



FOR IMMEDIATE RELEASE
November 10, 2008

NEWS RELEASE

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MIFMA Receives Sponsorship from Ochberg Sugar Bush

EAST LANSING, MICH, November 10, 2008 – The Michigan Farmers Market Association (MIFMA) has just received its first \$1,000 sponsorship from Lynn Ochberg of Ochberg Sugar Bush in Okemos.

Lynn, a MIFMA Board Member, maple syrup producer and author, was proud to offer financial support to a cause and association that she is fully dedicated to. Her sponsorship came from a portion of the proceeds of her recent book, “Piney Princess: A Chatsworth Childhood,” which tells stories of her childhood, growing up in New Jersey.

Ochberg’s inspiration to devote “Piney Princess” proceeds to MIFMA came after reading James Kunstler’s book, “The Long Emergency”, which painted a picture of our country after the planet uses up the all of the oil and gas.

“Locally produced, fresh foods is the most practical answer to the end of oil crisis,” said Ochberg. Most of the food that reaches our plates has traveled more than 1,500 miles to get there, which uses a lot of resources in transportation. Producing and buying local food not only cuts down on those “food miles” but benefits both farmers and the overall health of local communities and economies.

MIFMA’s work revolves around fresh, local food and helping connect local farmers to markets so that all Michigan residents have access to fresh, local foods. Memberships, sponsorships and other support like Lynn’s help the organization succeed in its mission to advance farmers markets to create a thriving marketplace for local food and farm products.

Lynn joined MIFMA just one year ago in November 2008. Her passion for local food and agriculture and helping out her community has done more than earn her a seat as Board Secretary. She was also recently elected as a Meridian Township Trustee after campaigning for community gardens and the transformation of lawns to productive fruit and vegetable plots.

“I won the election on this platform, so I am inspired to continue with this policy goal as I serve my community,” she said.



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Through her MIFMA sponsorship, Lynn is also meeting her business goals and raising awareness about her maple syrup venture, Ochberg Sugar Bush. "Supporting MIFMA is the least I can do to facilitate my goals," Lynn said. She has sold 250 copies of "Piney Princess" so far, and the book is available for purchase at Amazon.com for \$10 per copy.

To support local food and farmers markets in your community, consider a sponsorship of MIFMA to grow and enhance its programs focused on Michigan farmers and farmers markets. MIFMA is currently funded primarily through annual membership dues and grants, but it also relies on other financial support, like sponsorships, to perform its day-to-day work advancing farmers markets and local food.

For more information, visit www.farmersmarkets.msu.edu or contact Dru Montri at (517) 432-3381 or dnmontri@msu.edu.

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MIFMA was developed in 2006 to promote and grow farmers markets across the state and increase their visibility to both producers and consumers. This membership-based organization offers information, sharing and resources to farmers markets, farmers and vendors and friends of Michigan food and agriculture.

The MIFMA mission is 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, working to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. To learn more, please visit www.farmersmarkets.msu.edu or call (517) 432-3381.