



# MICHIGAN FARMERS MARKET ASSOCIATION

## Governor Granholm Proclaimed July 2008 as "Farmers Market Month"



Governor Jennifer Granholm talks to fruit and vegetable producer, Don Ridley, of Ridley Orchards in South Haven.

like this one, she said, it would generate nearly \$40 million each and every week. Those dollars, because they are spent and received by local consumers and farmers, are more likely to stay in Michigan and support the local economy.

Governor Granholm presented the proclamation to Elaine Brown, Executive Director of Michigan Food & Farming Systems – MIFFS, who co-sponsored the farmers market with the Michigan Department of Agriculture (MDA). Brown, along with Don Koivisto, MDA Director, and Christine Lietzau, MDA Select Michigan Coordinator, toured the market with the governor, who talked with vendors and bought some of the Michigan products.

Local farmers and specialty food producers from South Haven to Sault Ste. Marie, and everywhere in between, gathered there at the Capitol for the special farmers market to offer their locally grown, processed and manufactured products for sale. Fresh flowers were a big hit, with several vendors selling out early, and fruits and vegetables picked fresh from the field and orchard splashed color all over the Capitol lawn. Eggs, honey, sausage, wool products, grains, beans, spices, jams and jellies, baked goods,

lamb, Lake Superior whitefish, potted plants and much more were among the other products filling buyers' arms and bags as hundreds made their way through the aisles of vendors.

"This is the largest and most successful farmers market here yet," said Brown of the fourth market that MIFFS and MDA have partnered to sponsor and produce. "We can't wait to celebrate Michigan's bounty again on September 18 during the next Select Michigan farmers market at the Capitol."

For more information about this event or local food, contact MIFFS at (517) 432-0712 or [miffs@msu.edu](mailto:miffs@msu.edu). You can visit us online at [www.miffs.org](http://www.miffs.org) to learn more about "Select Michigan Day" and activities around the state. Or visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) to find a farmers market where you live.

The farmers market is sponsored by the Michigan Department of Agriculture, Michigan Food and Farming Systems, and the U.S. Department of Agriculture, Agricultural Marketing Service, with additional support from the Michigan Farmers Market Association, the Food Bank Council of Michigan and Michigan farmers and specialty food producers.

### What's Happening?

- **September 16, 2008**  
MSU Student Organic Farm Daylong Workshop 9am-3:30pm, [www.msuorganicfarm.com](http://www.msuorganicfarm.com)
- **September 18, 2008**  
4th Annual "Buy Fresh Buy Local – Select Michigan Day" and Farmers Market on the east lawn of the Capitol, sponsored by MIFFS
- **September 18, 2008**  
MIFFS 10th Anniversary Benefit Reception, 6-9pm, [www.miffs.org](http://www.miffs.org)
- **September 23, 2008**  
MSU Student Organic Farm Tour 3-5pm, [www.msuorganicfarm.com](http://www.msuorganicfarm.com)
- **October 7, 2008**  
Senior Project FRESH Webinar 1:30-2:30pm
- **October 8, 2008**  
CSA Workshop 3-8p in Indian River, [www.miffs.org](http://www.miffs.org)
- **October 30, 2008**  
MIFMA Board Meeting noon-4pm
- **December 9-11, 2008**  
Great Lakes Fruit, Vegetable and Farm Market Expo, [www.glexpo.com](http://www.glexpo.com)

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

### Governor meets Michigan farmers at Capitol Farmers Market

Lansing, Mich. – After walking through a sea of nearly 50 Michigan vendors at the "Buy Fresh, Buy Local" Select Michigan farmers market on the Capitol lawn Thursday, Governor Jennifer Granholm proclaimed July 2008 "Farmers Market Month" in Michigan.

If every Michigan resident spent just \$10 on local food weekly at farm stands or farmers markets

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.



# Featured Farmers Markets: Select Michigan Day Farmers Markets!



July 24 Farmers Market, Capitol lawn in Lansing



August 22 Farmers Market, The Henry Ford in Dearborn



September 18, 2007 Farmers Market, Capitol lawn in Lansing

## What are the Select Michigan farmers markets?

The Select Michigan farmers markets are special markets that take place throughout the summer to raise awareness about local food and Michigan agriculture. These markets feature all Michigan-grown and processed foods, from fruits and vegetables to flowers and potted plants to jams, jellies, sausages and spices. This year, special markets on the Capitol lawn in Lansing on July 24 and at the Henry Ford in Dearborn on August 22 raised awareness for local food and for the 4th annual "Buy Fresh, Buy Local - Select Michigan Day" farmers market on September 18 at the Capitol.

These markets are sponsored by the Michigan Department of Agriculture (MDA), Michigan Food and Farming Systems (MIFFS) with additional support from the Michigan Farmers Market Association, the Food Bank Council of Michigan and Michigan farmers and specialty food producers.

## How did this idea come about?

In 2005, MIFFS and MDA partnered together to address the growing demand for local food and raise awareness about the

benefits of buying locally.

A resolution was unanimously passed by the Michigan House to designate September 15, 2005 as "Buy Fresh, Buy Local, Select Michigan Day" to encourage citizens to buy fresh, local food which supports Michigan farmers and the local economy.

Since then, the Michigan House has passed similar resolutions each year to support a "Buy Fresh, Buy Local - Select Michigan Day" in September, with this year's designation on September 18, 2008.

## Who participates in these markets?

Any vendor in the state whose products are grown and/or processed in Michigan can participate.

About 50 vendors sold their goods at the market on July 24, while 20 vendors on August 22 at the Henry Ford and nearly 50 are expected at the Capitol again on September 18. Area food, health and agriculture organizations and groups also participate with booths at the markets.

## How can you celebrate "Buy Fresh, Buy Local - Select Michigan Day"?

Everyone can celebrate local

food all over the state, not just at these markets. In your own community, you can do lots of things to raise awareness about local food.

- Share information, like press releases, with your friends, family and local press. Spread the word!
- Host a local food challenge and get community members to participate by buying and eating only locally-grown food for a whole week.
- Highlight the farmers market in your community. Invite local press and legislators to help them see how important buying local is to Michigan's communities and economy.
- Bring a farmers' market to an institution like a school, university or hospital to get local food where it's needed most.
- Host activities at a school to teach children about healthy, local food and nutrition in fun and interactive ways.
- Involve your whole community! Host a local food festival, and bring together local farmers, musicians, artists and chefs!
- Host a competition or showdown between local chefs preparing local food.

## Welcome New Members!

MIFMA would like to welcome its new members for the months of July and August 2008.

### Farmers Market members

- St. Clair Farmers Market
- City of Buchanan Farmers Market

### Farmer/Vendor members

- Phyllis Moga, Lincoln Park
- Mario Tabone of Tabone Orchards and Vineyards in Petoskey
- Debra Zona, Port Austin

### Friends of MIFMA

- Bronner's CHRISTmas Wonderland, Frankenmuth
- Ohio Farmers Insurance Company, Westfield Centre, OH

To join MIFMA, visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu)!

