



FOR IMMEDIATE RELEASE
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NEWS RELEASE

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Farm Aid and MIFMA Grow Good Food in Michigan

EAST LANSING, Mich. – The Michigan Farmers Market Association (MIFMA) was recently awarded \$5,000 to continue its work on farmers market viability in Michigan by Farm Aid’s “Growing the Good Food Movement” program.

“Farmers markets let consumers interact with those growing their food and help farmers generate significant income and expand the demand for local farm products” said Dru Montri, MIFMA Association Manager. “This grant allows us to help them grow, thrive and meet those consumer demands for fresh, local food.”

According to a 2007 report by Packaged Facts, nationally, the demand for locally grown food has gone from \$4 billion in 2002 to \$5 billion in 2007 and could reach \$7 billion by 2011. But in order to meet that escalating demand, both farmers markets and their growers need assistance.

Through this grant, MIFMA will build upon the work and programs accomplished since MIFMA’s inception in 2006 and will focus on outreach and technical assistance for the 3,000 farmers selling at farmers markets.

Marketing, networking, risk management and education are key components to helping Michigan’s nearly 200 farmers markets succeed in meeting the growing demand for local food.

Specific goals of this project include promoting the MIFMA-secured group rates for liability insurance for farmers markets and for farmer/vendors at those markets and putting on educational workshops for market managers on marketing and management skills. The project also aims to enhance MIFMA’s online presence and the Michigan Farmers Market Listserv and to increase networking opportunities for market managers, farmer/vendors and local food enthusiasts.

“We are grateful for your efforts in serving farmers and farming communities,” wrote Willie Nelson in the grant acceptance letter Michigan Food & Farming Systems (MIFFS), the host organization for MIFMA operations, received. “It is very inspiring and energizing to see how much good work is going on to support family farmers and good food across the country.”



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Farm Aid, a nonprofit organization whose mission is to keep family farmers on their land, has been serving and supporting farm families and rural communities in the United States for 23 years. Farm Aid has raised more than \$33 million to promote a strong and resilient family farm system of agriculture through concerts by artists like Nelson, Neil Young and John Mellencamp devoted to raising awareness and funds for family farms.

For more information about Michigan farmers markets or MIFMA projects and successes, visit www.farmersmarkets.msu.edu or contact Dru Montri at (517) 432-3381 or dnmontri@msu.edu.

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MIFMA was developed in 2006 to promote and grow farmers markets across the state and increase their visibility to both producers and consumers. This membership-based organization offers information, sharing and resources to farmers markets, farmers and vendors and friends of Michigan food and agriculture.

The MIFMA mission is to advance farmers markets to create a thriving marketplace for local food and farm products and to place farmers markets at the forefront of the local food movement, working to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. To learn more, please visit www.farmersmarkets.msu.edu or call (517) 432-3381.

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