

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 – September 29, 2016
Authorized Representative Name:	Dru Montri
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Recipient Organization Name:	Michigan Farmers Market Association
Project Title as Stated on Grant Agreement:	Statewide Farmers Market Training, Education and Networking to Expand and Promote Direct Producer-to-consumer Opportunities
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-MI-0082
Year Grant was Awarded:	2014
Project City/State:	East Lansing, MI
Total Awarded Budget:	\$99,600

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal 1: To develop a farmers [Market Manager Mentorship Program](#) that offers training and technical assistance to beginning market managers in order to assist and support them in the development, improvement, and expansion of farmers markets.

Objective 1: Develop clear expectations for farmers market manager mentors and mentees to be shared during the 2015 Michigan Farmers Market Conference.

 - a. Progress Made: Released program description, participant expectations and applications on December 11, 2014, at the Great Lakes Fruit, Vegetables and Farmers Market Expo.

Objective 2: Engage 10 certified farmers market managers to mentor 10 new or beginning market managers during the course of the 2015 farmers markets season.

 - b. Progress Made: Identified 10 certified market managers to act as mentors and enrolled 16 new and beginning market managers as mentees in the 2015 season.

Objective 3: Engage 15 certified farmers market managers to mentor 15 new or beginning market managers during the course of the 2016 farmers market season.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA’s TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

- c. Progress Made: In 2016, we engaged 10 certified market managers as mentors and 17 new and beginning market managers as mentees.
 - d. Impact on Community: The Market Manager Mentorship Programs offers new and beginning market managers the opportunity to be paired with a mentor and participate in monthly conference calls. This program expands the management capacity of market managers which in turn strengthens markets and creates a thriving marketplace for food and farm products within communities.
- ii. Goal 2: To improve and expand the Michigan Farmers Market Association's [Market Manager Certificate Program \(MMCP\)](#) by developing and implementing a [Continuing Education Program](#) for previously certified market managers seeking advanced training and by including out-of-state satellite campuses.

Objective 1: To have 10 market managers 65% (completion of 13 Professional Development Hours - PDHs) of the way through recertification and to have 15 market managers 35% (7 PDHs) of the way through recertification by the end of September 2016. (Revised objective)

- a. Progress Made: Since the program launched, we have offered 46 sessions which have provided the opportunity for market managers to earn a total of 45 PDHs. Market managers track their own progress towards recertification and we verify participation through sign-in sheets. As of September 29, 2016, we have a total of 73 market managers working towards recertification. Three have completed 65% of the 45 PDHs required for recertification and 19 have completed 35% of the required PDHs.
- b. Impact on Community: In 2015 and 2016, MIFMA provided numerous educational opportunities for market managers, equipping them with the skills and knowledge necessary to successfully manage the farmers markets in their local communities.

Objective 2: Enroll market managers from out-of-state in the program by offering at least one satellite campus in the Midwest in 2015 and at least two satellite campuses in other states in 2016.

- a. Progress Made: MIFMA hosted one satellite location in 2015 in Waukesha, WI, and one in 2016 in Springfield, IL. In 2017, the Illinois Farmers Market Association and the Indiana Farmers Market Association will be joining the program by providing satellite locations for market managers in their state. MIFMA intends to expand satellite campus offerings in the Midwest without continued FMPP grant funding.
- b. Impact on Community: MIFMA's MMCP is growing and partnerships are being created between other states and their farmers market associations. These partnerships will continue to create opportunities to host the MMCP in multiple states, which allows for greater community impact on a regional and national scale. Between 2015 and 2016, 23 market managers were certified from Wisconsin, Illinois and Pennsylvania, impacting farmers markets in more than 20 communities outside of Michigan.

Objective 3: Conduct a farmers market manager roles and compensation study to evaluate the effectiveness of the Michigan Farmers Market Association's MMCP on improving farmers market managers' and their markets' success rates to be presented in March 2016 and published by September 2016.

- a. Progress Made: A survey instrument was developed and distributed via email to 220 farmers markets in Michigan. Data was collected and analyzed by September 2016. A full report of the results is being reviewed and designed for publication. The report will be posted to www.mifma.org and promoted broadly. Results will be shared during the 2017 Michigan Farmers Market Conference.

- b. Impact on Community: The results of this survey will allow MIFMA to evaluate the MMCP and document progress towards professionalizing the role of farmers market managers. We are especially interested in having market managers recognized with adequate and fair compensation for their work and skill set.

Goal 3: To build the capacity of the Michigan Farmers Market Association (MIFMA) by investing in long-term strategic planning and professional development for staff and the association's volunteer leadership team.

Objective 1: Solicit input regarding the future of the organization from at least 25% of MIFMA's membership including representation from market management, farmer vendors, and organizational friends by March 2015.

- c. Progress Made: We engage with our members in a variety of ways, which include board meetings (11 members), committee meetings (15 members), and our annual Michigan Farmers Market Conference which includes our annual meeting (154 attendees in 2015). Prior to strategic planning in April 2015, we engaged with more than 50% of our membership.
- d. Impact on Community: As a member-based association, it is vital that we solicit feedback from our members in planning the work of our organization to create member buy-in and lead to greater member engagement in that work.

Objective 2: Organize and hold a 2-day strategic planning retreat and organizational development training for MIFMA's volunteer leadership team (staff, Board of Directors, committee members) with at least 50% attendance in April 2015.

- a. Progress Made: MIFMA held a strategic planning retreat on Tuesday and Wednesday, April 21-22, 2015 and invited MIFMA staff, board of directors and committee members to attend. Twenty-two staff, board and committee members attended the two-day retreat where task forces were created and committees were formed to compliment the goals MIFMA set for the next 3 years. This attendance represented 73% of the MIFMA Board of Directors and 100% staff participation.
- b. Impact on Community: Collectively setting and communicating goals mobilizes volunteer leaders to work collaboratively and leverages the skills and assets of all team members towards accomplishing those goals.

Objective 3: Release MIFMA's 2015 – 2020 strategic plan by July 2015 and report performance based on outlined strategies annually.

- a. Progress Made: During strategic planning, MIFMA identified 7 areas for strategic expansion and 2 areas for short-term focus. Areas for expansion include: increasing revenue from earned income, analyzing current offerings for increased revenue opportunities, increasing membership, expanding services to farmers, enhancing communication strategies, expanding the MMCP program, and succession planning for staff and the board. The two areas for short-term focus were fund development and succession planning. As a result of strategic planning, MIFMA formed a fund development committee, has received strategic coaching related to fund development, and has completed and began executing a succession plan for a planned or unplanned absence of a staff member. The plan highlights areas for cross training, clarifies organizational structure and outlines steps that would be implemented if an absence occurs.
- b. Impact on Community: A stronger association will support stronger markets. The area of fund development will allow MIFMA to initiate and sustain new programming not tied to grant cycles. Succession planning will protect the sustainability of MIFMA operations and programming.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: .75FTE
 - ii. Number of jobs retained: .5FTE
 - iii. Number of indirect jobs created: N/A
 - iv. Number of markets expanded: 116 total; 23 out-of-state farmers markets experienced growth through the MMCP, 46 Michigan markets from the Market Manager Mentorship Program, and 47 who are actively working to earn Professional Development Hours through the Continuing Education Program who are not also involved in the Mentorship Program.
 - v. Number of new markets established: N/A
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%. N/A
 - vii. Number of farmers/producers that have benefited from the project: On average, farmers markets participating in the out-of-state MMCP satellites, the Mentorship Program and the Continuing Education Program have 15 vendors each (15 vendors x 116 markets). We estimate that 1,740 farmers/vendors have benefited from this project.
 - a. Percent Increase: N/A

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? This project was focused on building the capacity of our association and farmers markets. Several sessions in our Continuing Education Program were geared toward consumer outreach, marketing and expanding the customer bases of markets to new populations, including the following sessions: Marketing and Media Workshop, Crisis Management and Public Relations, Hoophouses for Health, Best Practices for Implementing a Prescription for Health Program at Your Farmers Market, Racial Equality in the Food System, Branding Your Business, Social Media for Your Business, Creating a Marketing Plan, and the Ins and Outs of Web Development.

4. Discuss your community partnerships.
 - i. Who are your community partners? MIFMA's partners for this project included: Michigan State University Extension, Michigan Department of Agriculture and Rural Development, Michigan Department of Health and Human Services, Wisconsin Farmers Market Association, Illinois Farmers Market Association, Michigan Food and Farming Systems, Michigan Emergency Management Association, Fair Food Network, Michigan Office of Services to the Aging, Washington State Farmers Market Association, Bath Township and Bath Farmers Market, Allen Neighborhood Center, and Washington State University Center for Sustaining Agriculture and Natural Resources Small Farms Program.
 - ii. How have they contributed to the overall results of the FMPP project? The partners MIFMA collaborated with contributed by sharing their expertise and knowledge in different fundamentals of farmers market management.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? MIFMA plans to continue to collaborate with these partners. Partners will be asked to continue to support the MMCP program by hosting program locations and speakers. Partners will be asked to continue supporting the Market Manager Mentorship Program by helping to recruit participants and participate in monthly phone calls. Partners will also continue to play an important role

in guiding and strengthening the work of our association in a variety of ways.

5. Are you using contractors to conduct the work? Yes.
If so, how did their work contribute to the results of the FMPP project? MIFMA contracted with Emily Beutel as the Design and Branding Specialist; Susan Smalley, Digging In! LLC as the Evaluator; and Dan Hartley, Dan Hartley Video, LLC as Videographer. Emily Beutel did the graphic design work for promotional materials that pertained to the MMCP and Mentorship Program. Susan Smalley provided survey templates and evaluation follow up for all FMPP funded programs. She also created the survey and organized the data from the market manager compensation study. Dan Hartley produced three videos, one that promotes the Market Manager Certificate Program and has received 40 views on Youtube as of 9/29/16, another that promotes the Continuing Education Program and received 33 views on YouTube as of 9/29/16 and lastly, one that promotes the Market Manager Mentorship Program and has 41 views YouTube as of 9/29/16.

6. Have you publicized any results yet? Yes.
- i. If yes, how did you publicize the results? Both the MMCP and the Mentorship Program have pages on the MIFMA website dedicated to sharing program information and results. Program results are also published through press releases posted to the MIFMA website, through emails to our ListServ, and by distributing copies of [MIFMA's 2015 Annual Report](#) which contained information about both the 2015 MMCP and Mentorship Program.
 - ii. To whom did you publicize the results? These results were accessible to the public, and were provided to MIFMA partners, market managers and active MIFMA members.
 - iii. How many stakeholders (i.e. people, entities) did you reach? Through MIFMA's website, program information and press releases related to the MMCP and Mentorship programs reached 7,905 individuals from September 30, 2014 – September 29, 2016. Emails sent out through the Michigan Farmers Market Listserv reached 1,149 readers and MIFMA's 2015 Annual Report was distributed to 100 individuals at the annual meeting held in conjunction with the Michigan Farmers Market Conference in March 2015.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

Items attached include: 2015 and 2016 MMCP program brochures, a promotional postcard for the Market Manager Mentorship Program from 2015 and 2016, announcements and applications for the Mentorship Program from 2015 and 2016, press releases related to the MMCP and the Mentorship program, and MIFMA's 2015 annual report and report summary.

7. Have you collected any feedback from your community and additional stakeholders about your work? Yes.
- i. If so, how did you collect the information? MIFMA evaluated the MMCP and Mentorship Program by surveying participants.
 - ii. What feedback was relayed (specific comments)? MMCP: End of session evaluation surveys were collected on 1/30/15, 1/31/15, 2/28/15 (41 surveys), 1/23/16 and 2/6/16 (42 surveys). Surveys from the program participants showed that 95% of 2015 participants and 98% of 2016 participants agreed or strongly agreed, "that by participating they will become a more effective market manager," and 95% in 2015 and 100% in 2016 agreed or strongly agreed, "they left with concrete ideas to improve their

market.” Market managers were asked in a survey what some of the most important things they learned and things they plan to implement were after the program, the following comments were gathered: “The marketing ideas were awesome! The feedback on my market rules/mission was so helpful!” and “The most important things I learned were how to build relationships with team members before the first market day so I know their best talents, how to use those talents & how to resolve conflict before it happens.”

Market Manager Mentorship Program: Exit interviews were conducted with our 2015 and 2016 Mentorship Program cohort and the following quotes were obtained.

