

**MIFMA Professional Development Committee
Conference Call Summary
April 30, 2008**

Agenda Items:

- Introductions
- Purpose of the Committee
- Designing Healthy Livable Communities Conference (see http://www.michigan.gov/documents/mdch/2008_DHLC_REG_BROCHURE_225410_7.pdf#Top)
- Rapid Market Assessment Workshop (June 26, 2008 – to be confirmed)
- Food Stamp/EBT Training Session (Date TBD)
- Ideas/Updates/Additional Topics
- Next Meeting

Participants: Dru Montri, Susan Smalley, Dietrich Bronner, Cathy Sims, Emily Rellinger, Donna McClurkan, Robin Danto, Daniel Welke, Lj S. Kehn

Purpose of the Committee:

Geared to provide opportunities----planning education and training events.

Designing Healthy Livable Communities Conference:

- Susan talked about when a vast number of entities did not have practical exposure to starting, running and sustaining farmers markets. Dietrich thought we should cut to the facts considering the audience. The content of the session will be valuable to both new and established farmers markets.
- Dru's proposal for day: 4 hour session —
 - 8-8:30 welcome and benefits of farmers markets...statistics
 - 8:30-10:00 talk about starting and operating a market or improve and enhance---what does it take #'s 1,2,3,4,6,7,8,9 from original steps (see below)
 - 10:00-10:15 break
 - 10:15-11:00 #5
 - 11:00-11:30 market feasibility/assessment
 - 11:30-Noon #10, MiFMA, MSU, funding, etc.

1. *Ways in which farmers markets can benefit consumers, farmers, communities*
 2. *How different purposes or missions result in different types of farmers markets*
 3. *The steps involved in developing and operating a farmers market*
 4. *How to identify individuals and organizations as potential partners and supporters*
 5. *Special issues associated with farmers markets that successfully serve low-income areas*
 6. *How to conduct market feasibility studies*
 7. *Farmers markets organizational structures and how each accomplishes critical farmers market functions*
 8. *How to recruit farmers and/or grow new farmers*
 9. *Steps to create market bylaws/rules, secure a ;market manager, develop an initial budget and establish market records*
 10. *Sources of assistance for farmers markets and ways to sustain market over time*
- Each session will have built in Q&A
 - Presenters: Susan will be contribute in anyway, Lj-facilitate, Emily – economic impacts, look at boot camp folks for presenters, Dietrich in also

Rapid Market Assessment Workshop:

June 26, 2008 – Flint Market – 9 am to 5 pm

- RMAs will be a joint effort between MSU and MIFMA. Last year was overwhelming with 15, so no more than 10 assessments this year. We also need more market involvement. The MSU/MIFMA team will charge \$75.00 for assessments.
- The workshop will be mandatory for all markets receiving an assessment. The morning will involve classroom sessions and in the afternoon teams will conduct the components of an assessment. There will be a charge \$15.00 for MIFMA members and \$50.00 for non-MIFMA members. This will be a train the trainer to develop a larger pool of knowledgeable people.
- Individuals interested in being involved include Robin and Danielle.

Food Stamp/EBT Training Session (Date TBD):

- MIFMA will organize at least one, if not multiple sessions throughout the state. Lj expressed interest in being involved.

Ideas/Updates/Additional Topics:

- Great Lakes Fruit and Veggie Expo, December 2008: need program set by July...Thursday is our day....farmer/vendor outreach. Danielle suggested that we identify sessions as novice, intermediate and advanced. Dietrich suggested having board of directors or market managers train vendors to take a larger ownership of markets. Market masters could help implement these programs—getting more people to the market. How can we grow the markets? Danielle suggested an overview of Rapid Market Assessments. Dru suggested a slide show on the best of markets—what others markets are doing. We could invite markets to contribute to this ‘best of.’ We could also do a session on lessons learned. Danielle thought we could send out a questionnaire to help decided what we need to do. We do have evaluation results from 2007 and can look to those.

- Dietrich revealed documentation that supports the education effort. Call 1.202.720.8317 request for DVD from US Gov. Help to train vendors.
- Susan suggested that we also develop a networking opportunity for those attending the expo...encourage markets to get together. Provide an opportunity for farmer vendors and market managers to interact.
- Susan suggested we develop a calendar of events through the year...what are our annual events...ANR Week, GLEspo.

Next Meeting: Wednesday, May 28th from 9-10am