



# MICHIGAN FARMERS MARKET ASSOCIATION

## 2008 Great Lakes Expo Farmers Market Opportunities

### *Farmers Market Reception*

Wednesday, December 10, 5:00 to 6:30 PM, Amway Grand Ford Ballroom

Come, relax and network if you are involved or interested in farmers markets. Purchase a beverage of your choice, nibble on some light snacks, and meet other farmers market enthusiasts. Organized at the request of farmers markets by the Michigan Farmers Market Association and the C.S. Mott Group for Sustainable Food Systems at MSU.

### *Educational Program*

Thursday, December 11, 9 AM

River Overlook (upper level) Room A-B

Thursday, December 11, 1 PM

River Overlook (upper level) Room A-B

#### **9 AM: Enhancing Farmers Market Success: What Have We Learned?**

Garry Stephenson, Associate Profession and Extension Small Farm Specialist, Oregon State University. What we've learned to help your market survive and thrive!



#### **1 PM: Locavores: Who Are They and Why Are They Important to You?**

Donna McClurkan, Locavore Nation, Kalamazoo, MI, one of the 15 people across the US who reports to public radio listeners of *The Splendid Table* on how it is to eat a regional diet. They work to get 80% of their food from local, organic, seasonal sources. Learn more at [http://splendidtable.publicradio.org/locavore\\_nation](http://splendidtable.publicradio.org/locavore_nation)



#### **2 PM: Michiganders' Interest in Farmers Markets and Local Food**

Susan Smalley, Director, C.S. Mott Group for Sustainable Food Systems at MSU. What are we learning about the interest in and prospects for people across Michigan eating more locally and regionally produced food?

#### **10 AM: Farmers Market Diversity across MI**

- French Market "Franchise", Lisa Croteau, DDA, Niles, MI
- City-operated Market, Molly Notarianni, Ann Arbor Farmers Market, Ann Arbor, MI
- Nonprofit Operated Market, Pam Weinstein, Grandmont Rosedale Development Corporation, Detroit, MI
- One Person-operated Market, John Pridnia, Port Austin Farmers Market, Port Austin, MI

**11:30 AM:** Farmers Market Networking and Opportunity to Visit Exhibitors

### *MIFMA Trade Show Booth*

Visit Michigan Farmers Market Association (MIFMA)/MSU Booth # 1335 ANYTIME during the Trade Show. Stop by to meet MIFMA leaders, start or renew your MIFMA membership, find out what MIFMA can do for you.

### *Posters*

Check out posters that help with your farmers market work. Engage with Farmers Markets to Make a Lasting Contribution will be up all week, with discussion scheduled for Tuesday, December 10, from 11 AM till noon in DeVos Center main lobby.

## What's Happening?

#### • December 9-11, 2008

Great Lakes Fruit, Vegetable and Farm Market Expo, [www.glexpo.com](http://www.glexpo.com)

#### • December 10-11, 2008

Farmers Market Reception and Educational Sessions at GLExpo, see left

#### • December 15, 2008

MIFMA Board Meeting

#### • January 17, 2009

Michigan Family Farms Conference, [www.miffs.org/mffc](http://www.miffs.org/mffc)

#### • January 28, 2009:

Agriculture's Conference on the Environment (ACE Conference), [www.maeap.org/ace](http://www.maeap.org/ace)

#### • January 31, 2009

Northern Michigan Small Farm Conference, [www.msue.msu.edu/antrim](http://www.msue.msu.edu/antrim)

#### • March 6-14, 2009

MSU Agriculture and Natural Resources (ANR) Week

#### • March 9, 2009

MIFMA Annual Meeting and Celebration Dinner, 6-9 p, MSU Kellogg Center, Riverside Room

#### • March 9, 2009

Using the Internet to Increase Awareness and Interest in Your Farm or Farmers Market Workshop, 1-4p

#### • March 10, 2009

Farmers Market Manager "Boot Camp" II, 9a-4p, MSU Kellogg Center

For more information regarding these listings, call 517-432-3381.



The Michigan Farmers Market Association advances farmers markets to create a thriving marketplace for local food and farm products. Our vision is to place farmers markets at the forefront of the local food movement and to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

# MIFMA Member of the Month:

## Lynn Ochberg, Ochberg Sugar Bush in Okemos

An Interview with MIFMA Sponsor and Board Secretary, Lynn Ochberg



Lynn at the market



Lynn, son Jesse and grandson Aki at the Meridian Farmers Market



Lynn's sugar bush in April, just after the annual take

### Can you tell us a little bit about Ochberg Sugar Bush?

Ochberg Sugar Bush is located on the 5 acres of my home address, 4383 Maumee Drive, Okemos, MI 48864. We make between 20 to 80 gallons of maple syrup each March, using a gravity system of plastic tubing.

I evaporate the sap on three stoves in 5 gallon kettles under an industrial-sized ventilation hood. After sap season, I make maple cream and maple candy on a just-in-time basis for the Meridian Farmers Market and the Select Michigan events on the Capitol lawn.

### The big news is that you recently became the first individual to give a \$1000 MIFMA sponsorship. Why was it important to you to support MIFMA in this manner?

I was motivated to become a \$1000 sponsor of MIFMA by the difficulty I experienced in trying to entice other folks to become sponsors. I figured that becoming a role model might spur others to act similarly.

### You serve as the MIFMA Board of Directors Secretary. What is the most exciting aspect of this very important role?

As MIFMA's Board Secretary, I have very intimate knowledge of the many various issues and controversies within the farmers market community. This gives me the privilege of knowing where to aim my supportive efforts most effectively.

### You are a farmer/vendor member of MIFMA. Why is it important to you to be involved in MIFMA?

As a recently elected Trustee in Meridian Township, my MIFMA membership enables me to advocate for our own Farmers Market expansion and improvement from a position of significant power and influence. I'm also working to establish community gardens, hoophouse utilization and more "kitchen" gardening in our suburban community. After nearly 30 years of land use decision making in my town, I'm convinced that green lawns are a waste of arable land and a source of chemical and gasoline pollution. In MIFMA, I'm learning alternative approaches to land use that foster community self-sufficiency.

Read all about Lynn's sponsorship from the proceeds of her book, "Piney Princess: A Chatsworth Childhood" at [www.farmersmarkets.msu.edu/Portals/farmmarkets/LynnOchbergSponsorship11-10-08.pdf](http://www.farmersmarkets.msu.edu/Portals/farmmarkets/LynnOchbergSponsorship11-10-08.pdf).

To find out how you can become a MIFMA Sponsor, contact Dru Montri at (517) 432-3381 or [dnmontri@msu.edu](mailto:dnmontri@msu.edu).

## Welcome New Members!

MIFMA would like to welcome its new members for November 2008.

### Friend of MIFMA

- Lynn Parlberg of Frankenmuth, MI

To join MIFMA, visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu)!

## Thank You Sponsors!

Thank you to our newest sponsors!

### MIFMA Sponsors

- Lynn Ochberg, Ochberg Sugar Bush in Okemos, MI

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