



FOR IMMEDIATE RELEASE
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NEWS RELEASE

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MIFMA and SBAM Partner to Provide Michigan Farmers and Farmers Markets with Greater Access to SBAM Benefits

EAST LANSING, MICH – Michigan Farmers Market Association (MIFMA) members can now join the Small Business Association of Michigan (SBAM) at a reduced rate and take advantage of SBAM’s “P.O.W.E.R. Suite” of products and services, including Blue Cross Blue Shield of Michigan and Blue Care Network Group Health Benefits.

MIFMA and SBAM naturally fit together, focusing on and fulfilling the needs of Michigan’s communities, locally. Together, they can now help farmers markets, farmers, vendors and friends secure a more stable and viable future through a network of information, resources and opportunities.

“By joining SBAM at a reduced rate, MIFMA members would gain access to all of their member benefits as well, from merchant services to food and fuel discounts,” said Dru Montri, MIFMA Association Manager. By being a member of both MIFMA and SBAM, farmers have some extra help to succeed in every way of business, now, with the multitude of information, resources and benefits that these two organizations can provide.

SBAM is the only statewide and state-based association that focuses solely on serving the needs of Michigan’s small business community. Its mission is to help Michigan small businesses succeed by promoting entrepreneurship, leveraging buying power and engaging in political advocacy. SBAM’s “P.O.W.E.R. Suite” offers small business owners money and time saving products and services in the areas of human resources, accounting and finance, sales and marketing, legal, operations, information technology, government relations and entrepreneurial development.

MIFMA was developed to promote farmers markets across the state and achieve visibility to both producers and consumers, aiding in farmers market management and education and developing long-term, sustainable funding strategies. Other initiatives assist communities in beginning new farmers markets or expanding existing ones and providing educational services and consulting to market managers, vendors and sponsors.

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.