



MICHIGAN FARMERS' MARKET ASSOCIATION

Membership Kick-Off and Market-Style Resource Fair

On Friday, April 20, 2007, the Michigan Farmers' Market Association (MIFMA) celebrated its Membership Kick-Off and hosted a Market-Style Resource Fair in East Lansing, MI. More than 100 people attended the event.

Jim Farr, President of the Farmers' Market Federation of New York, and Diane Eggert, Executive Director of the Federation, began the day by addressing why a statewide association for farmers' markets makes sense. The examples of the work they have done and accomplishments they have made, from promotional bumper stickers to liability insurance opportunities, set the tone for what MIFMA can and will do for members.

Following the keynote speakers, the program focused on Michigan. Speakers addressed why a statewide association for farmers' markets makes sense in Michigan and presented the organizational structure, governance, membership, and member benefits of the newly developed Michigan Farmers' Market Association. For



MIFMA recognizes its first charter members

more information on membership and member benefits, please see www.farmersmarkets.msu.edu.

Attendees spent the afternoon visiting with exhibitors and gathering resources to help kick-off their own market season. When asked what participants felt the most valuable part of the day was, many responded that it was either picking up useful information or networking with people from other markets. MIFMA will continue to serve farmers' markets in the state by making useful information

available and providing networking opportunities to farmers' markets stakeholders.

On the day of the event, MIFMA welcomed twenty-three new charter members including six farmers' markets, six farmers and eleven individual members. Thank you to those of you that joined MIFMA!

For more information about the event, the resources provided, or becoming a charter member of MIFMA please contact Dru Montri at (517) 432-3381 or dnmontri@msu.edu.

What's Happening?

• **May 16, 2007:**

Michigan State University Student Organic Farm Open House and Farm Tour from 4 – 5 pm. Adam Montri: (517) 432-3381 or admontri@anr.msu.edu.

• **May 22, 2007:**

Blueprint to End Hunger in Michigan Conference. See www.fbcmich.org/hungerconference. (517) 485-1202 or fbcm@fbcmich.org.

• **June 26, 2007:**

Michigan State University Student Organic Farm Hoophouse Field Day, \$15 including lunch and materials. Adam Montri (517) 432-3381 or admontri@anr.msu.edu.

For more information regarding any of these listings, call the MIFFS office at 517-432-0712.

Attendees Select MIFMA Logo

Upon arriving at the Membership Kick-Off and Market-Style Resource Fair, all attendees received a ballot reading, "I want this logo!"

Seventy-nine people were involved in helping the association

choose which of three logos best represents the efforts of the Michigan Farmers' Market Association and farmers' markets across the state.

MIFMA would like to extend a special thanks to Eat Local Food

for their logo designs.

If you like the logo and are interested in their work, please see www.eatlocalfood.com. MIFMA members receive a 10% discount on wholesale purchases of merchandise.



The Michigan Farmers' Market Association advances farmers' markets to create a thriving marketplace for local food and farm products. Visit www.farmersmarkets.msu.edu to learn more about MIFMA. Michigan Food & Farming Systems received a grant from the Project for Public Spaces to start MIFMA. Learn more at www.miffs.org.

This project is supported by a grant from Project for Public Spaces, Inc., with funding provided by the W.K. Kellogg Foundation.



Michigan Food & Farming Systems-MIFFS
Bringing Farmers & Communities Together