



MICHIGAN FARMERS MARKET ASSOCIATION

Celebrate Michigan Agriculture and Local Food during Select Michigan Week

September 10-16

Local food and Michigan farmers are something to be celebrated! Are you interested in getting involved and celebrating “Buy Fresh, Buy Local - Select Michigan Day” in your community? Here are some ideas to help you highlight local food and farmers in your community and raise awareness about the benefits of eating locally.

- Spread the word about local food however you can, especially to people who may not already know and appreciate the taste, value and benefits of buying Michigan products!
- Share press releases and other information with your friends, family, customers, local press and your legislator. It’s a quick and easy way to reach a large, diverse audience. Publicize!
- Highlight your farmers market. Invite local press and legislators to help them see how important buying local is to Michigan’s communities and economy.
- Take your farmers market to an institution like a school, university or hospital to get local food where it’s needed most while reaching out to people who may not know about it or have access to it.
- Host activities at a school to teach children about agriculture, eating healthy, local food and embracing good nutrition in fun and interactive ways. Play trivia games like “Name that Crop,” “Build a Local Pizza” or even just bobbing for apples to engage and connect children to their food.
- Involve your whole community!
Host a local food festival at your

farmers market, and bring together local farmers, musicians, artists and chefs to showcase their talents, products and wares to truly display all that Michigan has to offer.

- Host a competition or showdown between local chefs from area restaurants and have them prepare local food. The audience can watch, learn and then taste the difference!
- Create a “Local Food Challenge” in your community. Challenge people to eat as much local food as they can during “Select Michigan” week, starting September 10. The winner can receive a basket of Michigan-produced items or another unique, local prize.

All of these ideas are based upon successful events that are taking place now or have in past years. If you have any other ideas or have held events in the past, we’d love to know! Or, if you want to celebrate but are struggling to find out what will work for you, please contact Emily Buckham at MIFFS at (517) 432-0712 or buckhame@msu.edu.

You can also read more about communities who are celebrating and how they’re doing it on the Select Michigan Events page on the MIFFS Web site at www.miffs.org.



What’s Happening?

- **September 8, 2007:**
Rapid Market Assessment at Meridian Township Farmers Market
 - **September 10-16, 2007:**
“Select Michigan Week”
 - **September 13, 2007:**
“Buy Fresh, Buy Local - Select Michigan Day” Farmers Market, Michigan State Capitol lawn, Lansing, MI. lpej@michigan.gov or (517) 373-9790
 - **September 18, 2007:**
Rapid Market Assessment at Ypsilanti Farmers Market
 - **September 22, 2007:**
Rapid Market Assessment at Ann Arbor Farmers Market
 - **September 26, 2007:**
Rapid Market Assessment at Springfield Farmers Market
- 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!

Eastern Market in Detroit

An Interview with Kimberly Hill, Director of Outreach & Community Relations

Q: The Eastern Market has such a rich history. How does this make your market special?

A. Eastern Market provides a vibrant and unique market atmosphere. It encompasses restaurants, retail and wholesale businesses and is the largest public market in the country, attracting over 45,000 visitors weekly. The market is centrally located just north of Downtown Detroit and easily accessible from all major freeways. We provide an excellent location for shoppers looking for fresh vegetables, produce, flowers and plants.

Q. It sounds as if there are a lot of changes occurring at the Eastern Market. What changes are you making to keep your market a vibrant space?

A. Managed and promoted by the Eastern Market Corporation, a 501c(3) nonprofit organization, Eastern Market remains one of the region's key assets. Exciting changes are now underway that will further enhance the Market, improve infrastructure and allow us to increase hours of operation. Key initiatives include the renovation and weatherization of Sheds 2, 3 and 5, as well as the development of new streetscapes. Once completed, these improvements will generate further economic development in the greater Market district.

Q. The Eastern Market recently began accepting Bridge Cards. Why was it important to you to be able to accept Bridge Cards?

A. More than 25 vendors and farmers at Eastern Market are now accepting Bridge Cards. Families in low-income neighborhoods often have trouble buying fresh fruits and vegetables in their immediate vicinity because of a lack of grocery stores. This problem has been exacerbated by the recent closing of Farmer Jack stores in Detroit. The Eastern Market is the go-to resource located in the heart of the city, where people can easily access a wide variety of healthy foods.

Eastern Market is a long-standing Detroit tradition with a strong community base. By offering the Bridge Card, we are extending our reach to an even broader population, and increasing food accessibility in the Detroit-Metro area. The goal of Eastern Market is to help make healthy and nutritious food more accessible to low-income families and individuals. Every Bridge Card dollar spent at the Market will have a lasting effect in our community, allowing the buyer to make healthy food choices and circulating money in Michigan and support small-scale producers.

Q. What is the next best thing to do in Detroit besides visiting the Eastern Market?

A: The River Walk behind the General Motors building.



Welcome New Members!

MIFMA would like to welcome its new charter members for the month of July 2007. A complete list is available at www.farmersmarkets.msu.edu

Farmers Market members

- Flint Farmers' Market
- Fremont Farmers Market
- Warren Farmers Market
- Ypsilanti Farmer's Market

Friends of MIFMA

Organizations:

- Capuchin Earthworks Urban Farm, Detroit

Individuals:

- Jim Bingen, Okemos
- A.J. Young, Shelby Township

To join MIFMA, visit www.farmersmarkets.msu.edu to download a form.

