



Farm and Market Report- Extra

February 22, 2011

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MDAR has Invited Agricultural Domain Experts to Speak at Salem State University Enterprise Center on 'The Business of Farming'

On Thursday, February 24th, the Salem State University Enterprise Center, in collaboration with the MDAR will be hosting a dynamic panel presentation and discussion with agricultural domain experts on the "Business of Farming". Guest panelists include an established grower, a grower getting started with a new farming business, and a technical assistance coordinator with the Tufts University. Panelists will explore the many facets of choosing farming as a viable career path.

Interest in the event has been strong and to date 70 people have signed up for the morning presentation. Said Commissioner Scott Soares, "From urban gardens and small plot farming to larger commercial farms and working landscapes, this is a great opportunity to highlight the growing and important role agriculture plays in communities across our Commonwealth."

Christine Sullivan, CEO of the Salem State Enterprise Center, "I think this is fascinating. I never suspected we'd get such a sign-up."

For more information about the upcoming 'Business of Farming' event, [click here](#). Want to keep up-to-date on all the latest Ag News in Massachusetts? Follow [www.twitter/AgCommishSoares](#).

Important Upcoming Dates for Public Market in Downtown Boston

Governor Deval L. Patrick and the Massachusetts Department of Agricultural Resources are working with the City of Boston and the community to develop a public market in downtown Boston. Once complete, the market will house a variety of the region's finest agricultural products in more than 25,000 square feet of indoor space. Featuring fresh, local produce, dairy, meats, seafood, specialty foods and beverages, flowers and more, the market will be a destination for quality products. Additionally, the market will offer extensive year-round community programming, educational events, and entertainment. Located on Blackstone Street near the Rose F. Kennedy Greenway, the market will be a major new landmark for the Commonwealth and the city.

Broad input will be critical to defining a successful market. The Massachusetts Department of Agricultural Resources (MDAR) has contracted with Project for Public Spaces (PPS) to examine, document and report on conditions and opportunities associated with the development of a **year-round, indoor public market in downtown Boston**.

Some important upcoming dates:

Wednesday, February 23rd – Informational Meeting About a New Public Market in Boston

Where: 100 Cambridge St., Boston – Saltonstall Building (near the Bowdoin St. and Government Center T stations), 2nd Floor, Rooms B,C,D (enter from the 100 Cambridge St. entrance and take the escalator to the second floor. Valid photo ID required for entry). [Click for details \[pdf\]](#)

Thursday, February 24th – Public Market Vendor Informational Meeting,

Where: State House, Room 437, Boston, MA. [Click for details \[pdf\]](#)

Monday, March 7th –To assess potential vendor interest in this proposed public market, PPS is asking that you take just 3-5 minutes to complete an online survey. The survey can be found at: www.surveymonkey.com/s/BPMVendorInterestSurvey

Project for Public Spaces (PPS) is a New York-based non-profit planning and design organization, which for over 25 years has provided assistance to public market projects in more than 200 cities and towns in both the U.S. and internationally. For more information about PPS, please visit: www.pps.org. For further information, contact Nora Owens at noraowens@comcast.net.

Psssst: Coming soon! – An all-the-latest-developments website about the Public Market coming to Boston! Stay tuned.

It's Not too Late, but Time is Running out to Register for the Harvest New England Agricultural Marketing Conference and Trade Show, Sturbridge Host Hotel, March 1-3

Don't miss this great opportunity to learn to Grow and Fund Your Business; Sell and Market Your Products and Add Value to Your Products - Network with hundreds of your peers from across New England!

When:

Pre-Conference Workshops - March 1st
Conference and Trade Show - March 2nd & 3rd

Featuring:

--Retail Guru and Horticultural Consultant, John Stanley - Merchandising Your Way to Success
--VT Farmer and Author of The Town That Food Saved, Ben Hewitt
--25 Workshops on Pricing, Packaging, Setting Benchmarks, Customer Relations, Social Media, Ag. Tourism, CSs and more!

2 Pre-Conference Workshops:

--New England Farmer Market Managers Exchange
--Good Agricultural Practices (GAP) training for farmers (earn 1 pesticide credit)

Sold Out Trade Show: Nearly 100 companies and agricultural service providers.

Registration Includes: All conference workshops, admission to the trade show, all-day coffee, two lunches and a reception featuring locally grown foods from New England!

Register today! Sponsored by your six New England Department's of Agriculture!

<https://regonline.activeglobal.com/builder/site/default.aspx?EventID=890416>



MDAR's mission is to ensure the long-term viability of local agriculture in Massachusetts. Through its four divisions – [Agricultural Development](#), [Animal Health](#), [Crop and Pest Services](#), and [Technical Assistance](#) – MDAR strives to support, regulate, and enhance the Commonwealth's agricultural community, working to promote economically and environmentally sound food safety and animal health measures, and fulfill agriculture's role in energy conservation and production. For more information, go to www.mass.gov/agr or follow us at www.twitter.com/agcommishsoares for the latest agricultural trends and updates. To keep up to date on workshops and events, visit www.mass.gov/agr/events/coming_up.htm.