

# 2025 TENNESSEE FARMERS MARKET VENDOR BOOTCAMP WEBINAR SERIES

## Session Dates and Topics:

1. **February 27** - Tennessee Department of Agriculture Business Development Division Resources for Farmers Markets and Vendors
2. **March 3** - Wanting More Effective Marketing? Look to the Consumer
3. **March 6** - Increasing Customer Spending at Farmers Markets Using Your Own Data
4. **March 10** - Regulatory Roundtable
5. **March 13** - Digital Marketing Strategies for Farmers Market Vendors
6. **March 17** - Tennessee Agricultural Enhancement Program (TAEP) Opportunities for Farmers Market Vendors
7. **March 20** - Natural Resources Conservation Service (NRCS) Programs for Farmers Market Vendors

## Time:

All sessions will be held virtually from **11:30 AM - 12:30 PM Central Time.**

## Registration:

This webinar series is free to attend, but registration is required. Participants can **register online at [tiny.utk.edu/25FMbootcamp](https://tiny.utk.edu/25FMbootcamp)** or by scanning the **QR code**.



## TAEP Credit:

To receive educational credit for the Tennessee Agricultural Enhancement Program (TAEP), please **attend 5 of the 7 sessions offered** to fulfill one special requirement credit in **only the following Producer Diversification sectors: Agritourism, Fruits and Vegetables, and Value-Added.**

## Questions?

Contact Megan Bruch Leffew at **[mleffew@utk.edu](mailto:mleffew@utk.edu)** for additional information.