

May 21, 2009

MIFMA Professional Development Committee Meeting Summary

10 am – 10:45 am

Conference Call

A. MIFMA Membership Week Report

- a. It is important that we increase current members and also add new ones
 - i. 40 past members currently
- b. The question is why those members are not renewing.
- c. Will further discuss at the June 1, 2009 Board meeting.
- d. Reviewed membership goals for membership
 - i. Some discussion as to how we might gather more members
 - ii. Personal contact a possibility
- e. Regional meetings varied but Dietrich was pleased over all
- f. Lj commented that Dietrich did a superb job. There was great networking.

B. Green Street Fair

- a. Thanks to the fair and volunteers to be sent
- b. Must evaluate for next year
 - i. Some discussion was had about dot survey questions and interacting with the public more
 - ii. Hand out materials that give necessary information about MIFMA

C. Great Lakes Expo 2009

- a. This year's dates are 8, 9, 10 December
- b. Will keep MIFMA program on Thursday
- c. The program will be geared to the farmer/vendor crowd as ANR week is more geared to markets and managers...this is a great plan
- d. Susan has been the main contact...will she continue
- e. Contact to coordinate our plans with Roger from Great Lakes Expo
- f. It was suggested that there be a 9 am-Noon session and 1 pm - 3 pm session
 - i. am session-one hour each with MDA presentation
 1. food sampling safety
 2. good agricultural practices
 3. food safety for value added products
 - ii. pm session-two one hour panel discussions
 1. 'tricks of the trade' about markets
 - a. panel would consist of farmers/farm stand/vendor
 - b. create a peer to peer session
 - c. include possibly market managers
 2. the market as the big picture
 - a. markets making big changes
 - b. create an atmosphere of exchange
 3. Other ideas discussed
 - a. eco labels and certification
 - b. Dr.Food.org
 - c. nutrimental food info out to the public
 - d. resources table available
3. A couple of ideas for Great Lakes Expo from Susan (via e-mail):
 - a. Invite selected MI markets that are making big changes-- structural or otherwise -- to make short presentations about those changes and how they will (or have) made a difference for their farmer/vendors. Eastern Market could be the lead here
 - b. Consider whether we could put together a half-day on good agricultural practices/food safety.

Purposed agenda for next meeting:

Speakers

What do you think of these ideas?

Start dialog with Great Lakes Expo

Next meeting date June 17, 2009 at 10 am, **please note date change**