

MIFMA Marketing and Outreach Committee
Conference Call Summary
9am Wednesday, May 21, 2008

Agenda Items:

- 5 min recap on last meeting's action item progress
- Green Street Fair Recap
- Discussion of MIFMA logo sticker, plaque, or paper for display at markets
- Update on promoting markets: Head Start, Metro Times, AAA Living, michiganmoms.com, MDOT...
- Current leads and action items to pursue advertising avenues, radio, movies, etc.
- Potential involvement with Damon's Restaurants

Participants: Nic Welty (Black Star Farms), Dietrich Bronner (Frankenmuth Farmers Market), Frank Blissett and Lylene Hillman (Sault Ste. Marie Farmers Market), Dru Montri (MIFMA Association Manager), Joan Tobin (Eat Local Food), Sher Watkins (Northville Farmers' Market)

Action Items:

- Dietrich and Dru will present the laminated sign concept to the Board for approval and a budget. Dru will then design mock-ups to present to the Marketing Committee.
- Sher will continue working with Sylvia Rector and the Detroit Free Press.
- Sher will forward us the Metro Parents article.
- We will all investigate more advertising and promotional outlets and media.
- Dietrich will write a one-page document on collaborative radio station advertisements.
- Dru and Dietrich will check into radio public service announcements and opportunities.
- Joan will check into sponsoring Fork in the Road, investigate if Eric Villegas can do ads, and check if public stations or cable companies could film at various member farmers markets and air the footage following Fork in the Road, independently of the program.
- In Detroit there's a cable radio show call Radio Chicks that Joan will check into.
- Dietrich will meet with Damon's Restaurants for an information gathering discussion.

Progress on 4-21-08 meeting action items:

- Dietrich will continue exploring collaborative radio station advertisements and write a one-page "how-to" document.
- Dru did an outstanding job organizing Green Street Fair and documented the debriefing.
- Donna is interested in writing an AAA Living article. She will speak with Dru on June 6.
- Dru will continue to investigate the savings for each member benefit for a bulleted list.
- Dru updated the committee participant list and email it to Nic and Dietrich.

Green Street Fair Recap

-It was a very positive experience with over 200,000 attendees, although no new members were recruited. The volunteer staff held an email conversation as a follow-up with recommendations, which Dru made a document of for future use.

-In general, be prepared for weather, provide recipe cards w/ reasons for buying local foods at markets, have a list of farmers markets available, include brochures of local markets that are members, have three people per volunteer slot, have an umbrella logo inside our tent, the volunteers/staff should have nametags, and the dot survey was a good draw.

Discussion of MIFMA logo sticker, plaque, or paper for display at markets

-This would be for member farmers or markets to display to show they are a member of MIFMA.

- The goals are to show MIFMA members support the market movement, create brand recognition, and hopefully spur sales for members so non-member vendors are encouraged to join.
- For a start, the most cost effective and versatile solution would be a laminated piece of paper.
- The member markets may need something different from member farms.
- Other ideas include magnetized bumper stickers and buttons.
- A potential member benefit would be providing nametags with the MIFMA logo, although with clothing changes, etc., it may not be well received or used by members.
- Dietrich and Dru will present the laminated sign concept to the Board for approval and a budget. Dru will then design mock-ups to present to the Marketing Committee.

Promoting markets: Head Start, Metro Times, AAA Living, michiganmoms.com, MDOT...

- Sher got an article in Metro Parents about farmers markets in general. She will forward it to us.
- Sher is working with Sylvia Rector at Detroit Free Press. For this, Dru wrote an article about the benefits of markets, and Sher submitted two articles about the Northville market and another nearby market. Sher will keep us posted on progress.
- Dru was quoted extensively in the Grand Rapids Revue magazine.
- We will all keep pursuing these outlets.

Current leads and action items to pursue advertising avenues, radio, movies

- Dietrich found it would cost \$650 through WSGW to have a 60-second ad and a 10-second lead-in one day of the week for 13 weeks (\$50/day). He is trying to enlist the partnership of area markets to each take one day of the week as "their" day for the radio promotion. He will draw up a "how-to" document based on his success.
- Movie preview ads are not recommended. Sher had experience with this and no one responded that they came to the market because of the movie ads. They are very expensive, \$210 per week for 12 weeks with two 10-15 second slide slots per movie; or \$350 per week for a 30-second commercial for 12 weeks, through Emagine (rates from Cinema Hollywood, Birch Run.)
- Nic wondered if MIFMA should pursue ad opportunities with radio stations around the state, including public services announcements and ad programs.
- Dru thought it would be great to put out 30-60 second radio announcements that radios could use whenever they wanted. These PSA's (public service announcements) would be free.
- Joan will check into sponsoring Fork in the Road, investigate if Eric Villegas can do ads, and check if public stations or cable companies could film at various member farmers markets and air the footage following Fork in the Road, independently of the program.
- In Detroit there's a cable radio show call Radio Chicks that Joan will check into.

Damon's Restaurants-

- Dietrich was approached by Frank Powers, regional sales and marketing director for the state of Michigan for Damon's, regarding selling at local markets. Dietrich will meet with him and also discuss potential opportunities with MIFMA (membership, member benefits, sponsorship). Dietrich asked the committee's thoughts on whether or not our constituents would see any involvement with Damon's as a negative.
- Sher thought we might be viewed poorly or receive criticism unless Damon's proves that they buy a lot of Michigan produce or products.
- Joan noted it may be a good avenue to reach out to new consumers.
- Perhaps co-op advertising with them if they use local meat and produce would be great. We can encourage them to buy locally (seasonally) whenever they can and then promote this.

Next meeting 9-10am Wednesday, June 25, 2008