

**MIFMA Professional Development Committee
Conference Call
2pm Monday June 30, 2008**

Participants: Dietrich Bronner, Dru Montri, Susan Smalley, Robin Danto, Laurajeanne Kehn, Donna McClurkan, Julie Pioch, Monika Kothari

Agenda Items:

- Introductions
- Identify note taker
- Great Lakes Fruit Vegetable and Farm Market Expo, December 9-11, 2008
- ANR Week
- Year long portfolio of professional development activities
- Ideas/updates/additional topics
- Schedule next meeting

Introductions were made and Robin Danto offered to take notes on the meeting.

Great Lakes Fruit, Vegetable and Farm Market Expo, December 9-11, 2008

- There will be a networking session during the Fruit Vegetable and Farm Market Expo at 5pm on December 10 and an educational session December 11 from 9-12 am and 1-1:30 pm which we are working on. Susan will check on the feasibility of the networking session, but everything is moving ahead for the educational session on December 11.
- Susan has had contact with Larry Lev of Oregon State University Extension and he is interested in participating. If for some reason he isn't available, Gary Stevenson also of Oregon State University Extension will. The topic he will speak on is still not determined-possibly market size and management structures. This session can be followed up with Michigan farmers markets telling their stories. This would incorporate the business side of markets and link it back to Michigan.
- Discussion on what markets to invite to participate in this discussion began and Mount Clemens, South Haven and Port Austin were identified as possibilities for this program. Another possible market to consider is the Allen Street Farmers Market. They have presented at programs previously, so it may be better to involve other markets this time. Laurie from the South Haven market is a new MIFMA member and it would be nice to reach out to her and ask her to participate. Port Austin market is fairly new. There is not much produce sold there. It is mostly crafts and such. There are around 100 vendors there each day and this independent market is about 4 years old. John Pridnia is a contact from this market and he is a good promoter. He may be a good presenter.
- A panel of 3 presenters given 10 minutes each and then a period of time for questions and answers was decided on for the format of the program with a moderator to keep everyone on time and on task. Laurajeanne offered to contact the different markets to see if they are willing to participate.
- For the afternoon session, Susan has spoken with Fidel DelGado who is an architect. Susan had asked if he would speak on his travels through France and Spain and the markets there. He wants to speak on the technical setup or the structure of farmers markets.
- Another suggestion was to approach Dr. Ed Mahoney who has worked with the USDA on farmers markets. He is doing pilot work on individuals as customers at farmers markets tracking them for the market giving the market a "market footprint." He may be willing to give a brief presentation at the Expo. Dru asked if he would speak on results or methods and Susan said it would be on the approach to try and get the information. It was then suggested that this may be a better

presentation for ANR week than at the Fruit Vegetable and Farm Market Expo. It was then discussed that we should end the presentation with something on the "Best of Markets" for 2008.

- Susan will follow up with Larry Lev and Fidel DelGado.
- Still on the topic of local flavor of markets, Springfield, Buchanan, and Saginaw were brought up as possibilities to present. There was also discussion on a new market in Richmond which just started up with 9 vendors a few weeks ago. It now has 23 or 24 vendors and has already moved to a larger site. It has produce mixed with crafts and lots of entertainment. They would have a great start up story to tell. Other ideas included the Sweetwater Market which operates during the winter in a local hospital. It was also suggested to ask MIFMA members if they have stories they want to share.

At this point time is running out for our hour of conference time and Dru has another meeting to get to, so we decided to postpone the rest of the agenda items until the next conference call.

Year long portfolio of professional development activities

- Susan suggested we review what this committee has done so far and develop a report on that information.

**It was agreed upon that the next conference call would take place on
Tuesday, July 29,2008 from 10 to 11 am.**