Vicki, a mentee: “The information you receive is invaluable! There is no reason to reinvent the wheel when others have already worked on and solved the problems you are facing. Listen to what they tell you and take their advice.”

Christine, a mentor: “The mentorship program is a great opportunity as a learning resource, to bounce ideas and get information. It’s a great networking tool.”

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award? We charge a registration fee of \$300 per person for the Market Manager Certificate Program. In 2015, we had 10 registrants from Wisconsin that generated \$3,000 in program income. In 2016, we had 11 registrants in Illinois that generated \$3,300 in program income. These registration fees covered participant meals (morning refreshments and lunch), program materials (name badges, binders and copies of presentations), and supplies such as pins and certificates not covered through this funding source.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

MIFMA learned that finding good quality, long distance communication conferencing software is key for program success with satellite campuses. Laying out the preferred and required expectations of software ahead of time ensures program quality during in-person sessions where we stream from the hosting site. MIFMA has also implemented a train-the-trainer date where all satellite locations tune in and test out/become comfortable with the software they will be using for the in-person sessions, this is now a required aspect of the program for all satellite locations as it ensures program success and smooth communications. For the 2017 Market Manager Certificate Program, MIFMA is considering allowing a certified market manager to facilitate the satellite location sessions instead of MIFMA staff person to help reduce program costs and make the program more feasible for partners to facilitate.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

When writing the proposal for this project we had a goal of recertifying 15 market managers through the MMCP Continuing Education Program in 2015. After designating

the requirements for recertification, the scope of the Continuing Education program and the number of opportunities to earn credits in 2015 and 2016, we decided it would be best to allow market managers 3 years to complete the recertification process. Because of this, we needed to revise our goal. There are currently 73 individuals working toward re-certification. MIFMA adjusted the goal to have 10 market managers 65% (13 PDHs) of the way through recertification and to have 15 market managers' 35% (7 PDHs) of the way through recertification by the end of September 2016. The lesson we learned is that if we create goals for a program before it is designed and executed, we need to be flexible enough to review and revise our goals for a program based on program design and implementation.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: Part of this project was to design an operations manual for the Market Manager Mentorship Program so that we could share with partnering organizations, especially other statewide farmers market associations, the program format and our lessons learned from implementation. By publishing this operations manual, we hope that others are able to learn from our experience and implement similar programs to support farmers market managers across the country. The text for the document has been prepared and it will be published to our website at www.mifma.org.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

MIFMA will continue to support Michigan farmers markets through education opportunities and programming because we know that market managers can take what they learn and impact their own communities in positive ways. The programs MIFMA provides create direct benefits for communities by giving their markets the opportunity to grow and develop. These programs will continue to be part of MIFMA's professional development opportunities which work to support markets and professionalize the role of farmers market managers. We will continue to support these programs through registration fees, partnerships and/or sponsorships. One way we plan to expand sponsorships is by working to promote these programs throughout the state in communities that have a local farmers market. We will encourage organizations in those communities to sponsor or provide funding support to ensure that their local market management team has access to and can attend these educational opportunities.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

In order to continue our MMCP and our Market Manager Mentorship Program, we plan to provide outreach materials and information to market managers that they can use to solicit sponsorship and/or scholarship funding that will allow organizations in their community to support their participation in our educational opportunities. As the

farmers market community in Michigan continues to grow and thrive, the need remains high for programs like the MMCP and the Market Manager Mentorship Program.

To grow and expand these programs, we have identified the need to add an event planner to our MIFMA team. An event planner could focus on growing and implementing all of our educational programs and could coordinate across programs to ensure our educational goals are met and we are efficiently and effectively maximizing resources.

We also have a desire to continue to expand the geographic reach of the MMCP. Expanding the MMCP to other states will require us to (1) continue to form partnerships with other statewide farmers market associations and (2) continue to invest in researching and testing distance learning technology.

In order to continue to track progress towards our goal of professionalizing the role of market managers, we need to continue to regularly track market manager compensation levels throughout Michigan. Through the market manager compensation study funded in this project, we now have a baseline against which to track progress. Our goal is to repeat the study every 3 years to track progress.

Market Manager Mentorship Program

Apply to be a mentee today!



The Michigan Farmers Market Association (MIFMA) knows that the sharing of knowledge and experiences between market managers is powerful. Market managers repeatedly cite that the most beneficial advice they receive comes from a peer who has personal experience and lessons learned to share. The purpose of this mentoring program is to pair market managers with a peer mentor who is knowledgeable and experienced in the area(s) in which they want to develop further capacity. Mentees can choose to receive support in general market management (for new and beginning market managers) and/or in increasing food access (specifically starting to accept SNAP benefits).

Program Capacity: 10 new and beginning market managers and 20 market managers focused on food access will be paired with mentors.

Application Deadline: To benefit from the full program, submit your application by March 2, 2015

Program Start Date: March 10, 2015

Program End Date: November 30, 2015

Qualifications:

Individuals should be either (1) a new and beginning market manager who has fewer than 3 years of experience managing a farmers market in Michigan and/or (2) be actively engaged in the process of helping a Michigan farmers market begin to accept SNAP during the 2015 market season (the individual may be the market manager or another staff person and/or volunteer who is actively involved in the process). All individuals must be current MIFMA members to apply and the preference is that they also enroll in the 2015 MIFMA Market Manager Certificate Program.

Expectations of Mentee:

- Attend a Market Manager Peer Mentor Program Meet and Greet luncheon on Wednesday, March 11, 2015 at 12:30 p.m. during the Michigan Farmers Market Conference in East Lansing, Michigan
- Actively reach out to mentor when questions and/or issues related to your focal area
- Participate in monthly conference calls (April through November) with MIFMA and other mentors and mentees to address common questions and issues that may arise. Conference calls will take place the first Monday of each month and will be geared towards new and beginning market managers from 10:00-10:45 a.m. EST and geared towards food access from 11:00-11:45 a.m. EST.
- Complete an evaluation by December 1, 2015 describing your experience with the mentoring relationship and the overall mentoring program

What a Mentee can Expect:

- To be paired with a market manager mentor who is knowledgeable and experienced in the area(s) in which you want to develop further capacity including either (1) general market management and/or (2) starting and sustaining a food assistance program at their farmers market(s).
- To be able to access your mentor by phone and by email in order to ask basic questions, discuss concerns and ideas and to learn from your mentor's experiences
- To have your mentor visit your farmers market at least once to observe your market. Additional travel beyond one trip is optional and the mentor will not be reimbursed by MIFMA for the expense
- To be directed by your mentor to helpful resources and references for further information, especially if the mentor is unable to answer a question or address a concern

This program is supported by the Michigan Department of Community Health and a Farmers Market Promotion Program Grant.

Market Manager Mentorship Program

Apply to be a mentor today!



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Number of Positions Available: 20 Market Manager Peer Mentors: 10 focused on Market Management and 10 focused on Food Access

Application Deadline: March 2, 2015

Position Start Date: March 10, 2015

Position End Date: November 30, 2015

Compensation: \$300 stipend

Qualifications:

- Recognition from the MIFMA Market Manager Certificate Program that you are a professionally trained market manager.
- Pas (within one year) or current position managing a Michigan farmers market.
- Current MIFMA member.
- Willingness to share experiences and communicate with others.

Expectations of Mentor:

- Attend a Market Manager Mentorship Program Meet and Greet on Wednesday, March 11, 2015 at 12:30 p.m. during the Michigan Farmers Market Conference in East Lansing, Michigan.
- Visit the mentee's farmers market at least once to observe the market. Additional travel beyond one trip is optional and the mentor will not be compensated for it by MIFMA.
- Be accessible by phone and by email to answer basic questions, listen to concerns and ideas and share your experiences.
- Be willing to share your personal experiences relevant to the focus area(s).
- Direct mentee(s) to helpful resources and references for further information, especially if you, the mentor, is unable to answer a question or address a concern.
- Participate in monthly conference calls (April through November) with MIFMA and other mentors and mentees to address common questions and issues that may arise.
- Complete a one-on-one phone interview by December 1, 2014, describing your experience with the mentoring relationship and the overall mentorship program.

What a Mentor can Expect:

- To be paired with 1-2 market manager mentees.
- To receive a stipend on March 11, 2015: the mentor can decide whether to accept the stipend as personal compensation or on behalf of his/her farmers market.

This program is supported in part by the Michigan Department of Community Health and a grant from the Farmers Market Promotion Program.

Market Manager Mentorship Program

Name: _____

**Farmers Market
Affiliated With:** _____

**Average Number of
Vendors at Market:** _____ **Would you describe the area where your
market is located as urban, suburban or
rural?** _____

Mailing Address: _____

Phone Number: _____

**Alternative Phone
Number:** _____

Email Address: _____

Market Website: _____

**Please indicate the area in which you would like to mentor market managers and help them develop capacity.
Please check all that apply and complete the corresponding questions for each area you choose.**

- Market Management (mentees will be new and beginning market managers with fewer than 3 years of experience)
- Food Access (mentees will be starting to accept SNAP benefits at their market)

1. Explain why you would like to be a Market Manager Peer Mentor.
2. Do you prefer to be contacted by email or by phone? If you prefer to be contacted by phone, what is the best time to reach you?
3. Please provide the name and address of the individual or entity to whom the stipend check should be made payable to.

Submit this application by March 3, 2015 to Samantha Collins at samantha@mifma.org or by fax to (517) 353-7961.

Market Manager Mentor Questions

1. Please describe your market's governance structure. How are decisions made about the farmers market?

2. From which sources does your farmers market derive funding? Please check all that apply.
 - Local government such as cities, counties or municipalities
 - Non-profit organization
 - Economic Development groups such as DDAs, Chambers of Commerce, etc.
 - Vendor fees
 - Donations
 - Fundraising
 - Grants
 - Other

Please describe:

3. Please estimate your operating budget for 2015.

4. What is the most important thing you think a new market manager should know?

Food Access Mentor Questions

1. Describe your experience with accepting SNAP Bridge Cards at farmers markets including the number of years of experience you have. You may also want to describe your experience with other payment options including: credit/debit, WIC Project FRESH, Market FRESH for seniors and/or Double Up Food Bucks or other programs.

2. What is the most important thing you think a market manager should know about starting a food assistance program at their farmers market?

Submit this application by March 3, 2015 to Samantha Collins at samantha@mifma.org or by fax to (517) 353-7961.



The most beneficial advice market managers can receive comes from a peer who has personal **experiences to share**. The purpose of the Market Manager Peer Mentorship Program is to pair a market manager with an experienced mentor. Mentors help mentees **overcome obstacles** and solve challenges, which can allow farmers markets to more quickly and efficiently **increase access** to healthy food in underserved communities.

**Apply today to be paired with a 2015
Market Manager Mentor!**

Application deadline Monday, March 2, 2015



Advancing farmers markets to create a thriving marketplace for local food and farm products.

www.mifma.org

NETWORK LEARN SHARE

The Michigan Farmers Market Association (MIFMA) invites you to apply today to join the 2015 Market Manager Mentorship Program.

Program Benefits

1. Be paired with an experienced mentor whom you can actively reach out to with questions in regard to food assistance programs and general market management.
2. Access to your mentor via email or phone to ask basic questions, discuss concerns and ideas.
3. Access informative monthly conference calls from April - November to address common questions and issues that arise during market season.
4. Have the mentor visit your farmers market at least once to observe and provide feedback or ideas.
5. **Attend a private meet and greet luncheon to be held at the Michigan Farmers Market Conference in East Lansing, MI on Wednesday, March 11, 2015.**

As a mentee, it was nice to have someone to talk who has first-hand experience managing a market. The conference calls were also a great place to ask questions and learn we are all experiencing similar challenges.

As a mentor, I gained experience and knowledge of how other markets operate. I made strong relationships with market managers in my area that I hope to grow in the future.



Apply Online at www.mifma.org by March 1, 2015 for full benefits.
Must be a MIFMA member to participate - join today!



2015

By the Numbers

MIFMA represents more than 400 members, including more than 200 farmers and small food and ag-based businesses who sell at farmers markets. Our membership also consists of more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers, small food and ag-based businesses in Michigan.



