



What's
Happening
in 2008?
...mark your
calendars!

Moving Farmers Markets Forward

MICHIGAN FARMERS MARKET ASSOCIATION

Farmers Market Manager "Boot Camp" 9 a.m. to 4 p.m., Kellogg Center, Room 106

This one-day "boot camp" is designed to bring together farmers market managers from markets of all types and sizes for a day of intensive market management training. The training environment will provide a mix of round table discussions, facilitated break-out sessions, and networking opportunities to create a unique mentoring opportunity by seasoned market managers, farmers market educators, and MIFMA facilitators. This information-packed program will benefit beginner to veteran market managers.

Market Management Matters

9:00 a.m. to 12:00 p.m.

The opening presentation will provide inspiration and practical advice that will lead into an open forum discussion of market managers featuring in-depth conversation on the issues that matter most to farmers market management. This morning session will enlighten new and veteran market managers with strategies, ideas and guidelines to better manage markets. Topics that will be discussed include, but are not limited to: accepting EBT/credit/debit cards, community outreach, conflict resolution with consumers and vendors, duties of management, enforcing rules and regulations, farm inspections, finding growers and value added goods, food regulation, latest market trends, pricing, Project FRESH, quality control, and starting new markets.

Lunch (Included in Registration)

12:00 to 12:45 p.m.

Breakout Sessions

1:00 to 3:00 p.m.

The afternoon offers market managers a selection of insightful training sessions to choose from: (1) Market Rules and Regulations, (2) Marketing to Customers and Vendors, and (3) Managing the Business of a Market. Trainees must pre-register for the session they would like to attend.

Structured Networking and Final Remarks

3:15 to 4:00 p.m.

Following the training sessions, participants will have the opportunity to learn and gather resources from the two sessions they were unable to attend in a structured networking session.

Fee:

\$40.00 for MIFMA members (includes sessions, lunch and materials)

\$75.00 for non-MIFMA members (includes sessions, lunch and materials)

Individuals interested in becoming members of MIFMA in order to take advantage of the discount can find membership information online at www.farmersmarkets.msu.edu.

Registration:

Space is limited to the first 50 registrants. To register send a check to Michigan Food and Farming Systems, 416 Agriculture Hall, East Lansing, MI 48824 and indicate MIFMA ANR Week in the memo line.

Contact Information:

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Complete program details including facilitator and speaker information can be found online at www.farmersmarkets.msu.edu.

About MIFMA

Mission Statement: The Michigan Farmers' Market Association advances farmers' markets to create a thriving marketplace for local food and farm products.

Vision Statement: The Michigan Farmers' Market Association places farmers' markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers' markets receive policy support.