



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

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 24, 2008

CONTACT:

Dru Montri, Association Manager
Michigan Farmers' Market Association
Michigan Food & Farming Systems
Phone: 517-432-3381
Email: dnmontri@msu.edu

MIFMA to Promote Michigan Farmers and Markets at Green Street Fair

EAST LANSING, MICH – The Michigan Farmers Market Association (MIFMA) will promote local food and Michigan Farmers at the Green Street Fair in downtown Plymouth on May 3 and 4, 2008.

“We want to increase our visibility to consumers and friends of Michigan farmers markets,” said Dru Montri, MIFMA Association Manager. “As we get into the market season, we're promoting not just Michigan farmers markets, but Michigan farmers, too.”

The Green Street Fair, presented by Whole Foods Market, was founded to help educate and inform people of all ages about the benefits of green, organic, and eco-friendly products and services. This free event will showcase local and national businesses displaying, demonstrating and/or selling on-site and will blend companies, non-profit organizations, artisans, live music, workshops and speakers together in a friendly and family-oriented outdoor environment.

For MIFMA, the emphasis is about being green and more; it's about farmers, public health, supporting Michigan's communities and economy and making “local food” a household term for consumers.

“The simple lifestyle change of market-shopping makes all the difference in strengthening a local economy, preserving food sustainability and security, keeping farmers in business, connecting a community, boosting the health of consumers and the environment, and taking the enjoyment of shopping and food to levels never before realized,” said Dietrich Bronner, MIFMA Board President.

MIFMA's mission and vision are 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, ensuring that all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

“We really hope to do that at the Fair and to spread the word about everything that Michigan farmers markets can do for our state,” said Montri.

To read more about the Green Street Fair and the activities planned, please visit www.greenstreetfair.com, call (734) 259-2983 or email info@greenstreetfair.com.



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To learn more about MIFMA, find a farmers market in your area or learn tips and tools on being an educated consumer at the market, visit www.farmersmarkets.msu.edu.