

MICHIGAN FARMERS' MARKET ASSOCIATION

The Happiest Place in New Orleans

Dru Montri (MIFMA project manager) and Dan Keane (of the MIFMA project leadership team) recently attended a Project for Public Spaces (PPS) convening meeting in New Orleans. PPS is a New York City-based non-profit that currently funds MIFMA. The meeting focused on key challenges and themes in our work, building cultural capacity, and creating model blueprints. So after a long few days, we were rewarded with a stop at the happiest place in New Orleans - Crescent City Farmers Market.

Following Katrina, the Crescent City Farmers Market, along with four other markets managed by marketumbrella.org, failed to reconvene. Displaced residents, hard-hit farmers, and the recovering city were in desperate need of rehab. That's where two very



Crescent City Farmers Market, New Orleans

passionate people, dedicated staff, and fervent farmers and fishermen come in. The Crescent City Farmers Market is back up and running again cultivating community and commerce. Hence, it's been dubbed the happiest place in town.

See www.crescentcityfarmersmarket.org for more information on a very successful recovering market.

For more information about the PPS meeting, contact Dru Montri (dnmontri@msu.edu).

What's Happening?

• December 5-7, 2006:

Great Lake Fruit, Vegetable and Farm Market Expo, Amway Grand Plaza Hotel, Grand Rapids, MI. www.glexpo.com

• January 13, 2007:

4th Annual Michigan Family Farms Conference, Lakeview High School, Battle Creek, MI. Visit www.miffs.org for info.

• January 27, 2007:

8th Annual Northern Michigan Small Farm Conference, Grayling High School, Grayling, MI. (231) 533-8818 or www.msue.msu.edu/iac/farmconf

• February 26, 2007:

Retail Marketing and Sales, Traverse City, MI. (517-432-4608) or product@msu.edu

• February 28, 2007:

Retail Marketing and Sales, Frankenmuth, MI. (517-432-4608) or product@msu.edu

• March 1, 2007:

Retail Marketing and Sales, Royal Oak, MI. (517-432-4608) or product@msu.edu

• February 2, 2007:

Retail Marketing and Sales, Kalamazoo, MI. (517-432-4608) or product@msu.edu

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

Business and Market Planning



Dr. Susan Smalley presents at the Royal Oak Business and Market Planning workshop on November 20, 2006.

In mid-November, four Business and Market Planning workshops were held for farmers who sell through farmers' markets, market managers and other

direct farm marketers. The workshops were taught by Dr. Susan Smalley, MSU Extension Specialist, and Dr. Barbara Fails, Assistant Director for educational programs at the MSU Product Center. The workshops in Frankenmuth, Kalamazoo, Royal Oak, and Traverse City covered material on business planning, insurance programs and liability, pricing and record keeping, the marketplace and product differentiation.

A second set of workshops titled Retail Marketing and Sales will be offered in 2007 focusing on the customer experience, retail display and signage, salesmanship, and promoting your business. They are scheduled for the following dates and times: February 26, Traverse City; February 28, Frankenmuth; March 1, Royal Oak; and March 2, Kalamazoo. For more information contact Susan Smalley (smalley3@msu.edu) or Barb Fails (fails@msu.edu).

The Michigan Farmers' Market Association advances farmers' markets to create a thriving marketplace for local food and farm products. Visit 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.



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