

**MIFMA Professional Development Committee
Conference Call Summary
May 28, 2008**

Participants: Dru Montri, Robin Danto, Donna McClurkan, Danielle Welke, Diane Golzynski, Dietrich Bronner, Susan Smalley and Louise Mikesell-Wireman.

Agenda Items:

- Introductions
- Identify Note Taker
- Great Lakes Fruit Vegetable and Farm Market Expo, December 9-11, 2008 (see attached evaluation results from 2007 and www.glexpo.com)
- Designing Healthy Livable Communities Conference, May 30, 2008
- Rapid Market Assessment Workshop, June 26, 2008
- Ideas/Updates/Additional Topics
- Schedule Next Meeting

Introductions and Identifying Note Taker

Dru invited all conference call participants to introduce themselves. The list above represents those whom I heard speak. Others may have joined during the course of the call. Susan Smalley volunteered to take notes for the call.

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

After brief discussion there seemed to be consensus to request time at Expo for a networking session on Wednesday, December 10, at about 5 PM and for a farmers market educational session on Thursday, December 11, from 9 AM to noon and 1 PM to 3:30 PM. Based on review of 2007 session evaluations, on earlier committee discussion and on some preliminary contacts, a general plan emerged for the educational session:

1. Morning: Invite Dr. Larry Lev or Garry Stephenson from Oregon State University to speak about their ongoing work with Oregon farmers markets, some aspects of what they are learning, and how the markets have benefited. This could be followed by a review of ongoing farmers market work in Michigan and all would lend itself to questions and answers. We may wish to choose some specific aspects of markets to highlight during the morning session. Certainly emphasizing the idea of the market as a business can fit well there.
2. Afternoon: Invite Mr. Fidel DelGado, an architect from USDA Agricultural Marketing Service, to present, via photos, samples of markets he has helped to design around the US and/or markets he has visited in the US and beyond. (He will be traveling in France and Spain during June and plans to take market photos on the trip.) If Mr. DelGado is not available, local experts Dr. Jim Bingen and Ms. Dru Montri – and others – could do a similar presentation. Use of market and stall photos would lend itself to analysis of display at markets.

It was decided not to try to schedule any “official” MIFMA business meeting at GLE expo. Danielle suggested that we may wish to develop an automated PowerPoint slide show that includes photos and some key points about MIFMA benefits to run in the background. There was some discussion about helping farmers markets sell to chefs, and Nick Secchia from The Henry Ford as a resource person, but that was not further developed at this point.

Susan will follow up with GLE expo and with the potential out-of-state speakers regarding our decisions. We can work through details at our next couple of meetings.

Designing Healthy Livable Communities Conference, May 30, 2008, Lansing, MI

Dru summarized the planned agenda which also appears in notes from the committee’s April 30 meeting. Twenty-two people are registered for the workshop session that MIFMA has planned and will conduct.

Presenters will include Dru Montri, Hollie Hamel, LJ Kehn, and Susan Smalley. Diane Golzynski will provide a computer. Susan Smalley will bring display unit to hold the MIFMA exhibit.

Rapid Market Assessment Workshop, June 26, 2008, Flint, MI

Dru indicated that program flyers will be sent today.

Ideas/Updates/Additional Topics

One suggested agenda item was to look at our year-long portfolio of professional development activities.

**The next MIFMA Professional Development Committee meeting (via conference call)
was scheduled for Monday, June 30, 2-3 PM.**

Susan Smalley
Note-taker