Professional Development

154 attendees at the Michigan Farmers Market Conference

42 Market Manager Certificate Program participants - the largest cohort yet

33

Market Manager Mentorship Program participants to strengthen beginning market managers and new SNAP markets

145 market managers have been certified since the program's inception in 2011



Farmers Markets at the Capitol

10 years of Farmers Markets at the Capitol

\$255,600

total sales reported by vendors

579 Michiganders employed by market vendors

22,600

estimated total shoppers

15 cooking demo recipes with food safety tips developed in partnership with MSU



Food Access Work

51% of Michigan farmers markets accepted SNAP (155 of 300 markets)

\$2,770

total SNAP and Double Up sales at the Farmers Markets at the Capitol

\$78,409.71

in Hoophouses for Health vouchers redeemed by vulnerable families at farmers markets and through farm to school sales

\$1,350

in Prescription for Health tokens distributed to 30 individuals in Adrian Pilot program

2015 MIFMA Highlights

We're Growing!

- On June 17, 2015, MIFMA received confirmation of our IRS 501(c)3 federal designation.
- MIFMA welcomed Tyler Vuillemot, Hoophouses for Health Program Manager, and Sydney Debien, Food Access Coordinator, to our team, which now consists of 4 full-time staff, 2 part-time staff, 1 student intern (unpaid), and 3 regular contractors.
- MIFMA hosted a Strategic Planning session with staff, board and committee members to plan for its next 3-5 years.

New Programs

- A Continuing Education program was added to the Market Manager Certificate Program to recertify market managers who continue to pursue professional development.
- MIFMA and partners initiated a Prescription for Health program at the Adrian Farmers Market.
- Several trainings were held with partners to educate vendors on the new Wild Foraged Mushroom Certification.
- MIFMA received funding to identify and recognize the economic contribution farmers markets make to Michigan's rural communities (work to be completed in 2016).

A Policy Voice

- MIFMA Executive Director, Dru Montri, was elected to the national Farmers Market Coalition Board.
- MIFMA joined the National Sustainable Agriculture Coalition (NSAC), which advocates for federal policy reform for the sustainability of food systems, natural resources, and rural communities.
- MIFMA traveled to Washington DC to represent farmers markets in meetings with technology experts, USDA Food and Nutrition Service staff and Secretary of Agriculture Tom Vilsack's staff members to explore ways to overcome barriers to increasing SNAP benefits spent at farmers markets and other direct-marketing outlets.

MIFMA thanks its 2015 Funders and Sponsors:

Funders

- Fair Food Network
- USDA Farmers Market Promotion Program (FMPP)
- Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Training and Education Grant
- Michigan Department of Health and Human Services
- Michigan State University (MSU) Center for Regional Food Systems via the W. K. Kellogg Foundation

Sponsors

- Advanced Insurance Markets Ltd.
- Birds & Beans, LLC
- Blue Care Network
- Capitol Area Recycling
- CATA Clean Commute
- Greenstone Farm Credit Services
- Fair Food Network
- Just B Yoga
- Lambert, Edwards and Associates
- Lansing City Pulse
- Lansing Parks and Recreation
- Lansing State Journal
- McLaren Greater Lansing
- Michigan Agriculture Council
- Michigan Community Action
- Michigan Department of Agriculture and Rural Development
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Economic Development Corporation
- Michigan Farm Bureau
- Michigan Fitness Foundation
- Michigan Municipal League
- Mouse Trap Mobile
- Michigan State Horticultural Society
- MSU Center for Regional Food Systems
- MSU Department of Community Sustainability (W.K. Kellogg Chair in Agriculture, Food and Community Ethics – Paul B. Thompson)
- MSU Extension
- MSU Federal Credit Union
- Sparrow Health Systems
- USDA Rural Development

Visit www.mifma.org to see the full MIFMA 2015 Annual Report



#farmersmarketsmi



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2015

Michigan Farmers Market Association
Annual Report

*Advancing farmers markets to create a thriving marketplace
for local food and farm products.*

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Message from the Executive Director

Since I was hired in 2006, I have had the great privilege of working with a diverse, dedicated and compassionate group of farmers, market managers and partners. This year was no exception. We are a growing organization in nearly every way. Let me recap just a few of our major accomplishments.

On June 17, 2015, the Michigan Farmers Market Association (MIFMA) received confirmation of our IRS 501(c)(3) federal designation. Since our inception, we have been operating under the umbrella of Michigan Food and Farming Systems (MIFFS). MIFFS has a history of incubating new ideas and organizations, and MIFMA is forever grateful for the support during our formative years. On July 1, we formally separated from MIFFS but continue to work side-by-side and to partner to strengthen each of our organizations' missions.



Our Board of Directors and committee chairs also spent time focused on strategic planning. With support from a USDA Farmers Market Promotion Program grant, we revisited and updated our 2010 strategic plan. We are proud of MIFMA's growth over the last five years. Our greatest impacts have been in the areas of education and networking, leadership and professionalism, policy advocacy, and increasing food access.

Our leadership team also identified some of the greatest opportunities for MIFMA: increasing our membership, continuing to focus on strengthening innovative programs like Hoophouses for Health, studying the economic impact of Michigan farmers markets (USDA Rural Development grant funding was secured at the end of 2015 to support this work in 2016), building upon our successful Farmers Markets at the Capitol events to bolster our advocacy efforts, and growing our efforts to increase access to fresh, healthy foods through farmers markets. To do this, we also need to build our organizational capacity. In 2015, we welcomed to our team Tyler Vuillemot, our new Hoophouses for Health Program Manager, and Sydney Debien, our new Food Access Coordinator. We also developed a succession plan and continue to work on cross-training across positions.

Throughout this annual report, you will see the impacts our programming has on farmers, farmers markets and families across the state. There is a lengthy list of passionate people who contribute to these efforts in so many different ways. I want to acknowledge and thank all of the individuals and organizations directly mentioned in this report – our funders, sponsors, donors, partners, board, committee members and staff – as well as the countless others who support us all, including our growing membership, volunteers and shoppers. Our mission is to advance farmers markets to create a thriving marketplace for local food and farm products.

Thank you for your support and collaboration!

Dr. *DeMontri*





2015

The Michigan Farmers Market Association (MIFMA) represents more than 400 members, including more than 200 farmers and food and ag-based businesses who sell at farmers markets. Our membership also consists of more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers and food and ag-based businesses in Michigan.



Professional Development

154 attendees at the Michigan Farmers Market Conference

42 Market Manager Certificate Program participants - the largest cohort yet

145 market managers have been certified since the program's inception in 2011

33

Market Manager Mentorship Program participants to strengthen beginning markets and markets new to SNAP



Farmers Markets at the Capitol

10 years of Farmers Markets at the Capitol

\$255,600
total sales reported by vendors in 2015

579 Michiganders employed by market vendors

22,600
estimated total shoppers

15 cooking demo recipes with food safety tips developed in partnership with MSU



Food Access Work

51% of Michigan farmers markets accepted SNAP (155 of 300 markets)

\$2,770
total SNAP and Double Up sales at the Farmers Markets at the Capitol

\$78,400
in Good Food distributed to vulnerable families through Hoophouses for Health at farmers markets and through farm to school sales

\$1,350
in Prescription for Health tokens distributed to 30 individuals in Adrian pilot program

By the Numbers

We're Growing!

- On June 17, 2015, MIFMA received confirmation of our IRS 501(c)(3) federal designation.
- MIFMA welcomed Tyler Vuillemot, Hoophouses for Health Program Manager, and Sydney Debien, Food Access Coordinator, to our team, which now consists of 4 full-time staff, 2 part-time staff, 2 student assistants and 3 regular contractors.
- MIFMA hosted a strategic planning session with staff, board and committee members to plan for its next 3-5 years.

New Programs

- A Continuing Education program was added to the Market Manager Certificate Program to recertify market managers who continue to pursue professional development.
- MIFMA and partners initiated a Prescription for Health program at the Adrian Farmers Market.
- Several trainings were held with partners to educate vendors on the new Wild Foraged Mushroom Certification.
- MIFMA received funding to identify and recognize the economic contribution farmers markets make to Michigan's rural communities (work to be completed in 2016).

Advocacy Efforts

- MIFMA Executive Director, Dru Montri, was elected to the national Farmers Market Coalition Board.
- MIFMA joined the National Sustainable Agriculture Coalition (NSAC), which advocates for federal policy reform for the sustainability of food systems, natural resources, and rural communities.
- MIFMA Program Director, Amanda Shreve, traveled to Washington DC to represent farmers markets in meetings with technology experts, USDA Food and Nutrition Service staff and Secretary of Agriculture Tom Vilsack's staff members to explore ways to overcome barriers to increasing SNAP benefits spent at farmers markets.

MIFMA Thanks its 2015 Funders, Sponsors and all of our Members:

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- Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Training and Education Grant
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- MSU Federal Credit Union
- Mouse Trap Mobile
- Sparrow Health Systems
- USDA Rural Development



2015 Market Manager Certificate Program

The Michigan Farmers Market Association (MIFMA) saw continued growth in the Market Manager Certificate Program as it increased from two satellite locations in 2014 to three in 2015, with one of the three being held in Waukesha, Wisconsin. The program remains a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management.

Program Successes

- **42** market managers were awarded certificates on February 28, 2015, making it the largest cohort to date to complete the program and become certified.
- **32** market managers from Michigan and **10** from Wisconsin were certified. These market managers join the **103** market managers that were certified between 2011 and 2014.
- A total of **145** market managers have been certified since the program's inception in 2011.

Scholarship Support

MIFMA acquired two generous full program scholarships from the Michigan Economic Development Corporation and Michigan State University Center for Regional Food Systems, valued at \$300 each. Two individuals were awarded the scholarships after filling out an online application that provided proof of financial need and anticipated program impact on their farmers market.

I believe the scholarship I received for the Farmers Market Manager Certification program was extremely beneficial to me and the Marshall Area Farmers Market. The scholarship was crucial to our success this year as we transitioned to a city entity and to a new location. I have a background in agriculture and natural resources but I had never been involved in managing a farmers market before. MIFMA has experienced speakers and market managers to focus on market management issues.
– Catherine "Kitty" Knoll

Michigan graduating class



Wisconsin graduating class



Program Highlights

The primary location was held in Oakland, MI, which served as the “classroom” from which speakers presented. The presentations were then streamed to the two satellite locations.

MIFMA partnered with the Wisconsin Farmers Market Association to host the first out-of-state satellite location, which was held in Waukesha, WI. A second satellite location was held in Traverse City, MI and facilitated with support from Michigan State University Extension (MSUE).

MSUE also provided webinar support for all seven webinars. A chat box feature allowed participants to interact with one another and ask the speakers questions about the specific topic being presented.

Participant and Market Snapshot

8 program participants identified as Hispanic, Latino, African American, Alaskan Native or American Indian and Asian.

35 participants identified as female while **7** identified as male.

11 participants were first year market managers.

7 participants have been managing a farmers market for more than five years.

24 of the markets represented in the program operate in an urban setting, with **8** in a suburban setting and **3** in a rural setting.

Program Contributors



MSU CENTER for REGIONAL FOOD SYSTEMS



MICHIGAN STATE UNIVERSITY | Extension

In-kind Sponsor

Continuing Education

MIFMA has designed continuing education opportunities for individuals who have successfully completed the Market Manager Certificate Program and would like to further pursue leadership skills and professional development in topics essential to market management. In order to maintain a professional level of acknowledgement in the field, certified market managers are now able to earn professional development hours toward recertification.

- Individuals need to earn 20 professional development hours within three years in order to be recertified.
- To earn recertification, individuals must be a current MIFMA member and have completed the full Market Manager Certificate Program. An application form is available at www.mifma.org with submission of a \$30 processing fee. After application review, participants will receive acknowledgement of recertification.
- Professional development hours will be earned at educational events and during webinars approved by MIFMA. There is no fee to earn professional development hours beyond the registration fee for those events. Once the 20 professional development hours are earned, there will be a \$30 processing fee for confirming recertification.

Feedback from Participants:

“There is a wealth of information offered by each individual who took the time to impart his or her experience and knowledge. Not only will the information help you but also the community of people who you learn from and with broadens your support. Continue to learn!”
– Melissa Thorndill

“Even if you are an experienced market manager, this program will give you resources and tools to help you become a more confident market manager. I think the most valuable part of the program was the opportunity to meet and connect with other managers around the state. It’s great to touch base with people in comparable roles and see what they are doing the same or differently.”
– Emily McElwee

“The program is a good overview of the different tasks you will need to perform to manage a market, and can relate to all types and sizes of markets. It also helps connect with other managers to bounce ideas off of and build lasting relationships.”
– Nathaniel Kermiet



2015 Michigan Farmers Market Conference

The 2015 Michigan Farmers Market Conference was held on Tuesday, March 10 and Wednesday, March 11 at the Plant and Soil Sciences Building on the campus of Michigan State University in East Lansing, MI. The two-day conference hosted more than 150 participants who attended the conference for the latest information about operating and selling at farmers markets in Michigan.

