

# MICHIGAN FARMERS' MARKET ASSOCIATION

## Fruits & Veggies - More Matters

On Saturday, March 24 the Flint Farmers' Market hosted one of four Fruits & Veggies – More Matters campaign launches. The event opened with a press conference. Dick Ramsdell, the market manager, welcomed and introduced the speakers including Dr. Kimberly Wisdom, Representative Lee Gonzales, Senator Debbie Cherry, Senator John Gleason, and Former Senator Joseph Conroy.

Dr. Wisdom, Michigan's Surgeon General, thanked the Flint Farmers' Market for promoting community health and joining in the Fruit and Veggies – More Matters campaign which she described as a new opportunity to encourage residents of Michigan to eat more fruits and vegetables every day. Dr. Wisdom encouraged attendants and viewers, "Select Michigan grown and support the more than 150 farmers' markets across the state."



From Left to Right: Representative Lee Gonzales, Senator Debbie Cherry, Market Manager Dick Ramsdell, Dr. Kimberly Wisdom and Former Senator Joseph Conroy

The speakers highlighted Senior Project FRESH efforts, the senior millage recently passed in Genesee County and the Michigan Farmers' Market Association. Following the press conference, a local chef conducted food demonstrations and offered samples of salsas and

a stirfry prepared with ingredients purchased directly from the market that morning.

Additional information on the Fruits & Veggies - More Matters campaign is located on the Michigan Steps Up website ([www.michiganstepsup.org](http://www.michiganstepsup.org))

### What's Happening?

• **January - March, 2007:**  
CRAFT Sustainable Farmer Training Program, Thursdays from 6-9 pm, Grand Rapids, MI. (616) 451-3051 or [www.sustainableag-wm.org/craft/farming-course.htm](http://www.sustainableag-wm.org/craft/farming-course.htm)

• **April 1, 2007:**  
Mini-Farming Workshop with John Jeavons, Earthworks Garden, Detroit, MI. [www.detroitagriculture.org](http://www.detroitagriculture.org) or (313) 237-8736

• **April 20, 2007:**  
Michigan Farmers' Market Association (MIFMA) Membership Kick-Off Meeting. (517) 432-3381 or [dnmontri@msu.edu](mailto:dnmontri@msu.edu)

For more information regarding any of these listings, call the MIFFS office at 517-432-0712.

### MIFMA Membership Kick-Off and Market-Style Resource Fair

April 20, 2007, 10 a.m. to 2 p.m.

Edgewood United Church Fellowship Hall, East Lansing, MI

You are invited to attend the membership kick-off and market-style resource fair for MIFMA, the new Michigan Farmers' Market Association. Reap the rewards of being one of MIFMA's charter members and a fellow champion for farmers' markets while harvesting a bounty of benefits!

Everyone involved in farmers' markets is invited, so please share this announcement with anyone you think would be interested. For more information, contact Dru Montri at 517-432-3381.

## Apply Now to participate in Project FRESH

by **Karla Stratton**  
*Project FRESH Coordinator*

Michigan's Project FRESH season will begin on June 1<sup>st</sup> and will go through October 31<sup>st</sup>. During the 2006 season, participating program farmers served 28,423 WIC participants and 7,500 Seniors. Total income in produce sales to participating

farmers from both WIC and Senior Project FRESH participants was \$562,240.

This year all previous participating Market Masters will need to reapply to participate in the program. Applications will be mailed out this month. Any new interested Market Masters or farmers can contact Pam Gove at (517) 335-8996 for an application.

The Michigan Farmers' Market Association advances farmers' markets to create a thriving marketplace for local food and farm products. Visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) to learn more about MIFMA. Michigan Food & Farming Systems received a grant from the Project for Public Spaces to start MIFMA. Learn more at [www.miffs.org](http://www.miffs.org).

*This project is supported by a grant from Project for Public Spaces, Inc., with funding provided by the W.K. Kellogg Foundation.*



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