



MICHIGAN FARMERS MARKET ASSOCIATION

Select Michigan Farmers Markets!

July 23, Capitol lawn • Aug 20, Detroit Eastern Market Shed 2 • Sept 17, Capitol lawn

This year's Select Michigan Farmers Market dates have been set, so get ready to grow, sell, buy and eat local!

In celebration of Michigan agriculture and our state's great farmers, Michigan Food & Farming Systems (MIFFS), the Michigan Department of Agriculture (MDA) - Select Michigan Program and the Michigan Farmers Market Association (MIFMA) are partnering again this summer to host three special farmers markets on July 23 and September 17 on the Capitol lawn in Lansing, and on August 20 at Eastern Market in Detroit.

Each market is expected to feature around 40 vendors, all from across the state of Michigan, all selling their local products, grown and/or processed in Michigan, from 10 a.m. to 3 p.m. on each day, rain or shine! Vendors will be selling fresh flowers, fruits and vegetables, honey and maple syrup, pies and baked goods, meat and fish, spices and seasonings, nuts, jams, jellies, salsas and much more!

"These markets have been a great tool to get local food out in the public eye, and in the eyes of the legislators and media who need to know how important agriculture is to our state and our economy," said Elaine Brown, MIFFS Executive Director.

They're great for the vendors, too, according to Christine Lietzau, MDA Select Michigan Program Manager, who shared that last year's vendors collected more than \$100,000 all together at the three markets held at the Capitol and at the Henry Ford in Dearborn.

If you are interested in participating in any of the markets, please contact Erin Groeb, MDA, at 517-373-2469 or groebe@michigan.gov or visit www.selectmichigan.org.

Applications for each individual market will be available approximately two months prior to that market. MIFFS and MIFMA members will receive several days advance notice by e-mail for applications. Vendors are chosen largely on a first-come, first-serve basis, so take advantage of the lead time!

Other partners and funders for these markets include Detroit Eastern Market, Slow Food Detroit and the Food Bank Council of Michigan.

Don't miss out on this great opportunity to celebrate local food and Michigan agriculture!



What's Happening?

- **July 2, 2009:**
Michigan Farmers Markets Food Assistance Partnership Conference Call
 - **July 13, 2009:**
MIFMA Marketing Committee Conference Call
 - **July 13, 2009:**
MIFMA Fundraising Committee Conference Call
 - **July 13, 2009:**
MIFMA Board Conference Call
 - **July 14, 2009:**
Farmers Market Coalition Sowing Value, Reaping Rewards: Recruitment, Services, and Administrative Systems for Successful Membership Organizations Webinar
 - **July 16, 2009:**
MIFMA Professional Development Committee Conference Call
 - **July 16, 2009:**
Leland "Wharf & Wine" Farmers Market Tour. Register now at www.learngreatfoods.com
 - **July 21, 2009:**
Rapid Market Assessment Workshop, Lansing City Market
 - **July 22, 2009:**
Senior Project FRESH Conference Call
 - **July 23, 2009:**
Select Michigan Farmers Market at the Capitol
- 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: Leland Farmers Market (Leelanau Peninsula)

An Interview with Megan Gregory, Market Manager



The Leland "Wharf and Wine" Farmers Market Tour is scheduled for Thursday, July 16th. Why should we register now?

Registering now will ensure a spot for this unique and exciting opportunity. We have a great lineup of local talent, beginning at the market and ending with Larry Mawby and Chef Perry Harmon. For dedicated foodies, it really doesn't get much better.

The market is promoted as a great place to get local produce and meet the farmers who grow it. Tell us more about these farmers and the local produce available at your market.

Well, one of the more exciting things going on at the markets lately is that strawberries are finally available! Things have been a bit behind schedule this year, and a mission for many market visitors has been to not leave empty handed. It's nice to have the berries there now.

In all seriousness though, the Leland market is a great representation of local artisans proudly displaying their craft. Many of these farmers/vendors have a following, and devoted customers will seek them out each week. Right now it is for honey, soaps/salves and beauty products, salad greens, natural beef, floral bouquets, hearth breads, and croissants, to name a few. And, more often than not, these folks stick around and chat for a while. It really makes for a fun and friendly atmosphere. Everyone walks away feeling good.

The Leelanau Farmers Markets are a member of MIFMA. Why do you feel it is important for your markets to be involved in MIFMA?

MIFMA is an excellent way to keep everyone connected and informed. Continued education is a must for successfully running any business. MIFMA offers an abundance of great programs and resources geared towards the enrichment of farmers and markets. In this scenario everyone wins.

What is one thing every MIFMA member should know about the Leelanau Farmers Markets?

We have five different market locations to better serve our customers. So on nearly any given day in Leelanau County, a market is likely under way.

For details on market locations, weekly features and more, we invite everyone to visit our website at www.leelanau.cc/farmersmarkets.asp

Leland "Wharf & Wine"

Farmers Market Tour

Thursday, July 16 from 9 a.m. to 1 p.m.

Join us by the dock for a market tour with market manager, Megan Gregory and pick up fresh entrées at Carlson's Fisheries in historic Fishtown and chat with fisherman/artist Clay Carlson. Cook with Chef Perry Harmon at Sweeter Song Farm, then enjoy a wine pouring with celebrated wine-maker Larry Mawby of L. Mawby Winery.

Cost of \$50 per person (\$40 for MIFMA members) includes journal, list of vendors, recipes, tour of market, demonstration cooking class, and luncheon.

Register now at
www.learngreatfoods.com/mi_MIFMA.php

Welcome New Members!

MIFMA would like to welcome its new members for June 2009.

Farmers Markets

- Downtown Lake Orion Farmers Market
- Ada Village Farmers Market

Farmer/Vendors

- Crane Dance Farm in Middleville
- Robert Beaudette, Kettle Corn of MI Inc. in Wyandotte
- Jacqueline Cole, Best Breads in Rockford

To join MIFMA, visit www.farmersmarkets.msu.edu

Thank you, Sponsors!

MIFMA Sponsors

- Lynn Ochberg, Ochberg Sugar Bush in Okemos

To become a MIFMA Sponsor, contact Dru Montri, 517-432-3381 or dmontri@msu.edu.

