



# MICHIGAN FARMERS MARKET ASSOCIATION

## MIFMA Supports Rapid Market Assessments for Members!



Customers take a minute to complete dot surveys during the Rapid Market Assessment at the Downtown Rochester Farmers' Market on Saturday, July 28th.

The Michigan Farmers Market Association, in cooperation with the C.S. Mott Group for Sustainable Food Systems and the Department of Community, Agriculture, Recreation and Resource Studies at Michigan State University, is offering Rapid Market Assessments (RMAs) in 2007 for MIFMA member farmers markets for only \$50! The remaining costs, several hundred dollars per assessment, are covered from other sources.

A RMA provides a one-time, market-day snapshot. A RMA team made up of market managers and other experts use simple, tested methods to count market customers, survey customers using the dot survey method, and compile market observations and recommendations. The team compiles the findings in a final report which can be then be used to

enhance the market. A RMA gives you an outside perspective that can help answer management questions and point to future directions. It teaches you an effective way to collect customer input and can generate interest for your market.

Participating in a RMA team is also a great way to learn approaches to examine your own market more analytically and establish collaborative relationships with and learn from your peers. Plus, you're likely to take back a wealth of ideas that you can use at your own market!

The following is a list of the scheduled RMAs to be conducted this year. Contact Dru Montri if you are interested in joining an assessment team at [dnmontri@msu.edu](mailto:dnmontri@msu.edu) or 517-432-3381.

The upcoming RMAs are listed in the "What's Happening?" section at right.

### What's Happening?

- **August 9, 2007:**  
Rapid Market Assessment at the Westside Farmers Market in Grand Rapids
  - **August 10, 2007:**  
Rapid Market Assessment at the Downtown Saginaw Farmers' Market
  - **August 11, 2007:**  
Rapid Market Assessment at Mount Clemens Farmers Market
  - **August 15, 2007:**  
Rapid Market Assessment at the Battle Creek Farmers Market
  - **August 22, 2007:**  
Select Michigan Farmers' Market, Henry Ford Hospital, Grand Blvd Campus, Detroit. [lipej@michigan.gov](mailto:lipej@michigan.gov) or (517) 373-9790
  - **August 22-29, 2007:**  
Michigan State Fair Blue Ribbon Farmers Market, Michigan State Fairgrounds, Detroit. [lipej@michigan.gov](mailto:lipej@michigan.gov) or (517) 373-9790
  - **August 24, 2007:**  
Rapid Market Assessment at the Petoskey Farmers Market
  - **August 25, 2007:**  
Rapid Market Assessment at the Downtown Gaylord Farmers Market
  - **August 29-30, 2007:**  
Building Healthy Soils In Vegetable and Grain Crops for Organic and Sustainable Systems, Morgan Composting, Sears, MI. [www.michiganorganic.msu.edu](http://www.michiganorganic.msu.edu)
  - **August 29, 2007:**  
Rapid Market Assessment at the Boyne City Farmers Market.
  - **September 13, 2007:**  
"Buy Fresh, Buy Local - Select Michigan Day" Farmers Market, Michigan State Capitol lawn, Lansing, MI. [lipej@michigan.gov](mailto:lipej@michigan.gov) or (517) 373-9790
- For more information regarding these listings, call 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!

## Springfield Farmers Market

An Interview with Kris Vogel, City Clerk and Market Manager



**Q: What makes your market special?**

A: Our vendors feel that our market is special because of the closeness of the vendors and the fact that they all work together to make the market successful. If that means recruiting more vendors, which causes friendly competition and provides the supply to meet the demand, they're all for it – whatever it takes to bring their customers back!

Another thing that makes our market special is that it is a totally enclosed 9,500 square foot structure with 13 overhead doors on each side of the building – this building was constructed specifically for the farmers market.

**Q. What is one thing you do, or have done, to keep your market a vibrant space? How do you keep people coming to your market?**

A. We keep people coming to our market by adding special events such as craft shows, mom-to-mom sales, child safety events, car shows, Halloween activities, Easter egg hunts, and we even offer the facility for private rentals as well. This helps the public become aware of the farmers market.

In addition, the on-site Assistant Market Managers encourage friendly interactions with patrons and take the time to listen to all comments or concerns – the vendors have done a great job in making the

market a regular stop for many individuals within our community.

**Q. Can you share something about the farmers and vendors that sell at your market?**

A. Our farmers travel from various communities to be part of our market. On an average market day we might have between 8-12 vendors (sometimes more, sometimes less, depending on what point in the season it is). We have an extremely committed core group of farmers that genuinely care about the market and the quality of product offered. Our vendors offer fresh fruits and vegetables, beautiful plants and flowers, scrumptious baked goods, eggs, beef and poultry, jams and jellies, honey, flavoring extracts, and a variety of miscellaneous items including crafts.

**Q. What is the next best thing to do in Springfield besides visiting the farmers market?**

A. The best thing to do in Springfield besides visiting the farmers market is to visit Begg Park. This beautiful park is situated adjacent to the farmers market and was recently updated with a magnificent playstructure for the children, grills, benches, walking trails, and an 18-hole professionally designed disc golf course – we've had many people tell us that this park is a jewel hidden within our city!

## Welcome New Members!

MIFMA would like to welcome its new charter members for the month of July 2007. A complete list is available at [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu)

### Farmers Market members

- Allen Street Farmers Market, Lansing
- Ann Arbor Farmers Market
- Benton Harbor Farmers Market
- Black Star Farms, LLC , Suttons Bay
- Boyne City Farmers' Market
- Downtown Gaylord Pavilion on Court Farmers Market
- Farmington Farmers and Artisans Market
- Middleville Farmers Market
- South Side Community Coalition Farmers Market, Lansing

### Farmers/Vendors

- Laura and Paul Weiss, Kapow Soap, Frankenmuth

### Friends of MIFMA

#### Organizations:

- Food System Economic Partnership, Ann Arbor
- Michigan Coalition of Black Farmers, Detroit

To join MIFMA, visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) to download a form.

