



# MICHIGAN FARMERS MARKET ASSOCIATION

## Increase Your Farmers Market's Visibility

### Keep Online Listings Up-to-date and Accurate!

As we get ready for the 2008 farmers market season, it is important to remember to update your online market listings with current information. Many Web sites allow you to list your market for free, and finding an hour to sit down at your computer and update the listings should be well worth your time. Below are four sites that you just shouldn't miss.

#### [WWW.FARMERSMARKETS.MSU.EDU](http://WWW.FARMERSMARKETS.MSU.EDU)

Michigan State University, in partnership with MIFMA and MIFFS, is updating the Michigan Market Locations for 2008. A survey was distributed to all existing markets in early April, and about forty markets have responded with their 2008 information. To update your information, please contact Pati Alameda (alamedap@msu.edu) for a copy of the survey to complete.

This listing will also be used to create a brochure of all Michigan markets - another great way to let consumers know about your market, especially during the summer travel season. MIFMA members are highlighted with the MIFMA umbrella and an enhanced listing in the directories. Please see the "Join MIFMA" tab at [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) for more information about membership.

#### [WWW.MIMARKETMAKER.MSU.EDU](http://WWW.MIMARKETMAKER.MSU.EDU)

MarketMaker is a new, free resource for anyone in Michigan who grows, sells, processes or eats food. Producers and markets registered on the site can be easily found by potential buyers and end-consumers. In 2007, all Michigan farmers markets in the [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) listing were registered on MarketMaker. To update information for already registered markets, follow these simple steps:

1. Click on the "Register/Log In" button on the left side of the page.
2. Click on the "Request Account Access" button.
3. Enter the information requested. *Make sure that you enter your business name already listed on the site.* Click "Submit."

4. An e-mail with your username and password will arrive within a business day to the address you provided.
5. After receiving that e-mail, log in to your account and change the username and password. Repeat steps one and two above, except this time fill in the username and password in the Members Area.
6. Make additions/corrections to your current member information so it highlights your market and the products you offer for sale.

For those interested in creating a new registry, click "Register Your Business." Or contact the MSU Product Center Web site at [www.productcenter.msu.edu](http://www.productcenter.msu.edu) or 517-432-8750 for a mail form to fill out.

#### [WWW.MICHIGAN.ORG](http://WWW.MICHIGAN.ORG)

Pure Michigan is Michigan's Official Travel and Tourism site. Farmers markets are welcome to include their property listing on this site. To do so, click the "Travel Professionals" link at the bottom of the page. Click "Add Your Property" to add tourism-related businesses and properties to the [michigan.org](http://michigan.org) database, then click "Register Now." By providing the information requested, your own personal account for this Web site will be created, allowing you to include information specific to your market.

Another nice feature – by including your e-mail address, Pure Michigan will send you quarterly reports highlighting the number of people that have used the site. What a great way to measure your marketing efforts!

#### [LOCALHARVEST.ORG](http://LOCALHARVEST.ORG)

Local Harvest is a great Web site for finding farmers markets, family farms, and other sources of locally grown food. There are nearly 600 Michigan listings already on the site! You can register on the site to create a free listing for your farm or farmers market by clicking on the "New Members Sign-up Here" image in the upper, right-hand corner of the site. Once you've created a user login, you can visit again and again to keep your listing up-to-date and accurate.

### What's Happening?

• **May 3-4, 2008**  
Green Street Fair,  
Plymouth, MI. [www.greenstreetfair.com](http://www.greenstreetfair.com)

• **May 21, 2008**  
Senior Project FRESH  
Webinar: Coupon  
Distribution and  
Nutrition Education,  
Information and  
Referral

• **May 30, 2008**  
Successful,  
Sustainable Farmers  
Markets: What Does  
it Take? Designing  
Healthy Livable  
Communities  
Conference.

• **July 24, 2008**  
Buy Local Farmers  
Market, sponsored  
by MDA, East Capitol  
Lawn, Lansing, MI.