Conference Highlights

154 participants attended the conference, which included staff, speakers, volunteers, exhibitors and registrants.

MIFMA held its annual meeting on Wednesday, March 11. Four new members joined to the Board of Directors for a total of 11 members.

15 breakout sessions were held throughout the two-day conference, 6 sessions were held on Tuesday and 9 on Wednesday.

5 breakout sessions were held for each of the 3 tracks: Market Manager Boot Camp, Advanced Market Manager and Farmer/Vendor.

\$1,000 was raised through the silent auction to support future educational events.



Keynote speaker, Richard McCarthy

Richard McCarthy, Executive Director of Slow Food USA and former founding president of the Farmers Market Coalition, kicked off the conference as the keynote with a presentation titled "Pioneers and Settlers". The presentation focused on the return of farmers markets in our communities, a source of direct marketing that was once considered an "ancient mechanism". The presentation also addressed how farmers markets will continue to grow together and be more creative as food hubs, supermarkets, and online options are becoming increasingly available for consumers.

Feedback from Participants

"As with every MIFMA event, the networking is invaluable. I always make great connections with new people, as well as seeing old friends, and there is so much that we learn from one another when we're all together."

"The most valuable part of the conference was meeting other market managers and talking to them about their experiences, getting inspiration from them, and getting that feeling of solidarity that comes from commiserating about the difficult parts of the job."

"At each conference session, I was able to take away several key things that I am able to and have already begun to implement at my market this season. The roundtable discussions were a great opportunity to network and see how many markets address similar ideas."

Conference Snapshot

154 participants



101 registrants				21 speakers			
5 staff		8 volunteers		19 exhibitors			



Breakout Sessions



Bootcamp: Starting a Farmers Market in Michigan, Integration of Social Media and Web-based Marketing, Using Your MIFMA Membership to Enhance Your Market's Success, Food Safety Regulations and Licensing, Management FUNDamentals



Advanced: Farmers Market Placemaking Accomplishments and Lessons Learned, Building a partnership with SNAP Ed Programs in Your Community, Preparing for Managing Transitions in Market Leadership, Wine Sales at Michigan Farmers Markets: Successes and Lessons Learned from the First Season of Implementation, Licensing Cooking Demonstrations and Providing Safe Food Samples at Farmers Markets



Farmer/Vendor: Tips for Growing Fresh Berries, The Farmers Market: A Brand Experience, Hoophouse Tomato Production for Early Season Sales, MIFMA Needs You!, Turning Online Fans Into Market Customers

Bushel Sponsors



Peck Sponsor



Pint Sponsors

- Advanced Insurance Markets, Ltd.
- Birds & Beans, LLC
- Michigan Agriculture Council
- Michigan Community Action
- Michigan State Horticultural Society
- Michigan State University Extension - Community Food Systems
- USDA Rural Development



2015 Farmers Markets at the Capitol



2015 marked 10 years of farmers markets on the Capitol lawn.



Market vendors accepted \$2,770 in food assistance benefits in 2015.



Chef Kurt Kwiatkowski conducted cooking demonstrations at each market.



The Michigan Farmers Market Association (MIFMA) hosted three farmers markets on the lawn of the Michigan State Capitol in Lansing. The markets were held on Thursday, July 30, August 27 and September 24 from 10:00 a.m. - 3:00 p.m. This year marked the 10th anniversary of Farmers Markets at the Capitol.

Program Highlights

Funding from a Michigan Department of Agriculture and Rural Development Food Safety Training and Education Grant supported cooking demonstrations. The featured recipes were created and demonstrated by Kurt Kwiatkowski, Chef for Michigan State University Culinary Services. Chef Kurt used products available from vendors at the market to create delicious and simple meals. Recipe cards were developed to include food safety tips and are available for download at www.mifma.org/recipe-cards.

The markets also featured physical activity demonstrations sponsored by Lansing Parks and Recreation which included Zumba, belly dancing and hoola-hoops. Just B Yoga provided complimentary yoga lessons at the final market day in September.

Market attendees enjoyed performances from CATA Acts of Culture sponsored by the Capitol Area Transportation Authority (CATA). Performers included Big Boss Blue Band, John Dale Smith Band, and Root Doctor.

Feedback from a Vendor:

"The best part about these markets is the customer appreciation! People commented how they can't wait for our return. We are proud of our affiliation with MIFMA, and appreciate the commitment and hard work that is made to organize these markets. We appreciate the workshops, information, and special business offers that are extended to us as members."

Event Snapshot

July Market

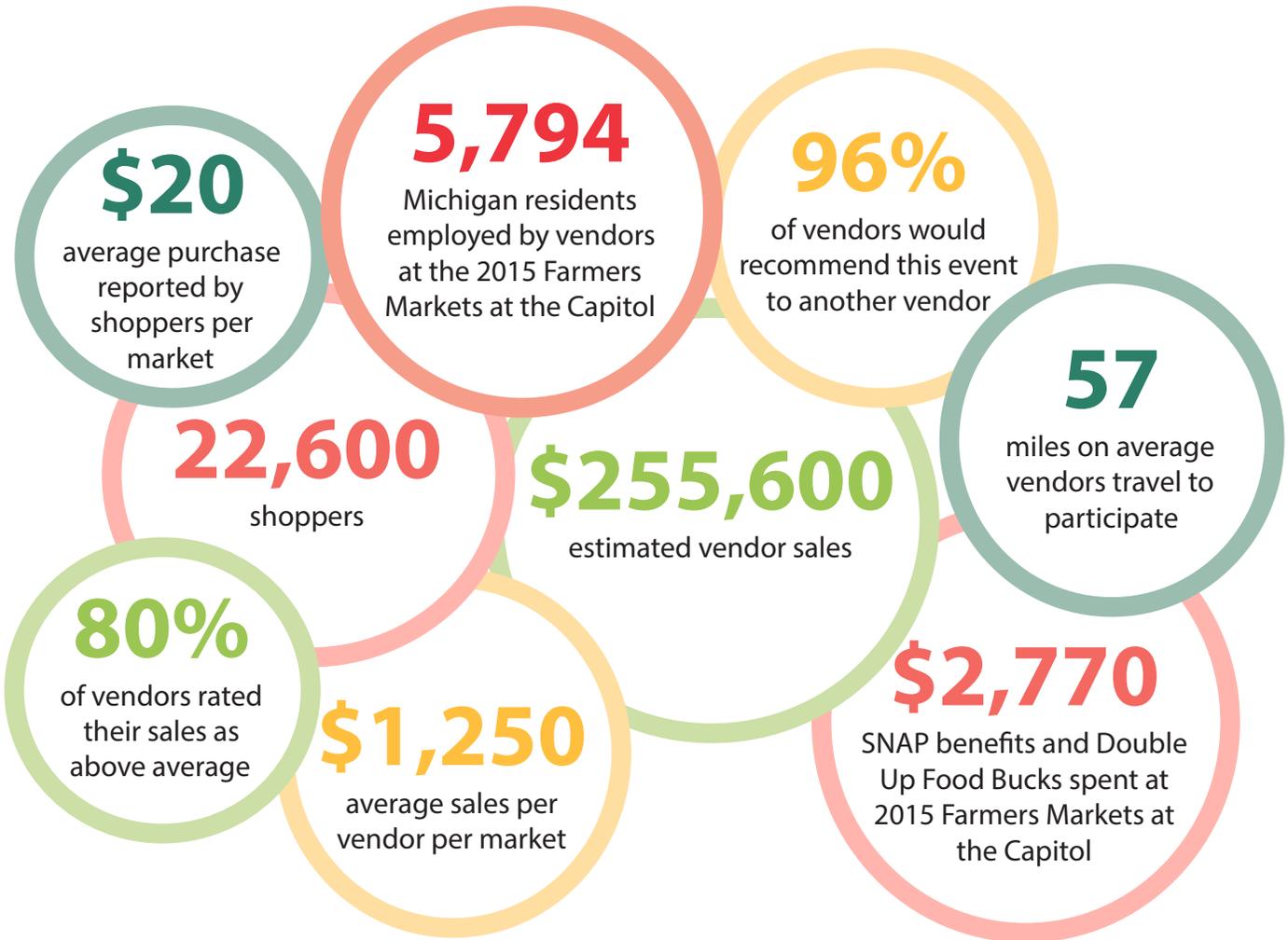
69 vendors
 14 non-profits and government representatives
 15 sponsors
 7,800 shoppers
 \$92,000 vendor sales

August Market

69 vendors
 12 non-profits and government representatives
 17 sponsors
 7,200 shoppers
 \$77,000 vendors sales

September Market

66 vendors
 13 non-profits and government representatives
 20 sponsors
 7,600 shoppers
 \$86,600 vendors sales



Bushel Sponsors



Pint Sponsors



Peck Sponsors

- Advanced Insurance Markets
- Capital Area Recycling & Trash (CART)
- Just B Yoga
- Lansing Area Parks & Recreation
- Michigan State University Center for Regional Food Systems



2015 Market Manager Mentorship Program

The Michigan Farmers Market Association (MIFMA) Market Manager Mentorship Program pairs a market manager new to managing markets or new to accepting Supplemental Nutrition Assistance Program (SNAP) at their market with an experienced mentor. Mentors help mentees overcome obstacles and solve challenges, which can allow farmers markets to more quickly and efficiently increase access to healthy food in underserved communities.

How the program works:

Pairing

Each mentee is paired with an experienced mentor who they can actively reach out to with questions in regard to food assistance programs and/or general market management.

Connections

Mentees have access to their mentor via email or phone to ask basic questions or to discuss concerns and ideas.

Resources

Mentors provide feedback to mentees sharing their own personal experiences and lessons learned and point to helpful resources and references for further information.

Engagement

Mentors and mentees engage in monthly conference calls, hosted and facilitated by MIFMA, to discuss common concerns and questions that arise throughout the season.

Feedback

Mentors visit each mentee's farmers market at least once to observe the market and provide helpful feedback.

The program has two focus areas and is supported by two funding sources:

- With funding from a USDA Farmers Market Promotion Program grant, the mentorship program supports new farmers market managers with fewer than 3 years of market management experience;
- With funding from the Michigan Department of Health and Human Services, the mentorship program supports farmers market managers in their first year of accepting SNAP benefits at their farmers markets

Program Highlights

11 market manager served as mentors.

21 mentees were paired with a mentor; **16** in their first year as a market manager and **13** accepting SNAP for the first time.

7 informative monthly conference calls were held from April – November to discuss common questions and issues that arose during market season.

1 Meet and Greet luncheon was held at the Michigan Farmers Market Conference in March to introduce mentors and mentees face-to-face; an important opportunity for building rapport between market managers in the program

Feedback from Participants

Half of the mentees believed that the program was very important to their market, while the other half thought it was nice to have as a resource.

Mentees felt that some of the most beneficial parts of the program were having the mentor available to answer questions when they arose and when they shared documentation to use as a template.

72% of mentees would highly recommend the Mentorship Program to a friend or colleague.

One mentor said she felt she helped best by walking her mentee through the day-of-market process and by providing suggestions on organizing and tracking data.



Market managers, including mentors and mentees, share experiences and lessons learned during the 2015 Michigan Farmers Market Conference.



Mentors and mentees meet at the 2015 Michigan Farmers Market Conference Mentorship Meet & Greet Luncheon.



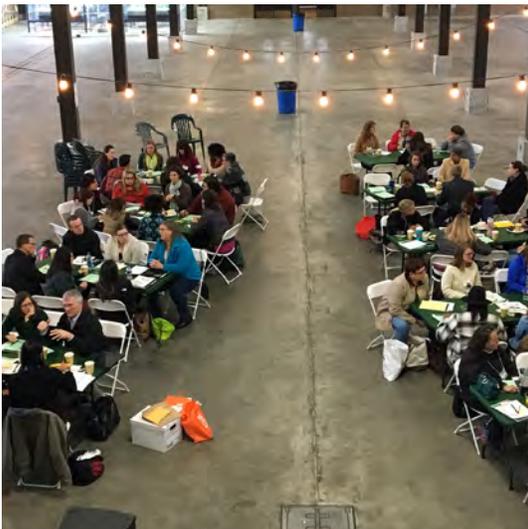
Efforts to Increase Food Access

Part of the vision of the Michigan Farmers Market Association (MIFMA) is to ensure that all Michigan residents have access to the fresh, healthy food available at farmers markets. To work toward this vision, MIFMA engages in efforts each year to increase the number of farmers markets that accept food assistance benefits and to support market that do.

