



MICHIGAN FARMERS' MARKET ASSOCIATION

1 in 10 People Need Your Help!

Opportunities for Michigan Farmers' Markets

by Kim Harkness

Food Bank Council of Michigan

Fresh, nutritious, accessible food is a basic right for every person. But, 1 in 10 people in Michigan struggle with food resources. Every day people in your community are accessing the local church pantry or a local soup kitchen to meet their daily food needs. Many of these families are people we see every day but do not realize that they need help with food. That person might be the local store clerk, the mechanic, the person who just poured you a cup of coffee or as we see lately the person who just found out that their factory will be closing at the end of the week.

This is where you can help make a difference. You and the vendors at your farmers' market can help the Food Bank Council of Michigan and its members provide fresh food to your local community. It is easy and here are the simple steps to follow.



Local church pantries help individuals meet their daily food needs.

1.) **Preplan.** When you begin to sign up your vendors for their booth space, ask them if they would be willing to donate their excess produce at the end of the market day. Determine how often a pick up would be happening.

2.) **Call.** Once you have determined the number

of times and days that you would like to donate, call 1-800-552-4483 and talk with Kim Harkness, the food programs manager. Necessary information such as a contact name, phone number, location, day(s) and time of pick up will be needed to connect you with your local food bank.

3.) **Schedule.** You will then be contacted by your local food bank to arrange a pick-up schedule.

It is that easy. Then, you and your farmers' market will know that the produce you have donated will stay locally and help families right there in your community. For more information about the Food Bank Council of Michigan and its members visit our website at www.fbcmich.org.

Save the Date!

April 20, 2007

On Friday, April 20th 2007, MIFMA will hold its kick-off celebration in the greater-Lansing area from 10 a.m. to 2 p.m.. Please plan on joining us to learn more about becoming a MIFMA member and supporting Michigan farmers' markets!

The event will include a market-style informational fair including great resources to help you kick-off your own market season.

For more information contact Dru Montri, MIFMA project manager, at (517) 432-3381 or dnmontri@msu.edu.

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

• **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

• **March 3, 2007:**

Michigan Organic Conference, East Lansing, MI. www.moffa.org

• **March 7, 2007:**

Choices: Take It Slow, East Lansing, MI. (517) 663-5147 or <http://www.mottgroup.msu.edu/Portals/mottgroup/2007choicesweb.pdf>

• **March 13, 2007:**

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

• **March 29, 2007:**

FSEP Conference, Ann Arbor, MI. (734) 240-3180 or www.fsepmichigan.org

• **April 20, 2007:**

Michigan Farmers' Market Association (MIFMA) Membership Kick-Off Meeting. (517) 432-3381 or dnmontri@msu.edu

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

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.mifffs.org.



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