



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

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 28, 2006

CONTACT:

Emily Buckham, Communications
Michigan Food & Farming Systems
Phone: 517-432-0712
Email: miffs@msu.edu

Michigan Farmers' Market Association will enhance farmers markets and local food consumption across the state

EAST LANSING, Mich. – Michigan Food & Farming Systems – MIFFS will work with project partners to develop the Michigan Farmers' Market Association (MIFMA).

MIFFS received a \$87,363 grant from the Farmer Market Coalition Project for Public Spaces to develop the Michigan Farmers' Market Association (MIFMA), a state-wide association to promote local food consumption in Michigan by connecting more farmers to consumers through farmers' markets

In the past five years, the number of farmers' markets in Michigan has skyrocketed, from around 90 in 2001 to more than 150 today. However, many of these markets struggle to maintain effective management and funding as well as find quantities of fresh food necessary to meet consumer demand.

MIFMA will be developed to solve these problems by promoting farmers' markets across the state and achieving visibility to both producers and consumers, aiding in farmers' market management and education, and developing long-term, sustainable funding strategies.

Another key role of MIFMA will be to collaborate with governmental agencies on policy to make regulations friendlier and more supportive of farmers' markets. Other initiatives will assist communities in beginning new farmers markets or expanding existing ones and providing educational services and consulting to market managers, vendors and sponsors.

Project partners are the Michigan State University CS Mott Group for Sustainable Food Systems, the Saginaw Farmers' Market, and the MSU Department of Community, Agriculture, Recreation and Resource Studies.

For more information about farmers' markets, local food, or MIFMA, contact MIFFS at 517/432-0712 or miffs@msu.edu or visit our Web site at www.miffs.org.

###

Michigan Food & Farming Systems – MIFFS

Founded in 1998, Michigan Food & Farming Systems is a state-wide membership organization (501c3) whose purpose is to promote diverse efforts that foster and sustain food and farming systems that improve economic, ecological and social well-being. MIFFS has been effective at establishing successful partnerships among producers,



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

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 28, 2006

CONTACT:

Emily Buckham, Communications
Michigan Food & Farming Systems
Phone: 517-432-0712
Email: miffs@msu.edu

markets and institutions that have created more profitable, environmentally friendly food systems in Michigan.

The organization's vision is based on the premise that agricultural productivity, environmental stewardship and profitability reinforce each other for the benefit of Michigan's rural and urban communities. To learn more, please visit www.miffs.org, call 517/432-0712 or email us at miffs@msu.edu.