In 2015, MIFMA provided the following services to support farmers markets accepting food assistance benefits:

- **Answered questions by phone or email** related to accepting food assistance benefits.
- **Visited farmers markets to observe accepting food assistance benefits and offer feedback.**
- Held an annual webinar titled **“Accepting SNAP Bridge Cards at Michigan Farmers Markets”** in February with **38** registrants. Members can access a recording of the webinar at www.mifma.org throughout the year.
- Held a **SNAP training and on-site authorization event** at the Michigan Farmers Market Conference in March. As a result of this first-time event, **5** farmers markets and **1** direct-marketing farmer were authorized to accept SNAP.
- Hosted a webinar titled **“Supporting Food Assistance at Farmers Markets: Costs, Barriers, Needs and Opportunities”** in April with **129** registrants from **26** states. The webinar highlighted results from a study conducted by Growing Hope of Ypsilanti regarding the administrative costs of implementing food assistance programs at farmers markets.
- Included an **“Overview of Food Assistance Programs”** webinar in the Market Manager Certificate Program.
- Facilitated a **Market Manager Mentorship program** to support farmers market managers who were accepting SNAP benefits at their market for the first time.
- Maintained access to a printed resource manual titled **“Accepting SNAP Bridge Cards at Michigan Farmers Markets”**.
- Created and distributed **outreach templates** markets can use **to promote that their market accepts food assistance benefits.**

We could not have done much of this work without the support of the Michigan Department of Health and Human Services (MDHHS). Their support and continued partnership is greatly appreciated.



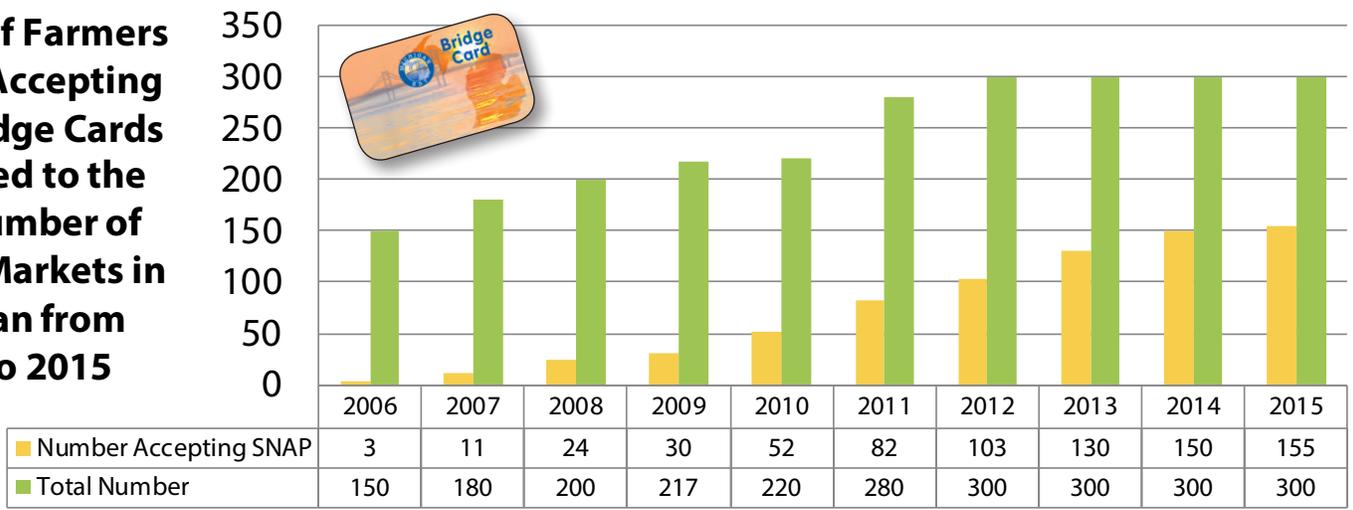
155 farmers markets accepted SNAP during the 2015 market season

13 market managers new to accepting SNAP supported through the Market Manager Mentorship Program

34 farmers markets trained on accepting SNAP through our annual webinar



Number of Farmers Markets Accepting SNAP Bridge Cards Compared to the Total Number of Farmers Markets in Michigan from 2006 to 2015



Prescription for Health

With support from MDHHS, MIFMA worked in partnership with the Adrian Farmers Market and Promedica Bixby Hospital to plan for and implement a Prescription for Health program during the 2015 farmers market season. This program helped build and strengthen the relationship between health care providers and the local food sector.

The goal was to develop and implement a Prescription for Health program that resulted in the redemption of prescriptions for fresh fruits and vegetables, therefore increasing access and consumption of fresh fruits and vegetables for patients at risk for diet-related diseases.

Overall, \$1,350 worth of Prescription for Health tokens were distributed to 30 individuals. Those individuals were referred to Prescription for Health for pre-diabetes, overweight/obesity, and high blood pressure. Nine different health care providers and community partners made referrals to the program.

Program Highlights

- The Adrian Farmers Market increased its capacity for data collection and began using data to understand trends and customer behaviors. This will be helpful in communicating impact and gaining further community buy-in for the market.
- Prescription for Health had a positive economic impact on market vendors, constituting new sales, and at times making up a significant portion of the market's daily total sales.
- Participants' self-ratings of their health between the pre and post surveys increased.



Sydney Debien, MIFMA Food Access Coordinator, and Stacie Dubin, Adrian Farmers Market, talk about the Prescription for Health Program with participants at the program kick-off meeting in August.

79%
of those completing the survey reported attending the market weekly

53%
would shop at the Adrian Farmers Market, even without a Prescription for Health

89%
of patients reported that they now eat more fruits and vegetables

47%
of participants reported that their family members now eat more fruits and vegetables

42%
of participants stated that they buy fruits and vegetables that they did not buy in the past



Hoophouses for Health

Hoophouses for Health is a program designed to increase access to fresh, local fruits and vegetables for vulnerable families while at the same time expanding the season extension capacity of Michigan farmers. The program provides participating farmers with funding to build a new hoophouse on their farm. Farmers “repay” their loan by accepting Hoophouses for Health vouchers from participating families or by providing produce to qualifying schools.

How It Works

- Step 1:** Farmers apply to the Michigan Farmers Market Association (MIFMA) to receive funding to build a new hoophouse.
- Step 2:** MIFMA works with community partner organizations, such as Head Start and Great Start Readiness Program agencies, to distribute vouchers to vulnerable families participating in their programming. The Michigan State University Center for Regional Food Systems (MSU CRFS) helps establish a Farm to School relationship between a qualifying school and a participating farmer if desired.
- Step 3:** Families use the vouchers to buy produce from participating Hoophouses for Health farmers at local farmers markets, while farmers also provide produce to schools.
- Step 4:** Farmers submit their vouchers and Farm to School sales records to MIFMA to pay off their “loan.”

The Result: Families get access to fresh, healthy, Michigan foods, and farmers get a new hoophouse through a zero-interest, five year “loan” that they pay back in produce instead of cash.

Hoophouses for Health Benefits:



Farmers

- Receive capital for a new hoophouse, inputs and tools
- Extend their growing seasons
- Build farm infrastructure, debt-free



Families

- Receive vouchers to purchase locally-grown produce
- Gain access to multiple food assistance benefits at farmers markets



Farmers Markets

- Earn new customers
- Increase awareness and use of other food assistance benefits



Childcare, Preschool, K-12

- Receive food assistance vouchers to distribute to families, increasing their healthy food access
- Receive financial incentives to purchase and serve fresh, local foods

Program Snapshot

43

participating farmers

3

paid off loans

\$78,400

in total payback achieved in 2015,
meaning that the equivalent value of
local foods was distributed to vulnerable
families in Michigan

1,430

families received vouchers

22

community partner agencies
participated

7

hoophouses built on

6

farms

The total value of Farm to School sales in
2015 was

\$24,400

totalling 9,175.5 lbs of food

\$58,519

in loans distributed to farmers in
2015 to build hoophouses

15

farmers markets
participated

\$54,000

in vouchers were redeemed by families at
farmers markets

11,160

square feet of growing space,
making the total for the life of the
program 131,736 square feet



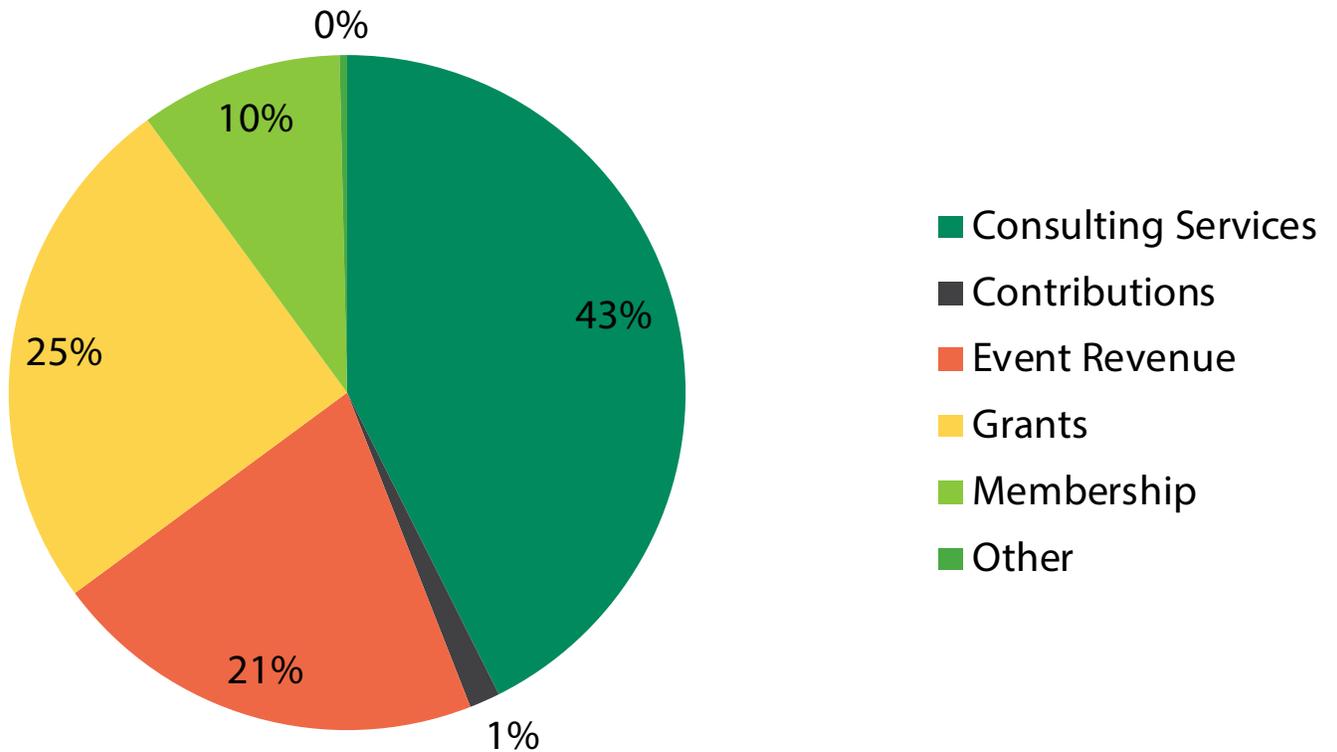
Hoophouses for Health

Hoophouses for Health is collaborative effort between the Michigan Farmers Market Association, Michigan State University Center for Regional Food Systems, and Michigan State University Department of Horticulture. The project is funded by the W.K. Kellogg Foundation.