• **August 12-13, 2008**  
Choices: The  
Conference That  
Celebrates Food and  
Health! 517-663-5147

• **September 18, 2008**  
4th Annual "Buy Fresh  
Buy Local – Select  
Michigan Day"

For more information  
regarding these  
listings, call 517-432-  
3381.

The Michigan Farmers Market Association advances farmers markets to create a thriving marketplace for local food and farm products. Our vision is to place farmers markets at the forefront of the local food movement and to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.



# MIFMA Member of the Month!

## Imlay City Farmers' Market

An Interview with Brad Barrett, Imlay City DDA Director



**Q: Can you share something about the farmers and vendors that sell at your market?**

A: Last year, the market experienced growth. Our average over 22 weeks was 10 vendors per week. The market had a high of 16 vendors in July. The produce, plants and flowers sold at the market are from Lapeer County, so when we state "locally grown," we mean it. Fortunately, there are vendors who participate in Senior Fresh, which allows seniors in the community to purchase fresh produce.

**Q: The Imlay City Farmers' Market has been a charter member of MIFMA since May 2007. Why is it important to you to be involved in MIFMA?**

A: MIFMA enables our market to share ideas, questions and thoughts with other markets around the state. In addition, the educational opportunities are great to participate in.

**Q: What is one thing that every MIFMA member should know about Imlay City? What is the next best thing to do in Imlay City besides visiting the farmers market?**

A: One of Imlay City's greatest assets is its location. It is surrounded by 1-69, M-21 and M-53. Imlay City is also the home of Pinnacle Foods, a.k.a. Vlassic Pickles. Visitors need to turn off M-53 onto Third Street to see the downtown area. The DDA sponsors great summer activities, such as the Summer Concert Series on Tuesday nights and movies in the park on Thursday nights, free to the public.

**Q: The Imlay City Farmers' Market is organized and operated by the Imlay City Downtown Development Authority. Why is the farmers market a good fit for the DDA and how does it coincide with your broader goals?**

A: The community had tried a farmers market in the past; however, it failed. The market was an action item included in the 2005 downtown blueprint plan to assist the DDA in creating an ongoing purpose to visit downtown. The market is held on Thursdays during the day, which lures people downtown to walk around and visit other businesses. In Imlay City, there is only one primary big box grocery, so it is important to give the residents another option in selecting produce.

**Q: Do you have any special events schedule for the 2008 market season? If so, please share some of the things that you do to create a thriving marketplace.**

A: In August, there are plans to bring story time and music to the market. The DDA is happy to partner up with the Ruth Hughes District Memorial Library for story time. This year, the market will be selling canvas tote bags imprinted with the market's logo and the sponsoring businesses' logos. Also, the market will offer its customers hand fans – free of charge – during the summer months.

## Welcome New Members!

MIFMA would like to welcome its new members for the month of April 2008.

### Farmers Market members

- Alcona Local Foods Association/Alcona Farmers Market
- Lincoln Park DDA Fort Visger CDC Farmers' Market
- Plainfield Charter Township
- South Haven Farmers Market

### Farmer/Vendor members

- Eric & Laura Bigelow, Bigelow Berry Farm in North Branch
- Raymond Brohl, Macomb
- Terry Geha, Lincoln Park
- Esther Green, Livonia
- Duane Martin, Martin Farms in Allenton
- Tony, Butchy, and Anthony Odrobina, Odrobina Farms in New Haven
- Mary Ann & James Rettell, Retell Farms in Armada
- Aaron Sanders, Aaron's Market in Detroit
- Joseph Sawicki, Imlay City
- Donald Schneider, Lux Produce in Plymouth

### Friends of MIFMA

- Herbert & Frances Bernthal, Frankenmuth
- Neal Gracey, Saginaw
- Steve Tennes, Mason

To join MIFMA, visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu)!