace and delivery."