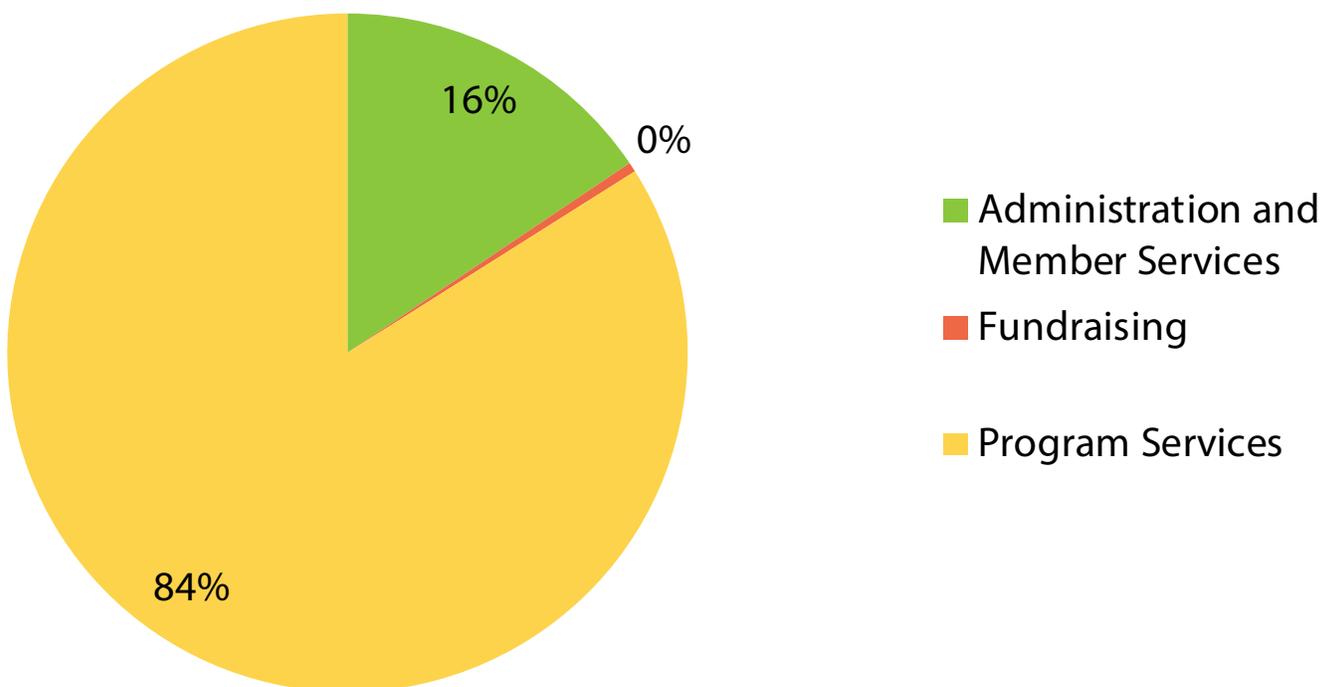


MIFMA Financials

2015 Annual Revenue = \$309,446.84



2015 Annual Expenses = \$310,157.31





MIFMA Leadership

2015 BOARD OF DIRECTORS

President: Christine Miller, *Spartan Country Meats, Fowlerville*

Vice-President: Julie Darton, *Downtown Saginaw Farmers Market*

Secretary: Rebecca Titus, *Titus Farms, Leslie*

Treasurer: Melissa Harrington, *Fulton Street Farmers Market*

Chris Broadbent, *People's Food Co-op of Kalamazoo*

Michael Finagen, *Saline*

Randall Fogelman, *Detroit Eastern Market*

Sharon Ostrowski, *Sharkar Farm, China*

Lindsey Scalera, *Canton*

Treasa Sowa, *Munising Farmers and Artisans Market and Treasa's Treasures*

Rachelle Yeaman, *Kalamazoo*

STAFF

Dru Montri, *Executive Director*

Amanda Shreve, *Manager of Programs and Partnerships*

Samantha Collins, *Communications and Events Manager*

Emily Beutel, *Design and Branding Specialist*

Tyler Vuillemot, *Hoophouses for Health Program Manager*

Sydney Debien, *Food Access Coordinator*

Yadira Perez, *Administrative Assistant*

Susan Smalley, *Program Evaluator*

Dan Hartley, *Videographer*

Brooke Bauer, *Student Assistant*

Alexandra Cross, *Student Assistant*

Lee Ann Viera, *Hoophouses for Health Program Student Assistant*

COMMITTEE MEMBERS

Advocacy

Chair: Chris Broadbent

Sydney Debien

Nadia Freeman

Cousin Don Hobson

Marcy Bishop Kates

Christine Miller

Dru Montri

Yadira Perez

Lindsey Scalera

Professional Development

Chair: Cindy Paparelli

Samantha Collins

Julie Darnton

Christine Miller

Dru Montri

Amanda Shreve

Michelle Walk

Kendra Wills

Marketing & Membership

Chairs: Dietrich Bronner &

Sher Watkins

Emily Beutel

Samantha Collins

Laura Gillis

Tina Lloyd

Dru Montri

Sharon Ostrowski

Yadira Perez

Joan Reed

RoseAna Twitchell

Lindsey Scalera

The Michigan Farmers Market Association (MIFMA) represents more than 400 members, including more than 200 farmers and food and ag-based businesses who sell at farmers markets. Our membership also consists of more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers and food and ag-based businesses in Michigan.



480 Wilson Road, Room 172
East Lansing, MI 48824
Ph: 517-432-3381 | Fx: 517-940-4522
www.mifma.org



The Michigan Farmers Market Association Market Manager Certificate Program is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers will be recognized with a certificate upon completion of the full program. This certificate offers acknowledgement to market organizers and vendors that the market manager is a trained professional.

Registration Information:

Certificates will be awarded to individuals who complete the full program including course assignments. No make-up classes will be scheduled.

Full Program:

The full program includes 3 in-person sessions and 7 webinars.

- \$300 for members of MIFMA and partnering organizations and \$600 for non-members.
- Full program registration closes January 12, 2015.
- Event check-in begins 15 minutes prior to in-person events and 5 minutes prior to webinar sessions.

Individual Webinars:

- \$20 for members and \$50 for non-members.
- Those attending individual webinars will receive an informative program and supporting resources, but they will not receive a certificate.
- Individual webinar registration closes one week before the webinar.
- Check-in begins 5 minutes prior to webinar sessions.

Register online at www.mifma.org



Michigan Farmers Market Association
 480 Wilson Road
 Room 172 Natural Resources Building
 East Lansing, MI 48824
 517-432-3381
www.mifma.org

MIFMA
 Michigan Farmers Market Association



Market Manager Certificate Program

JANUARY & FEBRUARY 2015

In Person Session Dates:
 January 30, 31 & February 28

Location:
 Waterford, Michigan
 Traverse City, Michigan
 Waukesha, Wisconsin
 & Ohio

Webinars:
 February 2, 4, 9, 11, 16, 18 & 23

www.mifma.org

Market Manager Certificate Program

Introduction to Market Management

Friday, January 30, 2015

9:00 a.m. – 6:00 p.m.

After this session, you will:

- Understand the role and responsibilities of a market manager.
- Understand the importance of and know how to develop a written mission for your farmers market.
- Know different market governance structures and the stakeholders represented.
- Understand and explain the decision making process at your farmers market.
- Have tools and examples to develop enforceable market policies that support the market's mission.
- Understand what steps you can take to be prepared for emergency situations.

Building Your Capacity to Manage a Farmers Market

Saturday, January 31, 2015

9:00 a.m. – 4:00 p.m.

After this session, you will:

- Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations.
- Know how to develop a basic budget for your farmers market.
- Become familiar with financial recordkeeping and accountability specifically related to farmers markets.
- Know ways that you can earn financial support for your market.

Webinar Series

Webinars are hosted by MSU Extension via Adobe Connect technology. To participate, you need a consistent and reliable internet connection on a device with speakers.

Grant Writing to Grow Your Market

Monday, February 2, 2015

6:00 p.m. – 8:00 p.m.

Collecting & Sharing Farmers Market Data

Wednesday, February 4, 2015

6:00 p.m. – 8:00 p.m.

Marketing Your Market Using an Annual Marketing Plan

Monday, February 9, 2015

6:00 p.m. – 8:00 p.m.

Planning for Events & Entertainment

Wednesday, February 11, 2015

6:00 p.m. – 8:00 p.m.

Overview of Food Assistance Programs

Monday, February 16, 2015

6:00 p.m. – 8:00 p.m.

Ohio Vendor Licensing & Regulations

Wednesday, February 18, 2015

1:00 p.m. – 3:00 p.m.

Wisconsin Vendor Licensing & Regulations

Wednesday, February 18, 2015

3:30 p.m. – 5:30 p.m.

Michigan Vendor Licensing & Regulations

Wednesday, February 18, 2015

6:00 p.m. – 8:00 p.m.

Ensuring the Sustainability of Your Farmers Market

Monday, February 23, 2015

6:00 p.m. – 8:00 p.m.

Manager to Manager Education and Presentations

Saturday, February 28, 2015

9:00 a.m. – 4:00 p.m.

You will learn from fellow market managers who will develop short presentations on a topic relevant to their farmers market. There will be time for feedback from program presenters and peers.

After completing the course work for this program, you will:

- Create a personal profile about who you are and why you are qualified to be a market manager.
- Create a market profile that can be used as a basis for marketing and planning.
- Reflect on the lessons you have learned through this course and how you will utilize the information to improve your market.
- Practice publically presenting about a topic of current relevance to your market.



The most beneficial advice market managers receive comes from peers who have personal **experiences to share**. The purpose of the Market Manager Mentorship Program is to pair a market manager with an experienced mentor. Mentors help mentees **overcome obstacles** and **solve challenges**, which can allow farmers markets to more quickly and efficiently **increase access** to healthy food in underserved communities.

**Apply today to be paired with a
Market Manager Mentor!**

Application deadline Monday, March 1, 2016

Advancing farmers markets to create a thriving marketplace for local food and farm products.

www.mifma.org

NETWORK LEARN SHARE

The Michigan Farmers Market Association (MIFMA) invites you to apply today to join the 2016 Market Manager Mentorship Program.

Apply to Participate and Receive:

1. An experienced mentor to support you with general market management and/or implementing food assistance programs
2. One-on-one support via phone and email
3. Access to monthly conference calls to discuss solutions and best practices for overcoming common concerns and issues
4. A site visit by your mentor to observe your market and provide feedback
5. An invitation to a private Meet and Greet Luncheon held at the Michigan Farmers Market Conference in East Lansing, MI on Wednesday, March 9, 2016

Apply online at www.mifma.org by March 1, 2016 to receive full program benefits.

“I gained experience and knowledge of how other markets operate. I made strong relationships with market managers in my area that I hope to grow in the future.”

- Mentor

“It was nice to have someone to talk to who has first-hand experience managing a market. The conference calls were also a great place to ask questions and learn we are all experiencing similar challenges.”

- Mentee

Michigan Farmers Market Association

480 Wilson Rd, Room 172 East Lansing, MI 48824 • Ph: 517-432-3381 • www.mifma.org



Market Manager Mentorship Program

Apply to receive a mentor today!



The Michigan Farmers Market Association (MIFMA) knows that the sharing of knowledge and experiences between market managers is powerful. Market managers repeatedly cite that the most beneficial advice they receive comes from a peer who has personal experience and lessons learned to share. The purpose of this mentorship program is to pair market managers with a peer mentor who is knowledgeable and experienced in the area(s) in which they want to develop further capacity. Mentees can choose to receive support in general market management (for beginning market managers) and/or in increasing food access (specifically starting to accept SNAP benefits).

Program Capacity: 15 new and beginning market managers and 20 market managers focused on food access will be paired with mentors.

Application Deadline: To benefit from the full program, submit your application by March 1, 2016

Program Start Date: March 10, 2016

Program End Date: November 30, 2016

Qualifications:

Individuals should be either (1) a beginning market manager who has fewer than 3 years of experience managing a farmers market in Michigan and/or (2) be actively engaged in the process of helping a Michigan farmers market begin to accept Supplemental Nutrition Assistance Program (SNAP) benefits during the 2016 market season (the individual may be the market manager or another staff person and/or volunteer who is actively involved in the process). All individuals must be current MIFMA members to apply and the preference is that they also enroll in the 2016 MIFMA Market Manager Certificate Program.

