2:00-5:00. Farmers Market Manager Training
Speakers:

1. **Don Wambles,**  
   Director, Alabama Farmers Market Authority  
   Alabama Dept. of Agriculture

   Don Wambles has 19 years of experience as the Director of the Alabama Farmers Market Authority (FMA). He leads the FMA providing assistance on the marketing of agricultural products by providing information, leadership, and modern facilities necessary to move agricultural products from the farm to the consumer. One of the signature marketing programs run by Wambles is the “Buy fresh, Buy Local.”

2. **Carmen Franz,**  
   Community Food Project Coordinator,  
   Florida Organic Growers & Consumers

   Carmen Franz is a UF graduate with a degree in Political Science, focusing on Agriculture Policy and Organic Crop Production. She served as a Sustainable Agriculture Peace Corps Volunteer and later worked at UF conducting research with Dr. Xin Zhao. Carmen started the one-acre, teaching farm at UNF and volunteered as Slow Food First Coast’s 2014 Tour de Farm Director. She serves on the Beaches Local Food Network’s council and works for FOG as a Community Food Project Coordinator managing Fresh Access Bucks.

3. **Soo Ahn,**  
   Assistant Professor  
   UF/IFAS Food Science Department

   Dr. Soo Ahn is Assistant Professor in Food Science and Human Nutrition Department at UF. She runs active research in the field of food safety with expertise in pathogen detection. Her extension focus is developing Food Entrepreneurship Program for Floridians and education program for small-sized growers and farmers’ markets vendors/consumers. She holds a Ph.D. in Food Science from Cornell University, and joined UF/IFAS in Dec 2011.

4. **Jackie Moalli,**  
   Fresh from Florida Program,  
   Florida Department of Agriculture and Consumer Services

   Jackie Moalli is Senior Marketing and Development Manager for the Division of Marketing and Development at Florida Department of Agriculture and Consumer Services. Jackie joined the Department in March 2012 and is responsible for the Florida Agricultural Promotional Campaign. Jackie has over twenty years experience
in marketing and development for such notable companies as Walt Disney Company, The St. Joe Company and Martin Marietta.