Ohio Farmers Markets Sustainability Planning

Speaker Bios

Laura Biasillo
Laura Biasillo grew up participating in 4-H in Upstate New York and did her undergraduate work at Ohio Wesleyan University. She has worked at Cornell Cooperative Extension of Broome County in Agricultural Economic Development for the past 13 years, has sat on the board of the Farmers Market Federation of New York for 10 years, and has been integrally involved in the start-up and support of markets across her region during that time.

Jessica Douglas
Jessica Douglas has worked at GrowNYC, a city-based environmental non-profit, for the past 12 years. As the Greenmarket Operations Manager, she oversaw 50 farmers markets throughout the five boroughs of New York City, serving over 230 regional producers. During this time, she standardized staff training, codified record-keeping systems, and streamlined how farmers are assigned to markets. Jessica has since transitioned to oversee all of GrowNYC’s Food Security Initiatives, including a food box program and a youth-run farm stand program in addition to the managing GrowNYC’s promotion and acceptance of nutrition benefits, incentive coupons, and other public health projects that help ensure regionally-produced food is accessible to all New Yorkers. In 2018, she joined the board of the Farmers Market Federation of New York, where she has been working to build a stronger network of market operators throughout New York State.

Jaime Moore
Jaime Moore is a passionate advocate for local farmers and consumer access to locally sourced and produced goods, both as co-founder and co-owner of Wayward Seed Farm and Great River Organics, and as a Certified Farmers Market Manager of several Central Ohio farmers markets. Moore has a bachelors degree in Hospitality Management from The Ohio State University, and more than 15 years of experience in both food and customer service. She brings a unique blend of business acumen and an understanding of marketing that is a rarity in farming. With a genuine passion for agriculture and fresh and local food, Moore is an ideal ambassador for not only the farm itself, but for the education and expansion of farmers markets and CSA throughout the community.

Michelle White
Michelle White is a certified farmers market manager, and has served as manager of the Clintonville Farmers’ Market since 2013. She is co-founder of Get Fresh Markets, a local nonprofit dedicated to supporting small family farm and food businesses by operating successful neighborhood farmers markets. White graduated from The Ohio State University with a degree in English Literature in 2006. Ever since, she has been passionate about mapping the story of local food and farming and passing it along to others.

Christie Welch
Christie Welch has been with The Ohio State University South Centers Business Development Network since 2003. In this role, she has worked with a variety of small businesses to provide information and education in the three main areas of business: money, marketing, and management. Currently, Christie serves as the Direct Agricultural Marketing Specialist for OSU Extension, where she leads a team to provide information and education on direct agricultural marketing to Ohio’s farmers, farmers markets, and producers. She has a strong interest in the economic development of rural Ohio and is especially interested in family farms and agribusinesses within this region.