Expectations of a Mentee:

- Attend a Market Manager Mentorship Program Meet and Greet luncheon on Wednesday, March 10, 2016 at 12:30 p.m. during the Michigan Farmers Market Conference in East Lansing, Michigan
- Actively reach out to mentor when questions and/or issues related to your focal area(s)
- Participate in monthly conference calls (April through November) with MIFMA and other mentors and mentees to address common questions and issues that may arise. Conference calls will take place the first Monday of each month and will be geared towards beginning market managers from 1:00-1:45 a.m. EST and food access programs from 2:00-2:45 a.m. EST
- Complete an evaluation by November 15, 2016 describing your experience with the mentoring relationship and the overall mentorship program

What a Mentee can Expect:

- To be paired with a market manager mentor who is knowledgeable and experienced in the area(s) in which the mentee wants to develop further capacity including either (1) general market management and/or (2) starting and sustaining a food assistance program at their farmers market(s).
- To be able to access mentor by phone and by email in order to ask basic questions, discuss concerns and ideas and to learn from the mentor's experiences
- To have a mentor visit your farmers market at least once to observe your market. Additional travel beyond one trip is optional and the mentor will not be reimbursed by MIFMA for the expense
- To be directed by your mentor to helpful resources and references for further information, especially if the mentor is unable to answer a question or address a concern

This program is supported by the Michigan Department of Community Health and a Farmers Market Promotion Program Grant.

Market Manager Mentorship Program

Name: _____

**Farmers Market
Affiliated With:** _____

**Average Number of
Vendors at Market:** _____

**Would you describe the area where your
market is located as urban, rural or
suburban?** _____

Mailing Address: _____

Phone Number: _____

**Alternative Phone
Number:** _____

Email Address: _____

Market Website: _____

Please indicate the area in which you would like a mentor to help you develop capacity. Please check all that apply and complete the corresponding questions for each area you choose.

- Market Management (for beginning market managers with less than 3 years of experience)
- Food Access (specifically for markets beginning to accept SNAP benefits)

1. Explain why you would like to be paired with a Market Manager Peer Mentor.

Market Management Mentee Questions

1. What are three goals you have for your market this year?

Food Access Mentee Questions

1. What are your biggest concerns about starting and sustaining a food assistance program at your farmers market?

Market Manager Mentorship Program

Apply to be a mentor today!



The Michigan Farmers Market Association (MIFMA) knows that the sharing of knowledge and experiences between market managers is powerful. Market managers repeatedly cite that the most beneficial advice they receive comes from a peer who has personal experience and lessons learned to share. The purpose of this mentorship program is to pair market managers with a peer mentor who is knowledgeable and experienced in the area(s) in which they want to develop further capacity. Mentees can choose to receive support in general market management (for beginning market managers) and/or in increasing food access (specifically starting to accept SNAP benefits).

Number of Positions Available: 25 Market Manager Peer Mentors: 15 focused on Market Management and 10 focused on Food Access

Application Deadline: March 1, 2016

Position Start Date: March 10, 2016

Position End Date: November 30, 2016

Compensation: \$150 stipend per mentee and \$100 travel stipend for one market site visit per mentee

Qualifications:

- Is currently managing a Michigan farmers market, or has had previous experience managing a farmers market
- Is a current MIFMA member
- Has a willingness to share experiences and communicate with others
- Preference for those that have been recognized by the MIFMA Market Manager Certificate Program as a professionally trained farmers market manager

Expectations of a Mentor:

- Attend a Market Manager Mentorship Program Meet and Greet on Wednesday, March 10, 2016 at 12:30 p.m. during the Michigan Farmers Market Conference in East Lansing, Michigan
- Visit the mentee's farmers market at least once to observe the market (notify mentee in advance of when the visit will take place). Additional travel beyond one trip is optional and the mentor will not be compensated for it by MIFMA
- Participate in at least 3 monthly conference calls (April through November) with MIFMA and other mentors and mentees to address common questions and issues that may arise
- Be accessible by phone and by email to answer basic questions, listen to concerns and ideas and share experiences. Check in at least once each month (outside of the monthly conference call) with each mentee.
- Be willing to share personal experiences relevant to the focus area(s)
- Direct mentee(s) to helpful resources and references for further information, especially if the mentor, is unable to answer a question or address a concern
- Complete a one-on-one phone interview by November 15, 2016, describing your experience with the mentoring relationship and the overall mentorship program

What a Mentor can Expect:

- To be paired with 1-3 market manager mentees
- To receive a stipend once all program expectations listed above have been met (the mentor can decide whether to accept the stipend as personal compensation or on behalf of his/her farmers market)

This program is supported in part by the Michigan Department of Community Health and a grant from the Farmers Market Promotion Program.



Registration Information:

Certificates will be awarded to individuals who complete the full program including course assignments. No make-up classes will be scheduled.

Full Program:

- The full program includes 3 in-person sessions and 7 webinars.
- \$300 for members of Michigan Farmers Market Association and the Illinois Farmers Market Association.
- Full program registration closes January 1, 2016.
- Check-in begins 15 minutes prior to in-person sessions.

Individual Webinars:

- \$20 for members of the Michigan Farmers Market Association, Illinois Farmers Markets Association and the Farmers Market Coalition and \$50 for nonmembers.
- Those attending individual webinars will receive an informative program and supporting resources, but they will *not* receive a certificate.
- Individual webinar registration closes three business days prior to the webinar.
- Check-in begins 5 minutes prior to webinar.

Registrations are fully refundable up to 14 days prior to the event. No refunds will be given after that date.

Register online at www.mifma.org/mmcp

Phone: 517- 432-3381



MIFMA
Michigan Farmers Market Association



*Market Manager Certificate
Program*

JANUARY & FEBRUARY 2016

**In Person Session Dates:
January 23, February 6 & 20**

**Locations:
Jackson & Chatham, Michigan
Springfield, St. Charles &
Mt. Vernon, Illinois**

**Webinars:
January 25, 27,
February 1, 3, 8, 10 & 15**

www.mifma.org

The Market Manager Certificate Program is a voluntary program that the Michigan Farmers Market Association has designed to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers will be recognized with a certificate upon completion of the full program. This certificate offers acknowledgement to market organizers and vendors that the market manager is a trained professional.

Market Manager Certificate Program

In-Person Session

Saturday, January 23, 2016

9:00 a.m. – 5:00 p.m. EST

After this session, you will:

- Understand the role and responsibilities of a market manager.
- Understand the importance of and know how to develop a written mission for your farmers market.
- Know ways that you can earn financial support for your market.
- Become familiar with financial recordkeeping and accountability specifically related to farmers markets.

Market Governance, Policies & Enforcement

Monday, January 25, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will know different market governance structures, the stakeholders who should be represented, and the components necessary to include in market policies.

Communication Strategies to Manage Conflict

Wednesday, January 27, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations.

Developing and Using an Annual Marketing Plan

Monday, February 1, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will understand how to develop an annual marketing plan that will allow you to market to vendors, customers and community partners.

Planning for Events, Entertainment & Emergency Situations

Wednesday, February 3, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will know how to plan for events and entertainment and understand the steps you can take to be prepared for emergency situations.

In-Person Session

Saturday, February 6, 2016

9:00 a.m. – 5:00 p.m. EST

After this session, you will:

- Have tools and examples to develop enforceable market policies that support the market's mission.
- Have practiced strategies to resolve conflict and communication styles that can help facilitate difficult conversations.
- Have tools and examples to use when marketing your market to vendors, customers and community partners.
- Know the steps your market can take to be prepared for growth and transitions in leadership.

State-Specific Licensing, Regulations & Food Assistance Programs

Monday, February 8, 2016

After this webinar, you will be aware of state licensing requirements and regulations that farmers markets and vendors must follow. The webinar will also cover the food assistance programs farmers markets can participate in and the process for participation.

Illinois 9:30 a.m. – 11:30 a.m. EST

Michigan 6:00 p.m. – 8:00 p.m. EST

Collecting & Sharing Farmers Market Data

Wednesday, February 10, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will be able to determine critical records needed for market management and how to collect that information.

Grant Writing to Grow Your Market

Monday, February 15, 2016

6:00 p.m. – 8:00 p.m. EST

After this webinar, you will have learned simple strategies for writing successful grant proposals.

Manager to Manager Education and Presentations

Saturday, February 20, 2016

9:00 a.m. – 4:00 p.m. EST

You will learn from fellow market managers who will develop short presentations on a topic relevant to their farmers market. There will be time for feedback from program facilitators and peers.

After completing the course work for this program, you will:

- Create a personal profile about who you are and how you are qualified to be a market manager.
- Create a market profile that can be used as a basis for marketing and planning.
- Reflect on the lessons you learned through this course and how you will utilize the information to improve your market.
- Practice presenting to an audience about a topic of current relevance to your market.

FOR IMMEDIATE RELEASE:
March 19, 2015

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



The Michigan Farmers Market Association Certifies Largest Number of Market Managers to Date

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) concluded its fifth annual Market Manager Certificate Program, certifying 42 market managers on February 28, 2015. The Market Manager Certificate Program is a voluntary program designed to encourage market managers to pursue leadership skills and professional development in topics essential to market management. As farmers markets grow and expand, totaling more than 300 markets in Michigan in 2014, so do the needs of the individuals who run these markets and create thriving marketplaces for local food and farm products.

“Every year I am inspired by the dedication and commitment market managers put in to the work that they do. The Market Manager Certificate Program is a way that we can provide support and help managers who are looking to grow and improve their markets,” said Dru Montri, MIFMA Director.

Certificates were awarded to 32 market managers from Michigan, and 10 from Wisconsin. These market managers join the 103 market managers that were certified between 2011 and 2014 for a total of 145 certified market managers in 2015. MIFMA’s Market Manager Certificate Program is the only program in the nation that recognizes market managers as professionally trained.

Each certified market manager had the opportunity to network with other market managers over the course of the program and focus on topics such as Market Governance, Conflict Management, Financial Recordkeeping, Licensing and Regulations and Marketing. A final manager-to-manager education and networking opportunity completed the program focusing on sharing experiences and lessons learned.

One market manager reported. “The program provided an opportunity for networking with other market managers and allowed us to look broadly at how we can improve our markets. The training was invaluable and I am so grateful I participated.”

MIFMA is already planning for next year’s Market Manager Certificate Program, expected to run in January and February 2016.

To learn more, visit www.mifma.org or contact Samantha Collins at samantha@mifma.org or 517-432-3381.

MENTORSHIP OPPORTUNITIES AVAILABLE FOR FARMERS MARKET MANAGERS THROUGHOUT MICHIGAN

Posted on [January 5, 2015](#) by [Collins](#)



EAST LANSING, MI – Farmers markets in Michigan merge economic and community development efforts with health and entertainment. Managing these multifaceted community events takes a wide variety of skills and talents and the individuals who know best are those that are currently managing farmers markets in Michigan.

As a statewide, member-based association, the Michigan Farmers Markets Association (MIFMA) knows that the most beneficial advice market managers receive comes from peers who have personal experiences to share. To help pair experienced market managers with those that are just beginning to manage farmers markets in Michigan and those implementing new programs at their markets, MIFMA has developed a Market Manager Mentorship Program.

Mentors will be working with new and beginning market managers as well as market managers who are in their first year of accepting Supplemental Nutrition Assistance Program (SNAP) benefits at their farmers markets. Mentors will work one-on-one with mentees to help them overcome obstacles and solve challenges, thus allowing farmers markets to more quickly and efficiently increase access to healthy food in underserved communities.

MIFMA is now taking applications for the 2015 Market Manager Mentorship Program. Individuals who are interested in being a part of the program are now able to apply to be a mentor or a mentee. [Click Here](#)

The program will kick off with a Meet and Greet program during the 2015 Michigan Farmers Market Conference in East Lansing, Michigan on Wednesday, March 11.

The mentorship program is being supported by the Michigan Department of Community Health and a Farmers Market Promotion Program grant from the USDA Agricultural Marketing Service.

For more information on other programs and MIFMA membership opportunities, visit www.mifma.org or call 517-432-3381.

This entry was posted in [News](#) by [Collins](#). Bookmark the [permalink](#).

FOR IMMEDIATE RELEASE:
March 6, 2015

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



The Michigan Farmers Market Association Expands Market Manager Continuing Education Opportunities

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) is please to announce that it has expanded educational opportunities for individuals who have successfully completed the Market Manager Certificate Program (MMCP) and would like to renew their certificates and further pursue leadership skills and professional development in topics essential to market management.

