
Learn how to sell at a farmers' market

Are you a food producer? Do you want to learn the skills you need to sell at farmers' markets?

In September, Bord Bia will host a series of 'skills workshops' designed for farmers' market producers.

The training is open to Irish food, drink, seafood and horticulture producers and aimed at both existing stall holders and first-time producers.

The training is by experienced stall holder and farmer, Margaret Hctor of Kilmullen Farm in County Wicklow. The half-day workshops will cover a wide variety of skills needed to sell at farmers' markets including sales and marketing skills, budgeting, stall management and customer service.

The interactive half-day workshops will take place around the country:

- Kinsale, County Cork on Tuesday 4th September (Acton's Hotel)
- Dundrum in Dublin (Airfield Estate) on Wednesday 5th September
- Lough Derg, County Tipperary on Tuesday 25th September (Coolbawn Quay)
- Westport, County Mayo (Knockranny House Hotel) on Wednesday 26th September

All workshops begin at 9 am and run until 2 pm. A €20 charge per person applies, and you must register at least three days in advance of the workshop date.

Places are limited, so interested parties are encouraged to register now to avoid disappointment. For registration and further information see www.bordbia.ie/FarmersMarketsTraining or email maria.stokes@bordbia.ie.