

2024 Williamsburg Farmers Market Vendor Meeting

February 28, 2024, 10:00 a.m. – 2:00 p.m.

Quarterpath Rec Center

<u>Attendance:</u>	35	Total
	27	Returning and prospective vendors and their staff (24 businesses)
	1	Board Members
	1	Speaker
	6	Staff

Antoine Dodson, VDACS, calibrated 29 scales.

Welcome

Tracy Frey, Williamsburg Farmers Market Director, opened the meeting.

2023 at the Market

Tracy Frey recapped some of 2023's highlights, including sales figures and customer counts. The presentation is attached as a PDF.

Food Safety Reminders

Food Safety Specialist Lizzy Rekate presented some food safety reminders. The presentation is attached as a PDF.

Roundtables

Vendors shared ideas and inspiration around displays, marketing, tech solutions and business needs.

A New Season – The Williamsburg Farmers Market in 2024

Tracy Frey walked the vendors through what is new for 2024. The presentation is attached as a PDF.

VAFMA and You – Vendor Benefits

Kim Hutchinson, VAFMA Executive Director, spoke about VAFMA and opportunities for members. Her presentation is also attached.