Certificates received by those who have completed the MMCP are good indefinitely. Participating in continuing education and earning Professional Development Hours towards recertification, beyond initial certification, presents an opportunity for certified market manager to demonstrate that they have continued learning more about market management.

Continuing education opportunities will be tracked as Professional Development Hours earned through sessions approved by MIFMA. Individuals will need to earn 20 Professional Development Hours within three years in order to be recertified. Professional Development Hour tracking sheets are available at www.mifma.org. Individuals looking to be recertified will track their Professional Development Hours and submit the tracking form(s) once they have reached 20 hours. A \$30 processing fee will be required with each application for recertification.

The first continuing education opportunities will be provided at the 2015 Michigan Farmers Market Conference to be held on Tuesday, March 10 and Wednesday, March 11 at the Plant and Soil Sciences Building on the campus of Michigan State University in East Lansing, MI. Attendees of the conference who have completed the Market Manager Certificate Program are able to attend specified breakout sessions where Professional Development Hours can be earned.

For more information about the Market Manager Certificate Program Continuing Education and/or the Michigan Farmers Market Conference, visit the MIFMA website at www.mifma.org or call 517-432-3381.

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FOR IMMEDIATE RELEASE:
October 6, 2014

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



Register Now for the 2015 Michigan Farmers Market Association Market Manager Certificate Program

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) is hosting its fifth annual Market Manager Certificate Program in 2015, and registration for the full program is now open. The MIFMA Market Manager Certificate Program (MMCP) is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management. Interested individuals can register and reserve their spot for the full program at www.mifma.org/market-manager-certificate-program.

The 2015 program begins with in-person trainings in Waterford or Traverse City on January 30 and 31, followed by a series of seven webinars on Monday evenings from February 2 through 28, and concludes with an in-person session on February 28.

"There are now more than 310 farmers markets in Michigan. As farmers markets grow and expand throughout the state, so do the needs of the individuals who run these markets. It takes a great amount of expertise and skill to develop and enhance farmers markets so that they function as thriving marketplaces for local food and farm products," explains Dru Montri, MIFMA Director. "The program is open to anyone who is interested in strengthening his or her knowledge and credibility in the area of farmers market management."

The full program includes three in-person sessions and seven webinars, totaling more than 35 hours of instruction. By participating in the program, attendees will have the opportunity to network with other managers around the state while focusing on topics such as business planning, managing market growth, market governance, policy and enforcement, internal and external communication strategies, financial management and fundraising.

Individuals who complete the full program receive a certificate acknowledging that they are professionally trained farmers market managers. Since 2011 when the program began, 103 farmers market managers from across the state have received this recognition. The MMCP is the first program in the nation to recognize market managers as professionally trained.

Registration for the full program is \$300 for MIFMA members or \$600 for non-members. Individual webinar registration is \$20 for MIFMA members or \$50 for non-members and will open at a later date.

For more information on other programs and MIFMA membership opportunities, visit www.mifma.org or call 517-432-3381.

###

FOR IMMEDIATE RELEASE:
January 12, 2014

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



Registration Deadline Extended for the 2015 Market Manager Certificate Program

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) has extended the registration deadline for the 2015 Market Manager Certificate Program. The new deadline will be Sunday, January 18. Interested individuals can register and reserve their spot for the full program at www.mifma.org/market-manager-certificate-program.

The Market Manager Certificate Program being held this year will be the fifth annual that MIFMA has hosted. The Market Manager Certificate Program (MMCP) is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management.

The program begins with in-person trainings in Waterford or Traverse City on January 30 and 31, followed by a series of seven webinars on Monday evenings from February 2 through 28, and concludes with an in-person session on February 28.

"There are now more than 310 farmers markets in Michigan. As farmers markets grow and expand throughout the state, so do the needs of the individuals who run these markets. It takes a great amount of expertise and skill to develop and enhance farmers markets so that they function as thriving marketplaces for local food and farm products," explains Dru Montri, MIFMA Director. "The program is open to anyone who is interested in strengthening his or her knowledge and credibility in the area of farmers market management."

The full program includes three in-person sessions and seven webinars, totaling more than 35 hours of instruction. By participating in the program, attendees will have the opportunity to network with other managers around the state while focusing on topics such as business planning, managing market growth, market governance, policy and enforcement, internal and external communication strategies, financial management and fundraising.

Individuals who complete the full program receive a certificate acknowledging that they are professionally trained farmers market managers. Since 2011 when the program began, 103 farmers market managers from across the state have received this recognition. The MMCP is the first program in the nation to recognize market managers as professionally trained.

Registration for the full program is \$300 for MIFMA members or \$600 for non-members. Individual webinar registration is \$20 for MIFMA members or \$50 for non-members and will open at a later date.

For more information on other programs and MIFMA membership opportunities, visit www.mifma.org or call 517-432-3381.

FOR IMMEDIATE RELEASE:
January 18, 2015

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



Register Now for the Market Manager Certificate Program Webinars

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) is hosting a series of seven webinars as part of its fifth annual Market Manager Certificate Program (MMCP). Registration is now open for the individual webinars.

The MMCP is a voluntary program designed to encourage market managers to pursue leadership skills and professional development in topics essential to managing a farmers market.

The webinars will be held Monday and Wednesday evenings February 2 through February 25 from 6:00 to 8:00 p.m. EST. The webinars are part of the full MMCP but can be taken individually. Individual webinar registration is \$20 per webinar for members of MIFMA and partnering organizations including the Wisconsin Farmers Market Association, the Ohio Farmers Market Management Network, and the Washington State Farmers Market Association among others. Webinar registration for nonmembers is \$50 per webinar. Register and reserve your spot for the webinars at <http://mifma.org/mmcp-webinars/>.

Webinar topics include: Grant Writing to Grow Your Market; Collecting and Sharing Farmers Market Data; Marketing Your Market Using an Annual Marketing Plan; Planning for Events and Entertainment; Overview of Food Assistance Programs; Vendor Licensing and Regulations; and Ensuring the Sustainability of Your Farmers Markets.

For more information on other programs and MIFMA membership opportunities, visit www.mifma.org or call 517-432-3381.

###

FOR IMMEDIATE RELEASE:
December 18, 2014

CONTACT:
Samantha Collins
samantha@mifma.org
517-432-3381



Michigan Farmers Market Association Market Manager Certificate Program Coming to Wisconsin

WAUKESHA, WI – The Michigan Farmers Markets Association (MIFMA) is happy to announce that it will be expanding its Market Manager Certificate Program (MMCP) into Wisconsin this coming January, 2015. MIFMA will be partnering with the Wisconsin Farmers Market Association to host a satellite location of the program in Waukesha, WI at the Retzer Nature Center. Registration for the full program is now open.

The MMCP is a voluntary program designed to encourage market managers to pursue leadership skills and professional development in topics essential to market management. Interested individuals can register and reserve their spot for the full program at www.mifma.org/market-manager-certificate-program. The 2015 program begins with in-person trainings in Waukesha, WI on January 30 and 31, followed by a series of seven webinars on Monday and Wednesday evenings from February 2 through 28, and concludes with an in-person session on February 28.

"We are excited to be partnering with the Wisconsin Farmers Market Association to promote this program to market managers across the Midwest. As farmers markets grow and expand so do the needs of the individuals who run these markets. It takes a great amount of expertise and skill to develop and enhance farmers markets so that they function as thriving marketplaces for local food and farm products," explains Dru Montri, MIFMA Director. "The program is open to anyone who is interested in strengthening his or her knowledge and credibility in the area of farmers market management."

The full program includes more than 35 hours of instruction. By participating in the program, attendees will have the opportunity to network with other managers around the state while focusing on topics such as business planning, managing market growth, market governance, policy and enforcement, internal and external communication strategies, financial management and fundraising.

Individuals who complete the full program receive a certificate acknowledging that they are professionally trained farmers market managers. Since 2011 when the program began, 103 farmers market managers from across the state of Michigan have received this recognition. The MMCP is the first program in the nation to recognize market managers as professionally trained.

Registration for the full program is \$300 for Wisconsin Farmers Market Association members or \$600 for non-members. Individual webinar registration is \$20 for Wisconsin Farmers Market Association members or \$50 for non-members.

For more information on the Wisconsin Farmers Market Association visit www.wifarmersmarkets.org. For more information about MIFMA and the Market Manager Certificate Program, visit www.mifma.org.

Registration Deadline Extended:

The 2016 Market Manager Certificate Program registration deadline has been extended to midnight, Sunday, January 10. Interested individuals are encouraged to register as soon as possible to reserve their spot in the program.

Interested individuals can register and reserve their spot for the full program at www.mifma.org/mmcp.

About the Market Manager Certificate Program:

The MIFMA Market Manager Certificate Program (MMCP) is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management. By participating in the program, attendees will have the opportunity to network with other managers around the state while focusing on topics such as business planning, managing market growth, market governance, policy and enforcement, internal and external communication strategies, financial management and fundraising. Individuals who complete the full program receive a certificate acknowledging that they are a professionally trained farmers market manager. Since 2011, when the program began, 145 market managers from across the mid-west have received this recognition.

What is Included:

The full program will include three in-person sessions and seven webinars, totaling more than 35 hours of instruction. The program will begin with in-person sessions hosted in Michigan and Illinois. View our program brochure for details about each session.

Locations, Times & Dates:

Jackson, MI

Chatham, MI

St. Charles, IL

Mt. Vernon, IL

Springfield, IL

The in-person sessions will be held on
Saturday, January 23 from 9:00 a.m. to 6:00 p.m. EST

Saturday, February 6 from 9:00 – 4:00 p.m. EST

Saturday, February 20 from 9:00 a.m. – 4:00 p.m. EST

The webinars will start on Monday, January 25 and be held Mondays and Wednesdays through Monday, February 15 from 6:00 p.m. – 8:00 p.m. EST.

Cost:

Registration for the full program is \$300 for MIFMA or Illinois Farmers Market Association (IFMA) members or \$600 for non-members.

The cost for individual webinar registration is \$20 for MIFMA or IFMA members or \$50 for non-members and will open at a later date.

Interested individuals can register and reserve their spot for the full program at www.mifma.org/mmcp by ~~December 31, 2015~~ extended deadline **midnight, Sunday, January 10.**

To get more information, visit www.mifma.org/mmcp or call 517-432-3381.

REGISTRATION NOW OPEN FOR THE MICHIGAN FARMERS MARKET ASSOCIATION'S MARKET MANAGER CERTIFICATION PROGRAM

Posted on [November 10, 2015](#) by [Collins](#)

EAST LANSING, MI – The Michigan Farmers Markets Association (MIFMA) is hosting its sixth annual Market Manager Certificate Program in 2016, and registration for the full program is now open. The MIFMA Market Manager Certificate Program (MMCP) is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management. Interested individuals can register and reserve their spot for the full program at www.mifma.org/mmcp.

The full program will include three in-person sessions and seven webinars, totaling more than 35 hours of instruction. The program will begin with in-person sessions hosted in Michigan and Illinois. The Michigan sessions will be held in Jackson and Chatham and the Illinois sessions will be held in St. Charles, Mt. Vernon and Springfield. The in-person sessions will be held on Saturday, January 23 from 9:00 a.m. to 6:00 p.m. EST, Saturday, February 6 from 9:00 – 4:00 p.m. EST and Saturday, February 20 from 9:00 a.m. – 4:00 p.m. EST. The webinars will start on Monday, January 25 and be held Mondays and Wednesdays through Monday, February 15 from 5:00 p.m. – 7:00 p.m. CST.

By participating in the program, attendees will have the opportunity to network with other managers around the state while focusing on topics such as business planning, managing market growth, market governance, policy and enforcement, internal and external communication strategies, financial management and fundraising. Individuals who complete the full program receive a certificate acknowledging that they are a professionally trained farmers market manager. Since 2011, when the program began, 145 market managers from across the mid-west have received this recognition.

Registration for the full program is \$300 for MIFMA or Illinois Farmers Market Association (IFMA) members or \$600 for non-members. The cost for individual webinar registration is \$20 for MIFMA or IFMA members or \$50 for non-members and will open at a later date. Individuals looking to participate in the program can register online at www.mifma.org/mmcp by December 31, 2015. To see the full Market Manager Certificate Program brochure or to get more information, visit www.mifma.org/mmcp or call 517-432-3381.

This entry was posted in [News](#) by [Collins](#).