



MICHIGAN FARMERS' MARKET ASSOCIATION

Great Lakes EXPO Farmers' Market Session

On Thursday, December 7th, the day-long Farmers' Market session at the Great Lakes Fruit, Vegetable and Farm Market EXPO in Grand Rapids attracted approximately 75 farmers' market stakeholders. The morning began with a "View of the Future" panel and proceeded to include sessions on the national farmers' market survey results, local government support of farmers' markets, involving students to grow your market, rules regarding those that can sell at farmers' markets, developing and distributing newspaper inserts, and advice on selling more with great product displays. Attendees also got an update directly from the Michigan Department of Agriculture on food safety rules.

In addition to the long list of topics that were covered in the above sessions, the Michigan Farmers' Market Association had an hour during the afternoon to answer the question: What is it and how can you be involved? Elaine Brown, MIFFS Executive Director, and Dru Montri, MIFMA



The panel of MIFMA committee co-chairs answer questions regarding recent work. From left to right: Dru Montri, Richard (Cousin Don) Hobson, Dan Keane and Elaine Brown.

Project Manager, began with background information and the steps we, as an association, have taken to build MIFMA. Co-chairs from the Organization Identity and Governance, Professional Development, Community Outreach, Member Benefits, and Information and Education Resources Committees were also present to update the larger group on committee work and invite interested individuals to join. As a result of the session, the

MIFMA listserv has now grown to over 100 members and each committee has opened their arms to new participants. What a great opportunity to continue to grow!

For more information regarding the Farmers' Market session at the Great Lakes Fruit, Vegetable and Farm Market EXPO, contact Dru Montri at dnmontri@msu.edu. For those of you that joined us, it was great to see you there! For those that were unable to attend this year, consider joining us in 2007.

What's Happening?

- **January - March, 2007:**

CRAFT Sustainable Farmer Training Program, Thursdays from 6-9 pm, Grand Rapids, MI. (616) 451-3051 or www.sustainableag-wm.org/craft/farming-course.htm

- **January 9, 2007:**

Farmers' Market Business Planning and Marketing Workshop, Gaylord, MI. (517) 432-4608

- **January 13, 2007:**

4th Annual Michigan Family Farms Conference, Lakeview High School, Battle Creek, MI. Visit www.miffs.org for info.

- **January 27, 2007:**

8th Annual Northern Michigan Small Farm Conference, Grayling High School, Grayling, MI. (231) 533-8818 or www.msue.msu.edu/iac/farmconf

- **February 26, 2007:**

Retail Marketing and Sales, Traverse City, MI. (517) 432-4608 or product@msu.edu

- **February 28, 2007:**

Retail Marketing and Sales, Frankenmuth, MI. (517) 432-4608 or product@msu.edu

- **March 1, 2007:**

Retail Marketing and Sales, Royal Oak, MI. (517) 432-4608 or product@msu.edu

- **March 2, 2007:**

Retail Marketing and Sales, Kalamazoo, MI. (517) 432-4608 or product@msu.edu

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

MIFMA Mission and Vision Statements

Beginning in September 2006, farmers' market stakeholders began brainstorming about the elements of MIFMA's mission and vision. We worked, since then, to bring together all of our voices into clear and concise statements. As a project leadership team and greater farmers' market community, we have continued through the steps of drafting, reviewing, commenting, revising, rereading, sharing suggestions, and revising again. We are pleased to be able to present the association with a working mission and vision statement.

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.

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.



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