



Farmers Market Educational Sessions

at the

Great Lakes Fruit, Vegetable and Farm Market Expo

Thursday, December 6

The 2007 Great Lakes Expo from December 4-6, 2007 in Grand Rapids, Michigan is featuring special sessions on farmers markets on Thursday, December 6. This is a great time to network with fellow farmers, vendors and market managers and to learn more about opportunities for optimizing marketing, sales and management at farmers markets. To register, visit www.glexpo.com. Pre-registration is available thru November 6, 2007.

Please note that there is a special Thursday only admission rate of \$25.

Farmers Markets: Marketing Inspiration for Farmers Markets and Their Vendors

Thursday morning

Where: Grand Gallery (lower level) Room D

- 9:00 Marketing Inspiration for Farmers Markets
- 9:15 Displays and Signs to Boost Sales - Barb Fails, MSU Product Center
- 10:00 The Changing Farmers Market Scene - Louise Mikesell-Wireman, Direct Marketing Specialist, Center for Innovative Food Technology, Toledo OH
- 10:30 How Sustainable is Your Farmers Market? - Dru Montri, Michigan Farmers Market Association, MIFFS, E. Lansing, MI
- 11:00 Michigan Farmers Market Association - Elaine Brown, Executive Director, Michigan Food and Farming Systems, E. Lansing, MI

Farmers Markets: Plastic Money Comes to Farmers Markets

Thursday afternoon

Where: Grand Gallery (lower level) Room D

- 1:00 Costs & Benefits of Accepting Credit/Debit Cards - Suzanne Briggs, Collaboration, Portland OR
- 2:00 Working with a Third Party Processor - Wally Dutkowski, ACS Government and Community Services, E. Lansing, MI
- 2:30 Michigan Farmers Markets and EBT: Lessons - Diana Jancek, Market Manager, Sweetwater Local Foods Market, Muskegon, MI & Randall Fogelman, Director of Special Projects, Eastern Market Corporation, Detroit, MI
- 3:15 Q & A About Credit, Debit, EBT - Panel discussion with: Suzanne Briggs, Wally Dutkowski, Diana Jancek, and Randall Fogelman



Join us for the MIFMA Founding Meeting!

Thursday, 11 a.m. to 12 p.m.

All MIFMA charter members are invited to get involved in adopting by-laws and electing the first board of directors!

The farmers market educational sessions have been organized by the C.S. Mott Group for Sustainable Food Systems at MSU, Michigan Food and Farming Systems and the Michigan Farmers Market Association.

