



MICHIGAN FARMERS MARKET ASSOCIATION

Great Lakes Fruit, Vegetable and Farm

Market EXPO *Farmers Market Focus*

THURSDAY, DECEMBER 10, 2009 - FARMERS MARKETS I

Food Safety on the Farm

Thursday, December 10th 9:00 – 10:30 AM

Food buyers increasingly demand assurance that their food is safe through various certification programs for good handling practices or GAP. Panelists include a GAP auditor, a GAP educator, a blueberry farmer who has been USDA GAP certified and a farmer who direct markets produce through farmers markets and CSA and is working to bring her family's farm into GAP compliance. They will discuss the easy parts, the challenging parts and what both farmers and farmers market managers need to know.

Panelists:

- **Robin Danto**, Extension Educator – Oakland County, Michigan State University Extension (moderator)
- **Colleen M. Bess**, Michigan Department of Agriculture, Pesticide and Plant Pest Management Division
- **Phillip Tocco**, Extension Educator – Jackson County, Michigan State University Extension
- **Margarita Caldera**, Caldera Blueberries, West Olive, MI
- **Rebecca Titus**, Titus Farms, Leslie, MI

Safe Food Sampling at Farmers Markets

Thursday, December 10th 10:30 AM-noon

In May 2009 the Michigan Department of Agriculture released a new document, *Guidelines for Providing Safe Food Samples at Farmers Markets*. Hygiene, temperature control, food protection, warewashing and facility equipment are all important topics. This panel of speakers will discuss sampling fresh fruits and vegetables, meats and processed foods at farmers markets.

Panelists:

- **Kevin Halfmann**, Food Program Policy Specialist, Michigan Department of Agriculture Food and Dairy Division
- **Hollie Hamel**, Allen Street Farmers Market of Lansing
- **Becky DeYoung**, DeYoung's Fore Seasons of Hartland
- **Mary Safie**, Safe Specialty Foods of Mount Clemens

THURSDAY, DECEMBER 10, 2009 - FARMERS MARKETS II

Tricks of the Trade for Farmers Markets: Sharing What Works

Thursday, December 10th 1:00-2:30 PM

Top off your Expo experience by participating in this moderated sharing session. Come to listen and to share good ideas that have worked for you. Hear ideas about staging a used cookbook sale to raise money, storing wooden market tokens, getting great board members, recruiting youth marketers, using video to promote your market, highlighting local foods and more.

- **Dru Montri**, Michigan Farmers Market Association (moderator)



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

Pre-registration is open, and the early discount continues until November 10. Expo will continue receiving registrations online until December 3, and then onsite beginning Monday afternoon, December 7, at 4:00 pm. To register on-line, visit www.glexpo.com/register.php.

What's Happening?

- **November 2, 2009:**
MIFMA Marketing Committee Conference Call
- **November 5, 2009:**
Michigan Farmers Markets Food Assistance Partnership Conference Call
- **November 9, 2009:**
MIFMA Fundraising Committee Conference Call
- **November 9, 2009:**
MIFMA Board Meeting
- **November 16, 2009:**
MSU Student Organic Farm Tour, contact admontri@msu.edu to register
- **November 19, 2009:**
MIFMA Professional Development Committee Conference Call
- **November 28, 2009:**
Frankenmuth "Festive Seasonings" Farmers Market Tour, register at www.learngreatfoods.com
- **December 3, 2009:**
Michigan Farmers Markets Food Assistance Partnership Conference Call
- **December 8-10, 2009:**
Great Lakes Fruit, Vegetable and Farm Market Expo, www.glexpo.com

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: Neal Gracey

An Interview with Neal Gracey, Friend of MIFMA since April 2008



Neal Gracey, standing center and holding bedding flat



Neal Gracey, far right

Born on a farm in Bay City, Michigan years ago, Neal has grown up an avid supporter of farmers markets. Residing now just six miles from the Frankenmuth Farmers Market, he has found a market home and dedicates much of his time to planning market activities and manning the information booth. Neal started volunteering four years ago and soon became a mainstay at the market. He started at the information booth by answering general questions and serving coffee, tea and muffins to regular shoppers and tourists strolling through the market located in heart of downtown. To this day he still is at the market bright and early every Saturday morning to help set-up, man the information booth, and count customers each hour, but he also started taking on more and more responsibility. Neal is also an active Board member. He was secretary during the first couple years of his term, but has given up that piece of responsibility to take on something he enjoys much, much more – music.

Neal is in charge of organizing the Frankenmuth Farmers Market's weekly entertainment. With sponsorship dollars provided by the Frankenmuth Credit Union, Neal has been able to work with other Board members to find a nucleus of core musicians to frequent the market and aid in creating

a friendly shopping atmosphere. They bring in musicians from town, from the Greater Saginaw area, and have even brought in radio stations for remote broadcasts. Entertainers seem to enjoy the experience as much as market goes and Neal hasn't had a problem securing nearly all of the entertainment slots for 2010 already. He has built a lot of great relationships in his experience with the market and speaks fondly of the close knit group of market organizers, the overall community support, and their special events.

One of those upcoming events is the Christkindlmarkt, held annually on Thanksgiving weekend. In conjunction with the market this year, Frankenmuth will also be hosting the "Festive Seasonings" Farmers Market Tour. Santa Claus will be in town, a guided shopping tour will be offered, and a fantastic gourmet meal will be prepared. According to Neal, it is an event no one should miss.

At the close of our conversation, I asked Neal why it was so important to him to be a member of MIFMA. He responded, "It feels good to pay dues to a wonderful organization that benefits farmers markets. I want to support the statewide effort."

Welcome New Members

MIFMA would like to welcome its new members for October 2009.

Farmers Markets

- Kalamazoo Indoor Flea & Farmers Market

Friends of MIFMA

- Elizabeth Bertolini

Organizational Friend of MIFMA

- Greening of Detroit

To join MIFMA, visit www.farmersmarkets.msu.edu

Thank you, Sponsors!

MIFMA Sponsors

- Lynn Ochberg, Ochberg Sugar Bush in Okemos

To become a MIFMA Sponsor, contact Dru Montri, 517- 432-3381 or dnmontri@msu.edu.

Frankenmuth "Festive Seasonings" Farmers Market Tour

Saturday, November 28, 2009, 3 to 8 p.m.

Frankenmuth Farmers Market

Cost of \$50 per person (\$40 for MIFMA members)

Includes journal, list of vendors, recipes, tour of market, demonstration cooking class, and dinner made of foods fresh from the market!

Register now online at www.learngreatfoods.com/mi_MIFMA.php

