



MICHIGAN FARMERS MARKET ASSOCIATION

MIFMA Events during ANR Week 2009

Using the Internet to Increase Awareness and Interest in Your Farm or Farmers Market

Monday, March 9, 2009, 1 - 4:30 p.m. at the *Business College Complex, Computer Lab N12*

This session will provide participants with a hands-on approach to using the internet to promote their farm or farmers markets. The afternoon will walk participants through developing or enhancing their presence on food and farming websites and online calendars. In addition, the session will provide how-to instruction and opportunities for developing websites and weekly e-mail announcements.

Fee: \$20 for MIFMA members
\$35 for non-MIFMA members

Registration: Space is limited to the first 50 registrants.

MIFMA Annual Meeting and Celebration Dinner

Monday, March 9, 2009, 6 - 9 p.m. at the *Kellogg Center, Riverside Room*

Annual business meeting of the Michigan Farmers Market Association. Attendees will learn of MIFMA's accomplishments in the past year, plans and goals for the year ahead, and how to benefit more from their MIFMA membership. In addition, all voting members in good standing shall have the privilege of voting at this meeting. Following the business meeting, dinner will be served. This will be a great opportunity to network with those in the farmers market community.

Fee: \$25 for MIFMA members
\$40 for non-MIFMA members

Farmers Market Manager "Boot Camp" II

Tuesday, March 10, 2009, 9 a.m. - 4 p.m. at the *Kellogg Center, Centennial ABC*

This one-day, annual "boot camp" is designed to provide a day of intensive market management training for managers from markets of all types and sizes. The day will include a mix of roundtable discussions, facilitated break-out sessions and networking opportunities. The information-packed program is intended to benefit market managers at all stages of their career.

The morning session will include an opening presentation leading into a facilitated in-depth conversation regarding topics that matter most to market managers. Outcomes will include ideas and strategies for better managing farmers markets.

Following lunch, there will be three afternoon breakout sessions: (1) Successful Community Outreach, (2) Increasing Access to Low-income Households, and (3) Business Management Strategies.

Fee: (includes morning and afternoon sessions, lunch and materials)

\$50 for MIFMA members

\$85 for non-MIFMA members

What's Happening?

• **January 5, 2009:**
MIFMA Marketing Committee
Conference Call

• **January 15, 2009:**
MIFMA Professional
Development Committee
Conference Call

• **January 17, 2009**
Michigan Family Farms
Conference, www.miffs.org/mffc

• **January 28, 2009:**
Agriculture's Conference on the
Environment (ACE Conference),
www.maeap.org/ace

• **January 31, 2009**
Northern Michigan Small Farm
Conference, www.msue.msu.edu/antrim

• **February 9, 2009**
MIFMA Board Meeting

• **March 6-14, 2009**
MSU Agriculture and Natural
Resources (ANR) Week

• **March 9, 2009**
Using the Internet to Increase
Awareness and Interest in
Your Farm or Farmers Market
Workshop, 1-4p

• **March 9, 2009**
MIFMA Annual Meeting and
Celebration Dinner, 6-9 p, MSU
Kellogg Center, Riverside Room

• **March 10, 2009**
Farmers Market Manager "Boot
Camp" II, 9a-4p, MSU Kellogg
Center

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

To get more information or to register for any of these events, visit
www.farmersmarkets.msu.edu or contact Dru Montri at dnmontri@msu.edu or 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:

Ann Arbor Farmers Market

An Interview with Market Manager, Molly Notarianni



You manage a year-round farmers market in Michigan. What do you like best about the market during the winter months?

Winter is a fun, relaxing, social time for all of us at market. Fewer vendors attend, and those who do take turns cooking a hot lunch for the group. It's wonderful to have the chance to sit in the office, eat a bowl of soup, and chitchat; something we'd never be able to do during the crazy summer months! It is also great to be able to provide vendors with year-round products a venue to sell their goods year-round.

We heard at the Great Lakes Expo earlier this month that the market is looking forward to some renovations. How will the Ann Arbor Farmers Market change in the next few years?

Over the course of the next twelve months the market will undergo some exciting renovations, including new energy-efficient lighting for vendors, improved stormwater catchment, a possible green roof, as well as some aesthetic "touch-ups." The center aisle will be extended to Fourth Street and a pavillion will be built, creating an official entrance for the market. Earlier this season, 156 solar panels were installed along the north arm of the market; they currently provide the market's electricity whenever the sun is shining!

Can you share something special about the farmers and vendors that sell at the Ann Arbor Farmers Market?

To me, one of the most special things about the Ann Arbor Farmers Market is its history. We are entering our 90th season, and many vendors are third-generation market attendees. There is so much knowledge, experience, and friendship amongst market vendors. It is amazing to be part

of a market that has allowed small-scale producers to stay in business for nearly a century!

Ann Arbor Farmers Market is a member of MIFMA. Why is it important to you and your market to be involved in MIFMA?

MIFMA has been a great resource for me. As a market manager, I find both the list-serve and the conferences and events great sources of ideas. Being a market manager can sometimes feel like a very bizarre and crazy job, and it is wonderful to be able to share with, and learn from, others who "get" it.

What is one thing that every MIFMA member should know about the Ann Arbor Farmers Market? What is the next best thing to do in Ann Arbor besides visiting the farmers market? Tell us why we should come visit you for a day.

hmm...one thing every MIFMA member should know about the Ann Arbor Farmers Market is that we are a producers' only market. We have gone to great lengths in the past year to ensure vendors are bringing what they grow to market (farm inspections, etc), and I'd be happy to offer ideas & share my experiences with other market managers.

The next best thing to do in Ann Arbor is visit some of the city's wonderful parks! On sunny spring and summer days, I love to eat lunch outside at one of the cafes on Main Street, and then stroll along the river at the Arboretum or Island Park, walking distance from the Farmers Market. If you haven't explored the Kerrytown neighborhood surrounding the market, I would also recommend doing so. It is full of delightful places to eat and small and unique local shops.

Join MIFMA Today!

MIFMA is a statewide, member-based association promoting local food consumption in Michigan by connecting more farmers to consumers through farmers markets. Today, there are more than 180 farmers markets in the state and the number continues to grow each year.

We promote farmers markets to increase visibility to both farmers and consumers and aid farmers market sponsors, managers, and farmers in assuring long-term viability of Michigan farmers markets. Now is a great time to join us, show your support for local farmers and vendors and move Michigan farmers markets forward.

You can find a list of member benefits and a membership form online at www.farmersmarkets.msu.edu.

Thank You Sponsors!

Thank you to our newest sponsors!

MIFMA Sponsors

- Lynn Ochberg, Ochberg Sugar Bush in Okemos, MI

To become a MIFMA Sponsor, contact Dru Montri at (517) 432-3381 or dnmontri@msu.edu.